



Media Studies and Journalism

INTERNSHIP REPORT

NAME: SABRINA HUSSAIN

ID: 183012059

TERM: SPRING 2024

COURSE CODE: MSJ11498

HOST ORGANIZATION: BACKPACK TECHNOLOGIES, INC.



Date: 22. 04. 2024

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Student Details

Name	Sabrina Hussain
Student ID	183012059
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Business
Career Goal	To secure a demanding role within organizations that foster and empower creative, ethical, and responsible work, allowing me to fully utilize my potential.

Internship Details

Host organization	Backpack Technologies, Inc.
Host Organization Address	3, 7 BLOCK # B, Lalmatia, Dhaka 1205.
Name of Supervisor	Saddam Hossain
Designation of Supervisor	Customer Support Manager
Internship Start Date	1st February , 2024
Internship End Date	1st May , 2024
How many Hours/week	48 Hours

Acknowledgements

I want to start by thanking Allah for giving me the strength and guidance to reach this point in my life. Next, a big thank you to my parents for always believing in me. I'm grateful to the amazing teachers at ULAB who prepared me for the future, as well as the supportive staff in the Media Studies and Journalism department who made my university journey smoother.

Special thanks to my advisor, AFM Moniruzzaman and my internship advisor Syeda Sadia Mehjabin, for their invaluable support. I also appreciate Muhammad Aminuzzaman and Prof Dr. Jude William Genilo for their guidance.

I've always dreamed of a challenging role where I can work creatively and ethically. My internship at Backpack Technologies, Inc. was a fantastic opportunity for growth, and I'm thankful for the professionals who mentored me during that time.

Lastly, I thank my internship supervisor, Saddam Hossain, for his guidance. And a big thank you to everyone who supported me throughout my university journey. Your support means the world to me.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Sabrina Hussain

ULAB ID: 183012059



Signature

INTERNSHIP REPORT APPROVAL FORM

Student Name: Sabrina Hussain

ID No: 183012059

Major: Public Relations

Year: 2024

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INTERNSHIP/PROJECT INFORMATION

Internship Backpack Technologies, Inc.

Organization/Project: Backpack Technologies, Inc.

Internship /Project Report

Topic: _____

Semester (Tick one): ☒ **Spring 2024** ☐ Summer 202 ☐ Fall 202

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: 01713008008

Introduction

During my internship, I meticulously documented every aspect of my work, providing a comprehensive overview of my experiences in supply chain management. This report delves into the operations of a Silicon Valley-based business renowned for its innovative technology. In Silicon Valley, these tech firms drive economic growth by creating jobs, boosting tax revenue, and increasing stock prices.

This report explores my expectations, objectives, duties, responsibilities, and the valuable lessons I learned during my internship. It presents a detailed account of my journey, highlighting key insights and understandings gained throughout the internship period.

My university journey was a roller coaster, I faced uncertainty and struggled to find my path. Initially pursuing a BBA at ULAB, I felt lost and unmotivated despite my parents' support. Taking a year off to explore my interests, I found work as a desk reporter at BD MORNING, an online news portal. This experience sparked my interest in journalism, leading me to enrol in the MSJ program at ULAB.

In the MSJ program, I discovered my talent for practical, communication-based tasks, contrasting with the theoretical nature of subjects like math that deterred me from BBA. I found my passion in public relations, excelling in connecting with people, managing crises, and orchestrating campaigns.

When it came time for an internship, I sought opportunities to apply my communication skills. Discovering Backpack Technologies, I eagerly embarked on a three-month internship as a Customer Support Intern. This experience allowed me to further develop my communication abilities and gain valuable insights into my worth in the field.

Throughout my internship, I learned firsthand the importance of communication in such a dynamic business environment. Effective communication is vital for organizations to achieve their goals and serve their customers effectively. My experiences underscored the significance of corporate culture and maintaining workflow efficiency.

I handled various customer queries, honed my problem-solving skills, and gained practical experience in managing customer relations effectively. Additionally, I had the opportunity to collaborate with team members to improve processes and enhance customer satisfaction. This internship not only solidified my interest in communication but also provided me with invaluable hands-on experience in the corporate world.

During my internship at Backpack Technologies, I delved into the essential customer support role in the supply chain industry. This experience allowed me to actively engage in various projects, assuming roles like team leader and project coordinator. I took on responsibilities spanning customer communication, product procurement, and event management, each contributing to my learning journey.

Throughout the internship, I underwent extensive in-house training to familiarize myself with the organization's software systems used for data generation. Passionate about the sector, I seized the opportunity provided by Backpack Technologies to immerse myself in the industry. Working alongside international clients exposed me to professional environments equipped with advanced tools and technologies. This experience enhanced my communication skills and taught me the importance of collaboration within a team.

Over the three months, each moment of my internship was a learning opportunity, and I am grateful to Backpack Technologies for facilitating this journey. I gained invaluable insights into the differences between academic learning and professional practice. My firsthand experience in PR professional work has been enriching, and I appreciate the opportunity to learn and grow during my time with the company.

EXPECTATION & OBJECTIVE

Internships are like stepping stones into the professional world. When I finished my studies, I eagerly joined Backpack's CS team for an internship. It was a mix of challenges and learning opportunities, especially dealing with customers directly.

I dream of becoming a top-notch PR professional in supply chain management. During my internship, I wanted to soak up knowledge from the DRI's and blend it with what I learned in school. The real world of PR and communication is tougher than I imagined, but I'm determined to make a positive impact.

Through this internship, I hope to:

1. Understand how customer support teams operate.
2. Learn professionalism in a corporate setup.
3. Improve my communication skills for PR excellence.
4. Build bridges between international clients and the company.
5. Get familiar with communication software.
6. Exceed customer expectations consistently.
7. Create a fulfilling career path.
8. Maintain a positive image for the company and nurture relationships with everyone involved.

HOST ORGANIZATION: Backpack Technologies, Inc.



Backpack, founded in October 2014 in Silicon Valley, is like a middleman between shoppers and travelers. They aim to make international shopping and travel smoother by helping people get items from abroad that they can't find locally or ask friends to bring back. It's like having a friend bring back something for you from another country, but Backpack does it for anyone who needs it.

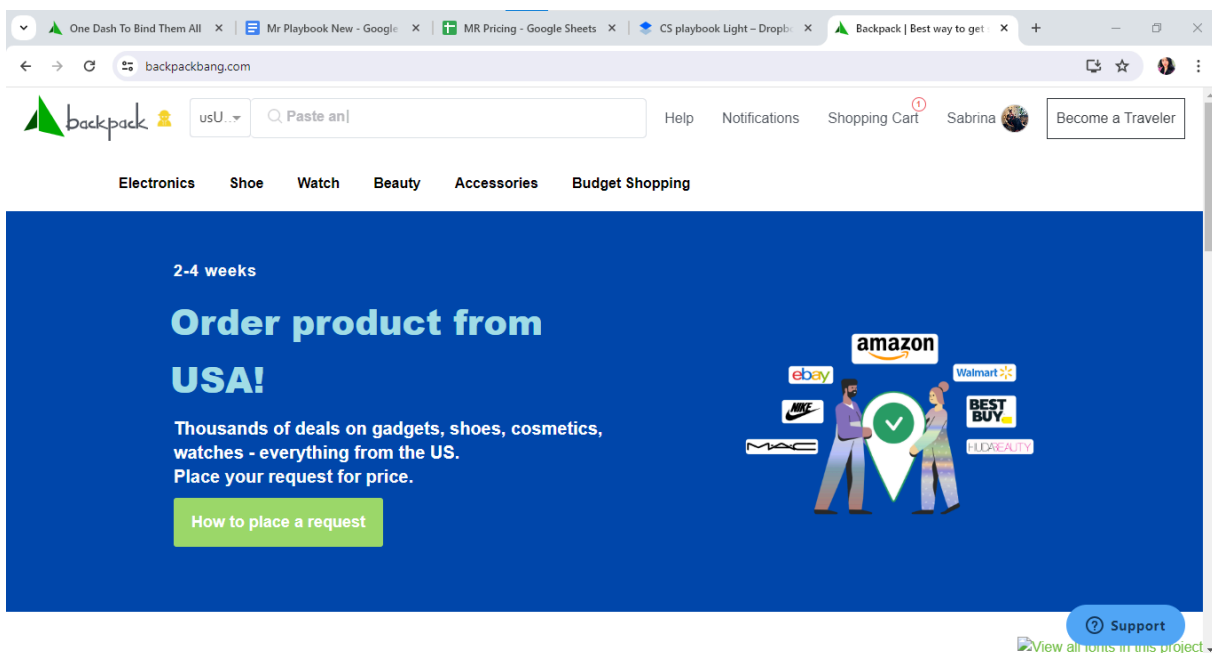


Image 1: Website's Landing page, and here is the link <https://backpackbang.com/>

Backpack makes it easy for you by linking you with travelers who are happy to carry the products you need. Once you find what you want, simply pay for it at checkout. Within 72 hours, Backpack purchases the item and hands it over to a traveler. When the traveler delivers it to Backpack in Bangladesh, you have three options for receiving your item: home delivery, courier service, or picking it up yourself from Backpack's delivery point in Lalmatia, Dhaka. The whole process, from payment confirmation to delivery, typically takes about sixteen days.

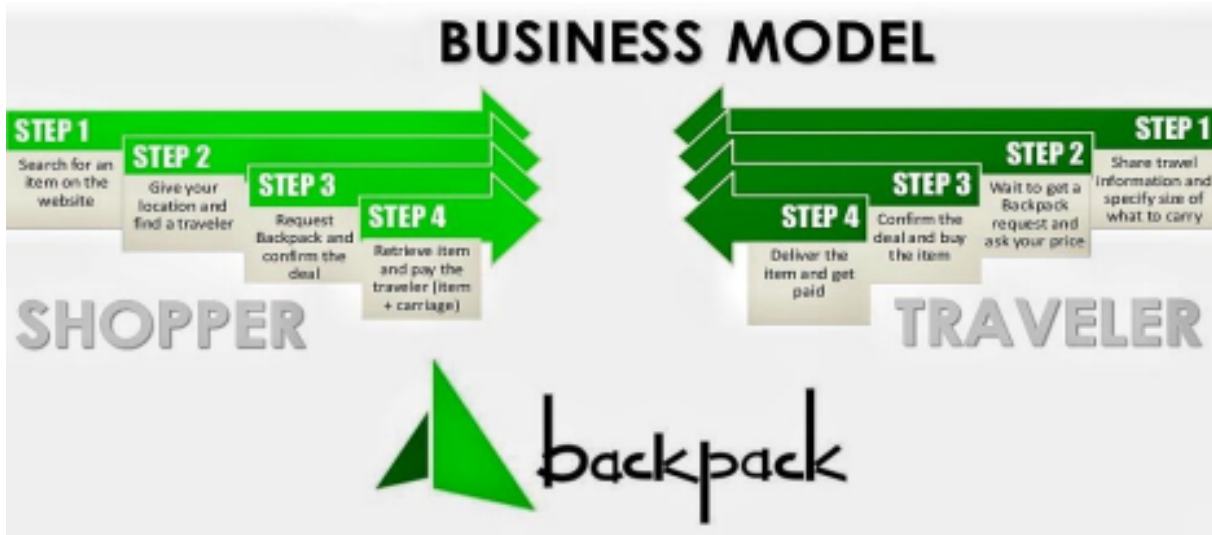
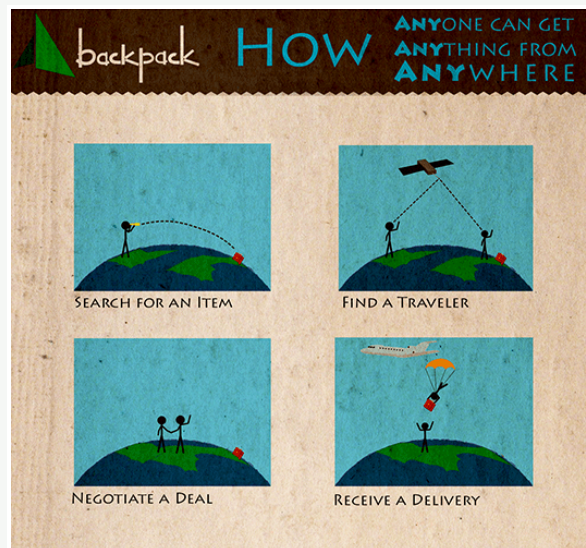


Image 2: Business Model of Backpack Technologies, Inc.



Backpack is founded with a vision to provide every citizen of the world with a choice; the choice of buying organic, authentic, and cost effective products with minimum friction.

Whether the product is state-of-the-art consumer electronics, exotic pashmina from the south-east, or even medication that are rare in some parts of the world and not so rare in others - we promise ourselves to get those products to your doorsteps. We would like to reject the counterfeits, we would like to reject the almost-originals, most importantly, we would like to not pay the heavy expense incurred, most of which we deem to be superfluous. Help us make a better, more original globalized world.

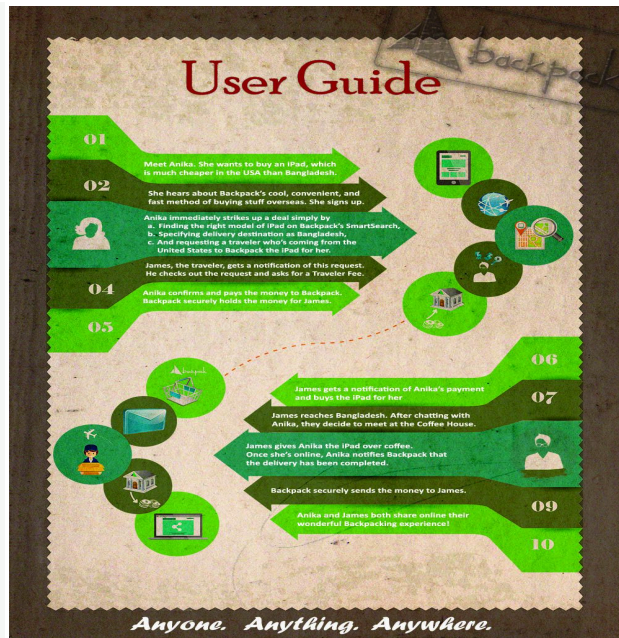
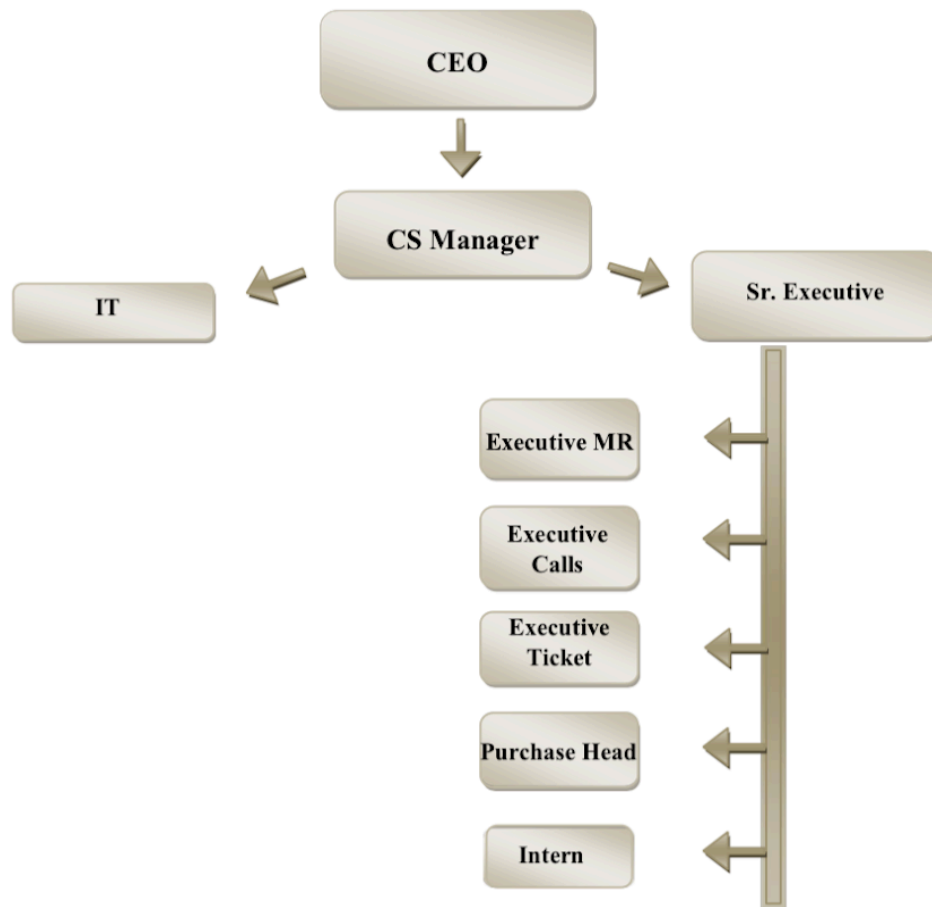


Image 3: Check out our awesome user guide infographic to get a better understanding of how we're achieving our goal

ORGANOGRAM OF CUSTOMER SUPPORT



TASKS AS AN INTERN

During my internship, I worked closely with the Customer Support (CS) team and participated in purchase communication processes. My main goal was to learn by observing their work and understanding the organization's communication procedures, which involved interactions with both internal and external clients.

During my internship, I was assigned various tasks, including:

Main tasks:

1. Manual Request Processing
2. Call Support
3. Tickets
4. Follow-up
5. Campaigns
6. Making content for campaigns

Others:

1. Communication with the purchasing department
2. Communication with the delivery team
3. Communicating with traveler team
4. Also, about refund query has been update with the accounts team
5. Be connected with the purchasing team (USA, INDIA, UK)

PROJECTS DETAILS

Project-1

Project Name: Call Support

Project Detail:

During my internship at Backpack, I had to answer phone calls from shoppers. My job was to explain how to place requests and make payments. Shoppers had lots of questions, and I had to help them find solutions.

Customers often had these specific questions:

1. They wanted a clear, step-by-step explanation of how to place an order and complete payment on the website.
2. They sought details about the accepted payment methods, including how each method works and any specific instructions for using them.
3. They were interested in knowing the exact categories of items available for purchase, such as electronics, clothing, or household goods.
4. They inquired about the sources from which items are sourced, like specific websites or regions, and they wanted information on warranty policies and how long items are expected to last.
5. They wanted to understand the process for requesting a refund, including any conditions or timelines associated with returns.

My Responsibilities:

Hotline Number

My main task involved answering calls from shoppers and addressing their inquiries. Frequently, shoppers called to verify their payments and inquire about the estimated delivery date of their items before we arranged for them to be connected with the flight number. Occasionally, I received calls regarding shopper refunds and repurchase issues. In such cases, I would request some time from the shopper, reach out to other teams for updates, and then provide the shopper with a suitable solution once I had all the necessary information.

Failed Payments:

Payment transactions using Bkash or Credit/Debit cards (SSLCommerz) often encounter issues, resulting in unsuccessful payments for invoices. A common problem with Bkash payments is shoppers mistakenly inputting an incorrect transaction ID into the system, often due to confusion between numbers and letters. This includes entering zero instead of the letter "O" or one instead of the letter "I". When such errors

occur, we promptly contact the shopper by phone to resolve the issue.

In cases where credit/debit card payments fail, shoppers may need to wait for up to an hour to see if the payment status updates on the invoice. If the payment status remains unchanged after this period, shoppers are advised to contact the card issuer authority to request a chargeback.

Purchasing queue (Dash connector) issue:

When customers order items from websites such as Amazon, sometimes those items become unavailable or are given a restock date. In those situations, I would reach out to the customers and issue refunds for items that were out of stock without a specified restock date. However, if a restock date was provided, I would ask the customers if they preferred to wait until that date or if they wanted a refund.

Challenges:

- Faced instances of irate shoppers during call support.
- Maintained composure amidst anger, focused on resolving issues.
- Cultivated patience as a crucial skill for handling challenging interactions effectively.

Mistakes:

That mistakes i made from this project:

- Challenges in problem-solving, especially with specific issues
- Difficulty in understanding and addressing customer needs and concerns comprehensively
- Inadvertently providing incorrect information to customers, leading to confusion or dissatisfaction
- Struggles in communicating persuasively with customers, impacting customer interactions and satisfaction
- Failure to follow up with promised details regarding shipment, product purchase, or refund processes, resulting in customer frustration

Learnings:

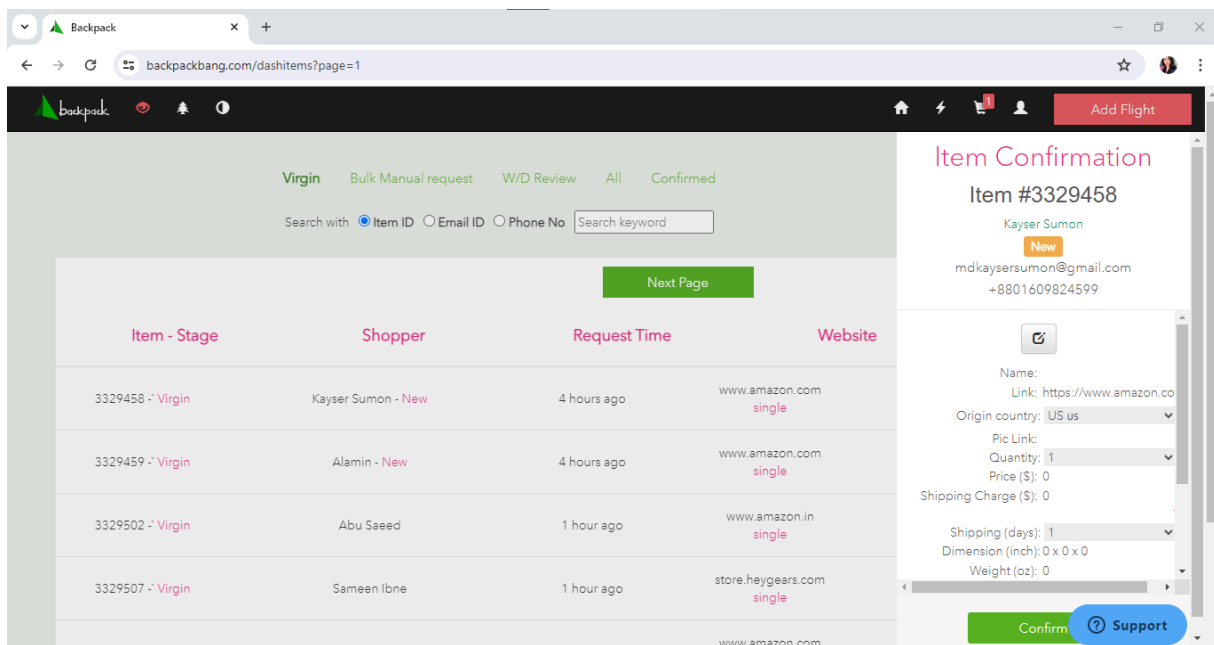
Learning from mistakes is key to growth, and I made sure to do just that. I focused on understanding how to handle each mistake effectively and took steps to rectify them. With each error, I made a concerted effort to learn from it and ensure it wouldn't happen again in the future.

Project- 2

Project Name: Manual Request Processing

Project Detail:

Customers from all over the country share the link or address of the item they want on our website. Once we get the request, we gather all the needed info to figure out the price. This process involves entering five key pieces of information correctly. If any detail is missing, we search online for it. If we can't find the exact info, we use our best judgment by comparing it with similar products.



Image

Image 2.1: Manual Request Processing

<https://backpackbang.com/dashitems?page=1>

Each day, we handle around 2000 manual requests, with customer support staff working in four shifts to process them all. After processing, the purchase team takes over to buy the requested items. Currently, Backpack operates in three countries: the USA, UK, and India.

My responsibilities:

My job was to handle manual requests from 2 PM to 6 PM on four days each week. During my shift, I had to process requests in real-time from 2 PM to 6 PM and also clear the backlog from 10 PM to 10 AM on one day each week. Additionally, I worked a split shift after office hours from 6 PM to 10 PM on another day. Sometimes, I had to call customers to understand their preferences and find the exact products they wanted. Now, I have a clear idea of the most commonly ordered products in Bangladesh.

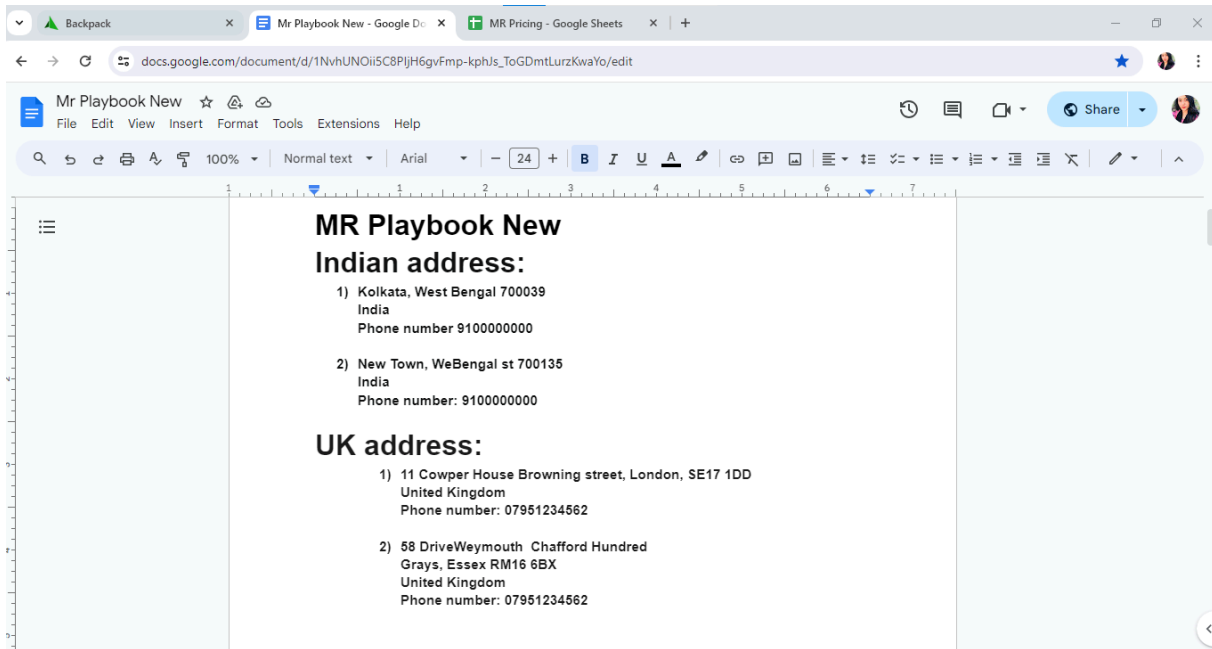


Image 2.2: Here we follow the address to create amazon, walmart, flipkart accounts. And also some specific item dimensions and weight (laptops. Phone etc)

Backpack

Mr Playbook New - Google Doc

MR Pricing - Google Sheets

docs.google.com/spreadsheets/d/180YO45VsRjYFNp_O3xYUPtTUNGhe22bd9ChXzryqj8/edit?gid=1283164969

MR Pricing

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Image 2.3: Here we convert the price from dollar, rupee, euro to BDT price Our rate.

We used a dashboard to track our progress in the manual request project, ensuring everyone was working at a similar pace. Management provided a roster detailing everyone's working hours.

Challenges:

- Each request required gathering precise information to prevent losses for Backpack.
- Obtaining accurate dimensions such as height, weight, and width was challenging but crucial.
- Errors were not tolerated as they could lead to incorrect pricing and subsequent losses.
- Even minor mistakes could result in the system generating inaccurate prices, leading to dissatisfied shoppers and financial losses for the company.

Mistakes:

That we made mistakes from this project:

- Selected the wrong country while trying to resolve an issue, leading to miscommunication or incorrect solutions
- Confusion caused by mixing up dimensions such as height, weight, and width, impacting accuracy in product descriptions or specifications

- Overlooked discrepancies in pricing, potentially resulting in customer dissatisfaction or financial loss
- Delayed resolution of a manual request, exceeding the expected time frame and possibly affecting customer experience or service quality

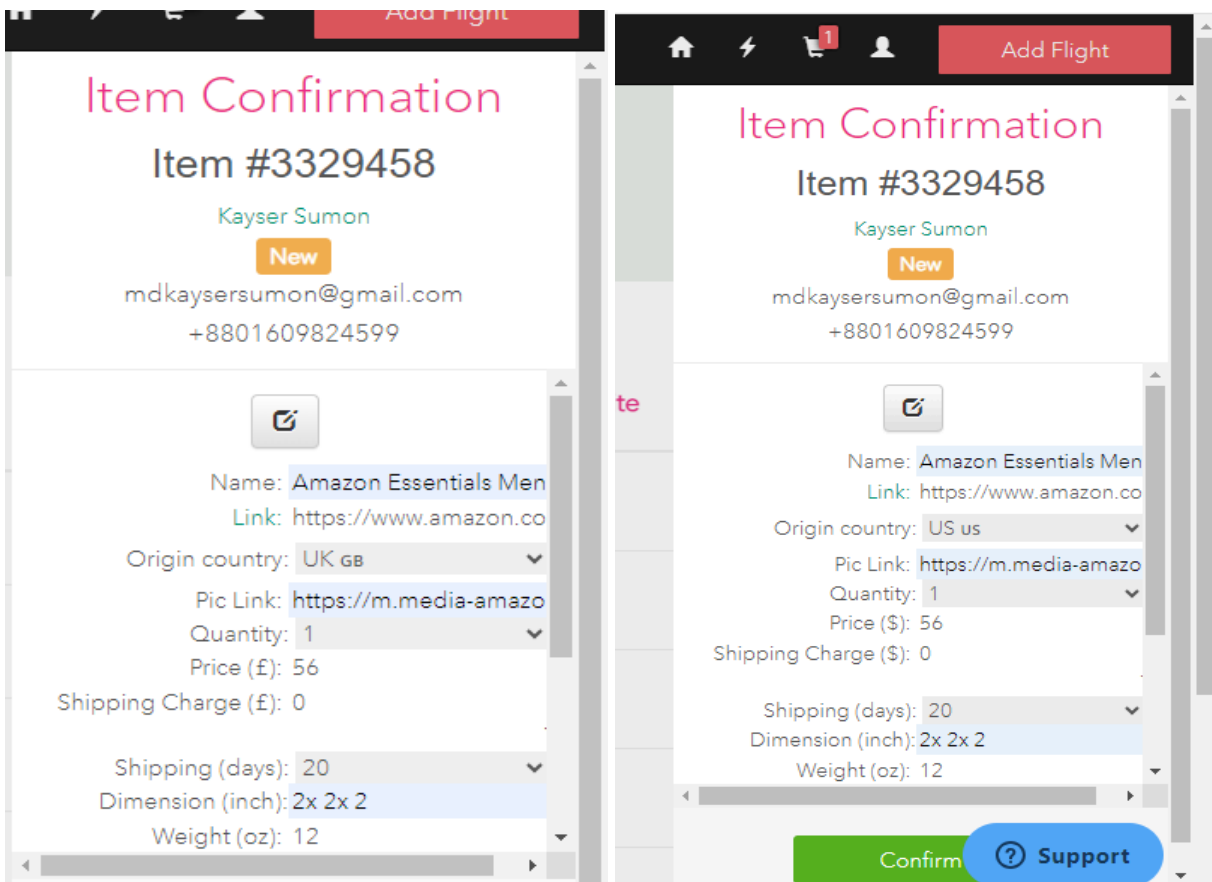


Image 2.4: MR Mistake (Wrong country choose) Image 7: MR Mistake (Shipping missing)

Learnings:

From my mistakes, I taught myself the value of learning from them. Every error became an opportunity for growth, as I reflected on what went wrong and how I could improve. Over time, I honed my skills and became more adept at avoiding similar mistakes in the future

Project- 3

Project Name: Tickets

Project Detail:

Backpack utilizes Zendesk software as its ticketing system, which efficiently manages shopper queries. Queries can originate from diverse sources such as emails, Facebook page comments, admin messages, and the website's connection page. Zendesk aggregates these queries across all platforms and arranges them in a queue based on the time of receipt. This systematic approach enables us to address each query in an organized manner, resolving them one by one.

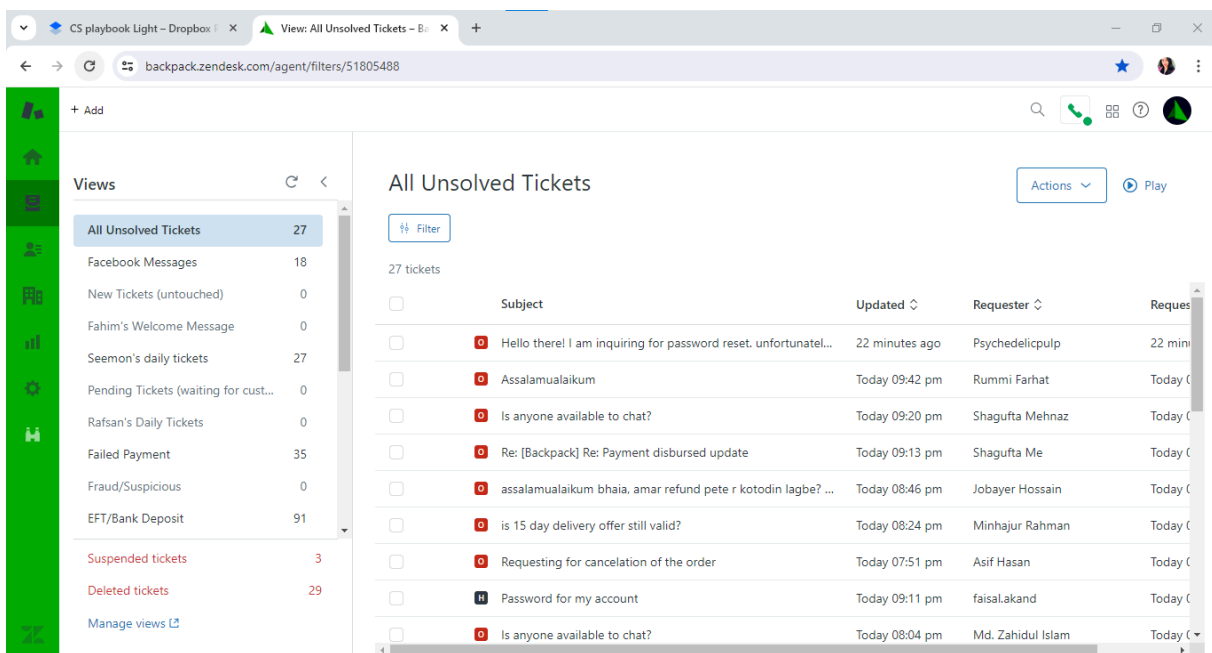
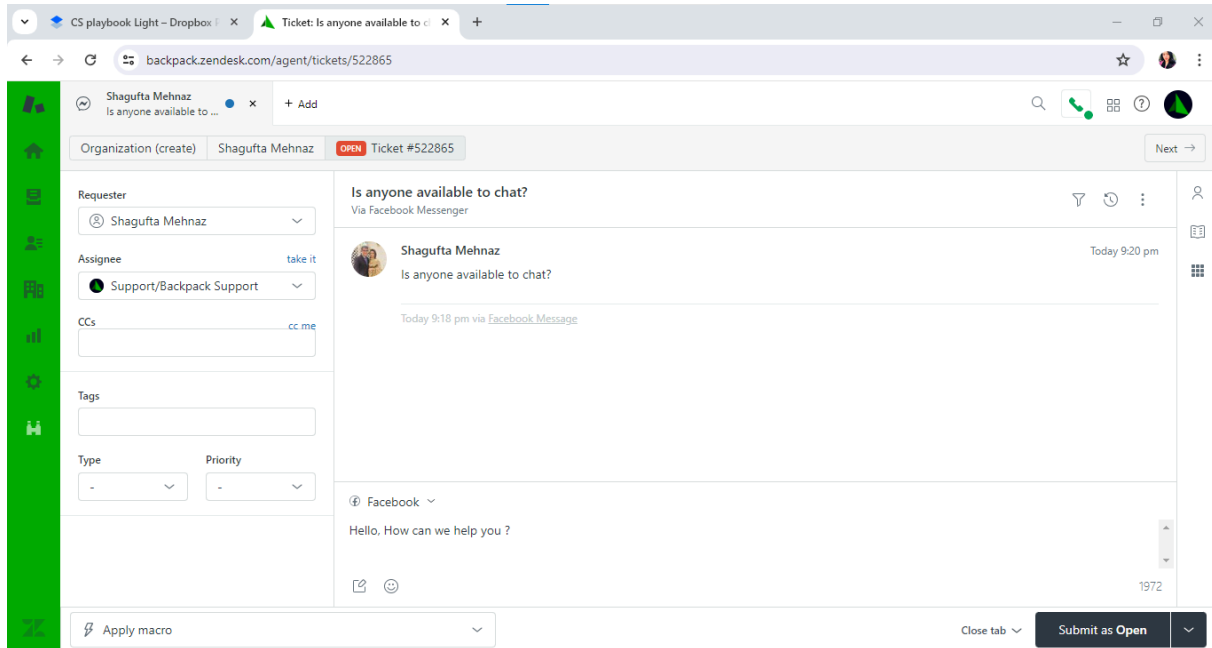


Image 3.1: zendesk

<https://backpack.zendesk.com/agent/filters/51805488>

My Responsibilities:

During my internship in customer support, my main responsibility was effectively addressing shopper queries. To ensure I could handle these inquiries, I thoroughly familiarized myself with all of the organization's policies. The ticket-solving aspect of my work followed a structured schedule, with specific time slots assigned for each week. I adhered to a roster provided by management, primarily working during the morning shift to complete ticket-solving duties promptly.



Image

Image 3.2: Replying mails

In instances where a shopper's item went missing, I played a crucial role in reassuring them and finding a suitable solution. This could involve issuing a refund or arranging for the item to be repurchased from the designated country. When faced with particularly complex situations, I relied on the support of my colleagues and team leader to devise a resolution.

Challenges:

- Dealt with shopper queries I couldn't solve in time.
- Passed such issues to experienced team members.
- Ensured problems were still resolved effectively.

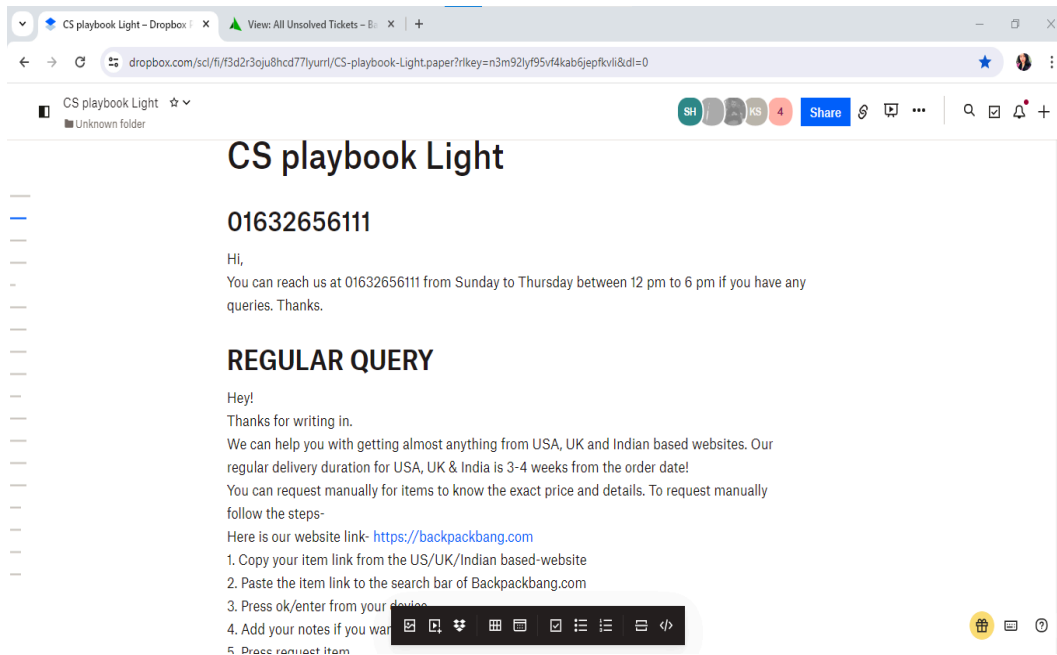
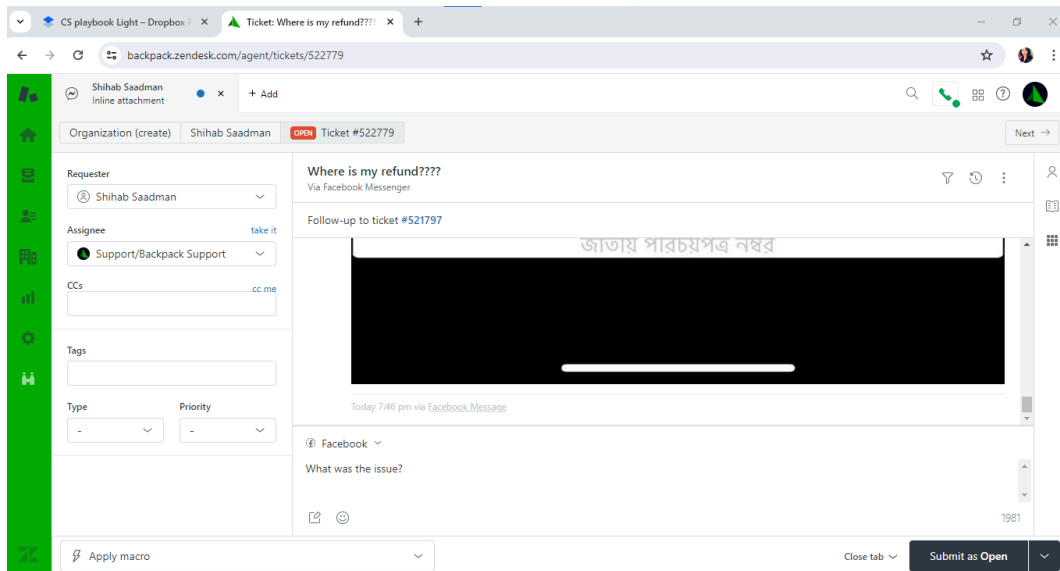


Image 3.3: Here we follow what should we reply to our mails

Mistakes:

That we made mistakes from this project:

- Difficulties in delivering accurate solutions to shopper queries
- Unintentional neglect in following up with shoppers regarding their concerns
- Missed two opportunities to provide timely resolutions to shopper issues
- Overlooking the use of appropriate salutations during interactions with shoppers from varying age groups
- Breakdown in communication due to the oversight in using proper salutations
- Prompt recognition of shortcomings and proactive steps taken to address and prevent similar issues in the future.



Ticket Tracking Doc 2024 - Google Docs

docs.google.com/spreadsheets/d/1JKRIWFy3wwMNLcb_kunb-oR7B_0NciWwQeRKW4cJ9go/edit#gid=281907892

Ticket Tracking Doc 2024

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .00 123 Default... + = 12 B I A [Grid Icon] [Text Color Icon] [Background Color Icon] [Border Icon] [Font Size Icon] [Bold Icon] [Italic Icon] [Underline Icon] [List Icon] [Indent Icon] [Outdent Icon] [Align Center Icon] [Align Left Icon] [Align Right Icon] [Align Justify Icon] [Link Icon] [Unlink Icon] [Table Icon] [Chart Icon] [Filter Icon] [Sum Icon]

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Date	Traking ID											
2	4/2/2024	519765	07/04/24	521405									
3	4/2/2024	519750		522222									
4	4/2/2024	518415		521278									
5	4/2/2024	519090		521101									
6	4/2/2024	519763		520540									
7	4/2/2024	519766		522256									
8	4/2/2024	519768		522247									
9	4/2/2024	519768		522213									
10	5/2/2024	519770		522257									
11	5/2/2024	519780		521936									
12	5/2/2024	519781		520517									
13	5/2/2024	519559	08/04/24	522282									
14	5/2/2024	519005		522283									
15	5/2/2024	519785		522284									
16	5/2/2024	519784		521510									
17	5/2/2024	519784		522229									
18	5/2/2024	519779		522284									
19	5/2/2024	519786		518445									
20	5/2/2024	519787		521510									

+ ≡ Opu ▾ Sabrina ▾ Akib ▾

Learnings:

Learning from mistakes is a crucial part of growth. With each mistake, I gained valuable insights and improved my skills. Day by day, I became more adept at addressing shopper queries, communicating effectively, and ensuring proper follow-up. These experiences have helped me become a better customer support representative.

Project-4

Project Name: Shopper Follow Up

Project Detail:

Backpack caters to shoppers from all corners of Bangladesh, offering a diverse range of items for purchase. Despite our efforts to ensure smooth transactions, unexpected changes occasionally disrupt the process of fulfilling a shopper's request. While minor changes are commonplace, there are rare occasions when we encounter challenges that require additional time or the shopper's input to resolve. In such situations, we prioritize direct communication with the shopper, providing updates on the status of their requested item and collaboratively determining the best course of action to address the issue.

We implemented shopper follow-up procedures for various specific reasons:

1. **Processing errors:** Human errors occurred while processing merchandise receipts.
2. **Price fluctuations:** Prices of items unexpectedly increased after the order.
3. **Partially missing items:** Upon arrival at our destination hub, we found that some items were missing.
4. **light cancellations:** Travelers canceled their flights, causing delays in item delivery.
5. **Customs and security issues:** Items were seized by airport customs and security.
6. **Incorrect product received:** Shoppers received a different product than what they ordered.
7. **Out-of-stock items:** Some items became unavailable after the order was placed.
8. **Product damages:** Items arrived damaged during transit.

My Responsibilities:

It was never easy delivering disappointing news to shoppers regarding their requested items. Anticipating their frustration upon learning of delays, we either required more time to resolve the issue or offered a refund if they couldn't wait. The challenge was amplified when I had to personally reach out to approximately three hundred shoppers to address issues with their requested items.

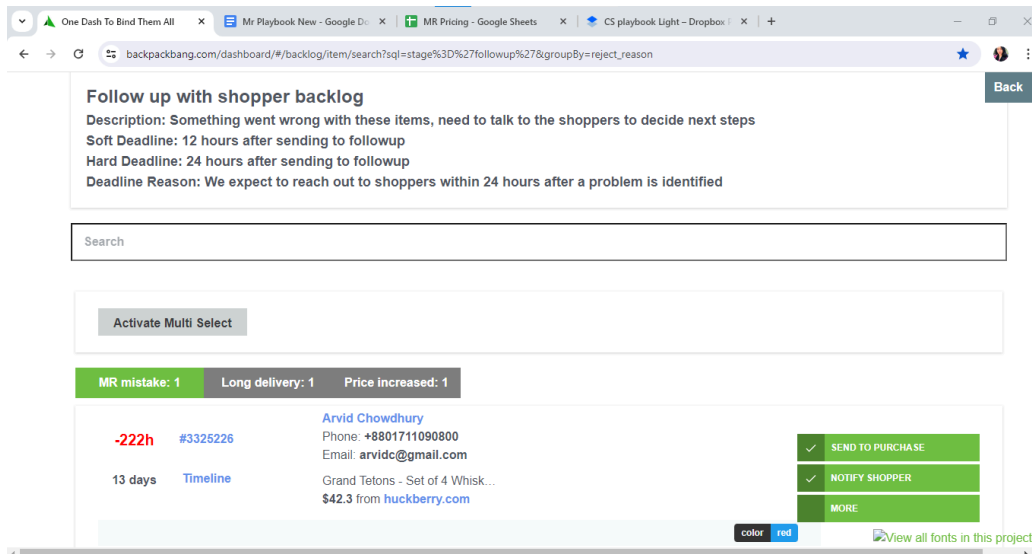


Image 4.1: This is the follow up backlog

Challenges:

- Managed follow-up tasks for shoppers with demanding issues, maintaining full focus.
- Informed shoppers about order issues and provided suggestions for next steps evenly.
- Aimed to understand each shopper's situation and find reasonable solutions.
- Committed to resolving each problem in the follow-up section, prioritizing customer satisfaction and loyalty.
- Goal: Handle interactions with empathy and professionalism, ensuring shoppers feel valued and heard.

Mistakes:

These are the mistakes that i made in this project:

- Response time for follow-ups slowed during busy periods.
- Processes were not optimized for efficient handling of inquiries.
- Efficiency was compromised under pressure.
- Customer service quality suffered during peak times.

Also, there were moments when I struggled to stay calm, particularly when dealing with shoppers who used profanity. In these situations, I sought help from a colleague to handle the call appropriately.

Learnings:

Learning from mistakes, I understood the importance of valuing service takers. This involved effectively communicating with different types of shoppers to serve the organization's purposes. By understanding each shopper's needs and preferences, I improved my communication skills to better fulfill our objectives.

Project-5

Project Name: Campaign type (Email): Mailchimp campaigns

Project Detail:

Mailchimp campaigns type (email) and target audience based on existing lists or specific criteria. then had to craft compelling content with multimedia elements and clear calls-to-action. This is a paid website where we have to pay per month and it has a limit for every month. We can send only 6000 mails per month for 100\$.

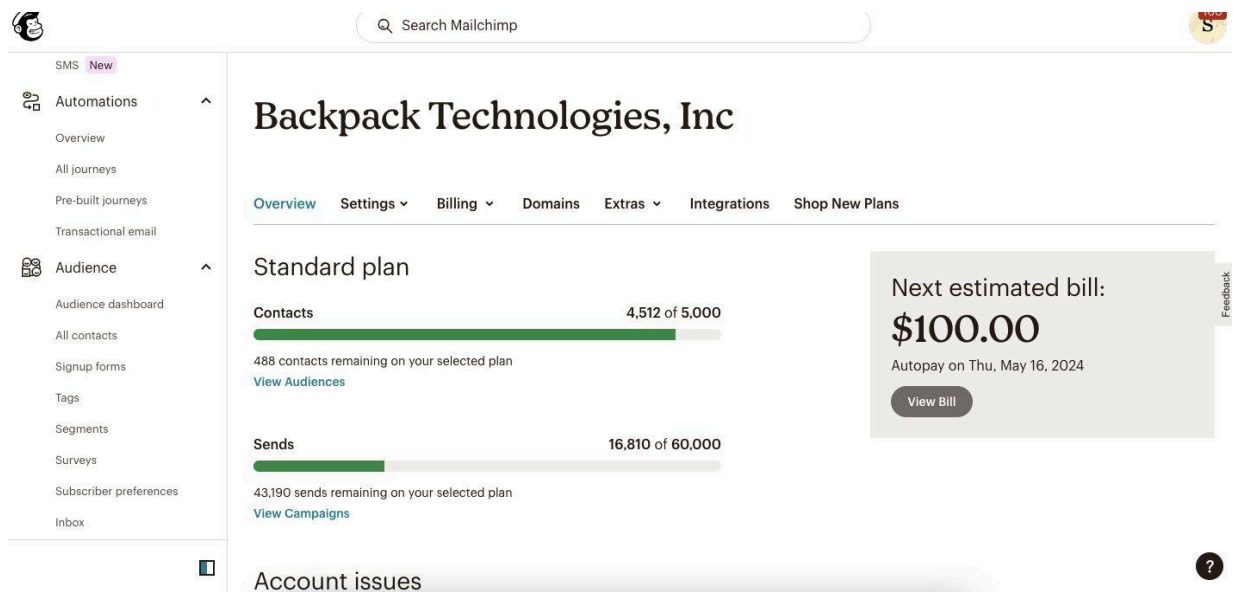


Image 5.1 This is the website that we use for MAIL campaigns.

Also can schedule the campaign for immediate or future delivery, with options for automation. After sending, we can track performance metrics in real-time through Mailchimp's analytics dashboard to optimize future efforts.

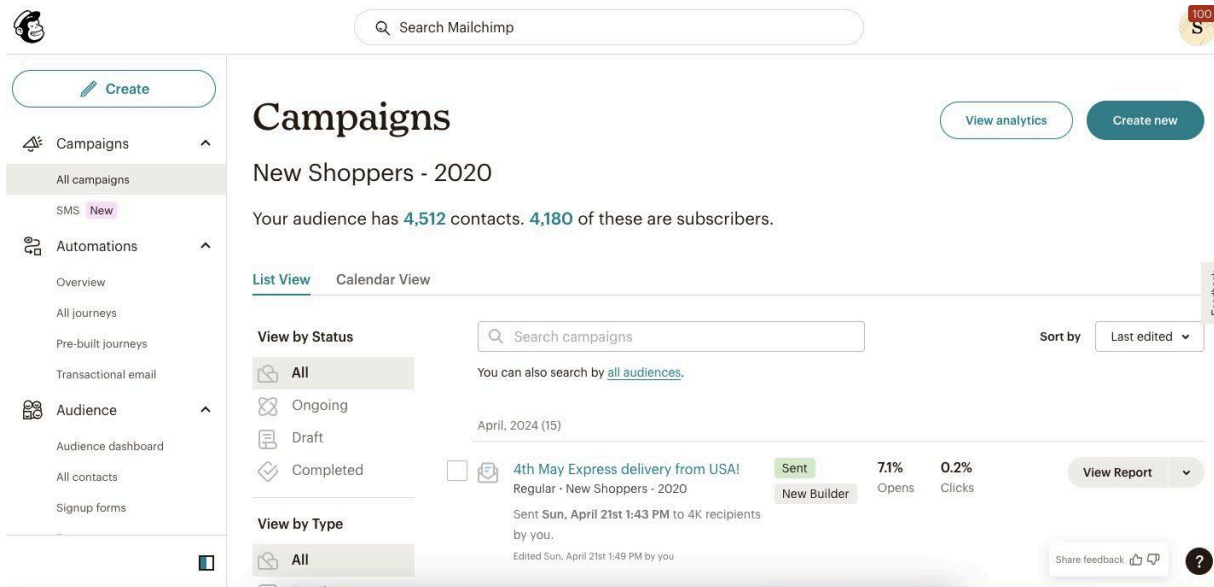


Image 5.2 This is the website that we use for MAIL campaigns.

Campaign Creation: a new campaign in Mailchimp's dashboard.

Audience Selection: choose the audience they want to target, selecting from existing lists or creating new segments based on specific criteria.

Content Creation: Users craft the campaign content, including subject lines, email bodies, layout design, and multimedia elements.

Scheduling and Delivery: when the campaign will be sent out, choosing immediate or specific dates and times. Mailchimp also offers automated sending options.

Tracking and Analysis: After sending, users monitor campaign performance in real-time through Mailchimp's analytics dashboard, tracking metrics like open rates, click-through rates, bounce rates, and conversions.

In summary, Mailchimp provides a comprehensive platform for creating, sending, and analyzing marketing communications to engage audiences and achieve business goals effectively. And we use this for our campaign run.

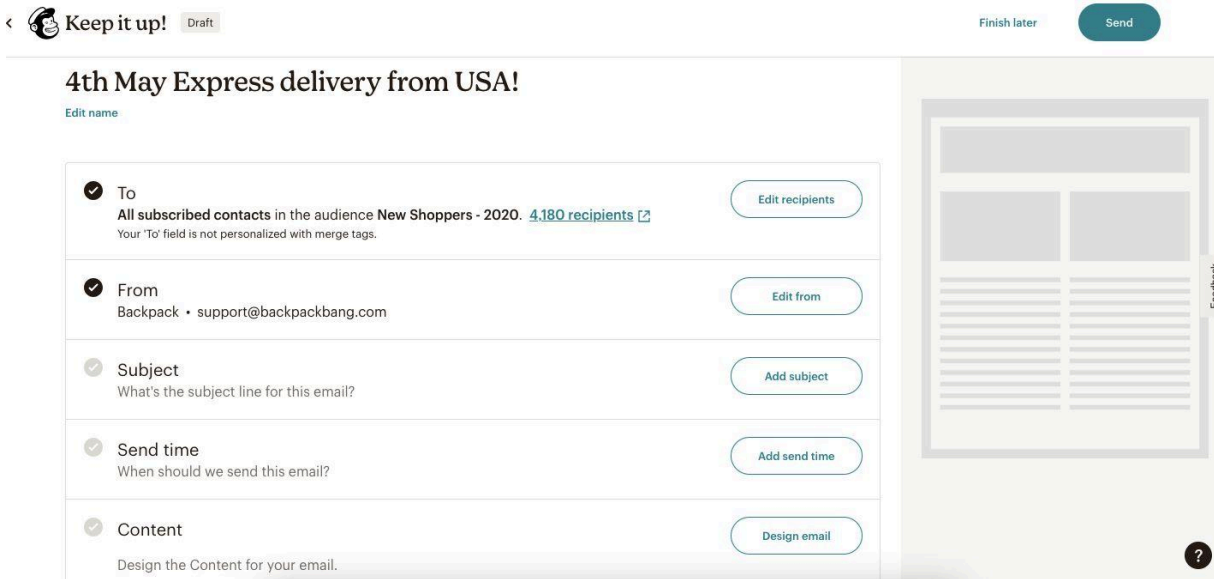


Image 5.3: This is the website that we use for MAIL campaigns.

My Responsibilities:

During my internship period, my responsibility was writing compelling content for Mailchimp campaigns and incorporating multimedia elements to enhance audience engagement. This would have included:

Crafting Subject Lines: Creating attention-grabbing subject lines that entice recipients to open the email.

Writing Email Bodies: Developing engaging email content that effectively communicates the campaign message, promotes products or services, and encourages recipients to take action.

Incorporating Multimedia: Selecting and including images, videos, GIFs, or other multimedia elements to complement the written content and enhance visual appeal.

Ensuring Relevance: Ensuring that the content is relevant to the target audience and aligned with the campaign objectives and overall marketing strategy.

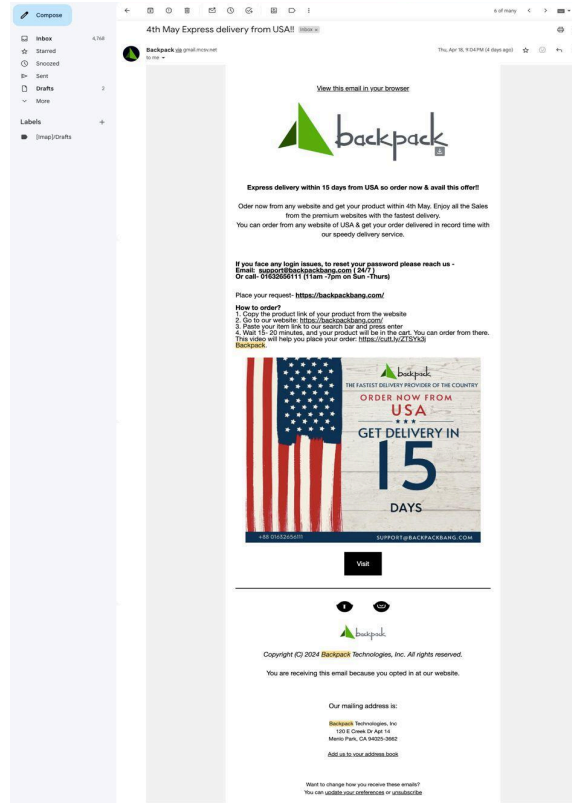


Image 5.4: This is the recent mailchimp campaign (mail)

Challenges:

Crafting Subject Lines:

Crafted subject lines with clear, personalized language.

Avoided generic or misleading wording to increase open rates.

Writing Email Bodies:

Ensured concise yet impactful content.

Included a compelling call-to-action to drive engagement.

Incorporating Multimedia:

Selected relevant, high-quality visuals to enhance the message.

Avoided overwhelming recipients with excessive multimedia elements.

Ensuring Relevance:

Segmented audience based on specific criteria for targeted messaging.

Ensured each piece of content directly contributed to campaign objectives.

Acted on feedback and data insights for continuous campaign optimization.

Mistakes:

These are all mistakes that i made in this project:

1. When crafting subject lines, it's crucial to steer clear of using unclear language and to be mindful of overusing personalization tokens, as this can come across as unnatural.
2. Similarly, in writing email bodies, it's important to exercise caution not to include excessive content that might overwhelm readers and to ensure that a clear call-to-action is present to effectively guide recipients.
3. In terms of incorporating multimedia, it's essential to avoid selecting visuals that are irrelevant to the message or audience and to refrain from overloading the email with excessive images or videos, which could detract from the overall effectiveness of the communication.
4. Finally, ensuring relevance involves several key steps, including properly segmenting the audience to deliver targeted messaging, avoiding the inclusion of irrelevant content that may disengage recipients, and actively responding to feedback and data insights to continuously improve the campaign strategy over time.

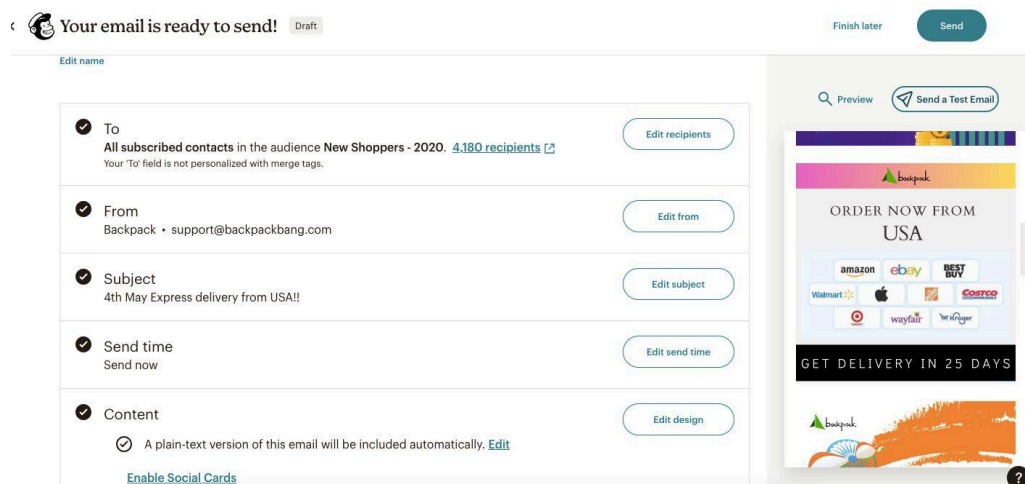


Image 5.5: This is the website that we use for MAIL campaigns.

Learning:

I always try to learn from my mistakes. What I made in Mailchimp campaigns involves crafting clear subject lines and concise email bodies with clear calls-to-action. When incorporating multimedia, select visuals that enhance the message without overwhelming. Ensure relevance by segmenting the audience effectively and adapting content accordingly, while listening to feedback and data for continuous improvement.

Project-6

Project Name: Campaign type (text): SSLCARE

Project Detail:

This project is about campaigns in mobile text. Backpack uses this website called SSLCARE. Also it's a paid website. Backpack runs an SMS campaign with SSLCARE, here we send short, engaging texts to raise awareness about our services. Backpack pays for all SMS costs. In some campaigns we offer special discounts to encourage people to Get into our Backpack Website.

We had to track how many people engage with our texts and how many place orders on the Backpack website. We'll also listen to feedback to make the campaign even better.

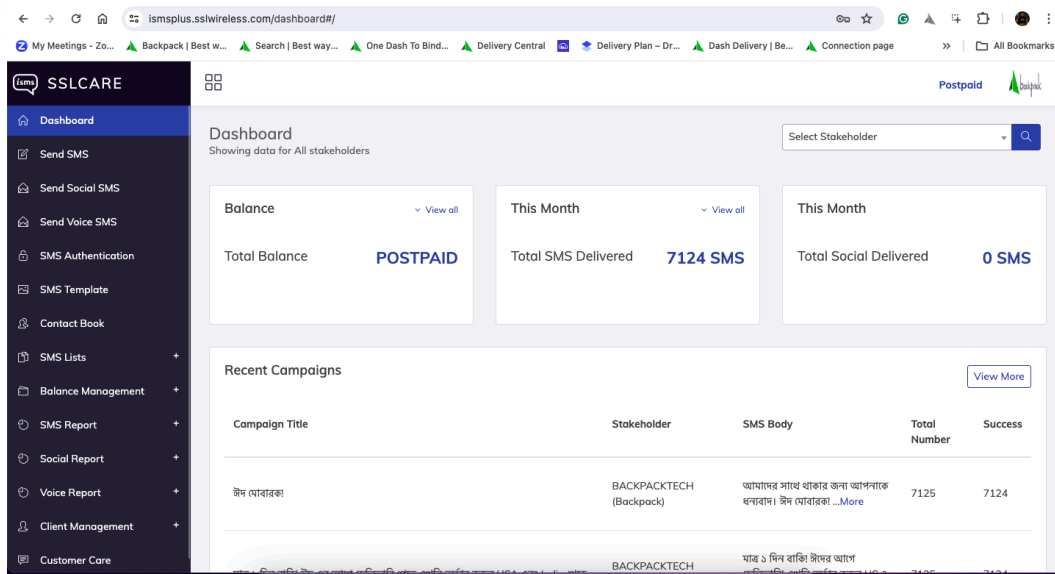


Image 6.1: This is the website that we use for SMS campaigns.

Message Content	Recipient List	Status	Count
ইদ যোবারকা	BACKPACKTECH (Backpack)	অমাদের সাথে থাকার জন্য আপনাকে ধন্যবাদ। ইদ যোবারকা	7125
যাৰ ১ দিন বাকি ইদ এর আগে ভেলিভারি পেতে এখনি অর্ডার করুন USA এবং India থেকে.	BACKPACKTECH (Backpack)	যাৰ ১ দিন বাকি ইদের আগে ভেলিভারি এখনি অর্ডার করুন US ও India থেকে	7125
এখনই India থেকে অর্ডার করে ভেলিভারি দিন ইদের আগে।	BACKPACKTECH (Backpack)	এখনই India থেকে অর্ডার করে ভেলিভারি দিন ইদের আগে।	1421
ভেলিভারি দিন ইদের আগে US, India ও UK থেকে এখনই অর্ডার করুন।	BACKPACKTECH (Backpack)	ভেলিভারি দিন ইদের আগে US, India ও UK থেকে এখনই অর্ডার করুন।	7125
Backpack এ লগইন করতে সমস্যা হলে যোগাযোগ করুন- support@backpackbang.com (24/7) 01632656111 (11am-7pm)	BACKPACKTECH (Backpack)	লগইন করতে সমস্যা হলে যোগাযোগ করুন- support@backpackbang.com ***	9498

Image 6.2: Here are some SMS campaign that we run

My Responsibilities:

My Responsibilities were during my internship Content Responsibility. Like I had to create content for this SMS campaign run.

1. Develop brief and engaging SMS content for Backpack's campaign using the SSLCARE website.
2. Crafting messages that effectively communicate the campaign's purpose and drive engagement.
4. Monitor SMS engagement metrics and track website orders resulting from the campaign.
5. Gather user feedback to refine SMS content and enhance campaign effectiveness over time.

Challenges:

The project was a mix of fun and challenge, especially when creating instant content for SMS campaigns.

1. Facing constraints like limited space, requiring concise and attention-grabbing messages
2. Ensuring clarity and relevance to the audience within a short message window
3. Despite challenges, finding the process rewarding and mastering rapid content creation for SMS

Mistakes:

Here are the mistakes that i made in this project:

1. Sending messages longer than the character limit
2. Not clearly conveying the message
3. Using too many abbreviations, making messages hard to understand
4. Not considering what the audience likes or wants
5. Forgetting to include a clear instruction or request
6. Failing to test how messages appear on different devices
7. Not addressing the recipient by name or personalizing the message

Learning:

These mistakes will improve my future SMS campaigns. Learned so many new things that will help in my future. Learn how Keep messages short and clear to fit character limits. Also get to know how Make sure recipients understand easily. Use abbreviations sparingly for readability. And so much more.

Project-7

Project Name: Campaign type (Facebook)

Project Details:

This project is a Facebook campaign for Backpack that aims to increase brand visibility and engagement with our audience. Through eye-catching visuals and engaging content, we're capturing attention in the Facebook feed. With precise targeting, we're reaching our ideal audience based on demographics and interests. By continually monitoring and optimizing our campaign performance, we're committed to driving meaningful interactions and growing our Backpack community on Facebook.

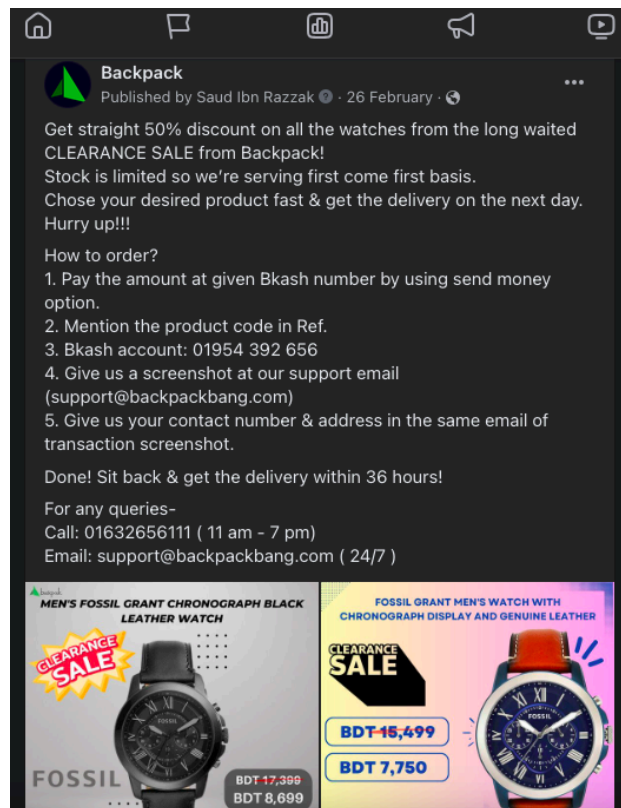


Image 7.1: This is the one of campaign that we run in February

Postlink:

<https://www.facebook.com/travelshopbackpack/posts/pfbid0NKGv24rXpkc9quM7omL1CwAyyvB3cRVRC3aZ6nCEhueyX7fxRFE5MFxYY6grnmRUhl>

My Responsibilities:

In this project my responsibility was writing the content of these facebook campaigns. As the content writer for the Backpack Facebook campaign, my responsibility was to craft engaging and compelling content that resonated with our audience. I created captivating visuals and crafted persuasive copy to convey our brand message effectively. By understanding our target audience and their preferences, I tailored the content to maximize engagement and drive meaningful interactions on our Facebook page. Through continuous monitoring and optimization, I ensured that our content was delivering results and contributing to the success of the campaign.

Challenges:

1. **Getting People Engaged:** Making sure people interact with our posts, even though Facebook doesn't always show them to everyone.
2. **Making Cool Content:** Creating stuff that's interesting, but also fits with our brand.
3. **Keeping Up with Changes:** Facebook keeps changing, so we have to change too.
4. **Doing More with Less:** Making the most of our budget to get the best results.
5. **Finding the Right People:** Making sure our ads reach the right folks.
6. **Checking if it's Working:** Figuring out if our ads are actually helping us reach our goals.
7. **Listening to Feedback:** Paying attention to what people say about our ads and making them better.
8. **Working Fast:** Getting everything done on time.
9. **Dealing with Facebook Rules:** Following all the rules Facebook sets for ads.

Mistakes:

In this campaign project i made some silly mistakes that is:

1. Making content that looks like everyone else's, so nobody notices it
2. Ignoring feedback prevents improvement.

3, Not changing our strategy when Facebook changes, so our posts don't reach as many people.

Learning:

To enhance Facebook campaigns, learning from mistakes is crucial. Learn how to prioritize creating engaging, brand-consistent content. Refining targeting, monitoring performance, and integrating feedback improve ad effectiveness. And so much more.

INTERNSHIP OUTCOME

Backpack technologies, Inc. is a corporate workplace and it taught me about how a corporate organization works and conducts its business in a professional way. I watched carefully and participated in each of the projects they wanted me to work on and by doing that I learned how they work and what strategy they use for thriving in the best direction of business. I have observed and noticed every step to know more about how to communicate with the shoppers and handle them in a way so that they get the best customer service experience.

I learned how to be a team player in the real world and get things done by doing your part and helping others when needed. There were projects where I had to show my individual skill set in order to solve issues and now I can understand that deep down, I know how to work independently as well as a team player. I was always a tech-savvy person, but after completing my internship, I got to learn about several uniquely designed software that has been used by many organizations.

The whole experience during my internship at Backpack Technologies, Inc. was very necessary for my future professional life. Everything that I learned there teaches me something new and creative that created distinction between real life situations and expectations. All these things taught me how to handle reality and how I should act accordingly to achieve success in my life. I still have a long way to go to fulfill my dream.

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Sabrina Hussain

University ID: 183012059

Name of the Institute/Organization:	Backpack Technologies, Inc.		
Corporate Office Address:	3, 7 BLOCK # B, Lalmatia, Dhaka 1205.		
Email:	support@backpackbang.com	Web:	https://backpackbang.com/

1. During a typical week, approximately how many hours did you dedicate to your internship?

2. Was your internship paid? If yes, how much?

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ **Quite a bit**
 ☐ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

CRITERIA (Personal)	RATING
I have a sense of satisfaction in doing something worthwhile.	5
I believe in my ability to make a difference.	5
I am open to new experiences.	5
I have gained the capacity to be more productive.	5
I can recognize my personal strengths.	5
I can recognize my personal weaknesses.	5
I have a sense of personal achievement.	5
I have the ability to persevere in difficult tasks	5
CRITERIA (Social/Interpersonal Impact)	
I demonstrate concern for the welfare of others	5
I can be understanding and appreciative of people with diverse backgrounds	5
I have the ability to work cooperatively with others	5
I have the ability to communicate effectively	5

	I have increased my ability to be a leader	4
	I feel more connected to my community	5
	CRITERIA (Academic learning impact)	
	I have acquired knowledge from the job duties I performed	5
	I have broadened my critical thinking skills (reasoning, problem solving)	5
	I have learnt the ability to work independently	5
	I feel my classroom learning was enriched	5
	I have the ability to connect academic subject matter to the real world.	5
	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
	I developed specialised technical skills for a specific job function	4
	I broadened my future employment possibilities	5
	I received an opportunity to explore a specific career	5
	I developed realistic ideas about the work world	4
	I narrowed my future possible career choices.	5
	What is your average score from this test?	

5. General Comments

Through this internship I found myself in some new place, I realized new things and learned new technology. I'm pleased that I found this opportunity to work in Backpack Inc. Building practical experience and mastering essential skills are essential steps toward career growth. In today's dynamic work environment, adaptability, collaboration, and a dedication to continuous learning are key ingredients for success.



Signature of Intern

PROFESSIONAL COMPETENCIES

When I first joined Backpack, I was completely inexperienced in the intricacies of the industry. While I had a surface-level understanding of how supply chain organizations operated, my knowledge was limited. However, my time at Backpack quickly changed that. Despite having worked in other organizations before, I was still nervous about my performance. My anxiety stemmed from my uncertainty about how well I would adapt and perform in this new environment, especially given my initial lack of confidence in my professional skills.

"Throughout my internship at Backpack Technologies, Inc. Studios, I acquired valuable skills that I'm confident will positively impact my future career."

Outlook:

I recognized that not everyone possesses the inclination for collaborative work. However, I came to appreciate the pivotal role teamwork plays in any endeavor. It's not just about skills; it's about maintaining optimism and humility, stepping in to support struggling teammates to achieve the best outcomes. Working alongside exceptional colleagues in customer support provided invaluable lessons in this regard.

In my role, maintaining composure and delivering exceptional customer service are paramount. I learned from my colleagues and supervisors the importance of maintaining unwavering patience and providing attentive service, regardless of the circumstances. Patience emerged as a key attribute for professional success.

Customer satisfaction brings widespread joy within the industry. However, fostering customer satisfaction is crucial for organizational success, even though it often takes a back seat to financial goals. Understanding this, I learned that achieving customer satisfaction is an integral part of achieving success."

Capability:

In today's tech-focused world, I've witnessed the transformative impact of technological progress on various sectors. The introduction of innovative software solutions has significantly simplified workflows, prompting me to stay updated on the latest software developments and enhance my proficiency with different tools. Additionally, I've been refining my problem-solving abilities in preparation for my future professional endeavors.

Despite my background in communication, I've realized the critical role effective communication plays in the workplace. Continuously striving to improve, I actively seek opportunities to enhance my communication skills and surpass my previous performance.

Having the opportunity to work alongside seasoned professionals in the communication field was incredibly enriching. Their expertise provided me with invaluable firsthand experience and deep insights into customer service practices and technical skills.

Knowledge:

Engaging in practical tasks using various software platforms was a pivotal aspect of my learning journey. This hands-on experience was especially impactful as it filled gaps in my academic background, allowing me to gain proficiency in tools and techniques that were previously unfamiliar to me.

Furthermore, my internship provided me with invaluable exposure to a genuine professional work environment, allowing me to refine and broaden my skill set in the following areas:

Collaborative teamwork: Effectively working with diverse teams to achieve common goals.

Understanding internal organizational communication processes: Gaining insight into how communication flows within an organization.

Developing skills in supply, demand, and logistics management: Understanding the intricacies of managing resources and operations.

Enhancing interpersonal and intrapersonal communication abilities: Improving communication with colleagues and self-awareness in professional interactions.

Nurturing ethical judgment in professional contexts: Making sound decisions guided by ethical principles.

Strengthening analytical capabilities: Analyzing data and information to make informed decisions.

Fostering self-motivation and a strong commitment to work: Maintaining enthusiasm and dedication to tasks and responsibilities.

Demonstrating adaptability in dynamic situations, including strategizing and executing marketing campaigns: Adapting to evolving circumstances and successfully devising and executing marketing campaigns.

Thank you!