

University of Liberal Arts Bangladesh

Department of Business

Internship Report

On

**Impact of Communication Efficiency on Client Satisfaction in Virtual
Property Management Firms.**

Submitted to:

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Submitted by:

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Date of Submission: 19-04-2026

Internship Report Approval Form

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INTERNSHIP INFORMATION

Internship

Organization: NEXT RnS BPO

Internship /Project Report Topic: Impact of Communication Efficiency on Client Satisfaction in Virtual Property Management Firms.

Term (Tick one):

☒ spring 2026

☐ summer 2026

☐ fall 2026

SUPERVISOR APPROVAL

(Tick One)

☐ Approved

☐ Not Approved

☐ Partial Re-write

☐ Full Re-write

Remarks (For Not Approved): _____

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Plagiarism Declaration

- ✓ I understand what plagiarism is. It's basically when someone takes another person's ideas, writing, or work and uses it like it's their own. And it's not just about copying word for word. Even using someone else's ideas without giving proper credit counts. This includes stuff from books, articles, and even the internet.

- ✓ I know this is wrong. No confusion about that.

- ✓ I also understand that in my research, I have to give proper references wherever needed. If I use someone's idea, I need to mention it clearly. This assignment is my own work (or our group's original work). I didn't copy it from anyone. And I know copying even a small part from someone else, or submitting the same work as others, is not okay.

- ✓ I haven't let anyone copy my work. And I won't allow it in the future either.

Acknowledgement

I want to start by thanking Almighty for giving me the strength and patience to complete my internship and finish this report. It wasn't always easy, but I'm really glad I managed to get through it in the end. I'm also very grateful to my supervisor at ULAB, Parvez Mahmud. At the beginning, I was honestly quite confused about how to shape my experience into a proper report. But his guidance helped me understand things step by step, and slowly everything started to make sense. I would also like to thank the team at NextRnS BPO, especially Mr. Sadad Murshed Xubin, for giving me the opportunity to work there as a Communication Intern. The environment was very welcoming, and I learned a lot from everyone. They didn't treat me like just an intern—instead, they involved me in real tasks and showed me how communication works with international clients in the BPO industry.

Finally, I want to thank my parents for always supporting me. Their encouragement really helped me stay motivated, especially during the night shifts. And of course, thanks to my friends as well—for their support, motivation, and even those small things like late-night coffee.

Overall, this report wouldn't have been possible without the support and encouragement from all of them.

Sidra Anjum khan
University Of Liberal arts Bangladesh

Date: 06-04-2026

Abstract

Property management is changing really fast these days. Before, everything used to happen face-to-face in local offices, but now most of the work is done through apps, emails, or Zoom calls. So, it made me think—does this shift to virtual communication actually make clients more satisfied or not? That’s the main focus of this report. During my internship at NextRnS BPO, where we worked with property owners based in the US, I got to see how important communication is in real situations.

For this study, I collected data from property owners to understand whether fast and clear communication really improves their satisfaction level. I used a quantitative approach and shared a survey with people who have been using virtual property management services for some time. From the responses, one thing became very clear—clients really care about how quickly and clearly they get responses. If there is any delay, even for a short time, it starts affecting their trust. Also, when messages are too formal or hard to understand, it creates confusion and frustration.

At the same time, the system is not perfect. Many respondents mentioned issues like technical problems and the lack of a personal touch. Some of them feel that virtual communication can sometimes be a bit impersonal or cold. So, the key takeaway from this study is that firms should not rely only on automated systems. Instead, they need to balance technology with real human interaction. If they want to keep their clients satisfied, they must be responsive, clear, and also show that they genuinely understand client needs. This report also suggests a few practical ways to improve communication in virtual property management firms.

Letter of Transmittal

April, 2026

Dr.Parvez Mahmud,

Senior Lecturer

Department of Business

University of Liberal Arts Bangladesh (ULAB)

Dhaka-1207

Subject: Submission of Internship Report on Impact of Communication Efficiency on Client Satisfaction in Virtual Property Management Firms.

Dear Sir,

With due respect, I would like to inform you that I have successfully completed my internship at NextRnS BPO and have prepared the report titled Impact of Communication Efficiency on Client Satisfaction in Virtual Property Management Firms. It is been submitted as part of my undergraduate program requirements for the Bachelor of Business Administration with a concentration in Marketing at the ULAB. It actually meant something to me. During my time at NextRnS, I worked as a Communication Intern handling real client's property owners based in the US. And through that, I got to see firsthand how much communication actually matters. Not just sending emails. The speed. The clarity. The little things that make or break a client's trust. That's what this report is about.

I have tried to put together everything I learned from the survey data I collected, from the interview I conducted, and from my own experience on the job. I hope it meets your expectations, and I'm really looking forward to your feedback.

Sincerely,

Sidra Anjum Khan

ID: 191011231

Concentration: Marketing

Department of Business

University of Liberal Arts Bangladesh (ULAB)

Appointment Letter (Internship)

Date: **1st December, 2025**

To

Ms. **Sidra Anjum Khan**

Dear Ms. Khan,

We are pleased to appoint you as a **Communication Intern** at NextRnS BPO, effective from **1st December, 2025**. You will work as a full-time intern and report to **Mr. Sadad Murshed Xubin**, Operations Director.

We wish you a productive and successful internship.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Xubin", with a long horizontal stroke extending to the right.

Sadad Murshed Xubin
Operations Director
NextRnS BPO

List of Abbreviations

ABBREVIATION	DEFINITION
B2B	Business-to-Business
BBA	Bachelor of Business Administration
BPO	Business Process Outsourcing
CRM	Customer Relationship Management
KPI	Key Performance Indicator
PM	Property Management
ROI	Return on Investment
SAAS	Software as a Service
ULAB	University of Liberal Arts Bangladesh
US	United States
VPM	Virtual Property Management

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PART – A (Internship Experience)

Chapter 1: Internship Preparation

1.1 Motivation

Honestly, I didn't take this internship just because it was a requirement for my BBA program. I was expecting something more than that. I wanted to see how things actually work outside the classroom. We learn a lot of theories in class, especially about digital marketing, but I always felt that real-life situations are quite different. In class, everything feels organized and predictable. But in reality, things don't always go as planned, and sometimes you have to think and act quickly. That practical exposure was something I really wanted.

Another reason was my interest in digital marketing. I've always been curious about how companies in Bangladesh use platforms like Facebook, Google, and websites to promote their services. We see ads every day, but behind those ads there's a whole process—planning, targeting, communication, and performance tracking. I wanted to understand how all of this actually works in practice, not just in theory. Since my thesis topic is also related to digital marketing, I thought this internship would help me connect what I've learned with real-life application.

At the same time, I also wanted to develop some practical skills. Things like communication, teamwork, and handling pressure are not something you can fully learn from books. I believed that working in a real environment would help me improve in these areas. More importantly, I saw this internship as a learning opportunity rather than just a course requirement. It gave me a chance to understand how the professional world actually operates. I also realized that after graduation, skills and experience matter a lot. CGPA is important, but it's not everything.

Overall, my motivation came from curiosity, academic interest, and a strong desire to gain real-world experience and improve myself.

1.2 Search Process

Finding an internship wasn't easy for me. At the beginning, I honestly didn't know where to start. I just knew that I needed one. So I started looking in different places—LinkedIn, some Facebook groups, and a few job websites. I also asked my seniors and friends if they knew about any opportunities.

Then I worked on my CV. It wasn't perfect, but I tried to make it look more professional. After that, I started applying to different companies one by one. But the response was very low. Some companies didn't reply at all, and some rejected my application. It was quite frustrating at times. I even started thinking maybe I was doing something wrong. Still, I didn't stop. I kept applying and checking for new opportunities regularly.

After some time, I came across NEXT RNS (NextRnS BPO) through an online post. Their work seemed interesting, especially because it was related to digital marketing and outsourcing. So I decided to apply there as well.

After a few days, they contacted me. I felt really relieved at that moment. Then they invited me for an interview, and I also had to attend a written test. The test wasn't very difficult, but I had to be careful while answering. It was mostly based on communication skills and some basic knowledge.

After that, I attended the interview. I was a bit nervous at first, but somehow I managed to answer their questions. Then I had to wait for the final result. Those few days felt quite long. But finally, I got selected as an intern. Honestly, it felt really rewarding. All the effort and waiting finally paid off.

1.3 Interview Experience & Organization Brief

Interview Experience:

The interview process was quite simple and not too formal. At the beginning, I felt a bit nervous, which is quite normal. But the interviewer was friendly, which made me feel more comfortable.

During the interview, I was asked some basic questions, such as:

- Why I am interested in digital marketing
- What I know about social media marketing
- My strengths and weaknesses

I tried to answer everything honestly. I didn't try to act like I knew everything. I think my willingness to learn helped me here. The interviewer seemed more interested in my attitude and communication skills rather than just technical knowledge.

After the interview, I was selected as an intern. It was a really satisfying moment because it marked the beginning of my practical learning experience.

1.4 Organization Brief

NEXT RNS (Next-RNS BPO) is a Business Process Outsourcing (BPO) company. In simple terms, it provides outsourced services to international clients so they can focus on their core business activities. The company is based in Dhaka, Bangladesh, but it mainly works with clients from countries like the USA and Canada. So even though the operations are local, the work is actually global.

During my internship, I observed that the company offers different types of services depending on client needs. The main service areas include:

1.4.1 Customer Support Services

The company manages communication with customers on behalf of its clients. This includes:

- Inbound and outbound call handling
- Chat and email support
- Handling customer queries and complaints

1.4.2 Back Office Operations

The company also handles several internal administrative and support tasks, such as:

- Data entry
- Document processing
- CRM (Customer Relationship Management)
- General administrative support

1.4.3 Real Estate and Property Services

Another important area of work includes property-related services, such as:

- Property inspection coordination
- Work order processing
- Vendor management

Overall, the company operates in a fast-paced environment where most tasks are deadline-driven. Since it deals with international clients, maintaining proper communication and service quality is very important.

Chapter 2: About The Internship

2.1 Job Responsibilities and Position

During my internship as a Communication Intern at a VPO-based company in Bangladesh that provides services to USA property owners, my primary role was to facilitate effective communication between clients and service providers. My responsibilities included managing client interactions through emails, calls, and messaging platforms, ensuring clear and professional communication at all times.

I was responsible for understanding client requirements related to property management, maintenance, and tenant communication, and then conveying those requirements accurately to the internal team. Additionally, I assisted in drafting professional emails, handling inquiries, resolving basic issues, and maintaining communication records.

Another key responsibility was coordinating with different departments to ensure timely service delivery and client satisfaction. I also contributed to maintaining a positive brand image by ensuring all communications reflected professionalism, clarity, and responsiveness.

2.1.1 Role Description and Work Style

This role matched my position as a Communication Intern. In this role, I was mainly involved in communication-related tasks. For example, I had to communicate with US-based property owners, handle emails and calls, and assist in coordination activities when needed.

2.1.3 Lead Generation & Sales Activities

I was also exposed to some lead generation and sales-related tasks. These included:

- Identifying potential customers for clients
- Assisting in appointment setting
- Supporting telemarketing activities

2.1.4 Work Style

The overall work environment was:

- Target-based
- KPI-driven (calls, emails, leads, and performance metrics)
- Fast-paced, where tasks and priorities could change quickly

2.2 Takeaways

This internship provided me with valuable practical exposure to corporate communication and international client handling. One of the major takeaways was the importance of clear, concise, and culturally appropriate communication, especially when dealing with clients from different countries.

I developed strong interpersonal and problem-solving skills by handling real-time client issues and ensuring quick resolutions. The experience also enhanced my ability to work under pressure, manage multiple tasks, and prioritize responsibilities effectively.

Moreover, I gained insights into how service-based companies operate, particularly in the property management sector, and understood the significance of maintaining long-term client relationships.

2.3 Relation to Education

As a Marketing major, this internship closely aligns with my academic background. Marketing is not only about promotion but also about building and maintaining relationships with customers, which was a core aspect of my role.

The communication strategies I studied in my courses were directly applicable in real-life scenarios, such as crafting persuasive messages, maintaining brand tone, and ensuring customer satisfaction. Concepts like consumer behavior, relationship marketing, and service quality were practically implemented during my internship.

This experience allowed me to bridge the gap between theoretical knowledge and practical application, strengthening my understanding of how marketing works in a real business environment.

Chapter 3: Self-Reflection

3.1 Likes and Dislikes

There were several things that I genuinely liked about the office environment. First of all, the overall atmosphere was quite friendly. People were supportive, especially towards interns. Whenever I didn't understand something, I could easily ask for help without feeling uncomfortable, which made learning easier.

Another thing I appreciated was the opportunity to gain hands-on experience. I wasn't just sitting idle or observing others. I actually got the chance to work on real tasks like generating content ideas, planning posts, and sometimes even dealing with client-related work. That made the internship more meaningful for me. Also, the work environment was somewhat flexible. It wasn't overly strict like a typical corporate setting, which helped me adjust more comfortably.

However, not everything was perfect. At times, there was a lack of clear instructions. I often had to figure things out on my own. While this helped me become more independent, it was sometimes confusing as well. The workload was also not very consistent. Some days were extremely busy, while other days were quite slow. In addition, communication among team members could have been better. Sometimes important information was not shared properly, which led to small issues.

My Experience (Pros and Cons)

From my perspective, working at NEXT RNS provided both positive experiences and some challenges.

Pros:

- It was helpful for gaining practical experience, especially in communication and corporate exposure
- My English communication skills improved significantly
- I learned how to handle clients and respond professionally
- It is a good opportunity for fresh graduates to start their careers

Cons:

- At times, the work pressure was high due to deadlines and targets
- Night shifts were required for international (especially US-based) clients

- Some tasks were repetitive and less engaging over time

Overall, this internship gave me a clear understanding of how a BPO company operates and how important communication, coordination, and client handling are in maintaining service quality and client satisfaction.

3.2 Better Utilization

I feel that my skills could have been utilized more effectively. I have a strong interest in research and analytical work, but most of my assigned tasks were quite basic or repetitive. If I had the opportunity to work on things like market research or campaign analysis, I believe I could have learned much more.

Also, having a more structured work plan for interns would be helpful. When tasks are clearly planned and assigned, it becomes easier to contribute in a more meaningful way.

3.3 Improvement Suggestions

From my experience, I think a few improvements can make the internship experience much better:

- First, there should be a proper guideline or training session at the beginning
- Second, tasks should be assigned more clearly with proper explanation
- Third, communication within the team needs improvement
- And lastly, interns should be given more meaningful work instead of only basic tasks

These small changes can make a big difference.

Chapter 4: Personal Development Plan

4.1 Short-term and Long-term Goals

Short-term Goals:

In the short term, my main focus is to improve my communication and client handling skills even more. During my internship, I realized how important clear and timely communication is, especially when dealing with international clients. So, I want to keep practicing and gaining more real-life experience in this area. I'm also interested in working more in marketing and communication-related roles, particularly on digital platforms. I want to understand how customer engagement actually works in real situations, not just in

theory. At the same time, I aim to build a strong understanding of how to meet client expectations and maintain service quality in a professional environment.

Long-term Goals:

In the long run, I want to build my career in marketing, especially in areas like brand communication and customer experience. I'm really interested in how companies build relationships with customers and create a strong brand image over time. My goal is to work in a well-established organization where I can contribute to marketing strategies and decision-making. Over time, I would like to move into leadership roles where I can manage teams and handle bigger responsibilities. I also understand that the marketing field is constantly changing, especially with new digital trends. So, I plan to keep learning and improving my skills so that I can stay updated and grow in my career.

4.2 Future Skills

To achieve my career goals, I plan to develop several key skills:

- **Advanced Communication Skills:** Enhancing both written and verbal communication for diverse audiences.
- **Digital Marketing Skills:** Including social media marketing, content creation, and analytics.
- **Customer Relationship Management (CRM):** Learning tools and strategies to manage and retain clients.
- **Problem-solving and Critical Thinking:** For handling complex client situations effectively.
- **Time Management and Multitasking:** To improve productivity in fast-paced environments.
- **Cross-cultural Communication:** To better interact with international clients.

Part- B (Research segment)

Chapter 1: Introduction

1.1 Title:

Impact of Communication Efficiency on Client Satisfaction in Virtual Property Management Firms.

1.2 Background of the Study

In recent years, the property management industry has undergone significant changes. Previously, property owners usually interacted with managers through face-to-face meetings in physical offices. However, with the advancement of digital technology, many firms now operate virtually, managing properties through online platforms, emails, and video communication tools. Virtual property management firms provide services such as rent collection, maintenance coordination, and tenant management without requiring in-person interaction. While this system offers convenience and efficiency, it also creates a heavy dependence on communication. Since clients and service providers rarely meet directly, the quality of communication becomes a critical factor in maintaining trust and satisfaction.

Delays in responses or unclear messages can easily lead to frustration and dissatisfaction among clients. In a virtual environment, communication is not just a supporting function; it plays a central role in service delivery. Therefore, this study focuses on examining whether communication efficiency—particularly in terms of speed and clarity—has a direct impact on client satisfaction in virtual property management firms.

1.3 Purpose of the Research

The main purpose of this study is to examine the relationship between communication efficiency and client satisfaction in virtual property management services.

First, the study aims to identify whether response time has a significant effect on how clients perceive service quality. Faster responses are generally expected to increase satisfaction, but this research seeks to measure how strong this relationship actually is.

Second, the study explores the challenges that limit effective communication in virtual firms. These may include technological issues, workload pressure, or lack of proper training. By

identifying these barriers, the study intends to suggest practical ways to improve communication practices.

Overall, the objective is to better understand how efficient communication contributes to client satisfaction in a fully digital service environment.

1.4 Problem Statement

Building trust in a virtual environment is more challenging compared to traditional face-to-face interactions. In physical settings, clients often rely on personal interaction and visible presence to develop confidence in service providers. However, in virtual property management, this direct connection is absent. A key issue observed in many virtual firms is that communication is often not given enough importance. While operational tasks related to property management are prioritized, communication with clients is sometimes treated as a secondary concern. As a result, delayed responses, unclear messages, and inconsistent communication can negatively affect client experience.

So, I'm asking:

- Does being efficient with messages actually lead to higher satisfaction?
- What are the specific communication mistakes that drive clients crazy in a virtual setting?
- Can better tech tools fix these problems?

These are the questions I'm going to try and answer.

In the context of Bangladesh's growing BPO industry, where companies regularly interact with international clients, effective communication becomes even more important. Although many employees have a good command of English, challenges still exist in terms of clarity, pronunciation, and consistency. For example, phonetic differences influenced by native language can sometimes create misunderstandings. In addition, speaking too quickly or mixing different accent styles may reduce clarity. These communication gaps can lead to repeated queries, confusion, and ultimately dissatisfaction among clients.

Therefore, the core problem addressed in this study is not just communication itself, but the lack of clear, consistent, and client-focused communication, and how this affects overall client satisfaction.

1.5 Potential Contributions Study

Why should anyone care about this paper? Well, for starters, the virtual property management industry is blowing up. It's getting huge. If you're running one of these firms, this study might help you keep your clients longer. It shows you exactly where you might be messing up your communication. For the clients, this research is a win because it pushes for better service. If managers realize that "speed = money," they'll start replying faster. And for other students or researchers, this is a look into a new kind of business model. Most old studies look at face-to-face talk. But we're moving away from that. My paper adds a bit of fresh info on how we handle business in a world that's mostly online now.

Chapter 2

Literature Review

Author's & Year	Objective	Methodology	Key Findings	Future Scope
Kamau (2019)	To see how tech innovations affect the performance of real estate firms in Kenya.	Surveyed 92 employees using a quantitative approach.	Using tech like social media and mobile apps really boosts firm performance and saves money.	The study was done in Kenya, so it might not apply directly to virtual firms in Bangladesh.
Qudah (2025)	To understand the role of communication skills and strategies in modern real estate.	Analyzed secondary data and existing industry reports.	You need a balance between automation and personal talk to keep clients happy.	It mostly looked at theory and didn't have fresh data from actual property owners.
Dalia & Ruslan (2025)	To look at how modern commas tools create added value for real estate.	Used remote interviews and content analysis of literature.	High-quality photos and virtual tours are the best ways to make a property more attractive.	The research was focused only on the Lithuanian market, ignoring other regions.

Kummerow & Lun (2005)	To find the link between ICT and market efficiency in real estate.	Industry structure analysis and market data review.	Better tech leads to more transparent markets and faster deals.	This paper is quite old, so the tech they discuss is outdated for today's virtual firms.
Uwomano (2025)	To study how office managers handle time and communication in real estate.	Descriptive survey and statistical analysis.	Quick response times from managers are the biggest factor in keeping clients satisfied.	Only focused on internal office managers rather than virtual-only management setups.
Mathenge (2013)	To test if information technology gives real estate firms a competitive edge.	Correlation study using survey responses.	IT saves a lot on operational costs and makes work faster for agents.	Did not specifically look at how "virtual-only" firms handle their client relationships.
Ind & Riondino (2001)	To see how branding works on the web compared to traditional media.	Case studies of various company websites.	Websites shouldn't just be digital brochures; they need to be interactive for the user.	Written before social media became huge, so it misses modern tools like WhatsApp.
Felix (2017)	To investigate the impact of social media branding on property marketing.	Mixed methods using both surveys and interviews.	Digital marketing builds much more trust than old-school paper ads.	It was a broad study and didn't focus on the specific efficiency of property managers.

Berawala (2024)	To see if emotional intelligence helps in making clients happy during projects.	Quantitative survey with client feedback.	Even in digital settings, showing you care (empathy) is just as important as being fast.	Did not connect emotional intelligence specifically to virtual property apps.
Kandipati (2024)	To review how AI and Chabot's are being used in the real estate sector.	Systematic literature review of recent studies.	AI can handle basic questions fast, but it can make relationships feel a bit "cold" or robotic.	Didn't look at how this "robotic" feeling specifically affects landlord satisfaction.

Chapter 3: Methodology

3.1 Research Type

In the context of Bangladesh's growing BPO industry, where companies regularly interact with international clients, effective communication becomes even more important. Although many employees have a good command of English, challenges still exist in terms of clarity, pronunciation, and consistency. For example, phonetic differences influenced by native language can sometimes create misunderstandings. In addition, speaking too quickly or mixing different accent styles may reduce clarity. These communication gaps can lead to repeated queries, confusion, and ultimately dissatisfaction among clients. Therefore, the core problem addressed in this study is not just communication itself, but the lack of clear, consistent, and client-focused communication, and how this affects overall client satisfaction.

3.2 Research Design

A quantitative research design was adopted for this study. Numerical data was considered more suitable for identifying patterns and relationships among variables. Relying on a larger number of responses helps reduce bias and provides more generalizable insights compared to a limited qualitative sample.

Data was collected through an online survey consisting of structured questions measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This format allowed respondents to provide quick and consistent feedback without requiring lengthy responses. From an analytical perspective, this approach facilitated the conversion of responses into numerical values, enabling the use of statistical tools such as averages and trend analysis for interpretation.



Figure 3.2(Research Design)

3.3 Sampling Method

This study used a combination of purposive and convenience sampling techniques. Respondents were selected based on specific criteria: they had to be property owners or landlords actively using virtual property management services. This ensured that the participants had relevant experience to evaluate communication efficiency and service satisfaction.

Additionally, convenience sampling was applied by reaching out to accessible participants through online platforms such as Facebook and LinkedIn real estate groups. To ensure data reliability, only respondents with at least one year of experience using virtual property management services were included.

Due to time constraints and limited accessibility, the sample size remained relatively small (approximately 22 respondents). Although the dataset provides useful insights, it may not fully represent the broader population. Therefore, the findings should be interpreted within the context of these limitations.

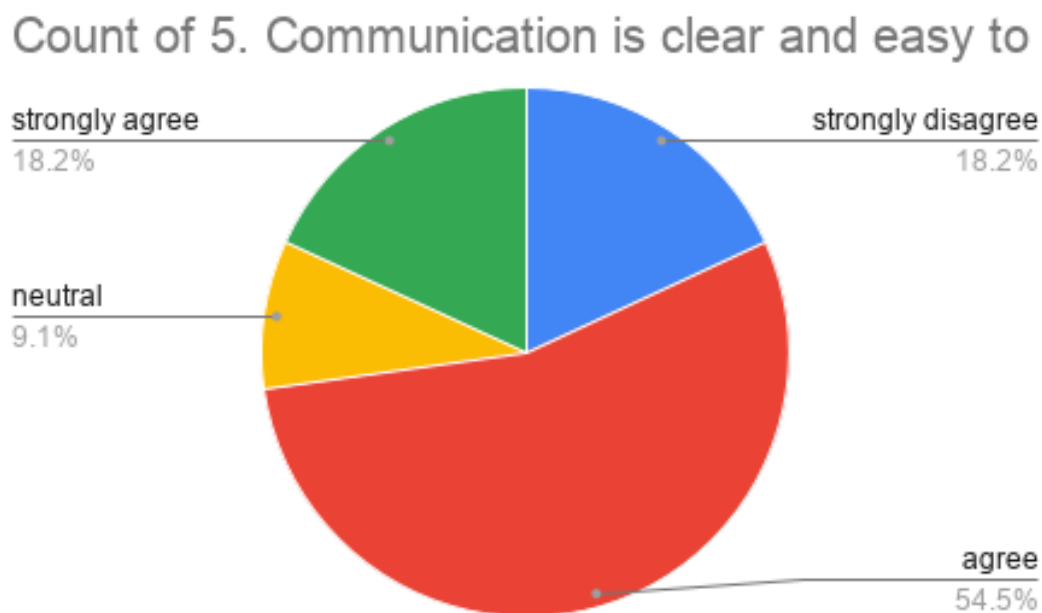


Figure: 3.3(Communication Effectiveness Overview)

3.4 Data Collection and Analysis

Data was collected using Google Forms, which allowed for easy distribution and quick response collection. The survey was designed to be concise to encourage participation, taking approximately 5 minutes to complete. Responses were automatically recorded in Google Sheets and later transferred to Microsoft Excel for further analysis.

I used:

- Pie charts for demographic data

	A	B	C	D	E	F	G	H
	Form_Responses							
1	Timestamp	1. What is your	2. How long have you	3. Which communication ch	4. The company responds to r	Clarity: The inform	6. I receive regular u	7. The communica
2	4/1/2026 20:16:37	25 – 35 years	Service holder (Employed)	Less than 1 year	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
3	4/1/2026 21:27:26	25 – 35 years	Service holder (Employed)	1 – 3 years	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
4	4/1/2026 21:45:19	25 – 35 years	Service holder (Employed)	More than 3 years	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
5	4/1/2026 23:11:55	36 – 45 years	Businessperson	1 – 3 years	Strongly agreed	Strongly disagreed	Strongly agreed	Strongly agreed
6	4/1/2026 23:13:01	Above 45 years	Expatriate	More than 3 years	Strongly agreed	Strongly agreed	Strongly agreed	Strongly disagreed
7	4/1/2026 23:33:48	25 – 35 years	Businessperson	1 – 3 years	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
8	4/1/2026 23:43:53	25 – 35 years	Service holder (Employed)	Less than 1 year	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
9	4/1/2026 23:53:56	25 – 35 years	Service holder (Employed)	Less than 1 year	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed
10	4/2/2026 8:50:40	25 – 35 years	Businessperson	1 – 3 years	Strongly disagreed	Strongly agreed	Strongly disagreed	Strongly agreed
11	4/2/2026 21:53:06	25 – 35 years	Businessperson	1 – 3 years	Strongly agreed	Strongly agreed	Strongly disagreed	Strongly agreed
12	4/3/2026 0:18:07	Other	More than 1 year	WhatsApp / Messaging	neutral		neutral	agree

Figure: 3.4 (Data of front side)

	N	O	P	Q	R	S	T	U
1	5. Communication i	9. There are minima	10. The communica	16. I would rate my	17. Efficient commu	18. Poor communic	19. Timely response	20. Communication
12	strongly disagree	strongly disagree	strongly agree	neutral	agree	strongly agree	strongly disagree	disagree
13	agree	agree		agree	neutral	agree	agree	agree
14	neutral	strongly disagree	siagree	neutral	agree	strongly agree	strongly agree	strongly disagree
15	strongly agree	strongly agree	agree	strongly agree	strongly agree	agree	strongly agree	strongly agree
16	strongly disagree	strongly agree	strongly agree	strongly agree	strongly disagree	strongly disagree	strongly agree	strongly agree
17	agree	agree	agree	agree	agree	neutral	agree	agree
18	agree	neutral	agree	agree	neutral	neutral	agree	neutral
19	agree	agree	strongly agree	strongly agree	strongly agree	agree	strongly agree	strongly agree
20	agree	strongly agree	agree	strongly agree	strongly agree	strongly agree	strongly agree	agree
21	strongly agree	strongly agree	strongly agree	strongly agree	strongly agree	strongly agree	strongly agree	strongly agree
22	agree	agree	agree	agree	agree	agree	agree	agree

Figure: 3.5 (Data of back side)

In addition to survey data, a semi-structured interview was conducted with a communication executive from the real estate sector. This interview provided qualitative insights that complemented the quantitative findings. It helped in understanding practical challenges such as pronunciation issues, clarity in communication, and real-world operational difficulties that are not always captured through survey data.

Chapter 4: Findings and Discussion

4.1. Overview of Data Collected

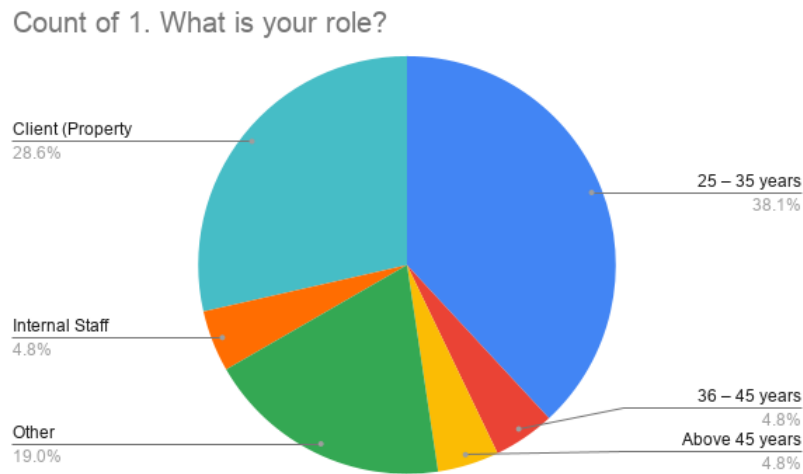


Figure:4.1 (Role & Age distribution overview)

The collected data includes responses from approximately 21–22 participants. The dataset provides information on respondent roles and age distribution. However, the chart combines multiple variables in a single visualization, which limits the ability to interpret certain demographic aspects such as gender distribution or usage duration of virtual services.

Most respondents fall within the 25–35 age group, and a significant portion are clients or users of virtual property management services. However, due to limitations in the dataset, a more detailed demographic breakdown could not be fully established.

4.2 Thematic Analysis of Interviews

Theme 1: Definition of Communication Efficiency

Q1: What is your role in the organization?

Q2: How important is communication in your daily work?

Q3: What does “communication efficiency” mean in your role?

Q4: How does response time affect client satisfaction?

Q5: What communication channels do you use most frequently?

Theme 2: Impact of Pronunciation and Language Barriers

Q6: What challenges do you face while communicating with clients?

Q7: How do pronunciation issues impact communication?

Q8: How do misunderstandings impact client relationships?

Theme 3: Improvement Strategies

Q9: What strategies do you use to ensure effective communication?

Q10: How does communication efficiency influence client retention?

Q11: Do you think training helps with pronunciation and communication?

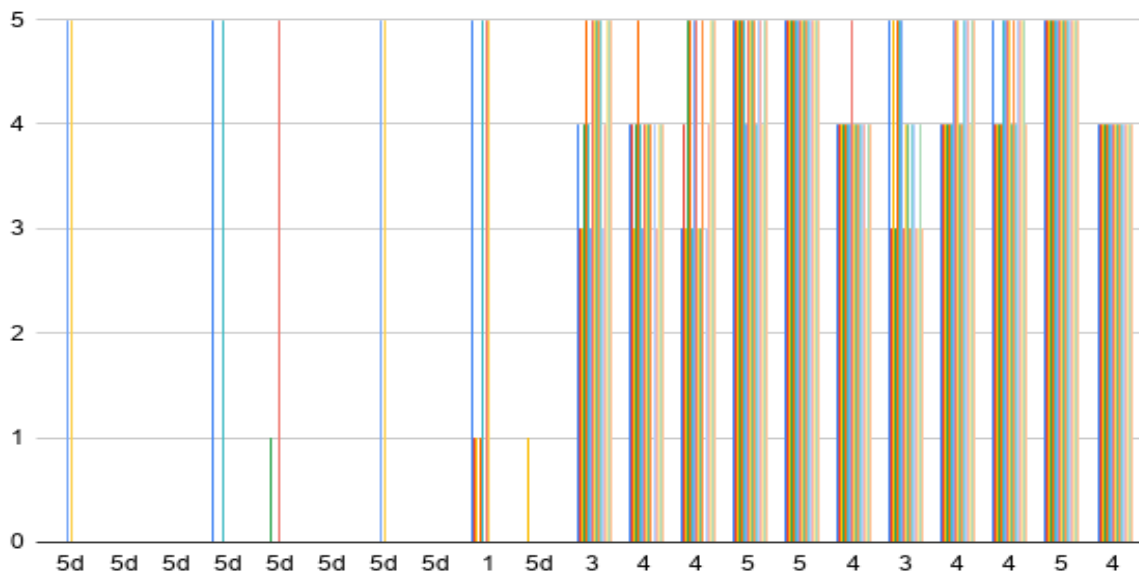
Q12: What improvements would you suggest for better communication?

4.3 Impact of Response Time on Client Satisfaction

One of the most significant findings of this study is the relationship between response time and client satisfaction. The data indicates that faster response times are strongly associated with higher satisfaction levels.

When responses are provided promptly, clients tend to rate their satisfaction highly. However, delays in communication—particularly beyond a day—lead to a noticeable decline in satisfaction. This suggests that clients place considerable importance on timely communication, especially when dealing with property-related matters.

In virtual environments, where direct interaction is absent, delays in response can negatively affect trust and overall perception of service quality. Therefore, response speed emerges as a critical factor influencing client satisfaction.



4.4 Clarity of Information and its Role in Virtual Firms

Clarity of communication plays a crucial role in virtual property management systems. Since interactions occur through digital platforms rather than face-to-face communication, clients rely heavily on written messages and system interfaces to understand information. Clear and well-structured communication reduces ambiguity and helps clients make informed decisions without confusion. Based on the collected responses, most participants indicated that clarity in reports, billing information, and tenant updates contributes significantly to their continued use of virtual services.

Thus, clarity functions as a key component of communication efficiency, ensuring that clients can navigate the system with confidence and minimal misunderstanding.

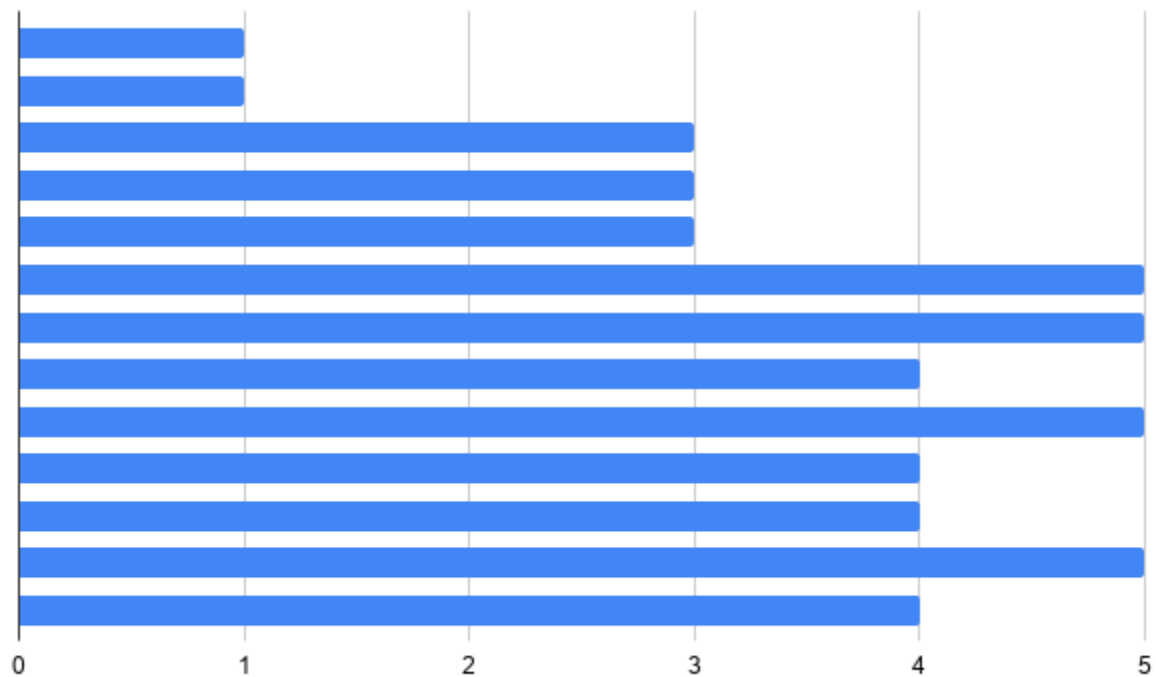


Figure 4.3 (Customer Satisfaction Level Distribution)

4.5 Discussion & Analysis

The findings from both survey data and the interview indicate a consistent pattern: communication efficiency plays a vital role in determining client satisfaction. The survey highlights the importance of quick responses and clarity, while the interview provides deeper insights into practical communication challenges. One notable issue identified during the interview is related to pronunciation and language clarity during verbal communication. Although this factor is not directly visible in survey data, it explains some of the underlying communication gaps that may affect client understanding.

Overall, the results suggest that communication efficiency is not limited to response time alone. It also includes clarity, consistency, and the ability to convey information effectively. These elements collectively contribute to building trust and maintaining long-term client relationships.

4.6 Analysis of Communication Barriers

Several communication barriers were identified during the analysis. Technical issues such as system glitches and internet disruptions can interrupt communication flow. Additionally, some users, particularly those less familiar with digital platforms, may experience difficulty navigating the system. Another

important limitation is the lack of a personal touch in virtual communication. While digital tools improve efficiency, they may reduce the sense of human interaction, which can affect client experience. These factors highlight the need for balancing technological efficiency with user-friendly communication practices.

4.7 Discussion on Key Findings

The overall findings of this study indicate that communication efficiency—particularly response speed and clarity—is a key determinant of client satisfaction in virtual property management firms. When communication is timely and easy to understand, client satisfaction tends to increase. Conversely, delays or unclear messages lead to reduced trust and lower satisfaction levels. These observations are supported by both quantitative data and qualitative insights.

Although the concept appears simple, its practical implementation remains a challenge for many organizations. Ensuring consistent, clear, and prompt communication is therefore essential for improving service quality in virtual environments.

Chapter 5: Recommendations

5.1 Strategies for Improving Communication Efficiency

Based on the findings of this study, communication efficiency plays a critical role in shaping client satisfaction in virtual property management. Both response speed and clarity emerged as the most influential dimensions. Therefore, organizations operating in this sector should prioritize the following strategies:

-Enhancing Response Time

Timely responses significantly influence client perceptions of service quality. Organizations should establish internal benchmarks for response time, ideally ensuring acknowledgment of client queries within a few hours. Even in cases where immediate resolution is not possible, providing an interim response acknowledging the issue can help maintain client confidence.

-Improving Clarity and Simplicity of Communication

Communication should be concise, structured, and easy to understand. Avoiding overly complex language and ensuring messages are direct and unambiguous can reduce misunderstandings. Standardized communication templates may also be introduced to maintain consistency across client interactions.

-Providing Regular Updates

Clients prefer to be informed proactively rather than requesting updates repeatedly. Automated or scheduled updates regarding rent status, maintenance progress, and account activities can enhance transparency and reduce communication gaps.

-Establishing Communication Protocols

Organizations should define clear communication guidelines, including response hierarchy, escalation procedures, and service-level expectations. This ensures accountability and consistency in client interactions.

-Training Communication Personnel

Employees handling client communication should receive proper training in language proficiency, clarity of expression, and professional etiquette. This is particularly important in international client environments where language barriers may affect understanding.

5.2 Recommended Digital Tools for Virtual Property Management

While analyzing everything, I also felt like many firms are not using the right tools properly. And that's slowing things down. Here are some tools and ideas I'd recommend:

-Use WhatsApp Business for faster communication

It's simple and quick. Most people already use it daily. So instead of relying only on email, firms can use it for quick replies and updates.

-Implement a CRM system (like Hub-Spot or Zoho)

Managing clients manually can get messy. A CRM helps keep everything organized—client details, issues, follow-ups. It also reduces the chance of missing anything important.

-Develop a clean and user-friendly dashboard

This is really important. Clients should be able to log in and see everything in one place—rent status, maintenance updates, documents. No confusion. No searching around.

-Improve the user interface (UI) of apps or portals

If the system looks complicated or feels slow, people get frustrated. And once that happens, satisfaction drops. So investing in a simple and clean interface actually improves communication.

-Integrate all communication channels

Sometimes messages are scattered across email, calls, and apps. That creates confusion. Bringing everything into one system can make communication more organized and efficient.

Chapter 6: Conclusion

6.1 Summary of Research Findings

This study examined the impact of communication efficiency on client satisfaction in virtual property management firms. The findings indicate that communication speed and clarity are the two most significant factors influencing client satisfaction. The data collected through surveys suggests that clients tend to report higher satisfaction levels when responses are prompt. Delays in communication are associated with reduced satisfaction, particularly when clients are dealing with time-sensitive property-related matters. In addition, clarity of information plays a crucial role in ensuring that clients fully understand updates, transactions, and service processes.

The qualitative insights from the interview further support these findings by highlighting practical communication challenges, such as language clarity and pronunciation issues. These challenges, although not always visible in quantitative data, contribute to misunderstandings and reduced communication effectiveness.

Overall, the study confirms that effective communication is not limited to response time alone; it is a combination of speed, clarity, consistency, and accuracy. Together, these elements significantly influence client trust and long-term satisfaction.

6.2 Final Remarks

Virtual property management is increasingly becoming a prominent model in the real estate sector due to its convenience and scalability. However, its success depends heavily on the effectiveness of communication between service providers and clients. While technological advancements enable automation and remote operations, they cannot fully replace the importance of human-centered communication. Clients still expect responsiveness, clarity, and a sense of engagement in their interactions with service providers.

Organizations that are able to balance technological efficiency with effective communication practices are more likely to achieve higher levels of client satisfaction and retention. This study highlights the importance of maintaining that balance and suggests that communication should be treated as a strategic function rather than a secondary operational activity.

Future research may expand on this study by including larger sample sizes, diverse industry contexts, or comparative analysis between virtual and traditional property management systems. Such studies would further enhance understanding of communication dynamics in digital service environments.

6.3 Appendix

Interview Transcript

Q1(answer): The respondent works as a communication executive. Their main responsibilities include handling client queries, coordinating with tenants, and providing updates about properties. Basically, they act as a bridge between the company and the clients.

Q2(answer): Communication is extremely important in their daily tasks. Since they deal with international clients, even small issues in pronunciation or clarity can create confusion, which can quickly affect the overall interaction.

Q3(answer): Communication efficiency means being quick, clear, and accurate at the same time. They also mentioned that good pronunciation matters a lot because if the client cannot understand properly, the whole communication loses its value.

Q4(answer): Faster replies usually make clients happier. However, speed alone is not enough. If the message is not clear, especially due to pronunciation issues, clients may still feel confused.

Q5(answer): They mostly use email and phone calls. Pronunciation issues are more noticeable during calls, whereas in emails, such problems are easier to avoid.

Q6(answer): Common challenges include time zone differences and language barriers. Sometimes pronunciation also becomes an issue, especially when communicating with native English speakers, which makes the process more difficult than expected.

Q7(answer): Mispronouncing words can lead to misunderstandings. In some cases, information needs to be repeated multiple times, which can be frustrating for both the communicator and the client.

Q8(answer): Misunderstandings can reduce trust. If clients do not fully understand the message, they may feel unsure or dissatisfied, which can eventually harm the relationship over time.

Q9(answer): They speak slowly, use simple words, and practice pronunciation regularly. They also confirm information with clients to ensure everything is clearly understood.

Q10(answer): Quick and clear responses help clients feel more confident. As a result, they are more likely to stay with the company, making communication efficiency an important factor in long-term client retention.

Q11(answer): Yes, training is very helpful. It improves pronunciation, builds confidence, and makes communication smoother overall.

Q12(answer): They suggested regular pronunciation training, mock call sessions, and improved feedback systems. These small improvements can make a significant difference over time.

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