

INTERNSHIP PROJECT REPORT

Academic year 2022-2023

**CUSTOMERS SATISFACTION IN DIGITAL MARKETING AGENCY WITH
REFERENCE OF ONEX SOLUTIONS PRIVATE LIMITED**

SUBMITTED BY:

YOGITA RANA

B.COM (Honours) VI Sem

PROJECT GUIDE

PROF. SHAUNAK MASADE



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

13/04/2023 15:00

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Yogita Kishor Rana has worked as a Digital Marketing intern from the 19.08.2021 to 10.10.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found her to be diligent and disciplined and wish her all the best for her future endeavour



Onex Solutions Pvt. Ltd.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions



Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

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CERTIFICATE

This is to certify that the said internship project report titled
“CUSTOMER SATISFACTION IN DIGITAL MARKETING AGENCY
WITH REFERENCE OF ONEX SOLUTIONS PRIVATE LIMITED” has
been completed & submitted by **Miss. Yogita Rana** as a part of partial
fulfilment of mandatory requirement for the degree of B.Com. (Honours) at
G.S. College of Commerce & Economics, Nagpur for the Academic Year
2022-2023 under the able guidance of **Prof. Shaunak Masade**.

Date: 12-04-23

Place: Nagpur

Prof. Shaunak Masade
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Offg. Principal
Orig. Principal
G.S. College of Commerce
& Economics, Nagpur.



13/04/2023 14:41

AKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Onex solutions Private Limited. I am grateful to Dipak H Agarwal Director, Onex Solutions private Limited for considering me for the internship in her esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions private Limited For giving me an exposure to learn and grow on a platform.

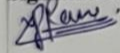
I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Shaunak Masade, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the utmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

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INTRODUCTION
1.1- COMPANY HISTORY

Dear Valued Client,

It is our pleasure to welcome you to the world of digital marketing. We are committed to providing you with the most effective and efficient solutions for your business. Our team of experts will work closely with you to understand your needs and develop a tailored strategy to meet them.

We are excited to have you as a client and look forward to the opportunity to help you achieve your business goals. Please contact us if you have any questions or need further information.

Thank you for choosing us as your digital marketing partner.

CHAPTER 1- INTRODUCTION

Introduction: We are a leading digital marketing agency with over 10 years of experience. We specialize in helping businesses of all sizes achieve their marketing goals through a variety of digital marketing channels.

Know Our History

Our digital marketing services include:

Our history is a testament to our commitment to excellence in digital marketing. We have been providing our clients with innovative digital marketing solutions for over a decade. Our team of experts has helped numerous businesses, including large corporations and small businesses, achieve their marketing goals. Along with all these, we also provide services like SEO, Social Media Marketing and Web Development.

Throughout the course of last several years, we have been operating globally and serving clients all across the country. We have our office in 3 cities of the country, including New York, Los Angeles and London.

We are a leading digital marketing agency and a registered company in the United States. Our total revenue is approximately \$10,000,000 and we have a team of over 1000 employees. We are committed to providing our clients with the highest quality of service and results.

INTRODUCTION

1.1- COMPANY PROFILE

OneX Solutions Pvt. Ltd.

A digital marketing agency is a firm that deals exclusively in marketing to consumers through digital channels. This includes creating and launching campaigns for corporate clients through social media, pay-per-click advertising, videos, and websites, among others.

Want to Promote your Products or Services? Want to get new customers for your business? We have the Perfect Solution for you!

Onex Solutions Pvt. Ltd. Is a digital marketing company in India which provides two way solution. Onex is a pioneer in mobile marketing services of Bulk SMS (Both Promotional and Transactional SMS), Bulk email (Inbox landing), Voice call (30 secs to convey voice message) and VMN Solutions (Short codes and Long codes). We work as a connect base helping you to reach your target audience. Also, we help you to focus and make development of business in relevant target audience at economical cost.

Know The History

One stop mobile marketing service provider

OneX Solutions is a full service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With our focus to provide best-in-class service to each client. We design, plan and implement innovative mobile marketing services. Our basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, we are also provide online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.

During the tenure of last seven years, we have been associated with a number of prestigious clients all across the country. We have our office in 8 cities of the country as well as in Dubai and Singapore.

It is classified as Non-govt. company and is registered at Registrar of Companies, Kolkata. Its authorized share capital is Rs.1,000,000 and its paid up capital is Rs.100,000. It is involved in Business activities n.e.c.

Onex Solutions Private Limited's Annual General Meeting (AGM) was last held on 30 November 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021

Directors of Onex Solutions Private Limited are Harsha Agarwal, Dipak Agarwal and

Onex Solutions Private Limited's Corporate Identification Number is (CIN) U74900WB2013PTC190216 and its registration number is 190216. Its Email address is dipak13.agarwal@gmail.com and its registered address is RDB Boulevard, Plot- K-1, Block-EP and GP KOLKATA Parganas North WB 700091 IN .

Onex Solutions Private Limited is a Non-govt. company, incorporated on 31 Jan, 2013. It's a private unlisted company and is classified as 'company limited by shares'

Company's authorized capital stands at Rs 1.0 lakhs and has 100.0% paid-up capital which is Rs 1.0 lakhs. Onex Solutions Private Limited last annual general meet (AGM) happened on 30 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs (MCA).

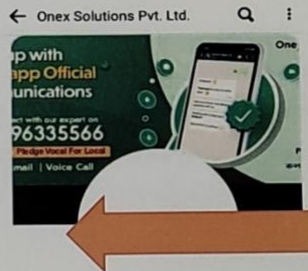
Onex Solutions Private Limited is majorly in Business Services business from last 10 years and currently, company operations are active. Current board members & directors are HARSHA AGARWAL and DIPAK AGARWAL

Company is registered in Kolkata (West Bengal) Registrar Office. Onex Solutions Private Limited registered address is RDB BOULEVARD, 8TH FLOOR PLOT K-1, SECTOR V, BLOCK EP & GP KOLKATA Parganas North WB 700091 IN.

PROFILE



INSTAGRAM PROFILE



FACEBOOK PROFILE

Onex Solutions Pvt. Ltd.
@OnexSolutionsPvtLtd
Onex Solutions helps you to Reach 40 Crore People in India.

[Learn More](#)

Page · Business service

RDB Boulevard, GP Block, Sector V, Bidhannagar, Kolkata, India, West Bengal

096963 35566

info@onexsolutions.com

onexsolutions.com

Always open

Price Range · \$5

1.2- VISION & MISSION

“To become world’s most trusted Business communication solutions provider for corporate ” We

Will achieve this by simplifying yet most effective communication tools through operational excellence and innovation.

VALUES

- Innovation – Always search of new ways to add value to our service
- Integrity – Ethical and honest towards our customers, Vendors and to society
- Excellence – All ways think there is better way to do things ,Raise the bar always
- Channel Partners - Support our business partners and grow with mutual trust

TECHNOLOGY

Strong technology platform

As a Digital marketing company we believe strong technology platform is the key to success. We ensure 99.2 % uptime for all our services and implemented a bunch of strong company policies to maintain it.

Innovation

As our tag line goes we “Innovate Communication Technology”. Innovation is a continues Process, we believe innovating the way of implementing any service also matters. Our user friendly Web interfaces for Bulk SMS,M-alert, Mobile video Communication, Android application download tracker and ERCC(Emergency Response Communication Centre) are standing proof it.

Support

Support team is a vital element for a technology company. We have a dedicated 24* 7 support centre.

1.3- PRODUCT PORTFOLIO

- Bulk SMS Service & Printing Services.
- Bulk Sms.
- Bulk E Mails.
- Voice Call Service.
- Mobile Marketing.
- VMN and Digital Solutions Services.

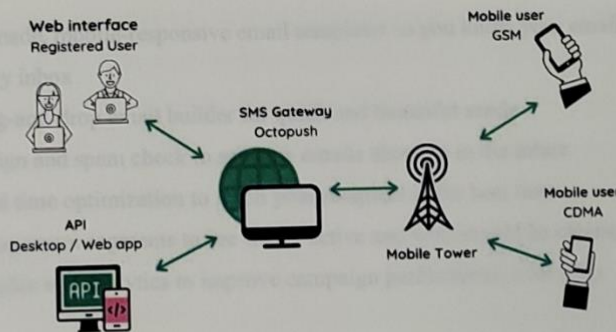
PRODUCTS

Bulk SMS

Bulk SMS messaging is a legacy description for application-to-person SMS messaging services. It refers specifically to the sending of large number of SMS messages to the mobile phones of a predetermined group of recipients.

Today the application-to-person SMS messaging services have evolved to include bulk SMS messaging alongside the sending of single messages (such as one time passwords and delivery notifications), interactive messaging (such as group messaging services), and incoming number services (such as mobile marketing campaigns, voting or information lines).

A defining characteristic of bulk SMS messaging is that businesses and organisations can make use of one or more solutions to send and receive SMS messages, namely; a mobile phone application, a software programme, a web interface, or integrate an SMS API with their website or system. These bulk SMS messaging solutions interface with a service



providers' SMS

Gateway to ensure the delivery of messages to mobile phone numbers anywhere in the world. An SMS gateway acts as a relay between the mobile network operators and a wireless applications service provider. These SMS gateways allow for SMS traffic to be distributed via a direct connection to the SMSC (Short Message Service Centre) of a mobile network operation

And then onto a recipient's mobile phone number.

Who can use it and how?

- Marketing Agencies,
- Politicians,
- Communities,
- Radio/TV Stations,
- Retail Shops / B2B Businesses
- And anyone wishing to create a customer list in order to inform them.

Bulk Email

Bulk email is the act of sending one email campaign to a large group at once. Marketing messages, newsletters, updates, coupons, and invitations typically comprise bulk emails.

Synonymous with mass email or email blasts, bulk emails focus on sending one central message to a large group of subscribers. All you need is a list of opted-in subscribers and an email marketing platform, like Campaign Monitor. There are plenty of other email platforms that allow you to send bulk emails, but the best providers will have tools to make creation, sending, and delivery as intuitive as possible. Tools like:

- Premade, mobile-responsive email templates so you know your emails are perfect in the every inbox
- Drag-and-drop email builder for quick and beautiful sends
- Design and spam check to see how emails show up in the inbox
- Send time optimization to reach your recipient at the best time
- Engagement segments to see who's active and who should be cleaned from your list
- Insights and analytics to improve campaign performance over time

Voice Call Services

Voice calls is a business communication technique that takes your message to thousands of customers through a phone call. Bulk voice calls marketing approach is ruling the promotions and advertisement domain from past couple of years. This communication strategy is not only used for promotional purposes, but it is widely used to deliver message precisely during election campaigns, to carry out surveys, to share alerts and notifications as well as to share meeting or conference updates.

Communicate in a better and effective way through voice calls and reach a wide audience base in no time. It is a powerful, efficient; yet cost-effective marketing tactic that tells customer about the latest updates of the product or services in a simple way. So, what are bulk calls and why it can be important for your business?

Several benefits makes voice calls a best marketing technique.

- Delivers higher outbound capacity
- Availability of multiple languages
- Eco-friendly promotional strategy (zero paper usage)
- No software or hardware required
- Enhance customer acquisition and retention
- Personalized product promotion technology
- Pay only as per voice call received
- Usage based payment with no set-up or subscription fee
- Reach cell phone as well as landline number
- Increase your revenue and enhance ROIs

Mobile Marketing

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

Mobile marketing is a way in which technology can be used to create personalized promotion of goods or services to a user who is constantly connected to a network.

How Mobile Marketing Works

Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, through downloaded apps using push notifications, through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR codes.

Proximity systems and location-based services can alert users based on geographic location or proximity to a service provider. Mobile marketing is an indispensable tool for companies large and small as mobile devices have become ubiquitous. The key players in the space are the brands (and companies that they represent through advertising), and service providers that enable mobile advertising.

Mobile advertising targets audiences not so much by demographics but by behaviors (though demography plays a part, such as the fact that iPad users tend to be older and wealthier).



One notable behavior in the mobile marketing space is known as “snacking,”

which is when mobile device users check in to media or messaging for brief periods. Seeking instant gratification equates to more points of contact for marketers. In mobile marketing, the device (especially screen size) does make a difference; users of smartphones and iPad tablets react differently to mobile marketing.

For example, smartphone users tend to find informative content to be the most relevant, yet iPad users tend to be captivated by interactive advertising that features rich media presentations with eye-catching imagery (the message of the content is a secondary concern).

VMN and Digital Solution Services

Virtual Mobile Numbers (VMN) are mobile phone numbers that are not attached to any specific sim card or phone. Using VMNs can help make your business look more personal compared to just using a standard toll free number.

How do they work?

VMNs are numbers which exist within the network and are assigned to a particular user i.e. a business. The business can then decide how they want to deploy that number – either as their main number, for SMS messages or for individual staff numbers.

The VMN can then be re-routed to another number, allowing a business to make sure all calls are coming through. A business could have multiple VMNs, deployed in different ways if they wished.

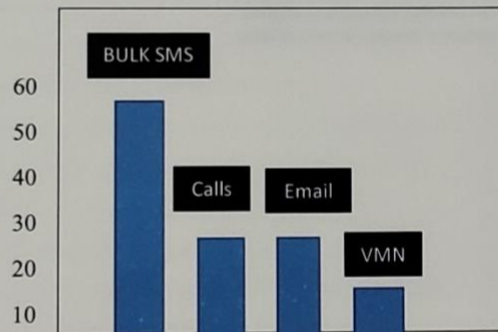
TABLE GRAPHS AND INTERPERTATION

Age wise classification of respondents

Table 0.1 Product Purchased

	Frequency	Percent	Valid percent	Cumulative Percent
Bulk SMS	55	44.0	44.0	44.0
Voice Call	25	44.0	44.0	64.0
Bulk email	25	20.0	20.0	84.0
VMN	10	08.0	08.0	92.

Chart 0.1 Product Purchased



Interpretation

From the chart 44% of respondents prefer to use Bulk SMS, 20% of respondents prefer to use Voice calls, 20% of respondents prefer to use Emails and 8% of respondents prefer to use VMN.

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Onex Solutions Pvt. Ltd in Worldwide



Onex Solutions Pvt. Ltd

Advertising Services

Mumbai, Maharashtra · 1,235 followers

#INNOVATION #MEDIA

See jobs

Follow



View all 55 employees

About us

Want to Promote your Products or Services?

Want to get new customers for your business?

We have the Perfect Solution for you!

Onex Solutions Pvt. Ltd. is a digital marketing company in India which provides two way solution. Onex is a pioneer in mobile marketing

1.4-TOPIC DETAILS

Customer Satisfaction For a Digital Marketing Agency

Successful business and customer satisfaction goes hand in hand. Customer satisfaction is of paramount importance for every business, whether small or big. Customer satisfaction is the only thing that will sustain and help grow a business in the long term. The quality of your product or service is not enough to gather smart customers in the perfect competitive market. It has been seen that in a perfective competitive market, where there a number of sellers and customers, customers stick to a particular seller on the basis of the seller's service that consistently keeps on satisfying the customer. Today the success of the business depends upon the marketing strategies. This is the reason why most of the businesses depend upon digital marketing services today.

The very reason for every business these days turning to get In touch with customers directly, eliminating the intermediary, is that they would like to provide customer satisfaction. Over the years, businesses have realized the importance of customer satisfaction and so are making every single effort to retain their existing customers and gain more by satisfying each one of them. The important consequence of customer satisfaction is that it guarantees their come back and they help in mouth publicity by recommending to their friends and relatives.



Effective online marketing style for complete customer satisfaction

Customer satisfaction is always held high

Customers are dynamic and so have to be you and your service. Since they have many options in the market, they want more and more from a particular seller. To satisfy such customers is not really easy and you have

Everyone makes business, but the one who adds a personal touch becomes successful. People love it when they find that you as a company are caring for them and providing personalized service to them. The type of bonding that develops between you and your customers build trust in you. This in turn will help you in customer retention and word of mouth publicity. You can ask for their contact number and email ids and try to get frequently in touch with them. Never do business in ways that you no longer are connected to your customer once

they have purchased your product or service. You would want them to come back again and again and for that, you have to be in constant touch with them. Send them birthday cards or wishes over calls or emails. Alternatively, you can send a thanksgiving hand written notes to them. Handwritten notes signify originality and your customers will love it. Meanwhile, you can ask for their suggestions also for improvement. Seeking their suggestions give them the feeling that you consider them wise enough to implement their ideas in your business. Finally, sending them personalized discount coupons is always a wow for them. The best way to personalize your business is to do internet marketing.

Get connected with your customers personally

4. Go viral :



The current era is the era of social media and the internet is loaded with social media sites. Social media optimization has very importance for businesses today. Create your account on most famous and widely used social media sites like Facebook, Twitter, Instagram, etc. Keep posting about your recent plans and events. Ask more and more customers to like your page and to provide testimonials online. Display your testimonials in smart ways to everyone out there. You can arrange quiz or short competitions and ask more and more people to participate. Award the winners with your heavily discounted product or service. Tag the winners in your post; they enjoy being tagged by a company. This helps to build a personal relationship with your customers and satisfy them with your smart service.

Make your internet presence powerful through effective digital marketing service

Customer satisfaction is truly a key to a successful business. Make your customers happy and they in turn will make you happy. This is the simple rule. We recommend you to include these elements of customer satisfaction in your business and amaze yourself. SEO services will make your internet presence powerful.



CHAPTER 2- PROJECT OVERVIEW

2.1-OBJECTIVE OF STUDY

Objective of the study is to know the customer perception, performance, satisfaction in digital marketing, and how it is the most important factor for every company. The digital revolution has impacted customer perception of the brand. Over the past decade technology and the way it is used, has changed drastically. Customers are now being changed to digital technologies. It can also enhance the value of a brand or business, and increase the value of its products or services. This study aims to investigate the perception and satisfaction level of customers in the digital marketing.

Customer satisfaction is the only thing that will sustain and help grow a business in the long term. It is of great importance for every business, whether small or big. When your business cares about how to improve customer satisfaction, the results will soon follow. The quality of your services is not enough to attract your customers in the product competitive market. Collecting customer satisfaction data can help you know your business what is working well with your products. In addition to your services and internal processes, and what you need to improve or change completely.

According to a survey 81% of marketers view customer satisfaction as their main competitive edge in their market. But the competitive edge is not all. According to PwC, 81% of customers will leave a company after one bad experience, and 17% after one bad customer experience. Yes, this also concerns your previously loyal customers. And yes, they won't be back.

What do marketers view as their main competitive edge?



What do marketers view as their main competitive edge?

It is no wonder that customer satisfaction is a primary focus for marketing teams of all businesses, from large and small. However, customer satisfaction goes beyond good PR. The impact that it has on a company's brand is crucial in a time when strong corporate branding is essential for success.

CHAPTER 2- PROJECT OVERVIEW

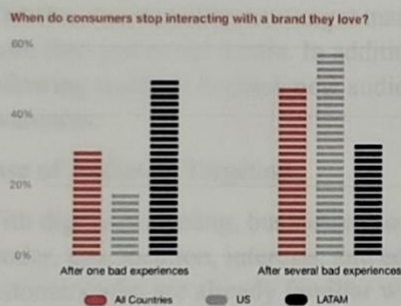
Customers think they're getting the best. The top five digital marketing tactics had the highest ROI in various ways, but it was social media. They will use social media. That is why 70 percent of businesses use customer service as one of their main marketing tactics.

2.1- OBJECTIVE OF STUDY

The purpose of the study is to know the customer perception, preference & satisfaction in digital marketing. Marketing is the most important factor for every company. The digital revolution has impacted consumers and businesses alike. Over the past decade technology and the way it is used has changed drastically. Marketing also has been changed to digital technologies. It can raise awareness of a brand or business, highlight the benefits or value of its products to attract sales or help to change the image of a firm. This study will also help the management in Realizing and understanding about the awareness and satisfaction level of other companies in Digital Marketing.

Customer satisfaction is the only thing that will sustain and help grow a business in the long term. It is of paramount importance for every business, whether small or big. When your business cares about how to improve customer satisfaction, the results will soon follow. The quality of your services is not enough to gather smart customers in the perfect competitive market. Collecting customer satisfaction data can help your company determine what is working well with your products. In addition to your services and internal processes, and what you need to improve or change completely.

According to Gartner 81% of marketers view customer satisfaction as the main competition area in their industry. But the competitive edge is not all. According to PwC, 59% of customers will leave a company after several bad experiences, and 17% after one bad customer experience. Yes, this also concerns your previously loyal customers. And yes, they won't be back.



Q. At what point would you stop interacting with a company that you love shopping at or using?
Source: PwC Future of Customer Experience Survey 2017/18

When do consumer stop interacting with a brand they love PwC survey results

It is no wonder that customer satisfaction is a primary focus for marketing teams ofuu businesses both large and small. However, customer satisfaction goes beyond good PR. The impact that it has on a company's brand is crucial in a time when strong corporate branding is paramount, and a culture of brand loyalty is thriving. But there are also plenty of measurable benefits to a

satisfied customer.

Customers these days are incredibly savvy. You can use targeted marketing tactics and reach out to them in unique ways, but if you cannot deliver, they will not stick around. That is why 76 percent of consumers view customer services as the true test of how much a company values them.

2.2- SCOPE OF THE STUDY

More than half of consumers discover companies through social media news feeds. Companies can reach almost 1 million customers via Instagram alone, and more than 9 million businesses use Facebook to connect with consumers.

Companies leverage social media platforms for both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns.

B2B: To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter. They also often rely on PPC campaigns to reach their target audiences without spending too much money.

B2C: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.

While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media. In addition to social media, savvy businesses also employ the following methods to reach new audiences while building (and maintaining) their brand awareness:

Ease of Audience Targeting

With digital marketing, businesses can use data to target audiences based on factors like gender, age, location, interests, and education. Companies can also retarget potential customers who are already familiar with their brand using different methods and messages for each audience. There are advanced online marketing certifications that can help digital marketers learn how to best target audiences.

Low Investment, High ROI

The cost per lead with digital, or inbound, marketing, is 61 percent less expensive than traditional marketing. Businesses that advertise on social media, use paid search and employ other digital strategies spend considerably less on their campaigns. This is because many companies use pay-per-click (PPC) strategies to keep costs down and target specific audiences. Generally speaking, digital marketing campaigns offer both a greater and faster ROI.

Reaching Mobile Users

There are more than 14 billion mobile devices worldwide, and that number is projected to grow to almost 18 billion by 2024. Because almost all smartphones have internet access, it is easier than ever for businesses to reach potential customers anywhere, anytime.

Email marketing campaigns:

Believe it or not, email marketing campaigns (if done properly) are still very effective at reaching your target market, and they're also very accessible for small businesses.

- > Reduced customer churn
- > Business growth
- > Customer loyalty
- > Brand recognition
- > Good ROI
- > High level of trust
- > Increased brand equity
- > High customer retention
- > Best customer experience
- > Positive feedback
- > Reduced price sensitivity
- > Strong relationships
- > Great possibility of upselling
- > Stable revenue



Several industries have woken up to the incredible benefits of SMS marketing in enhancing business communication. But its true potential lies in providing a conversational messaging experience where customers feel heard and valued.

Until recently, SMS or text messaging was predominantly used for personal conversations. A2P (Application-to-Person messaging) is used for business messaging to send text messages from software to mobile users and it allows brands to send huge volumes of automated business messages to customers. It was only when the world witnessed a steep increase in smartphone usage that businesses started to realize the scope and importance of SMS in their overall marketing strategies.

2.3- NEEDS OF THE STUDY

Knowing the level of customer satisfaction helps you gather and direct all your efforts to the right place to ensure a better customer experience. Let's now take a look at some essential benefits of this metric:

- Competitive advantage;
- Positive word-of-mouth promotion
- Shares, comments, and referrals;
- Reduced customer churn;
- Audience growth;
- Customer loyalty;
- Brand recognition;
- Good ROI;
- High level of trust;
- Increased brand popularity;
- High customer retention rate;
- Best customer experience;
- Positive feedback;
- Reduced price sensitivity;
- Strong relationships with customers;
- Great possibility to achieve success during new product launches;
- Stable income.



2.4- LIMITATIONS OF STUDY

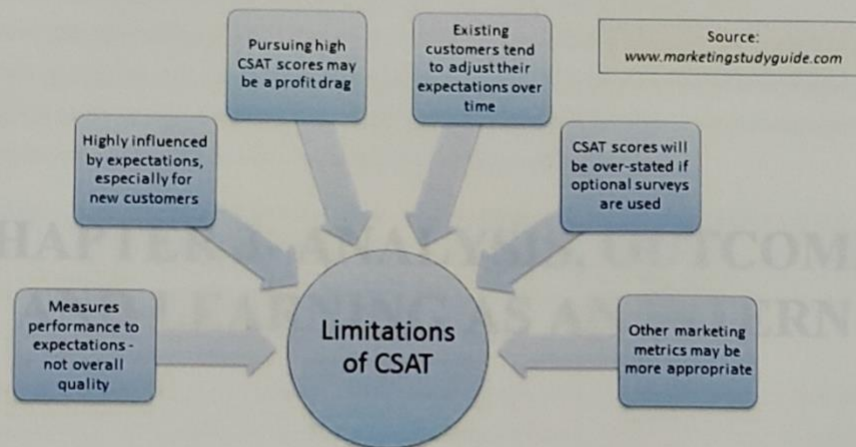
As we know, there are many benefits of customer satisfaction and many firms strive to maximize their CSat scores. In service firms in particular, customer satisfaction is often their key marketing goal (and most significant marketing metric) that is regularly tracked and assessed.

However, there are a number of limitations of customer satisfaction in terms of relying too heavily on this marketing metric. It is, therefore, important to understand the various limitations in order to utilize the results of CSat research/scores appropriately.

Main limitations of customer satisfaction (CSAT)

- Expected versus delivered value is being measured – CSAT is NOT necessarily a measure of overall value or quality of the firm and its offerings
- High CSAT scores may be simply a reflection of low expectations of the firm
- High CSAT scores may not deliver increased profitability (and may even have a negative financial impact – primarily due to the firm over-delivering increased customer value)
- Existing customers will adjust their expectations to the value regularly being delivered, resulting in most customers being “just satisfied” (reflected in average, not high, CSAT scores). This means that it is difficult (high effort and cost) to maintain very high satisfaction scores over a long period of time
- More engaged and involved customers are more likely to participate in optional market research surveys, such as online surveys, potentially leading to an overestimation of CSAT levels

- There are better measures available – for the aggregate of factors that customer satisfaction is suggested to address (which include of loyalty, customer profitability, likeability of the firm, word-of-mouth potential, and so on).



Deeply understanding your user needs, drivers, and desires is the key to improving your customer satisfaction (CSAT) scores.

But mastering customer satisfaction and overcoming its biggest challenges involves navigating a tricky balancing act. You need to actively respond to customer concerns, adapt to their changing wants and needs, and understand a range of customer motivations—all while keeping your brand, product, and values intact.

Your customers are bombarded with online surveys. Surveys may be simple to complete, however, some people simply don't like to complete them. Sending surveys too often can irritate customers and lead to customer burnout. Customer burnout can result in low response rates or result in lower satisfaction scores, despite your reputation for providing excellent products or services.

We live in a high-tech environment filled with daily doses of unwanted junk email, email solicitations, and sales calls. When taking an online survey or a phone survey (or any type of survey), it is hard for your customers to believe that they aren't being tracked. Because of insecurities of releasing private information, customers today are hesitant in giving out information that may lead to more junk email and unwanted calls. Make certain to assure customers that the information they provide in response to your customer satisfaction surveys will not be used. Without this disclaimer, it may be difficult to receive a good response rate.

3.1- INTERNSHIP DETAILS

An effective job title will typically include a general term, the level of experience and any special requirements. The general term will optimize your job title to show up in a general search for jobs of the same nature. The level of experience will help you attract the most qualified applicants by outlining the amount of responsibility and prior knowledge required. And if your position is specialized, consider including the specialization in the job title as well. But avoid using internal titles, abbreviations or acronyms to make sure people understand what your job posting is before clicking.

OneX Solutions Pvt. Ltd. is a Digital Marketing company which deals in providing marketing services through SMS, Cold Calls, WhatsApp messages etc. To the various levels and categories of businesses whether it is real estate company, food sectors, or any other interested customers who wants to publish there business among people and want to grow it up to various extent.

Like any other Digital Marketing Company OneX Solutions also need customers to provide their services to them. Crowd of customer needed for the better administration of the business. So, in Any Digital Marketing Company there is a process of lead generation this term sense that for making other businesses known about our business it is important to approach that business and provoke about the schemes and services about the business it can be call as customer generation process or making of crowd of customers so that businesses know about the benefits and advantages of the services of the digital marketing company by this they can promote their businesses and reach out to the interested people. It is like a circle First business find customers for their business, promote their business than in return the particular business promote the business of their respective customer it can be also called as B2B business cause one business promoting another's business the deal is happening among businesses.

OneX Solutions also does the same obviously they have different departments of working recruiting department, managing department etc. But in the basic work in such company is the lead generation digital market have the basic and important work to do is generating the leads for further processes as it obvious until the customer are not open to come to purchase the product business with whom? So it's important to have customers to attract businesses to deal with the company.

OneX solution also provided the opportunity to work in that like a Digital Marketer intern the basic requirement to enter in OneX solutions as a Digital Marketer intern is to have excellent communication skills, convenience power, and confidence about the words that a marketer says to the customer. Other departments have their respective criteria for selecting correct interns. In Digital Marketing internship first and basic thing human resource department teaches is how to Handel customers and how to answer their

various queries it should be convincing while answering to customers the significant purpose of interacting with people from various businesses is to provide glance of the business and it's scheme so that business know about the techniques of digital marketing business held for business and their marketing purposes.

The main focus is to show customer the tendency of the company make them believe that where they are investing their resources is worthy and effective for their purpose. In training sessions they truly cultivate In interns a way of communicating about company towards customers and a senses of handling customers in different situation and after training is done when interns started working on their fields they guide them properly for having good responses from customers. A proper environment is established of working and learning as well as.



3.2- TRAINING, LEARNING AND TASKS

(weekly)

- **1st, 2nd, 3rd week (Introduction, Training)-**

In first three weeks of internship the HR introducing company explaining about company portfolio and it's motive also say that vision of the company and the tasks held by company regarding completion of vision I am executed by the HR of Onex Solutions ltd. Named as Huma. We are 10 interns in their team she guides us with the company's profile explained all the important related information about the company that we should know about that as a interns of that company. Then she completed all the formalities that require d after joining the company as a intern filling forms for registration and all that work should be done after joining. She gives detailed about the working staff and introduce us with different departments in company verbally cause this internship happened in lockdown so the during pandemic situation all the introductions and formality happened virtually.

After the introduction sessions the process of training happened Huma the HR introduced the digital marketing department of the company explain us the working of company in this field the different terminologies which used in digital marketing different factors affecting digital marketing, the working habits of the company and in which criteria company work on. which types of tools they used to have a effective digital marketing.

Then she introduces to the products they deal with in digital marketing the description of products given in the start of the report how they provide their product to the customers in what amount they provides what criteria choose to deal with rate of the product all the details regarding products and their dealing are explained by HR to us.

HR then explained us about our works and the system to do our tasks our required areas of businesses to focus in what should we have to do for achieving our task criteria. HR giving us basic script for dealing with customers and said to try it with each other with teammates. Those are basically our trials. And after confirmation by HR that we are ready for taking up the real calls she gave use some real tasks for making sure that we are confident about our works. The purpose of having this 3 weeks of training and learning session is to developed confidence inner us while communicating with customers.

- **4th and 5th week- (task 1)**

In fourth week of internship we had handled to our respective tasks. We divided into 2 groups after training sessions five members each two different groups for different type of businesses My group gets the food, drinks and hospitality business sector which is basically restaurants, hotels, resorts etc. We have to deal with that sector only and each group member alloted different state to work on. I get Jharkhand state in task one. We have to take information of restaurants situated in that state in 4th and 5th week we had to only do the

data collection of respective businesses allotted to us. Data collection can be done by google and business's respective website and other platform from where this information can be collected. In information the name of the business their contact details their work basically the basic information that is needed to connect with the business is required to collect.

We had the criteria of collecting information that in one day in 6 to 7 working hours we have to collect up to hundred and more than hundred information of business we had to complete it the given task in the given time limit. I had to collect more than 60 restaurants information in one day which are situated in Jharkhand from that I Collected 50 in one week and second week I completed the criteria in given time properly.

- **6th to 9th week (task 2 and observation)**

From 6th to 9th We have allotted our task 2 which was we had given data and of different businesses irrespective of the any specifications of state and sector of the business randomly we get business details and said that we have to contact them and approach them form our business schemes and planes for them business explain them about our business and how we are beneficial to them and for their business. Explaining them that how we can help them with their marketing problems. HR said us to communicate with customers with proper tone and gesture explain them about the company in as shortest way is possible for us cause customers are most of the time not willing to hear but we have to be polite and humble to explain them about every important detail in reasonable time without wasting the time of customers.

In this task also had criteria of finishing the task we have given daily information of businesses something the data is for whole week and sometimes they provided data daily for work. And we have to complete that task in the given time suppose for one day I got 20 businesses information so I have to approach that 20 businesses on that day and try to convince at least 10 customers for investing in our business schemes the proportion is 2:1 In first week which is 6th week I got 50 business data from that I have to approach all 50 businesses and try to convince 25 businesses for investing in our company through my communication skills.

In 6th week I reached the first criteria of approaching 50 businesses and explaining them about company but not reached the 2nd criteria that at least convince 25 businesses for investing in Onex Solutions. I had only convinced the 10 businesses To invest in our company's plans.

After 6th week I had given data for 3 days that content 30 businesses information and had to approach 10 business each day and convince at least 5 businesses for investing in Onex Solutions Ltd. First day I have completed the task in the given time with all the given condition approached 10 companies in and convince 5 businesses out of them. Second day I approached all of 10 businesses according to criteria and only convinced one customer. 3rd day of task I approached all 10 customers and convinced 5 businesses according to the criteria given about task.

Remaining 4 days of 7th week we had explained about our errors and difficulties of task where we were making mistakes and having problems over doing tasks and communicating customers the major problem is occurring is that customers were not listening to us not giving time to explaining about the purpose we were calling them. HR gave us tricks and tips to how to handle customer in different situation that how should we had to answered the different questions of customers. Not to panic if the random non prepared question is came from customers should tackled with smartness without acknowledging customer that we don't know about what customer asked for. And after correcting us with errors of us HR gave us task on that now by using this valid points start calling customers from different businesses with new experience. And after careful observation of our work we started working on that and achieved best from our work

In 8th and 9th week we work on that way as explained by HR. we were working on our errors and complete task accordingly for those 2 weeks I had given 50 leads to followed up I had to approached that 50 leads in those 2 weeks and convinced maximum number of customers I approached all 50 leads and convinced 30 out of them.

- **10th and 11th week (final and output of learning)**

In this 2 weeks we have to put all our learning and experiences we get till now whatever we learned till the 9th week we had to served it all in those 2 weeks the lead generation, approaching to customers, communication with them all tasks we had done in that pervious 9 weeks we had to take it over collectively and had to given to the company the leads and customers for them.

Before this we were not doing whole things by our own sometimes leads were providing by company sometimes we were generating it but this time we had to generate leads by our own and had to approached customer with that leads and make them agree to invest in company. At least 10 customers we had to given to the company in 2 weeks by our own.

I started working on this task and generated leads 100 above and started approaching them one by one from those leads some were not working and useless and some were useful so I generated more leads to approach and in one week I gave 6 customers to the company and in another week I gave 4 customers to the company and more than 4 customers were ready to invest in company's plan and schemes. This task was done prior to the time limit of the task and HR was appreciated me for that.

- **12th week (last week and Report on internship)-**

In 12th of internship which is the last week of our internship in this week we had to prepared the report on our internship what we work at how many task we did basically the records of working hours per day in one day we worked for how many hours how many leads we had generated and how many businesses we approached per day the frequency and tendency of our working recorded in that report which had to do in excel sheet with proper information in that about internship and its task.

That report was our final step of heading to the completion of that 3 months of internship we had gotten 1 week to prepare that report without that we were not eligible for getting internship certificate from HR Which we had to submitted to HR on the last date of 3rd month and as such the 3 months of internship was finished.

After completion of internship in Onex solution we got the certificate of the internship by HR of the Onex solution who is Huma ma'am next day of completion of internship the certificate is attached in report in starting pages. That certificate is for our appreciation and the proof of that we have done 3 months of internship in Onex solutions Ltd.



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4.1. RECOMMENDATIONS

Special offers can be given to make the recommendations use all the digital marketing strategies of the company Pvt. Ltd. This will help them to increase Pvt. Ltd. to increase the overall business.

Additional points of contact numbers can be allocated to each customer. This will help them to reach the demand of the website recommendations to the customers on a personalized basis.

Special training can be provided to the customers to understand the various new applications that have happened in the website applications field. This will compare the customers to check other digital marketing services of the company Pvt. Ltd.

CHAPTER 4- RECOMMENDATIONS

The company can use various digital marketing strategies to continue the good relationship with the customers and also to get more referrals from the existing customers.

Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the content. This will give a better satisfaction for the customers.

Using various platforms in social media for doing marketing different techniques of digital marketing now days customers are highly active to market the product in return if reasonable recommendations. So, try to get results by using digital marketing of products due to using customer influence by the platform.

4.1- RECOMMENDATION

Special offers can be given to make the customers to use all the digital marketing services of Onex solutions Pvt. Ltd. This will help Onex solutions Pvt. Ltd. to increase the overall business

Additional point of contact members can be allocated to each customer. This will help them to update the status of the website optimization to the customers on a periodical basis

Special training can be provided to the customers to understand the various new innovations that have happened in the website optimization field. This will motivate the customers to choose other digital marketing services of Onex solutions Private Limited.

Onex solutions Private Limited can innovate the SEO services to continue the good services in the website traffic building and also to get more reference business contact from the existing customers.

Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the customers.

Using various platforms in social media for doing marketing different techniques of doing marketing now days influencers are highly active to market the product in return if reasonable remuneration. So, try to get modification while doing marketing of products due to thing customer influence by the product.

CONCLUSION

The digital marketing environment is constantly evolving as new digital technologies, platforms, and channels emerge. Digital advertising, and other digital marketing activities, are becoming increasingly important for businesses of all sizes. The digital marketing environment is constantly evolving as new digital technologies, platforms, and channels emerge. Digital advertising, and other digital marketing activities, are becoming increasingly important for businesses of all sizes.

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CHAPTER 5- CONCLUSION

5.1- CONCLUSION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing activities are search engine optimization(SEO), search engine marketing(SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising,

E- Books, optical disks and games, and any other form of digital media. This study has been undertaken to understand the overall effectiveness of the Digital marketing services at Onex solutions Private Limited. For this purpose, responses from the customers have been collected and analysed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Onex solutions Private Limited to improve the overall effectiveness of Digital marketing services for its customers.

CHAPTER 6- BIBLIOGRAPHY

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