

The Impact of Office Software Systems on Organizational Development: A Case Study of ATI Limited

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The Impact of Office Software Systems on Organizational Development: A Case Study of ATI Limited

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Date of Submission: 20/07/2026

Letter of Transmittal

20 June, 2026

Ms. Nasrin Akter

Assistant Professor

School of Business and Economics

United International University

Subject: "The Influence of Office Software Systems on Organizational Development: A Study on ATI Limited" internship report submission.

Dear Ma'am,

It is my great pleasure to present my internship report, "The Influence of Office Software Systems on Organizational Development: A Study on ATI Limited," which is a partial prerequisite for finishing United International University's Bachelor of Business Administration (BBA) program.

The study analyses the ways in which office software solutions support ATI Limited's organizational growth. The importance of office software systems, their different kinds, and how they can enhance communication, decision-making, organizational effectiveness, and overall business success are all covered. My internship experience and practical expertise are also included in the report. I have tried my best to follow your helpful directions and guidelines in order to create this report with sincerity, correctness, and professionalism. The management and staff of ATI Limited provided me with constant assistance and collaboration during my internship, which was very helpful to me in finishing my report effectively.

I would like to sincerely thank you for your unwavering support, insightful recommendations, and encouragement during the writing of this report. I genuinely hope that this report will live up to your expectations and be well received.

Sincerely yours,

Sadikun Nahar Sadia

ID: 111 213 014

Department: BBA

Declaration of the Student

I, Sadikun Nahar Sadia, thus declare that the study "The Influence of Office Software Systems on Organizational Development: A Study on ATI Limited" has been submitted in order to partially complete the requirements for graduating from United International University with a BBA in human resource management. This report is a piece of unique work that I completed under the supervision of Ms. Nasrin Akter, Faculty of School of United International University, Business and Economics.

Corporate Evidence

**ATI LIMITED**

info@atilimited.net
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+88 02 48950525

February 05, 2026

Ref: ATI/New Office/HR/2026/01123

Name: Sadikun Nahar Sadia

Subject: **Offer of Appointment**

Dear Sadikun Nahar Sadia,

We are pleased to inform you that you have been offered as Intern under CSS Department in ATI Limited with the salary as finalized as per company policy. Your joining will be effective on February 15, 2026. Your detailed appointment letter will be issued to you at the time of your joining.

On your joining date, please bring (i) 1 copy of this letter duly signed and dated by you; (ii) 2 passports sized, color photos (iii) the originals and 1 set of photocopies of the following documents:

- All Academic Certificate and Vendor Certification, if any;
- Nationality Certificate/National ID Card

We are sure that you have had opportunities to understand in detail your job, the organization, etc. We would be glad to provide any further clarification, if any.

We look forward to you joining our team and hope it is the beginning of a mutually fulfilling association.

Sincerely yours,
For ATI Limited



Name: Syed Ahmed Ali
Designation: Chief Information Officer
ATI Limited

**Business Office**
ATI Center, House #07, Gansob-e-Nasir Avenue,
Sector #11, Uttara, Dhaka-1230, Bangladesh.



Registered Office
KOSAJJA ENAYETURI (R) TOWER, 17th Floor K.M
Shafiqul Road, (Green Road), Dhaka-1208, Bangladesh.

**ATI LIMITED**

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Date: 16th May, 2026

Ref: ATICM/EXP/2026-949

Experience Letter

This is to certify that Sadikun Nahar Sadia was employed at ATI Limited as an Intern in the CSS Department from 15 February, 2026, to May 16, 2026.

In this role, Sadikun Nahar Sadia handled customer inquiries, resolved issues, and assisted our team with daily support tasks. They were reliable, communicated clearly with our clients, and completed their work with a positive attitude. They showed a good understanding of our support processes and were always willing to help where needed.

Her conduct and performance throughout the training period were found to be satisfactory.

We wish her every success in his future professional endeavors

Sincerely,



Md Sajjad Hossain
Executive, HR & Admin
ATI Limited
Contact: +88 02 48953302, +88 02 48950505
Email: sajjad@atilimited.net



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Shafiqul Road, (Green Road), Dhaka-1208, Bangladesh.

Acknowledgement

I want to convey my profound gratitude to everyone who assisted me in completing my internship at “ATI Limited”. I would first like to thank my respected supervisor Ms. Nasrin Akter, Assistant Professor, School of Business and Economics, United International University from the core of my heart for her kind support, supervision, instructions, and advice that motivated me to do this report, for assigning this topic and guiding me during my internship. Then I would like to thank Md Sajjad Hossain, Executive, HR & Admin of the consultant who supervised me and properly guided me on how to work here.

Executive Summary

One of the top software development companies in Bangladesh, ATI Limited offers specialized software solutions to hospitals, pharmaceutical firms, oil businesses, and other businesses. Hospital Information Systems (HIS), Enterprise Resource Planning (ERP), patient registration, billing, inventory management, delivery challans, and record administration are just a few of the business-related tasks that the company creates software for. In order to guarantee the seamless functioning of its software, ATI Limited also offers maintenance and technical support services.

The impact of office software systems on ATI Limited's organizational development is analyzed in this internship report. I was trained for seven days on the company's software, workflow, and service procedures during my internship in the Client Support and Service (CSS) Department. After that, I was given tasks to complete under supervision. Receiving software issues reported by clients, opening support tickets, working with front-end and back-end developers, keeping monitoring on issue resolution, informing clients of developments, and closing tickets upon successful verification were my main responsibilities. This systematic support procedure enhances satisfied clients and organizational performance while also increasing operational efficiency, service quality, and client-technical team communication. In addition to improving my competence in communication, problem-solving, teamwork, and software support management, the hands-on experience I received during the internship helped me see the critical role information systems provide in attaining long-term organizational growth.

Keywords: ATI Limited, Office Software System, Enterprise Resource Planning (ERP), Client Support and Service (CSS), Organizational Growth.

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1. Introduction

1.1 Background of the report

In today's digital business environment, office software solutions are crucial to increasing organizational effectiveness and service quality. To sustain client happiness and commercial performance, software firms rely on efficient communication, problem solving, and technical assistance. Hospitals, pharmaceutical businesses, oil corporations, and other organizations may all benefit from the software development services provided by ATI Limited. Additionally, the organization offers technical help by fixing software-related problems that customers have reported.

The office software system's significance for ATI Limited's organizational growth is the main topic of this internship report. I saw how software problems are received from clients, turned into support tickets, allocated to front-end and back-end developers, and handled through a systematic workflow during my internship in the Client Support and Service (CSS) department. This methodical approach enhances client happiness, operational effectiveness, and service quality, all of which support the organization's overall growth.

1.2 Objective of the report

Main Objective:

The main objective of this report is to examine how ATI Limited's organizational growth is impacted by the office software system.

Specific Objectives:

- To comprehend ATI Limited's office software system and operations.
- To assess the company's customer service and issue management procedures.
- To determine how software systems enhance client-developer collaboration and communication.
- To outline ATI Limited's services, activities, and organizational structure.
- To offer suggestions for raising the office software system's effectiveness.

1.3 Scope of the report

The scope of this report is limited to the practical knowledge and skills I acquired while interning at ATI Limited. The study primarily focuses on the customer Support and Service (CSS) division, where I examined the organization's ticket processing system, issue management procedure, customer communication, and software development collaboration. Additionally, it talks about how the office software system helps to increase customer satisfaction, service quality, and organizational efficiency.

1.4 Methodology

Types of Data and Techniques

Both primary and secondary sources of information have been used in the preparation of this study.

Primary Sources:

- Practical job experience acquired while interning at ATI Limited.
- Direct observation of the Client Support and Service (CSS) department's everyday operations.
- Conversations with coworkers, software developers, and bosses.
in-person interactions with business personnel.

Secondary Resource:

- ATI Limited's official website.
- Manuals and company documentation.
- Records of internships and appropriate organizational documentation.
- Literature, journals, and internet resources about organizational development and software systems.

1.5 Limitations of the report

There are limitations on every internship report. This report's development presented a number of challenges, including:

- The company keeps client information, internal software, and operational procedures private.
- Due to the short internship duration, it was challenging to fully comprehend all organizational operations.
- Employees were not always available for in-depth conversations due to workload and time restrictions.
- Due to corporate restrictions involving sensitive company information, specific information could not be presented.
- My lack of professional experience also hindered the report's preparation because this was my first practical internship.

2. Company and Industry Profile

2.1 Company Analysis

2.1.1. Overview and History

ATI Limited founded in 1998, ATI Limited is a prominent software development and IT solutions firm in Bangladesh. With more than 27 years of expertise, the company creates specialized software solutions for corporations, government agencies, hospitals, pharmaceutical companies, oil companies, and educational institutions. Software development, online and mobile application development, IT consulting, system integration, and software support are among its offerings. With offices in Thailand and the US, ATI Limited has grown worldwide and established itself as a reputable software supplier in Bangladesh via consistent innovation, high-quality service, and client satisfaction.

2.1.2. Trend and growth

In Bangladesh's software and IT sector, ATI Limited has consistently grown since its founding in 1998. With more than 27 years of expertise, the company has expanded clients in the corporate, government, healthcare, pharmaceutical, and oil sectors by providing dependable technical support and specialized software solutions. In addition to providing services to customers all around Bangladesh, ATI Limited has expanded internationally by having offices in Thailand and the US and servicing clients in Pakistan and the US. The company's dedication to innovation, high-quality service, client happiness, and long-term business success is shown in its ongoing expansion.

2.1.3 Product / Service / Customer mix

To satisfy the operational requirements of various sectors, ATI Limited provides a broad variety of software products and IT-enabled services. To efficiently serve a variety of client groups, the company has a broad product and service approach.

Mix of Goods and Services

ATI Limited offers a range of technology solutions and software products, such as:

- Customized software development
- Development of Mobile and Web Applications

- Hospital Management Systems
- IT Consultancy
- Software Maintenance and Technical Assistance
- Client Support Services

Customer Mix

In order to enhance flexibility and satisfy clients, the company mainly creates customized solutions based on client needs. By offering maintenance and ongoing operational assistance, ATI Limited also places a high priority on long-term client relationships and support services. ATI Limited provides services to a wide range of clients from various industries. The following are the main client categories:

- Healthcare facilities
- Pharmaceutical companies
- Government agencies
- Manufacturing firms
- Oil and industrial companies

Vertex Pharmaceuticals, BSRM, BIRDEM, RAJUK, Jamuna Oil Company Ltd., Memon Medical Institute Hospital, Universal Medical College & Hospital Ltd, KEPZ Trust Hospital, Drug International Ltd and Green Life Hospital are a few of the company's prominent clients. ATI Limited is able to retain operational stability in the face of changing market circumstances and lessen its dependence on a particular industry because to its diverse client base.

2.1.4 Company Operations / Activity

Software development, IT consulting, client support management are the primary operating operations of ATI Limited. The organization uses a project-based operational approach in which several departments collaborate to effectively finish software development and support tasks. Analyzing business demands and determining customer requirements are the first steps in the company's operations. The development team creates enterprise systems and specialized software based on customer requirements. To guarantee software quality, security, and operational effectiveness, ATI Limited follows to standard development processes.

2.1.5 SWOT Analysis

The SWOT Analysis of ATI Limited is presented below:

Strengths	Weaknesses
Over 27 years of software development expertise.	Increased project difficulty due to a high reliance on customized software initiatives.
Extensive experience in healthcare solutions, ERP, software development, and IT consulting.	Compared to multinational software companies, the brand is not as well-known abroad.
Diversified client portfolio across business, manufacturing, government, and healthcare industries	Employee training and technological advancements demand continuous investment.
Long-term client connections and excellent post-purchase assistance.	Communication and resource difficulties while overseeing several projects at once.
International business presence and experienced technical workforce.	

Opportunities	Threats
Growing demand for digital transformation; strong rivalry within the software sector	strong competition between domestic and foreign software firms.
Government programs that support digitalization and Smart Bangladesh.	Technology is changing quickly, necessitating ongoing innovation.
The growing need for automation solutions in the business, healthcare, and educational sectors	Data privacy issues and cybersecurity hazards.
Increasing use of data analytics, cloud computing, ERP, and AI technologies.	Issues with talent retention and a lack of qualified IT workers.

ATI Limited has a competitive advantage in the software market because to its broad industry experience, strong technical skills, and diverse client base. Nevertheless, the business has operational difficulties due to its reliance on customized projects and the requirement for ongoing

technical investment. Significant development potential is created by government digitalization programs and the growing use of digital technology. Intense market rivalry, quick technical advancements, cybersecurity concerns, and a lack of qualified IT workers continue to be major issues that the business must deal with in order to maintain its competitive position.

2.2 Industry Analysis

2.2.1 Specification of the Industry

One of the fastest-growing economic sectors in the nation is the software and information technology (IT) industry, which makes a substantial contribution to both economic growth and digital transformation. The sector offers a range of public and private organizations services including cloud computing, software development, IT consulting, system integration, and business process automation. Individual software, ERP systems, healthcare management solutions, HRM software, and mobile apps are in high demand due to the growing use of digital technology and government programs like Smart Bangladesh. ATI Limited works in this area by providing clients in the business, healthcare, government, manufacturing, and educational sectors with specialized software solutions and IT services.

2.2.2 Size, Trend and maturity of the industry

One of Bangladesh's fastest-growing industries, the software and IT sector is vital to the nation's digital economy. Numerous software development organizations, IT service providers, startups, and outsourcing businesses that cater to both domestic and foreign markets make up the industry. The sector has grown gradually as a result of growing digitalization, the need for cloud-based solutions, mobile apps, corporate automation, and customized software. This rise has been strengthened even more by government programs like Smart Bangladesh and the growing use of information technology in both the public and commercial sectors. The industry is now in the growing stage of its life cycle. Continuous technical innovation, increased investment, and expanded export prospects imply significant future potential. However the sector also has to deal with issues including competitiveness, quick changes in technology, and a lack of highly qualified IT workers.

2.2.3 Industry Swot Analysis

Bangladesh's software and IT sector has grown significantly as a result of rising digitalization and technical development. A SWOT analysis is provided below to help us understand the current state of the market. To assess the external environment and competitive landscape of the industry, a few PESTEL elements (External Economic and Technological factors) and Porter's Five Forces (Barriers to Entry, Threat of Substitutes, and Industry Rivalry) are also reviewed.

Strengths

- ✓ Strong demand across a range of sectors for digital solutions and software.
- ✓ Assistance from the government through programs for digital transformation like Smart Bangladesh.
- ✓ Increasing opportunities in domestic as well as international markets.

Weaknesses

- ✓ A lack of highly qualified IT workers.
- ✓ Continuous demand for technical improvements and personnel training.
- ✓ Intense rivalry between software companies.

Opportunities

- ✓ Increasing use of commercial automation, artificial intelligence (AI), and cloud computing.
- ✓ Growth in software exports and global outsourcing prospects.
- ✓ Growing need for specialized software solutions in the business, manufacturing, government, and healthcare sectors.

Threats

- ✓ Rapid advancements in technology require ongoing innovation.
- ✓ Growing threats to data privacy and cybersecurity.
- ✓ Strong rivalry between domestic and foreign software firms.

Analysis of the industry

External Economic Factors: Government programs like Smart Bangladesh, rising ICT spending, and the expanding need for digital business solutions all contribute to the industry's expansion.

Technological Factors: The software industry is changing and becoming more efficient due to

developments in cloud computing, artificial intelligence (AI), mobile apps, cybersecurity, and business automation.

Barriers to Entry: The industry has moderate to high entry barriers since it requires highly qualified personnel, technological know-how, capital, and a solid reputation in the market.

Threat of Substitutes: The threat of substitutes is modest, since organizations may pick globally created software or ready-made commercial software instead of customized local solutions.

Industry Rivalry: Competition within the sector is intense since various local software businesses and foreign enterprises compete via innovation, price, product quality, and customer service.

3. Internship Experience

3.1 Position and Job Description

I worked as an intern in the Client Support and Service (CSS) Department of ATI Limited. In accordance with the organization's Standard Operating Procedure (SOP), the CSS department acts as the main channel of communication between clients and technical teams, guaranteeing continuous software services and prompt client issue resolution. As a liaison between clients and developers, my primary responsibilities were managing software-related problems, communicating with technical teams, and keeping clients informed throughout the support process. To guarantee efficient service delivery, I also assisted with issue documentation, ticket management, and administrative coordination. I had the responsible for maintaining a check on employee attendance using the Market Monitoring Unit (MMU) system in addition to providing assistance to clients. I examined the attendance records produced by the Tour Plan Application, gathered justifications from the corresponding Zonal Managers (ZMs) for any inconsistencies in attendance, and made the necessary updates to the system. I worked with clients from a variety of industries throughout my internship, including manufacturing, healthcare, government, and businesses including Jamuna Oil Company Limited, RAJUK, GPH Ispat, BD Food, Momin Textile, and K&H Associates. Additionally, I obtained hands-on experience managing employee-related data, leave requests, attendance, and movement requests using ATI Limited's ERP system, which improved my comprehension enterprise software and organizational processes. The Gantt chart below shows the main tasks and duties I completed during my three-month internship at ATI Limited. It shows how my work progressed during the internship, from orientation and training to managing client support tasks, administrative duties, and professional skill development.

Figure 3.1.1: Gantt chart showing the main tasks completed during the three-month internship at ATI Limited

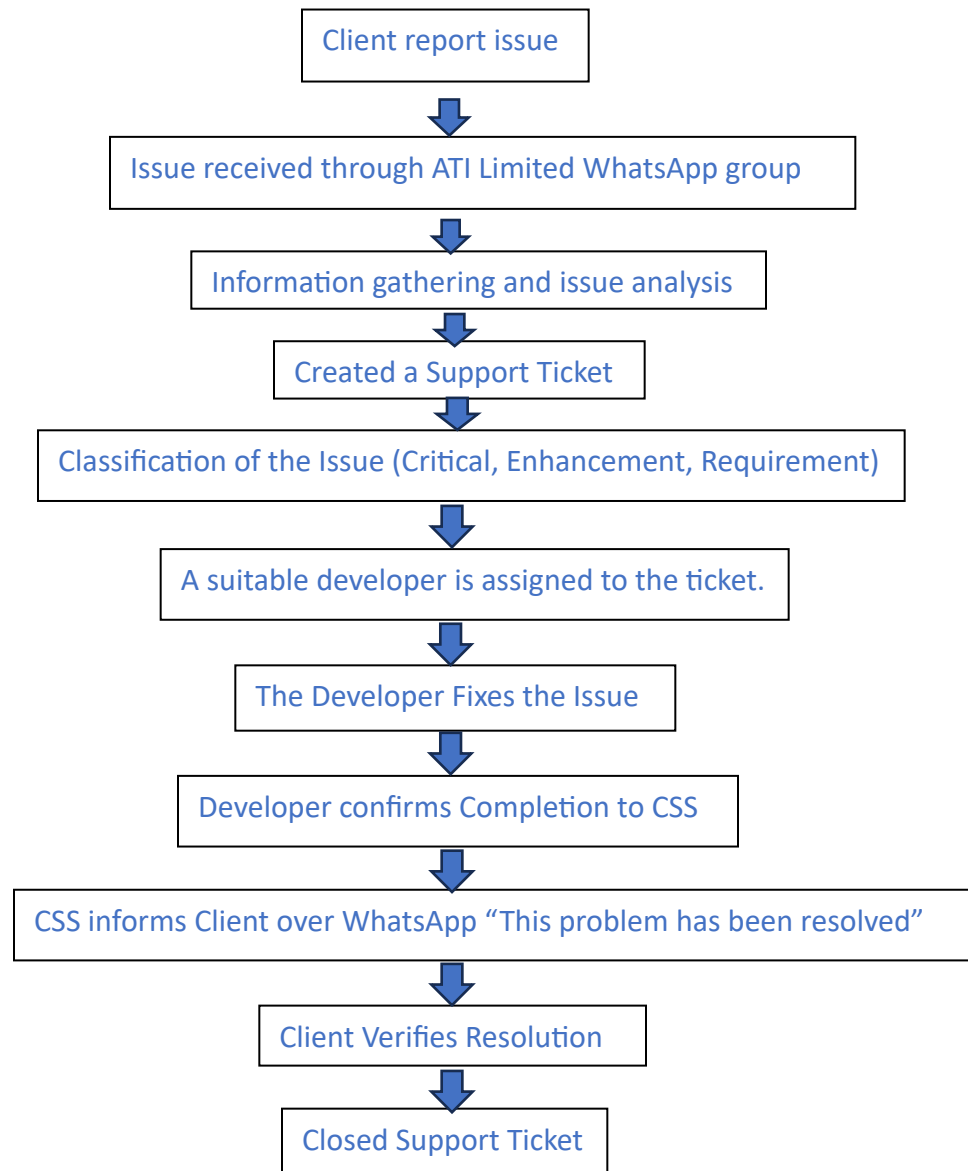
Activities	Week 1-2	Week 3-4	Week 5-8	Week 9-12
Company Orientation & CSS Department Introduction				
CSS SOP and Software Training				
Understanding Software Modules and Client Projects				
Receiving Client Issues through WhatsApp Groups				
Analyzing Client Issues				
Creating Support Tickets				
Assigning Tickets to Developers				
Developer Follow-up				
Client Communication & Ticket Closure				
MMU Attendance Monitoring				
Communication with Zonal Managers (ZM)				
ERP System Usage				
MPO Training Observation				
Professional Skill Development				

3.2 Tasks and Responsibilities

My daily responsibilities involved managing software support requests, keeping clients and developers informed, and making sure that problems were effectively fixed in accordance with ATI Limited's Standard Operating Procedure (SOP). The CSS department divided the three categories into three types into three types. Instant/Critical issues: System issues, server difficulties, and login problems that need to be fixed right now. Minor Enhancement Requests: Modifications to current software features that were typically finished in three to five business days. Requirement/Change Requests: New business needs or significant software changes that needed to be coordinated with the Project Management Unit (PMU) and documented.

The standard Client Support and Service (CSS) procedure used by ATI Limited is shown in the workflow below. It illustrates the process of receiving, evaluating, allocating, resolving, and communicating client concerns until they are successfully resolved.

Figure 3.2.2: **Workflow of CSS Support Process**



Apart from managing client support tasks, I was also assigned the task of using the Market Monitoring Unit (MMU) system to monitor employee attendance. I found Medical Promotion Officers (MPOs) who were absent, late, or had early exits by looking through the attendance data produced by the Tour Plan Application. I then revised the attendance records after speaking with the relevant Zonal Managers (ZMs) to get legitimate justifications.

In addition, I made sure that all support-related documentation was correct and current, kept track of outstanding issues, and maintained daily work reports. My practical understanding of software

monitoring, organizational communication, documentation management, and administrative coordination was improved by these duties. Examples of my daily tasks are shown in Figures 3.2.3 to 3.2.5, which include utilizing the MMU software to track employee attendance and creating and handling support tickets via the ticketing system.

Figure 3.2.3: Creating a support ticket in ATI Limited's ticket management system.

The figure consists of two screenshots of the ATI Limited ticket management system. The left screenshot shows the 'Create New Ticket' form. It includes fields for 'Select Client' (Jamaica Oil Company Limited (JOCL)), 'Select Project' (Vat Management), 'Insert Ticket Title' (Amount Correction in Money Receipt No. 12631014080 - Mita Traders (BGB Depot)), and 'Cause Description' (I). The 'Ticket Description' field contains a paragraph about an issue with a money receipt and a requirement to correct the amount. The right screenshot shows the 'Update Ticket' form. It includes fields for 'Request Type' (Support Request), 'Select Priority' (Major / High), 'Request Mode' (SMS), 'Contact Person Name' (Shariful Islam), 'Category' (Desktop Application), 'Sub Category' (Client Fault), and 'Assignment' (Assign To Employee: Israt Jahan Binta Kabir (Oracle Apex - Jr. Programmer)). It also has a 'Show this ticket on client portal?' checkbox (checked) and an 'Upload Attachment' section with a file named '10.png'.

Figure 3.2.4: Updating and closing a resolved support ticket after client confirmation

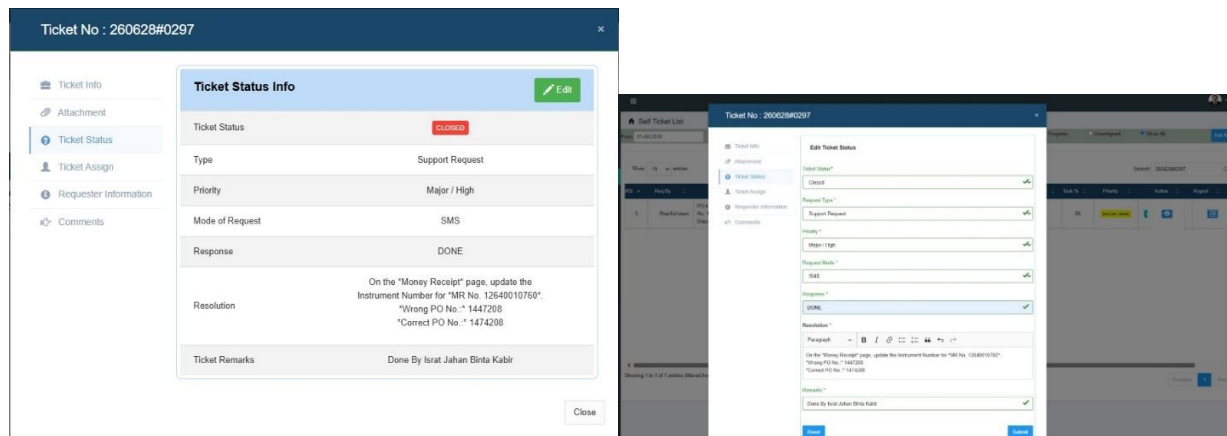


Figure 3.2.5: Monitoring MPO attendance through the MMU system and updating attendance reasons

3:30:30 PM monitor					
Attendance Schedule/Visit GPS/Location Sample					
07/02/2025 Print Excel					
ZM / ZIC NAME FROM DATE 27-Jun-26					
LEAVE :: 70 ABSENT (M) :: 88 ABSENT (F) :: 152 LATE (M) :: 34 LATE (F) :: 27 EXIT (M) :: 2 EXIT (F) :: 4					
ZM/ZIC NAME	AM NAME	NFO NAME	EMP NAME	REMARKS / REASON (BY MONITORING TEAM)	
ZIC05 : MD.NURUZZAMAN MIA (01781242391)	EX108 : MD.MOSTAFIUR RAHMAN (L)	1028 : MOYNUL ISLAM (01929-593234)	1028 : MOYNUL ISLAM	Access Denied	✓
ZIC10 : MD.MASUD ALAM (01726261263)	EX139 : AL AMIN KABIRAJ ()	894 : GOLAM MAWLA (01765-803742)	894 : GOLAM MAWLA	Software Problem	✓
	EX139 : AL AMIN KABIRAJ ()	2933 : MD.HAFIZUR RAHMAN (01985-269807)	2933 : MD.HAFIZUR RAHMAN	Negligence	✓
	EX09 : MD.MASUM PERVEZ ()	47 : HRIDY KUMAR MIRTA (01741-824750)	47 : HRIDY KUMAR MIRTA	Negligence	✓
ZIC12 : MD.DEUWAR HOSSAIN (01712719353)	EX77 : EMAMUL HOSSAIN (01713542891)	1912 : MD.ZAHID HASAN (01705-986411)	1912 : MD.ZAHID HASAN	ZM didn't respond	✓
ZIC15 : VACANT ()	EX124 : MD.NUR ISLAM (01855981533)	1277 : MD. ISMAIL HOSSAIN (01725-185354)	1277 : MD. ISMAIL HOSSAIN	ZM position is vacant	✓
ZIC16 : MD.MURAD HOSSAIN ()	EX327 : SAHED ALAM ()	678 : MD.FAUK HOSSAIN (01603-506316)	678 : MD.FAUK HOSSAIN	Apps login problem	✓
	EX120 : MD.SOHEL RANA (01608042007)	779 : MD. AZAM KHAN (01768-834397)	779 : MD. AZAM KHAN	Apps login problem	✓
ZIC17 : MD.ABUL KALAM AZAD (01717068904)	EX136 : MD.SADOM HOSSAIN (01719271456)	1018 : MD. KAWSAR KHAN (01755-948991)	1018 : MD. KAWSAR KHAN	ZM didn't respond	✓
	EX227 : MD.ASHRAFUL (01842373864)	3337 : MD.ANIK ISLAM (01933-7337013)	3337 : MD.ANIK ISLAM	ZM didn't respond	✓
ZIC19 : MD.ARIFUGAMMAN ()	EX154 : ZIAUL HASAN ()	1160 : MD.MEHEDI HASAN (01833-887454)	1160 : MD.MEHEDI HASAN	Software Problem	✓
ZIC27 : JAKIR HOSSAIN (01859799948)	EX38 : NUR MOHAMMAD MIA (01946150124)	1505 : NOOR ISLAM CHOWDHURY (01855-879933)	1505 : NOOR ISLAM CHOWDHURY	New MPO	✓
ZIC28 : MD.EJAS HOSSAIN (01815543861)	EX70 : MD.SALIM HOSSAIN (01855981254)	1458 : RAJANI JODDAR (01855-980412)	1458 : RAJANI JODDAR	Negligence	✓
ZIC30 : MD.MANIK HOSSAIN (01749773951)	EX31 : MD.SHEMUL MIA ()	896 : MD.UZZAL HOSSAIN (01680-019768)	896 : MD.UZZAL HOSSAIN	ZM didn't respond	✓
	EX276 : MD.HARUNUR RASHID (01718300158)	()	EX276 : MD.HARUNUR RASHID	ZM didn't respond	✓
ZIC34 : MD.AL AMIN (01713255670)	EX118 : SYED ARAFAT HUSAIN ()	1153 : MD. ABU JAHD (01710-215810)	1153 : MD. ABU JAHD	ZM didn't respond	✓
	EX164 : SANJAY MADHU (01833378670)	3331 : MD.ABDUL KABIR (01746-733792)	3331 : MD.ABDUL KABIR	ZM didn't respond	✓
	EX118 : SYED ARAFAT HUSAIN ()	2485 : MD.ASHRAFUL ISLAM (01864-326867)	2485 : MD.ASHRAFUL ISLAM	ZM didn't respond	✓
ZIC35 : MD.MILON MOLLA (01619222002)	EX117 : MD.FALASH MIA ()	1219 : TARIKUL ISLAM (01701-052525)	1219 : TARIKUL ISLAM	Due to a meeting	✓
	EX233 : MD.SOHAG MIA ()	2364 : MD.GAUB HOSSAIN (01572-366818)	2364 : MD.GAUB HOSSAIN	Due to a meeting	✓

3.3 Education and Training received

ATI Limited provided comprehensive onboarding and practical training to help me learn the CSS department's workflow. Initially, I learned about the company's organizational structure, ticket management system, communication protocols, and project workflow. The training focused on ticket creation, issue priority, documentation, developer cooperation, and communication with clients. I also learnt how to priorities issues based on their urgency and business impact, while keeping professional communication and confidentiality. I also received training on the Market Monitoring Unit (MMU), which helped me understand attendance reporting system and employee attendance monitoring procedure. During my internship, I went on monthly visits with a senior

CSS executive to Drug International Limited's headquarters to teach newly recruited Medical Promotion Officers (MPOs) on the Tour Plan Application. I learned a lot about software implementation, user training, and following-up client support from attending these sessions. With all factors considered, the training improved my technical knowledge, communication abilities, documentation procedures, and understanding of business software support operations.

3.4 Experience gained

The internship provided me with useful real-world experience in customer service, software support, and organizational operations. I now have a thorough understanding of the full software support lifecycle, which includes client contact, issue detection, ticket management, developer coordination, and solution verification. My knowledge of business software systems and other business procedures has improved as a result of working with clients from hospitals, manufacturing firms, government agencies, and corporate sectors. Managing several support requests at once enhanced my capacity to set priorities, perform well under pressure, and maintain service standards. By enabling me to keep track of attendance, interact with Zonal Managers, and guarantee data correctness, my participation in the MMU attendance monitoring process improved my administrative and reporting abilities. My knowledge of user support and software learnings was also expanded by participating in part in Drug International Limited's software training sessions. All things considered, the internship enhanced my communication skills, professional self-assurance, and practical understanding of organizational software systems.

3.5 Skills Applied

During my internship period, I utilized and developed plenty of professional skills that helped me with my daily responsibilities.

Communication Skills

To guarantee efficient information flow and quick problem solving, I successfully communicated with clients, developers, project managers, and zonal managers.

Problem-Solving Techniques

Analyzed software-related problems, assessed their importance, and worked with technical teams to help with effective problem solving.

Documentation and Ticket Management

Prepared detailed support tickets, kept records of pending issues, maintained a check on remaining tasks, and recorded final solutions in accordance with organization procedures.

Teamwork and Coordination

To guarantee effective project execution and client satisfaction, I collaborated closely with developers, PMU members, senior CSS employees, clients, and managers.

Effective Time Management

Managed several projects, emergency support requests, and MMU duties while upholding service standards and timelines.

Analytical and Administrative Skills

Maintained correct organizational documentation, checked attendance inconsistencies, and maintained a check on attendance data through the MMU system.

3.6 Case Studies

Using the ADDIE Model for Case Analysis

The ADDIE Model (Analysis, Design, Development, Implementation, and Evaluation) has been used to examine two actual client support issues in order to gain a better understanding of the problem-solving methodology used during my internship at ATI Limited. The ADDIE Model is frequently used for training and instructional design, but its methodical framework is equally useful for analysing software support procedures and problem solving. The following studies show how each model step helped identify issues, design suitable solutions, carry out corrective measures, and assess how well the solutions worked.

Case Study 1: Jamuna Oil Company Limited (JOCL) Invoice and MR/PIS Correction for Transaction Date Modification

Coordination between the CSS team, developers, and the client during this phase made sure that the correction was applied without a hitch and that the client was kept up to date on developments.

Evaluation

Lastly, the performance of the solution was assessed by confirming the accuracy of the financial records and whether the transaction date had been updated accurately. Before closing the support request, client confirmation was used as the last evaluation factor to make sure the solution completely satisfied the client's expectations.

Potential consequences of not resolving the problem

If the problem had not been fixed, it possibly led to:

- ✓ Inaccurate accounting reports and financial documents.
- ✓ Money receipts, invoices, and challan data are inconsistent.
- ✓ Errors in audit reports and monthly financial statements.
- ✓ Issues with customer ledger reconciliation and payment validation.
- ✓ Inaccurate records of sales and cash collecting.
- ✓ Increased operational workload and manual correction.
- ✓ Decreased trust between clients and the company's software system.

Case Study 2: KEPZ Trust Hospital's Barcode Error in Lipase Parameter



Please, check the barcode error of Lipase parameter (Biochemistry)

Analysis

Finding the root cause of the barcode scanning failure in the Lipase parameter was the primary

objective of the analysis stage. Understanding the operational consequences of the error was critical to determine the urgency of the problem because barcode scanning is crucial for patient sample identification and laboratory processing. The problem was classified as a critical support due to its impact on laboratory operations.

Design

A feasible resolution method was established after the problem had been examined. This involved identifying the technical requirements for correcting the barcode coding process, gathering verification from the hospital, designating the proper development team, and creating a communication strategy for ongoing progress reports.

Development

At this point, the technical data needed to correct the problem was ready. The patient's information, barcode picture, impacted laboratory parameter, and a thorough explanation of the barcode error were all included in the support ticket, which allowed the developers to effectively look into the issue.

Implementation

In order to restore correct barcode output, the development team made the required system correction. To guarantee that the solution was provided as quickly as possible, the CSS department kept in touch with the hospital and the developers throughout the implementation phase.

Evaluation

Verifying whether the modified barcode worked correctly in the lab scanner was the last step. Only once the hospital verified accurate barcode scanning and regular laboratory activities returned to normal was the problem considered effectively handled

Possible consequences of not resolving the issue

If the problem hadn't been fixed, it might have led to:

- ✓ The sample was not recognized by the laboratory analyzer.
- ✓ Delays in the creation of reports and laboratory tests.
- ✓ A higher chance of reporting errors and manual data entry.
- ✓ Incorrect identification of the patient sample.
- ✓ Delayed decisions about diagnosis and conventional therapy.

- ✓ Higher workload and decreased laboratory efficiency.
- ✓ Longer wait times and lower patient satisfaction.
- ✓ Loss of trust in the LIS (Laboratory Information System).

4. Conclusion and Key facts

4.1 Findings

The internship at ATI Limited provided me with important insights into the Client Support and Service (CSS) division and how a software service company operates. My practical experience led me to the following conclusion:

Positive Findings

1. ATI Limited handles client concerns according to a well-organised Standard Operating Procedure (SOP), which guarantees systematic ticket creation, issue category assignment, follow-up, and closure.
2. The CSS division efficiently facilitates communication between clients and developers ,allowing for effective coordination and prompt problem solving.
3. By keeping accurate records, monitoring issue status, and assisting with administrative tasks like attendance, leave, and movement management, the company's ticketing system and ERP software increase workflow efficiency.
4. By providing continuous employee attendance monitoring through the Tour Plan Application, the Market monitoring Unit (MMU) system improves the accuracy and transparency of attendance management.
5. Working with clients from the government, corporate, manufacturing, and healthcare sectors gave me hands-on experience with various business procedures and enterprise software programs.

Challenges Identified

During the internship, a number of operational issues were noted despite ATI Limited's well-organized support process:

1. It took longer to analyse and document software issues when clients were unable to Provide clear explanations.

2. Managing several client enquiries at once required efficient priority, particularly when important support issues and improvement requests were received simultaneously.
3. Because developers worked on multiple projects at once, some requirements-related and enhancement tasks occasionally required longer completion dates, necessitating frequent client follow-ups.
4. To guarantee prompt issue resolution and avoid misconceptions, constant contact between clients, developers, and the CSS team was required.
5. The timely updating of attendance data was occasionally hindered by the MMU system's failure to collect attendance explanations from various Zonal Managers (ZMs).
6. The variety of ATI Limited's projects required ongoing learning in order to adjust to various software modules and understand clients' business processes.

4.2 Recommendation

The following recommendations have been put forward to enhance the effectiveness of ATI Limited's client service operations in view of the internship's findings.

Findings	Recommendations
When clients were unable to provide clear explanations ,it required more time to analyse and document software faults.	For clients, ATI Limited can provide a standardized issue reporting form or criteria. This would enable the CSS team to analyses and fix issues more quickly by helping clients give detailed data, including screenshots, error messages, impacted modules, and methods to recreate the problem.
Tasks related to requirements and enhancements sometimes took longer to complete since developers were working on several projects at once.	To balance developers' responsibilities, the organization can put established a more structured workload management and job scheduling system. Frequent progress reports and acceptable deadlines can help cut down on delays and enhance client communication about expected completion dates.

Before updating the MMU system, the CSS team had to manually ask Zonal Managers (ZMs) for the reasons why Medical Promotion Officers (MPOs) were absent, late, or early exit which sometimes required a lot of time.	A self-service attendance explanation function might be implemented into the Tour Plan Application by ATI Limited. Medical Promotion Officers (MPOs) could use the program to directly submit reasons for absence, late attendance, or early exit after being informed by the CSS team via their assigned Zonal Manager (ZM) and Area Manager. The MMU system would automatically integrate these explanations, minimizing manual follow-up, enhancing data accuracy, and guaranteeing timely attendance updates.
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4.3 Conclusion

My internship at ATI Limited provided me with an excellent opportunity to close the knowledge gap between academics and real-world experience in a professional software service setting. I was able to comprehend the entire client support process including issue analysis, ticket processing, developer collaboration, and efficient client communication while working in the Client Support and Service (CSS) Department. Additionally, using the ERP system and participating in the Market Monitoring Unit (MMU) improved my comprehension of workflow management, administrative operations, and enterprise software.

The internship additionally demonstrated how office software systems support accurate data management, facilitate efficient departmental coordination, improve communication, simplify business processes, and increase operational efficiency all of which contribute to organizational development. Systems like the MMU software, ticketing system, and ERP platform were crucial in guaranteeing prompt service delivery, effective resource management, and enhanced organizational performance.

All things considered, this internship has been an important turning point in my career. It improved my communication, collaboration, and problem-solving skills while expanding my practical

knowledge of organizational operations and software support. My future career will have a solid foundation because of the knowledge and experience I've acquired through this internship, which has prepared me to work with competence in a professional environment.

Reference

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Humphrey, A. (the source of SWOT) or Kotler & Keller's Marketing Management

M. E. Porter (1979).How competitive forces shape strategy. Harvard Business Review.

Appendix A

Relevant Documents

- ✓ Screenshots of the CSS Ticket System
- ✓ MMU Screenshots of Software
- ✓ Screenshots of ERP System
- ✓ Request Forms for Users (JOCL & KEPZ)
- ✓ Gantt Chart
- ✓ Internship Performance Evaluation

BBA & BBA in AIS Program
School of Business & Economics
United International University

Internship Performance Evaluation

For business undergraduate students, the assessment needs to focus on **commercial awareness** (simply staying "in the loop" about how a business makes money and stays competitive), **soft skills** (interpersonal, self-management, critical thinking), and **functional competence** (proficiency in Excel, marketing tools, or financial reporting).

Intern Name: Sadikun Nahar Sada

Major / Functional Area: CSS Department

Name of the Supervisor: Md Sajjad Hossain

Designation and Organization: Sr. HR Executive

Contact No.: 01673076000

E-mail: sajjad@atilimited.net

Guidelines for Supervisor:

Please evaluate the intern based on the criteria below. Assign a score for each category according to the provided weightage. The total score will be out of 100.

Part 1: Professionalism & Reliability (20 Marks)

Criteria	Max Score	Supervisor Score
Attendance & Punctuality: Consistency in working hours and meeting deadlines.	10	10
Corporate Conduct: Adherence to dress code, office etiquette, and ethical standards.	10	10
Section Subtotal	20	20

Part 2: Communication & Interpersonal Skills (20 Marks)

Criteria	Max Score	Supervisor Score
Verbal & Written Communication: Clarity in emails, reports, and meetings.	10	10
Teamwork & Collaboration: Ability to work in a team and accept feedback.	10	10
Section Subtotal	20	20

Part 3: Technical Competence & Quality of Work (30 Marks)

Criteria	Max Score	Supervisor Score
Technical Skills: Proficiency in Excel, CRM, ERP, or industry-specific software.	15	10
Attention to Detail: Accuracy of work and the need for supervisor revisions.	15	15
Section Subtotal	30	25

Part 4: Analytical Thinking & Initiative (20 Marks)

Criteria	Max Score	Supervisor Score
Problem Solving: Ability to research and suggest solutions to business challenges.	10	8
Initiative: Proactiveness in seeking new tasks and "Commercial Awareness."	10	7
Section Subtotal	20	15

Part 5: Overall Impact & Learning (10 Marks)

Criteria	Max Score	Supervisor Score
Project Contribution: The tangible value the intern added to business goals.	10	10
Section Subtotal	10	10

Summary of Marks

Evaluation Category	Maximum Marks	Marks Obtained
Professionalism	20	20
Communication	20	20
Technical Competence	30	25
Initiative & Analysis	20	15
Overall Impact	10	10
TOTAL SCORE	100	90

Supervisor's Signature: *Sajjad* Date: 14th July, 2026