

# Client Satisfaction with HRM Software: A Case Study on digiGO

Internship Organization  
Sheba Platform Limited

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Submitted in Partial Fulfillment of the Requirements for the Degree  
Bachelor of Business Administration



28th April, 2024

## Internship Report Approval Form

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### INTERNSHIP INFORMATION

Internship

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### SUPERVISOR APPROVAL

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Name: Maysa

Student ID: 183011038

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Date: 28<sup>th</sup> April, 2024

## **Letter of Transmittal**

April, 2024

Shawkat Tanveer Rahman,

Senior Lecturer ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

Satmasjid Road, Dhanmondi, Dhaka-1209

Subject: Submission of Project report on “Client Satisfaction with HRM Software: A Case Study on digiGO.”

Dear Sir,

With due respect, I would like to inform you that I have completed my Project on digiGO HRM software of sBusiness.xyz. The project report paper titled “Client Satisfaction with HRM Software: A Case Study on digiGO” has been prepared for the fulfillment of my Project according to the prerequisites of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have tried my best to compile the concepts which I have learned in my Bachelor of Business Administration along with some experience gathered from the internet for taking relevant information regarding the Project. I hope that it will find your acknowledgment. I am looking forward to your valuable feedback.

Sincerely,

Maysha

ID: 183011038

Bachelor of Business Administration (BBA); Concentration: Marketing

ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

## **Acknowledgement**

I would like to address certain people with due honor and respect who assisted me not only to solve the challenge and complete my project paper but also to introduce me to this new situation without any trouble. Therefore, I'd like to express my gratitude to them. I am grateful to Almighty Allah for providing us with the patience and courage to complete this challenging task, withing its Deadline.

I am grateful to my supervisor, Shawkat Tanveer Rahman (Senior Lecturer, ULAB), for his advice and encouragement. He patiently provided valuable suggestions, motivation, and thoughtful assistance throughout my report submission process.

My successful study would not have been possible without his support and diligent efforts. I am grateful for the internet's ability to facilitate knowledge sharing and success in every domain. I collected all necessary data and documents for this report using the internet and Google. I'd also like to thank my department manager, G.R. Fahad Uddin (Business Lead, sBusiness.xyz), for his kind assistance with every element of sBusiness regarding the project.

Lastly, I am deeply thankful to my family and friends for their unwavering love, support, and encouragement. Their faith in me, particularly my husband's constant encouragement throughout my undergraduate years at ULAB, has served as a guiding light. Despite my limited experience, I attempted to write a compelling and insightful project report that was infused with genuine understanding. Their unwavering support has truly been the foundation of my journey and achievements.

## List of Abbreviations

| ABBREVIATION         | DEFINITION                                     |
|----------------------|------------------------------------------------|
| <b>B2B</b>           | Business-to-Business                           |
| <b>BBA</b>           | Bachelor of Business Administration            |
| <b>CEO</b>           | Chief Executive Officer                        |
| <b>CRM</b>           | Customer Relationship Management               |
| <b>DOHS</b>          | Defense Officers Housing Society               |
| <b>ERP</b>           | Enterprise Resource Planning                   |
| <b>HRM</b>           | Human Resource Management                      |
| <b>ROI</b>           | Return on Investment                           |
| <b>SAAS</b>          | Software as a Service                          |
| <b>SEO</b>           | Search Engine Optimization                     |
| <b>SMES</b>          | Small and Medium-sized Enterprises             |
| <b>SL</b>            | Serial Number                                  |
| <b>SBUSINESS.XYZ</b> | Sheba Platform Limited's business B2B division |
| <b>SPSS</b>          | Statistical Package for the Social Sciences    |

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## **PART- A**

### **Chapter 1: Internship Preparation**

#### **1.1 Motivation and what I expect to learn from this internship**

As a Marketing student of Bachelors in Business Administration of University of Liberal Arts Bangladesh, I was eager to leverage my academic background and diverse part-time experiences in Business Development, CRM, Research, Content Creation and Copywriting to tangible skills. I was particularly drawn to the prospect of joining an organization, known for its commitment to innovation and excellence in the industry, which would provide me with an invaluable opportunity to further develop my skills, learn from industry experts throughout the internship journey as professional.

#### **1.2 Internship search process**

In today's job market the competitiveness is extremely high in Bangladesh. However, it can be a rewarding process if one is willing to learn through the job-hunting process and apply correctly. My goal was to locate a startup since there is a lot to learn from them as they are also learning and innovating in alongside modern business practices. I have applied on many companies with similar perspective, and have given a couple of interviews as well, but the work environment of those companies was not suitable at first glance according to my preference. Throughout the meticulous application journey, I stumbled up on a Business Development Internship position at sBusiness.xyz of Sheba Platform Limited, on LinkedIn and immediately filled up the necessary forms and sent them my CV and Cover letter.

#### **1.3 Internship interview experience**

A week after applying I got called for an Interview at their office located at Mohakhali DOHS, I noticed the uplifting environment immediately within the office walls, which helped me calm my nerves. The interview was thorough and more conversational rather than a typical Q&A session. I liked how they asked questions from the very small details provided in my CV which indicated

they cared about each and every candidate. The Business Lead of sBusiness.xyz was friendly and gave me an overview of the company and the work by the end of the interview. This boosted my confidence and hope of achieving the opportunity of joining their team.

## 1.4 About the organization



In Bangladesh's service sector, Sheba Platform Limited started in 2016 as an innovative business that provides a platform that links clients with qualified contractors for a range of home services. It's not just a market place either Sheba supports service providers' professionalism, gives them training, and guarantees dependability and quality for clients. Sheba Platform Limited extends its services to include sManager, an ERP solution for SMEs, and sBusiness.xyz, a B2B SaaS platform, both aimed at empowering businesses across Asia with streamlined operations and enhanced efficiency.

Sheba Platform Limited launched **sBusiness.xyz** in 2019 to address back-office issues for small and medium-sized enterprises (SMEs). It started out as a mission-driven initiative that offered employee bulk top-up and facility management services. Over time, it developed into a cost-effective SAAS platform for complete business solutions. Market research, service refinement based on feedback, and the switch from Facility Management to a comprehensive business management solution were all part of the soft launch phase. Its slogan, "Your Business Assistant," sums up its dedication to being a dependable partner by handling back-office tasks while customers concentrate on their main business operations.

### 1.4.1 Mission:

To give companies an all-inclusive, intuitive platform that improves productivity, encourages creativity, and streamlines operations. They strive to provide comprehensive tools and services that enable organizations to thrive in today's dynamic business environment.

#### **1.4.2 Vision:**

sBusiness.xyz aspires to become the premier provider of corporate administration solutions, entrusted by businesses throughout industries and around the globe. They aim to consistently innovate and adjust to the changing requirements of their clients, providing cutting-edge technology and unmatched assistance for advancing their clients' economic prosperity.

#### **1.4.3 Commitments:**

sBusiness.xyz is committed to going above and beyond for its clients' businesses by offering outstanding services that add significant value. To improve their range of services and stay on the cutting edge of market trends, they place a high priority on ongoing innovation. To guarantee clients can consistently rely on their solutions, stability and reliability are crucial.

## **Chapter 2: About The Internship**

### **2.1 Activities of the department**

During my internship at sBusiness.xyz, I was given the chance to work on the Marketing as well as Client Management, which basically made me dive into the entire business development department of sBusiness.xyz with a multiple spectrum of responsibilities.

The duties included marketing content creation, which allowed me to practice my creativity on a corporate level, and also managing clients and pitching sales.

### **2.2 Work environment**

The office of sBusiness.xyz, Sheba Platform Limited at Mohakhali DOHS was a unique blend of home-based architecture and a vibrant, collaborative space. Despite the physical surroundings, people with the office environment exuded positive attitude and drive, fostering a culture of mutual support and collaboration.

The groups were not limited to their divisions; Instead, there was a sense of multi-functionality, where individuals from different backgrounds and expertise collaborated easily to reach shared goal brainstorming sessions or problem-solving sessions, by all of them ideas and their unique skills helped create a dynamic and inclusive work environment.

Communication was informal, facilitated by open house programs and regular team meeting, daily scrums of the department heads, and departmental morning stand ups and end of the work hour wrap up. Additionally, the leadership at sBusiness.xyz fostered a culture of empowerment and growth, encouraging employees to engage, explore new ideas and continue to improve their skills.

### **2.3 Duties and responsibilities as an intern**

During my internship at sBusiness.xyz, my duties included major responsibilities within the business development department. This includes:

**2.3.1 Sales:** Connecting with potential leads, marketing our services, and solidifying client relationships to drive business growth.

**2.3.2 Content Creation:** The generation of marketing materials that we use to promote our businesses and increase brand visibility, including editorials, social media posts and website copy.

**2.3.3 Marketing Video Production:** Collaborate with the marketing team to create engaging video content for promotions, showcasing our solutions and pricing to potential customers.

**2.3.4 Customer Management:** Managing customer relationships, handling inquiries and providing support to ensure and maintain a high level of satisfaction.

**2.3.5 Collaboration:** We work with cross-functional teams to develop marketing campaigns, optimize sales strategies, and align business objectives with customer needs.

These jobs allowed for valuable hands-on experience in different aspects of business development, from sales and marketing to customer management and strategic planning

## **2.4 Application of educational learning with Internship**

Working at sBusiness.xyz, I was able to apply the theoretical skills I gained from the Bachelor of Business Administration in Bangladesh at the University of Liberal Arts to real situations. For example, my coursework in marketing provided the foundation for creating interesting content and promotions, while my studies in business development and CRM gave me the skills needed to have allowed me to better communicate with potential clients and manage relationships. Additionally, my experiences in research and data processing were invaluable in conducting market research and developing marketing strategies. Overall, my internship served as a bridge between academic learning and practical application, enhancing my understanding of key concepts and providing tangible knowledge of my field of study.

## **Chapter 3: Self-Reflection**

### **3.1 Feedback on Internship**

Reflecting on my internship experience at sBusiness.xyz, I am grateful for the valuable lessons I learned and the growth I made throughout the journey. One of the most rewarding aspects was the opportunity to apply my academic skills in a real-world setting, gaining hands-on experience in various aspects of business development and marketing interacting with, developing potential clients marketing materials, I have worked with cross-functional teams but, in addition to the successes, I also faced many challenges in my training. One of the main challenges is navigating a fast pace in the startup environment, where priorities often change and deadlines are tight to adapt to this dynamic environment, and requires flexibility, flexibility and effective time management skills. Additionally, balancing multiple responsibilities, such as sales pitches, product development, etc., was sometimes challenging, requiring careful prioritization and delegation.

Despite these challenges, I believe they were important in my personal and professional development. Overcoming obstacles strengthened my problem-solving skills and taught me the importance of resilience and adaptability in the face of adversity. In addition, the constructive feedback I received from mentors and colleagues allowed me to identify areas for improvement and implement strategies for continuous learning and development

### **3.2 How could I do better and the Organization could utilize me better**

To enhance my performance and better contribute to the organization, I aim to continually request feedback from mentors and colleagues to identify areas for improvement and implement constructive suggestions. Participating in ongoing learning and professional development opportunities will enable me to broaden my skill set while remaining current on industry trends and best practices. Improving my time management skills will allow me to balance multiple responsibilities and meet deadlines more efficiently, while open and proactive communication with team members will ensure alignment on goals, priorities, and project updates.

To better utilize me, the organization could provide clear guidance on roles, responsibilities, and expectations, ensuring alignment and maximizing productivity. Offering training programs and

resources to improve skills and competencies related to my role and career goals would help me advance within the organization. Recognizing and rewarding achievements and contributions, as well as providing opportunities for growth and advancement within the organization, would all help me to fully realize my potential.

### **3.3 Recommendation**

By adopting these creative processes, the organization can create a dynamic and exciting workplace that encourages employees to thrive, innovate, and contribute to excellence.

#### **3.3.1 Functional Improvement**

Encourage employees to explore different roles in different sectors and expand their skills beyond their designated responsibilities. Encourage an innovative culture by allowing employees to take on stretch assignments or participate in cross-functional projects to gain new experiences and perspectives.

#### **3.3.2 Wellness plans**

Introduce multifaceted healthcare programs that address the physical, mental, and emotional well-being of employees such as cognitive challenges, fitness challenges, or virtual fitness education. Provide resources and assistance to employees in prioritizing self-care and work-life balance, such as time off, mental health days, or subsidized memberships.

## Chapter 4: Personal Development Plan

### 4.1 Technical Skills

To improve my technical skills, I aim to do some courses on the following:

**4.1.1 Data Analysis:** Take training sessions or courses in data analysis to improve my capacity in data structure analysis and interpretation.

**4.1.2 Data visualization:** Take some data visualization course and learn how to create complex data visualizations using tools like Tableau or Google Data Studio.

**4.1.3 SEO Training:** Improve my understanding of Search Engine Optimization (SEO) by taking specialized training courses to improve website performance and visibility.

**Media Buying:** Look into studies on media buying strategies and how to better allocate advertising budgets for maximum ROI.

### 4.2 Interpersonal Skills

**Flexibility & Adaptability:** As industries evolve rapidly, adaptability is a cornerstone skill. My goal is to embrace change by actively seeking opportunities to diversify my skill set and take on new challenges. Whether it's volunteering for interdisciplinary projects, or adapting quickly to changing priorities, I understand the importance of having an agile and open mind in the face of change. By actively adapting to emerging trends and technologies, I can contribute to a dynamic and forward-thinking work environment.

**Leadership:** Leadership isn't defined by a job title, it's about inspiring and empowering others to reach their full potential. I want to develop my leadership skills through the opportunity to lead by example and take the lead in my team or department. Whether it's leading work teams, mentoring junior colleagues, or supporting initiatives to create positive change, I'm committed to making informed decisions, delegating effectively, and fostering a culture of accountability and continuous improvement so encouraged. By demonstrating integrity, empathy, and a growth mindset, I aim to create a collaborative and efficient business where everyone can succeed.

**Self-Motivation:** To boost my self-motivation, I prioritize setting clear, attainable goals that are consistent with my personal and professional goals, which gives me a road map for me to direct my actions and track my progress. In addition, I aim to practice self-care and maintain my mental,

emotional and physical well-being, ensuring that I have the strength and energy to pursue my goals with determination and passion. By developing a sense of purpose, encouraging positivity, and prioritizing self-care, I empower myself to overcome obstacles, take opportunities, and strive for self-discovery and continuous performance improvement.

## **PART- B**

### **Client Satisfaction with HRM Software: A Case Study on digiGO**

#### **Executive summary**

This research program focuses on achieving customer satisfaction with digiGO, the Human Resource Management software application provided by sBusiness.xyz of Sheba Platform Limited. By gathering insights from their client perspectives and feedback, the survey aims to identify areas for improvement and prioritize improvements to enhance digiGO's overall user experience. The main objective of the study is the impact of different aspects of service quality on client satisfaction. These dimensions include app accessibility, design functionality, functionality, app usability and customer support. To achieve these objectives, 40 digiGO users each of different organizations were surveyed, representing the total population of digiGO users. The findings show that users generally have positive attitudes towards digiGO in different aspects.

In terms of app accessibility, users appreciate the clarity and simplicity of digiGO's navigation, and rate it highly with an average mean score of 3.60. Furthermore, they find that digiGO makes their work easier, with an average score of 3.57 in this regard. As for app design and functionality, users rate digiGO's data management capabilities well, although software bug fixing gets a slightly lower rating in newer versions with an overall score of 3.11 for this category. In terms of app usability, users express high satisfaction with digiGO's ability to improve user friendliness, with a score of 3.57. Overall, the findings indicate a high level of client satisfaction with digiGO, with an average score of 3.43 out of 4. Users appreciate its ability to improve work efficiency and productivity, indicating a positive user experience.

The survey provides valuable insights for sBusiness.xyz, enabling it to leverage digiGO's strengths and better address areas for improvement. By incorporating client feedback and prioritizing improvements, sBusiness.xyz can further enhance both digiGO's user experience and client satisfaction.

## **Chapter 1: Introduction**

### **1.1 Background of the Study**

Bangladesh's organizational HR trends are undergoing a significant shift as a result of the global adoption of contemporary HR practices. People's expectations and values are changing significantly as the independent country transitions from a developing to an emerging economy. Historically, the HRM literature has not attempted to engage with the innovation literature in any significant way, until more recent attempts to draw these two distinct areas together (Leede and Looise, 2005) People are now knowledgeable about the world, work environment, and all the benefits that today's lifestyle has to offer thanks to revolutionary movements like globalization and the digital age and the steps that must be taken to embrace them, the following issues related to Bangladesh's human resource management must be resolved:

- Monitoring productivity and performance manually
- Overwhelming paperwork
- Compensation management

These issues can be solved with digiGO a cutting-edge HRM (Human Resource Management), employee-first solution mobile app by sBusiness.xyz, Sheba Platform Limited that was meticulously designed to transform the way employees interact with their workplace. With a focus on improving efficiency, transparency, and collaboration, digiGO provides a comprehensive suite of features to streamline various aspects of the employee lifecycle.

Winning Bangladesh Innovation Award 2022, at the core digiGO is a SaaS product that simplifies the mundane tasks associated with traditional HR processes by focusing on HR pain points, allowing employees to manage their work lives seamlessly from the palm of their hand. digiGO's user-friendly and sleek interface makes it easy to track attendance, manage expenses, and apply for leave with just a mobile application.

Despite digiGO's innovative features, many Bangladeshi organizations are unaware of efficient HR automation processes. Lack of awareness impedes global presence and understanding of HR requirements in areas with a concentrated workforce. This research initiative focuses on client satisfaction and seeks to elicit insights from user opinions and feedback. Understanding how

clients interact with digiGO enables sBusiness.xyz to identify areas for improvement and prioritize enhancements.

Despite digiGO's innovative features, many Bangladeshi organizations are unaware of efficient HR automation processes. Lack of awareness impedes global presence. Through user feedback, sBusiness.xyz determines the qualities that are most valued and where improvements are required, informing product enhancement strategies. While studies on user satisfaction with information systems are limitless, few have investigated HRM software application satisfaction, particularly within Bangladesh's context. Thus, the goal of this research is to bridge this gap and contribute to the advancement of HR technology adoption in Bangladesh.

## **1.2 Research Question and Objective**

This research aims to identify the client satisfaction of digiGO by sBusiness.xyz, Sheba Platform Limited. Understanding the various factors that influence client satisfaction and service quality is crucial for constantly enhancing applications and meeting the constantly shifting demands of users. The research on hand attempts to answer the following question –

***“What is the level of clients’ satisfaction with various features of digiGO software?”***

Based on the above research question, the following research objectives are formed:

- To identify the satisfaction levels of users with the accessibility of digiGO app.
- To explore the satisfaction levels of users with the key functionalities and design features of digiGO app.
- To investigate the satisfaction levels of users with the usability of digiGO app.
- To examine the satisfaction levels of users the with the client support provided by digiGO.
- To assess the overall client satisfaction of digiGO by sBusiness.xyz.

## **1.3 Scope of The Research**

The research will be done on clients who have been using digiGO application for at least 3 months or above. The information is taken at timeline from February 2024 to April 2024.

## **Chapter 2: Literature Review**

In order to begin an in-depth analysis of current business patterns of HRM applications, it is essential to begin a literature review (Smith and Johnson, 2022). This stage offers an organized method for carrying out the research in addition to laying the foundation for comprehension. In the part that follows, we explore the nuances of client satisfaction and provide insight into the major variables that impact this idea, particularly in the context of using digiGO HRM solution.

### **2.1 Client Satisfaction**

Client satisfaction is a critical aspect of evaluating the success and effectiveness of HRM applications (Brown et al., 2019). It encompasses the overall experience and perception of users regarding the software's functionality, usability, and value proposition (Chen et al., 2020). In the context of digiGO, client satisfaction can be influenced by various factors, including app accessibility, design functionality, usability, and customer support (Anderson and Sullivan, 2018).

Client satisfaction within the realm of digiGO can be understood as the opinions recognized by users while the services provided meet or surpass their expectations. Client satisfaction is essential to marketing because it directly affects recurring business, positive word-of-mouth recommendations, and the development of long-term client loyalty. Ensuring client satisfaction is a fundamental aspect of digiGO's mission, as it drives ongoing innovation and improvement to meet the shifting requirements and demands of its users. Service manufacturing companies will not effectively create efficiency, effectiveness, or client satisfaction as long as they do not understand that the function of their product (the client's value-in-use) rather than the product itself generates client value (Smith et al., 2011). digiGO client satisfaction is essential for the growth of the SaaS of sBusiness.xyz. The blind period may sometimes accelerate the growth of client dissatisfaction more rapidly, without giving any indication or warning to the organization (Tariq Al-Mutawa et al, 2006). Guo et al., (2004) have also found evidence of a delay in the relationship between profitability and client satisfaction. Put simply, past profitability influences current client satisfaction value, and, alternatively, past profitability positively influences current client satisfaction value. Like in many other industries, client satisfaction is highly valued in the context of digiGO services. DigiGO service providers need to be aware of how client service standards

affect service delivery and influence the viewpoint of the client. As a result, digiGO is dedicated to understanding and meeting client expectations, working to build strong bonds and maintain long-term satisfaction among its user base.

## **2.2 App Accessibility**

In today's fast-paced digital landscape, users of HRM applications like digiGO expect continuous access and performance with no disruptions. Any hiccups or interruptions in the application's reliability can cause frustration and lower user satisfaction (Smith et al., 2021). Recognizing this, digiGO places a high priority on ensuring that users can access the application with reliability and consistency. This includes putting responsiveness and reliability first in its design and infrastructure (Jones and Brown, 2019). By consistently delivering on these aspects, digiGO aims to meet and exceed user expectations, increasing client satisfaction and loyalty.

However, it is crucial to recognize that maintaining optimal service reliability requires continuous improvement and monitoring (Gupta et al., 2020). Even minor outages or performance issues can have a significant impact on client satisfaction and long-term loyalty, highlighting the importance of ongoing optimization and awareness in app accessibility.

## **2.3 App Design and Functionalities**

To improve user satisfaction and refine digiGO's design features, it is critical to understand the factors that influence these key aspects. Recognizing that providing an exceptional user experience necessitates ongoing refinement and enhancement of vital functionalities and design elements, digiGO takes a flexible approach to improving platform usability and functionality by actively soliciting and incorporating user feedback (Smith et al., 2020; Johnson and Brown, 2019). By taking a proactive approach, digiGO can effectively adapt to its users' changing needs and preferences, solidifying its position as a leading provider of HR management solutions. Embracing user-centric design principles, as advocated by Smith and colleagues, emphasizes the importance of taking into account user behavior and preferences during software development (Anderson and Lee, 2018). Moreover, digiGO can create an interface that resonates with its users by prioritizing their needs and preferences throughout the design process, resulting in higher levels of satisfaction and adoption (Jackson & Smith, 2020). This is consistent with the findings of Jackson and Smith

(2020), who emphasize the importance of user-centered design methodologies in increasing user satisfaction and product success. Incorporating these principles into its development approach enables digiGO to provide a user experience that not only meets, but exceeds, user expectations.

## **2.4 App Usability**

Identifying the usability of the digiGO app and its positive impact on client satisfaction is essential for increasing user acceptance and engagement. Recognizing the importance of usability in driving user satisfaction, digiGO prioritizes intuitive design and a seamless user experience (Lee et al., 2020). digiGO contributes thorough attention to detail to ensure that every aspect of its application is optimized for efficiency and effectiveness, drawing on industry best practices and conducting rigorous usability testing (Johnson & Smith, 2019). This commitment to usability excellence extends beyond the initial development phase, as digiGO continues to make improvements based on user feedback and iterative design enhancements (Brown et al., 2018). By constantly improving its usability features, digiGO hopes to firmly establish its position as the preferred HR management solution for organizations looking for effortless user-friendly software experiences (Gupta et al., 2021). digiGO strives to exceed user expectations and drive long-term client satisfaction by taking a user-centric approach to design and relentlessly pursuing usability excellence.

## **2.5 Client Support**

digiGO's ability to provide adequate support is critical to user satisfaction and success. Central to digiGO's philosophy is its unwavering commitment to fostering long-term relationships with its clients through comprehensive support services (Smith et al., 2019). digiGO enables its clients to fully leverage the platform's capabilities and achieve their organizational goals by providing timely assistance and personalized guidance (Brown & Johnson, 2020). This commitment to providing comprehensive support not only demonstrates digiGO's ability to meet the needs of its users, but it also aligns closely with the research goal of evaluating its support capabilities. Research has consistently shown that effective support services help to increase user satisfaction and loyalty (Lee et al., 2018). Users who receive prompt assistance and personalized guidance are more likely to see value in the platform and stick with the provider (Gupta & Patel, 2021). As a result, digiGO's

client-centric support approach not only improves user satisfaction but also helps to retain and advocate for clients in the long term.

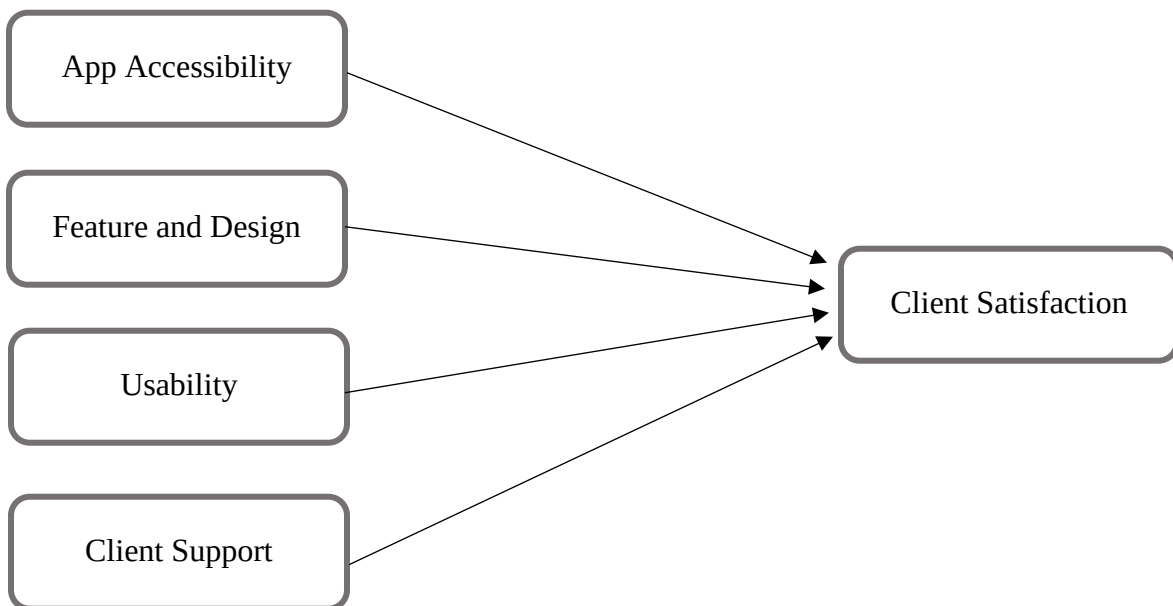
## 2.6 Variables Adopted in This Study

The variables (i.e., independent) considered for this study are as follows:

| SL. No. | Items                          | Author(s)                                                       |
|---------|--------------------------------|-----------------------------------------------------------------|
| 1.      | App Accessibility              | Liu et al., (2020); Molich et al., (2017); Jain et al., (2018). |
| 2.      | App Design and Functionalities | Oliver et al., (2014); Bae et al., (2019); Norman (2013).       |
| 3.      | App Usability                  | (Dumas et al., 2009); Bias and Mayhew, (2005)                   |
| 4.      | Client support                 | Chen et al., (2018)                                             |

## 2.7 Conceptual Framework

The independent variables chosen for this study is digiGO app accessibility, the feature and design if the app, the usability of the app and the quality of client support provided by digiGO and the dependent variable is client satisfaction, which are exhibited in the following conceptual framework.



## **Chapter 3 Research Methodology**

### **3.1 Research design**

In line with Bryman and Bell (2015), digiGO's research approach and design are guided by four objectives which are App accessibility, app improvements, payment method, and client support, which seek to identify factors influencing user satisfaction with the HRM software application. To accomplish this, a positivist research philosophy and deductive approach have been adopted.

This approach is consistent with the quantitative research method, which uses numerical data to establish a conclusive relationship between theory and study results. In the context of digiGO, where the goal is to quantify user satisfaction and evaluate the impact of various factors on satisfaction levels, a quantitative research approach is considered appropriate. While qualitative methods provide valuable insights, the study's focus on factors that can be measured requires a quantitative approach. As a result, a quantitative research approach was chosen to systematically analyze numerical data, thereby contributing to a better understanding of digiGO user satisfaction levels.

### **3.2 Sampling Technique and Sample Size Determination**

As the research aims to identify the impact of dimension of service quality such as app performance, app improvements, and client satisfaction of digiGO by sBusiness.xyz limited to its clients. The research, therefore, considering all clients of digiGO as population for this study. In this study, internal data from digiGO was utilized to create a sample frame consisting of all clients and their contact details. From this frame, companies that had used digiGO for at least three months were chosen. Respondents were selected using a convenience sampling method based on their ease of access. This approach made it easier to gather insights from companies that were familiar with digiGO, which contributed to the research on user experiences and satisfaction.

### 3.3 Questionnaire Development

The variables for this study were adapted from multiple authors who contributed to a similar domain. The table below shows the items and questions from various studies (with references) used to achieve the current research's objective.

| SL. No. | Items                          | Author(s)                                                       | No of question included in the questionnaire |
|---------|--------------------------------|-----------------------------------------------------------------|----------------------------------------------|
| 1.      | App Accessibility              | Liu et al., (2020); Molich et al., (2017); Jain et al., (2018). | 04 questions                                 |
| 2.      | App Design and Functionalities | Oliver et al., (2014); Bae et al., (2019); Norman (2013).       | 03 questions                                 |
| 3.      | App Usability                  | (Dumas et al., 2009); Bias and Mayhew, (2005)                   | 02 questions                                 |
| 4.      | Client support                 | Chen et al., (2018)                                             | 05 questions                                 |

### 3.4 Measurement Scale

The measurement scale used in this study follows the recommendations made by Halman and Voordijk (2012) and Schmidt (2006). These scholars advocate for the use of a (04) four-point Likert scale because it can reduce bias by eliminating neutral response options. Using a four-point scale allows respondents to provide clearer and more concise feedback, improving the overall quality of data collected. This study incorporates closed-ended responses that gather demographic information, and insights into the factors impacting user satisfaction. Following this methodology, the questionnaire seeks to collect comprehensive insights towards the perspectives of users on many facets of digiGO's operation and service quality, thereby improving the research findings.

### **3.5 Questionnaire Pretesting**

The significance of questionnaire pre-testing and sampling is well established in the literature. For example, Dillman, Smyth, and Christian (2014) emphasize the importance of pre-testing to identify and correct problems with question clarity, effect of order, and respondent interpretation. Without pre-testing, researchers risk collecting invalid or unreliable data, jeopardizing the study's overall validity and undermining the findings' accuracy. The sampling and pretesting were done inside Sheba Platform Limited with digiGO users.

### **3.6 Data collection**

The research aims at finding out the impact of dimension of service quality such as app accessibility, app design and functionalities, app usability and client support of digiGO by sBusiness.xyz. The research, therefore, considering all digiGO users as population for this study. From the population, a total of 40 respondents each of different organizations who use digiGO have been picked for this study, known as sample.

### **3.7 Ethical Consideration**

This research treated respondents fairly, allowing them to withdraw during data collection and ensuring the data was only used for the study. The questionnaire does not request sensitive or proprietary information that could put participants at risk.

## Chapter 4: Data Analysis and Interpretation

This chapter covers the findings from the main source of data (a questionnaire) distributed to 40 digiGO HRM software app users. In addition, the following section contains thorough analyses of individual components and grouped items within each construct.

### 4.1 Descriptive Statistics

According to our research the sample size of 40 respondents were collected from multiple organizations each.

The table below illustrates the gender of the 40 respondents, where 25 respondents were male and 15 respondents were female.

**Table 1. Gender Distribution**

| SL. No. | Gender | Frequency | Percent |
|---------|--------|-----------|---------|
| 1.      | Male   | 25        | 63      |
| 2.      | Female | 15        | 37      |

This table illustrates the distribution of respondents based on gender, with 63% males and 37% females participating in the survey. In conclusion, the majority of participants in the study were male.

**Table 2. Age Distribution**

| SL. No. | Age      | Frequency | Percent |
|---------|----------|-----------|---------|
| 1.      | 21-25    | 7         | 17      |
| 2.      | 26-30    | 9         | 22      |
| 3.      | 31-35    | 8         | 20      |
| 4.      | 36-40    | 11        | 28      |
| 5.      | Above 40 | 5         | 13      |

The table demonstrates the age distribution of respondents in various age groups. The majority of participants (28%) were between the ages of 36 and 40, of 11 respondents. Other than this group, 22% of respondents were aged 26-30 with 9 respondents. Ages 31-35 and 21-25 each make up 20% and 17%, respectively, with 8 and 7 individuals in those groups. Over the age of 40 form 13% of the sample, with 5 respondents falling into this category. This shows that digiGO's user based in fairly young.

**Table 2. Role/Function in the Organization**

| SL. No. | Role/Function | Frequency | Percent |
|---------|---------------|-----------|---------|
| 1.      | CEO           | 11        | 27      |
| 2.      | HR or Admin   | 15        | 37      |
| 3.      | Manager       | 5         | 13      |
| 4.      | Employee      | 9         | 23      |

The table shows the role or function of the research participants. 27% of respondents hold CEO positions, of 11 individuals. The highest portion is HR or Admin roles which is 37%, with 15 individuals. Managers represent 13% of the sample, with 5 individuals, while employees make up 23%, with a total of 9 individuals. In summary, the distribution of roles/functions among participants in the study shows that HR or Admin professionals were the most prevalent clients.

**Table 3. Employee Size**

| SL. No. | Employee Size | Frequency | Percent |
|---------|---------------|-----------|---------|
| 1.      | 1-10          | 4         | 10      |
| 2.      | 10-50         | 12        | 30      |
| 3.      | 50-100        | 11        | 28      |
| 4.      | 100-200       | 6         | 15      |
| 5.      | 200-500       | 5         | 12      |
| 6.      | 500-1000      | 2         | 5       |

The Table shows the distribution of organizations based on their employee size. 10% of the surveyed organizations fall into the category of 1-10 employees, of which 4 are organizations. Those with 10-50 employees make up a substantial 30%, with a total of 12 organizations. Additionally, 28% of the organizations have 50-100 employees, amounting to 11 organizations. Organizations with 100-200 employees represent a sample of 15%, with 6 internal organizations. In addition, 12% of the organizations have 200-500 employees, of which 5 organizations have 5 organizations, while those with 500-1000 employees make up 5% of the sample, totaling 2 organizations. This distribution gives an estimate of a regarding the different sizes of organizations included in the study. In conclusion, the employee size distribution within the studied organizations varied. The majority of organizations fell within the range of 10-50 employees, accounting for 30% of the sample.

**Table 4. The Duration of Usage**

| SL. No. | Duration of Usage  | Frequency | Percent |
|---------|--------------------|-----------|---------|
| 1.      | Less than 6 months | 2         | 5       |
| 2.      | 6-12 months        | 24        | 60      |
| 3.      | 1-3 years          | 11        | 27      |
| 4.      | More than 3 years  | 3         | 8       |

The table shows the distribution of organizations according to their employee size. 10% of the surveyed organizations fall into the category of 1-10 employees, of which 4 are organizations. Those with 10-50 employees make up around 30%, with 12 organizations. In addition, 28% of the organizations have 50-100 employees, which are 11 organizations. 100-200 employees represent a sample of 15%, with 6 organizations. Moreover, 5 organizations making up to 12% have 200-500 employees, and those with 500-1000 employees make up 5% of the sample, totaling 2 organizations. Overall, the data suggests that the digiGO enjoys substantial retention among users, with a significant proportion maintaining usage for extended periods, particularly within the 6 months to 3 years range.

**Table 5. Purpose of using digiGO**

| SL. No. | Purpose of using digiGO | Frequency | Percent |
|---------|-------------------------|-----------|---------|
| 1.      | Employee Tracking       | 8         | 20      |
| 2.      | Shift Management        | 8         | 20      |
| 3.      | Attendance Tracking     | 14        | 35      |
| 4.      | Payroll Management      | 10        | 25      |

The table shows the main purposes for which organizations use digiGO, and shows the frequency and percentage of each purpose. 20% of the surveyed organizations use digiGO for employee tracking, and 8 organizations and falls into this category. Similarly, another 20% use digiGO for Shift Management, with a total of 8 organizations. Attendance tracking is the most common purpose, with 35%, which is 14 organizations using digiGO for this task. Payroll management is another widely used feature the frequency is 25% with 10 organizations using digiGO for this purpose. In summary, the primary purposes for utilizing digiGO among the surveyed organizations were varied. Attendance tracking emerged as the most common purpose, with 35% of organizations using digiGO for this function.

**Table 6. App Accessibility**

| SL. No.             | App Accessibility                                                               | Frequency (N) | Mean Score  |
|---------------------|---------------------------------------------------------------------------------|---------------|-------------|
| 1.                  | the design of the user environment (clear, easy navigation) provided by digiGO. | 40            | 3.60        |
| 2.                  | work made easier by using digiGO                                                | 40            | 3.57        |
| <b>Overall Mean</b> |                                                                                 |               | <b>3.59</b> |

With the apps accessibility aspect of digiGO with 40 respondents, it is seen that the it generally is in a positive range with the highest score being 3.60 the user environment of clear and easy navigation. On a close range we have users work made easier with digiGO with a score of 3.57.

The overall mean score is 3.585 which is above the range of 3.0 this indicates that the app's accessibility positively influences client satisfaction with digiGO.

**Table 7. App Design and Functionalities**

| SL. No.             | App Design and Functionalities                                | Frequency (N) | Mean Score  |
|---------------------|---------------------------------------------------------------|---------------|-------------|
| 1.                  | digiGO's capability to add and adjust data in the system      | 40            | 3.38        |
| 2.                  | The availability of the software bug fixes?                   | 40            | 3.25        |
| 3.                  | The availability of new software versions provided by digiGO. | 40            | 2.7         |
| <b>Overall Mean</b> |                                                               |               | <b>3.11</b> |

The average scores for digiGO's App Design and Functionalities sections ranged from 2.7 to 3.38. In particular, digiGO's ability to add and adjust data in its system obtained the highest score of 3.38, closely followed by the availability of software bug fixes, which received a mean score of 3.25. They received a slightly lower score of 2.7 for the availability of new software provided by digiGO. Despite the variations in scores, the overall score for app design and functionality was 3.11, indicating that, on average, users perceive these aspects well. This shows how digiGO design features and functionality positively influence overall customer satisfaction, despite some variations in specific parts.

**Table 8. App Usability**

| SL. No. | App Usability                                            | Frequency (N) | Mean Score |
|---------|----------------------------------------------------------|---------------|------------|
| 1.      | The user-friendliness of the software provided by digiGO | 40            | 3.70       |
| 2.      | Using digiGO improves performance                        | 40            | 3.65       |
| 3.      | Using digiGO improves productivity.                      | 40            | 3.60       |

|                     |                                                                       |    |             |
|---------------------|-----------------------------------------------------------------------|----|-------------|
| 4.                  | Using digiGO improves efficiency.                                     | 40 | 3.36        |
| 5.                  | Using digiGO generally helps with the activities of the organization. | 40 | 3.53        |
| 6.                  | Work is made easier by using digiGO.                                  | 40 | 3.58        |
| <b>Overall Mean</b> |                                                                       |    | <b>3.57</b> |

The findings indicate an overall positive attitude towards the app's usability. Scores ranging from 3.36 to 3.70 indicate satisfaction with the range. Users rated digiGO's software as the easiest to use, with an average score of 3.70. Similarly, respondents reported perceived improvements in productivity, efficiency, and performance using digiGO, with average scores ranging from 3.36 to 3.65. They also agreed on digiGO's contribution to the activities of the organization, with an average score of 3.53. Furthermore, participants reported that digiGO made their jobs easier, with a mean score of 3.58. Overall, with a mean score of 3.57, the findings show that users find digiGO very useful. This indicates that the usability of the digiGO application positively influences client satisfaction.

**Table 9. Client Support**

| SL. No.             | Client Support                                                              | Frequency (N) | Mean Score  |
|---------------------|-----------------------------------------------------------------------------|---------------|-------------|
| 1.                  | The availability of support (24 hours a day) provided by digiGO.            | 40            | 3.60        |
| 2.                  | digiGO's ability to resolve technical problems.                             | 40            | 3.20        |
| 3.                  | digiGO's ability to deliver services on time.                               | 40            | 3.65        |
| 4.                  | The training provided by digiGO to work with the App and the Backend Panel. | 40            | 3.60        |
| 5.                  | digiGO's approach to establishing a client relationship.                    | 40            | 3.63        |
| 6.                  | The communication about software updates provided by digiGO.                | 40            | 3.0         |
| <b>Overall Mean</b> |                                                                             |               | <b>3.46</b> |

Users demonstrate satisfaction with various aspects of client support, with scores ranging from 3.0 to 3.65. digiGO's 24-hour support has received high ratings of 3.60, indicating that users are satisfied with timely support. Furthermore, respondents claim they are pleased with digiGO's ability to solve technical issues with a mean score: 3.20 and provide prompt service with the mean score 3.65. The training provided by digiGO to use the App and Backend Panel is also considered to be very useful for them, with a mean score of 3.60. Additionally, users appreciate digiGO's approach to client relationships, with an average score of 3.63. However, communication about software updates receives the lowest score (3.0). Overall, the mean score is 3.46 which indicates that the quality of client support provided by digiGO positively influences client satisfaction.

## **4.2 Overall Findings of the study**

The survey of all tables reveals that users have a positive attitude toward digiGO in various aspects.

**4.2.1 App Accessibility:** DigiGO's navigation is clear and simple, according to users, who rate it 3.60. They also claim it makes their job easier, with an average rating of 3.57. Overall, users are pleased with the accessibility of digiGO, with an average score of 3.59.

**4.2.2 App Design and Functionality:** Although users generally rate digiGO's data-management capabilities positively with mean score: 3.38, software bug fixes in the new version receive a slightly lower rating of mean score: 3.25 and 2.70 respectively. The total rating for this category is 3.11.

**4.2.3 App Usability:** Users express high satisfaction with digiGO's user-friendliness with a mean score of 3.70 and ability to improve productivity and efficiency with mean scores: 3.65 and 3.60 respectively. The overall usability score is 3.57.

**4.2.4 Client support:** Users generally rate digiGO's support positively, particularly for 24-hour delivery (average score: 3.60) and timely service delivery with mean score: 3.65. However, communication about software updates receives the lowest score of 3.0. The overall client support score is 3.46.

In summary, the findings from this research paper, titled "Client Satisfaction with HRM Software: A Case Study on digiGO," shed light on various aspects of user experience and satisfaction with the digiGO application. Based on the findings, the overall client satisfaction with digiGO, the Human Resource Management software application provided by sBusiness.xyz of Sheba Platform Limited, is positive. With an overall mean score of approximately 3.43, users' express satisfaction with various aspects including app accessibility, design functionality, and usability. These findings underscore digiGO's effectiveness in improving work efficiency and productivity, reflecting a favorable user experience overall.

## **Chapter 5: Recommendation and Conclusion**

### **5.1 Recommendation**

Based on the findings of the study conducted using SPSS, it is evident that there is room for improvement in customer satisfaction with digiGO, the HRM software application. Portraying on the descriptive study's findings, the following recommendations can be made to improve user satisfaction:

- **Client Support:** DigiGO should prioritize customer service and provide better support to its users. Improving customer care and hotline services can help to address user concerns quickly and effectively.
- **Feature Enhancement:** To improve the user experience, digiGO should consider developing its feature set and services. This could include introducing new functionalities to meet the evolving needs of HR management professionals.
- **Adaptability:** Procedures for software updates and migration should be adaptable to meet changing user needs. Providing flexibility in software upgrades and data migration processes can help to create a more seamless user experience.
- **Market Research:** To stay on track with user preferences and market trends, digiGO should conduct regular research on customer preferences and market dynamics. This will allow digiGO to collect reliable data and make sound decisions about product development and enhancement.

### **5.2 Conclusion**

In conclusion, an in-depth analysis of the digiGO components revealed several key insights that highlight its positive impact on customer satisfaction. With its commitment to providing application accessibility, design functionality, functionality, and customer support, digiGO demonstrates a proactive approach to meeting user needs and wants.

The findings indicate that digiGO's emphasis on accessibility, design, and user-friendliness contribute significantly to customer satisfaction. Users appreciate the platform's clear approach, user-friendliness, and ability to streamline their workflow, ultimately improving their overall satisfaction with the app.

Furthermore, digiGO's strong client support services, which include 24/7 availability, timely resolution of problems, and proactive communication, contribute to its positive relationship with users. The platform's commitment to building strong client relationships and providing comprehensive training ensures that users feel supported and empowered to fully utilize the platform's capabilities.

Overall, digiGO's commitment to continuous improvement and a user-centric approach are essential in achieving customer satisfaction. digiGO can improve user satisfaction and solidify its position as the chosen HR management solution by addressing areas for improvement and leveraging on its strengths.

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## Appendices

### Questionnaire

1. Your full name (Optional): \_\_\_\_\_

2. Your Age (Optional):

- ☐ 21-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ Above 40

3. Name of your Organization:

---

4. What is your role/function?

- ☐ CEO
- ☐ HR or Admin
- ☐ Manager
- ☐ Employee

5. How many employees does the organization have in total?

- ☐ 1-10
- ☐ 10-50
- ☐ 50-100
- ☐ 100-200
- ☐ 200-500
- ☐ 500-1000

6. How long have you been using digiGO?

- Less than 6 months
- 6-12 months
- 1-3 years
- More than 3 years

7. What specific purposes does your organization use digiGO for

- Employee Tracking
- Shift Management
- Attendance Tracking
- Payroll Management

**The next set of questions is presented to you with a statement. Please indicate whether you agree or disagree with each statement. Please indicate your level of agreement by circling or ticking the relevant response.**

8. I am satisfied with the availability of support (24 hours a day) provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

9. I am satisfied with digiGO's ability to resolve technical problems.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

10. I am satisfied with digiGO's ability to deliver services on time.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

11. I am satisfied with the availability of the software provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

12. I am satisfied with the usability of the software provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

13. I am satisfied with digiGO's capability to add and adjust my data in the system.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

14. I am satisfied with the availability of new software versions provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

15. I am satisfied with the availability of payment methods (monthly, annually, one-time) offered by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

16. I am satisfied with the training provided by digiGO to work with the App and the Backend Panel.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

17. I am satisfied with digiGO's approach to establishing a client relationship.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

18. I am satisfied with the communication about software updates provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

19. I am satisfied with the user-friendliness of the software provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

20. I am satisfied with the design of the user environment (clear, easy navigation) provided by digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

21. Using digiGO improves my performance.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

21. Using digiGO improves my productivity.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

22. Using digiGO improves my efficiency.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

23. Using digiGO generally helps me with the activities of our organization.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

24. I find my work easier by using digiGO.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

25. Do you intend to continue using digiGO in the future?

- ☐ Yes
- ☐ No
- ☐ Maybe

26. Would you recommend digiGO to colleague companies?

- ☐ Yes
- ☐ No
- ☐ Maybe

27. On a scale of 1 to 10, what overall rating would you give digiGO?

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## Copy of company-provided internship confirmation/acceptance letter (attached)



SHEBA/PNO/APN/20248  
Issue Date: 01 February 2024

ID: 1170

Joining Date: 01 February 2024

Name: Maysha

Present Address: C-592/D, Malibag Chowdhury Para (Ayat Villa), 2nd Floor, Dhaka, Khilgaon, Dhaka, P.O.: 1219

Permanent Address: C-4, Center Point, Outer Circular Road, Shantinagar TSO, Motijheel, Dhaka, PO: 1217, Bangladesh

**Subject: Internship Offer Letter**

Dear Maysha,

We would like to congratulate you on being selected for the internship program at **Sheba Platform Limited** under the **Intern, Business Development**, effective from **1st February 2024**. You will be expected to continue your program till **31st April 2024** under the supervision of **G.R. Fahad Uddin**.

You will be provided with a Remuneration BDT 7,000 per month.

This internship is viewed by Sheba Platform Limited as being an educational opportunity for you as such your internship will include learning and developing new skills and gaining deeper understanding through hands on application of the knowledge.

We wish you all the best!

On behalf of Sheba Platform Limited,

*Toma Biswas*

**Toma Biswas**  
Manager, People & Organization  
Sheba Platform Limited



I accept the offer by signing the letter,

*Maysha*  
Name  
Signature  
Date *01/02/2024*

**Sheba Platform Limited**  
House- 57, Road- 25, Block- A, Banani  
Dhaka, Bangladesh

**Visit** : sheba-platform.xyz  
**Call** : 16516  
**E-mail** : info@sheba.xyz

## Project Proposal Form

|                                  |                                                               |
|----------------------------------|---------------------------------------------------------------|
| Name:                            | Maysha                                                        |
| ID:                              | 183011038                                                     |
| Semester<br>(Spring/Summer/Fall) | Spring 2024                                                   |
| Department:                      | BBA                                                           |
| Supervisor's Name<br>(Faculty):  | Shawkat Tanveer Rahman                                        |
| Project Title:                   | Client Satisfaction with HRM Software: A Case Study on digiGO |



28 April, 2024

---

Student's signature & date

---

Supervisor's signature & date