

Analyzing Key Factors Influencing the Performance of Foodpanda Agents.

Organization Name
Genex Infosys PLC.

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



24th April, 2025

Internship Report Approval Form

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Letter of Transmittal

April, 2025

Muhammad Hasibul Hasan,

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Satmasjid Road, Dhanmondi, Dhaka-1209

Subject: Submission of Project report on “Analyzing Key Factors Influencing the Performance of Foodpanda Agents.”

Dear Sir,

With due respect, I would like to inform you that I have completed my Project on Genex Infosys PLC. The project report paper titled “Analyzing Key Factors Influencing the Performance of Foodpanda Agents.” 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 relate 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 acknowledgement. I am looking forward to your valuable feedback.

Sincerely,

Ala Bin Chowdhury

ID: 183011195

Bachelor of Business Administration (BBA); Concentration: Human Resource Management

ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I would like to extend my sincere gratitude to those who have supported and guided me throughout my internship journey. Their valuable assistance not only helped me overcome challenges but also make my transition into this new experience smooth and polished.

First and foremost, I am profoundly grateful to Almighty Allah for granting me the patience, determination, and strength to successfully complete this report within the given time period.

I would like to express my deepest appreciation to my academic supervisor, Muhammad Hasibul Hasan (Senior Lecturer, ULAB), for his continuous guidance, encouragement, and constructive feedback. His valuable insights and unwavering support have been instrumental in shaping the direction of my report.

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Furthermore, I acknowledge the role of various online resources that facilitated my research and data collection, making this report more comprehensive and well-structured.

Lastly, I would like to extend my heartfelt gratitude to my family and friends for their constant encouragement and belief in me. Their unwavering support has been my greatest source of motivation throughout this journey.

This report is the outcome of my sincere and the invaluable contributions of those who have supported me in this time frame.

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation and what are my expect to learn from this internship

As a student at ULAB, I realized the importance of receiving vast experience in a corporate sector to implement my theoretical knowledge. My motivation to work as a Quality Assurance grew when I used to work over there as a part-time agent then I saw how the Quality Assurance do their job by developing analytical skills, understanding key performance metrics, and how data-driven decision-making enhances service efficiency. Their prime goal was to assure impact agent quality and customer satisfaction as Foodpanda is a leading food delivery platform they have organised in high level performance. So because of my interest in analysis it helps me to motivate and grow interest to learn and develop my skill.

1.2 Internship Search Process

In Bangladesh the competition in the job market is really high and many companies don't even want to hire any fresher or who doesn't have any experience. I used to follow facebook pages and groups where I applied for many links which I got from facebook groups. From my varsity life I used to search for any jobs, whether it can be part-time or full-time but many companies rejected me as I was still an undergrad student. Also I have found some jobs but those are odd jobs which are not related to the corporate sector. I also mentioned my friends and seniors from my campus to inform me if they got any jobs for me. Finally one senior brother told me about the vacancy in Genex Infosys PLC and I drop my CV over there as they also have strong industry reputation, structured training programs, and direct involvement in managing well known companies. After that they called me for an interview and finally I got selected.

1.3 Internship Interview Experience

After 2 weeks of my application I got a call from their HR department and they informed me that my interview process consisted of two stages: In the first stage they will identify my typing speed and my english knowledge by writing an english paragraph so i have to go to their office for my first stage. After completing my first stage they told me to wait and after 2 hour they called me for the interview where HR will take my interview at first I was not that nervous but as the time has passed I was started to get little nervous and while my interview has started they asked about my family and my education background they were very friendly and they make the situation comfortable. After being selected as an agent after two years of working as an agent from my process an Internal Job Posting has realised that was a tough part for me as I was eagerly waiting to become a Quality Assurance. That interview was really hard as that was for the next level in my career. The head of HR also the client was present to take my interview. They asked about my working experience and what I can do for the process to improve more but as I faced another interview before I was full of confidence and gave my best answer as they expected and I got selected as Quality Assurance.

1.4 About the Organization

Genex Infosys PLC has started from 2012 and it is one of the leading BPO and IT service providers in Bangladesh. It is well recognised in customer experience management, IT solutions, and digital transformation services, working with top multinational companies. The company operates call centers, data analytics services, and quality assurance solutions for various industries, including e-commerce, telecom, and food delivery.

Their mission is to be a trusted partner in customer experience management and digital transformation, while their vision is to be the most trusted partner in facilitating the transformation of businesses and institutions.

The organization has a large workforce, operating multiple customer support teams that ensure service efficiency and customer satisfaction. They allowed me to work closely with agents, assess their performance, and contribute to optimizing service quality as they are specialized for customer experience management, IT solutions, and digital transformation services.

Chapter 2: About The Internship

2.1 Internship Position and Responsibilities

2.1.1 My Position:

During my working period at Genex Infosys PLC, I worked as a Quality Assurance (QA) Executive in the Foodpanda process. My primary main role is to focus on monitoring, evaluating, and improving the performance of customer service agents who handle Foodpanda's delivery issues, and customer complaints via chat services and calls.

The work environment at Genex Infosys PLC was organized and well maintained. The company operates a large number of workforce, with a large office space divided in different floors with different processes and inside those processes there are managers and leaders with different departments, including Quality Assurance, Team Leaders and Trainer. The QA team had a dedicated workspace equipped with computers, call-monitoring software, evaluation software and performance dashboards to analyze agent quality. Different departments such as Trainer & Team Leaders also maintain the same process.

2.1.2 My Responsibilities:

- Monitoring Calls & Chats: I listened to recorded customer service calls and reviewed chat conversations as the conversion flow also needed to maintain the requirements to evaluate agent performance based on Foodpanda's service quality standards and standard operating procedure.
- Assessing Key Performance Indicators (KPIs): With the help of analysing software tools where the score card has been set I analyzed agents' chats and also identified customer satisfaction rating, response time, issue resolution timing, and compliance with company protocols. Depending on this the agent will have an impact on their KPIs as well.
- Identifying Performance Gaps: By analysing and working closely with team leaders it helps me to identify the gaps for what reason they are failing to perform well and with

proper discussion with the team leads we come up with plans how to take action on agents depending on their lacking individually.

- Providing Agent Feedback: After analysing their services, I prepared performance reports for the agents individually and provided verbal feedback to agents to help them improve communication, making them understand the exact process, problem-solving, and adherence to company policies.
- Collaboration with Training Teams: Based on overall performance evaluations, I recommended which particular services or on what specific segments the agents are facing the problem frequently so that the training team can work on it and make it better.

This role required strong and high analytical skills, attention to details, and communication abilities, as I had to ensure that Foodpanda's customer support agents maintained high service quality.

2.2 Highlight the specific things and the contribution

2.2.1 Highlight the specific things I learned

Throughout my working experience, I gained valuable experience and developed many professional skills. Some of the highlighted and key specific skilled I learned included:

- Understanding the importance of Quality Assurance: I understood and learned how QA functions and how much it is important in any department, specifically in assisting agent performance and improving customer satisfaction. I learned how to analyze those monitoring software tools and also learned how to use the dashboards to calculate the agent's quality depending on real-time data.
- Developed Analytical and Problem-Solving Skills: I learned how to analyze because small details also matter and depend on that. I learned how to compare and what is required based on what solution is important to solve the problem which improves my problem solving skills and also my quick decision making skills.

- Improved Communication skills and giving better Feedback: By closely working with the agent quality score I have learned how to communicate with them, how to motivate them to be more focused also I have learned how to give them feedback in a better way so that they can understand my communication and work in that.
- Uses of Performance Evaluation Tools: I learned how to use MS Words, MS Excel and other google software and also those evaluation tools, call listening software, chatting software agents dashboards. I learned how to prepare End of Day reports and QA checklists, agent evaluation forms. I learned how to give a score to agent interactions based on their service performance with company and Foodpanda standards.

2.2.2 Contributions to the Company

I believe I have contributed as the company has expected from me because of the level of hard work and dedication that needs to be given to the company I have provided and QA is one of the most important part for agents development and to maintain the quality of the services so I have suggested improvements in call monitoring for better customer experience. I assisted in identifying common agent mistakes and guided them to improve or to take help from other dedicated departments as well as helped by providing feedback, making it more structured and actionable.

These contributions not only improve agent efficiency but also play a role in enhancing overall service quality.

2.3 Relating the educational learning with the roles and responsibilities

During my working period of time, theory learning and real life work was a totally different experience for me because the system might vary with the process. By not dedicatedly relating the job with the same background as my educational process still it helps me a lot to implement my educational learning in this process as it really helps to quite extend with it, especially in the areas of business communication, organizational behavior, and strategic human resource management.

- Human Resource & Performance Management: I was able to evaluate and give agents feedback more efficiently because of the mentoring and performance evaluation techniques.
- Data Analysis & Decision-Making: I was able to participate in quality assessments because of my knowledge of KPIs and performance measures.
- Leadership & Communication: My studies helped me to communicate with agents, managers, and team members in an efficient manner, creating a positive and professional work atmosphere.

My academic learning was put into practice during my working period of time, which helped me to apply my theoretical knowledge to real-life company scenarios.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

3.1.1 Aspect I Liked

My work at Genex Infosys PLC gave me valuable corporate experience and allowed me to develop both personal development and technical skills. There are many aspects I liked about the working experience which I would like to explain. The real world experience is totally different from this. I got the opportunity to work in an organized and structured environment which helped me to experience performance evaluation and customer service management. I learned how the quality impacts the business operation and customer satisfaction by measuring that I can identify the insightful and the rewards. I found out that the working environment is really important to be focused in any workplace so the workplace is really supportive and highly cooperative. It was really easy to handle and maintain the working load as they were always ready to support me and to guide me and give me feedback accordingly. I agree that they maintain an open communication culture in the workplace and asking questions and learning from each other helps me a lot to gain knowledge and experienced professionals. As the workplace keeps an open place to communicate it really helped me to improve my data analysis and reporting skills guiding and giving feedback techniques. This experience helped me to build up my confidence handling professional responsibilities. By analyzing agent performance and suggesting training teams made me feel like I was making a meaningful impact.

3.1.2 The challenges I faced

Despite the challenges I faced I am going to mention. As my task is to review or to check the agents works the task sometimes felt repetitive and dull. As I have to listen to multiple calls to audit the agents it needs a high level of concentration which might lead to mentally exhausting. As it is a BPO sector the performance evaluation needs to be completed quickly for the report and to analyse for that the task needs to be done in a rush which sometimes affects the perfection of the work cause it is really challenging to balance the large volumes of agents interactions. As there are many seniors I am working with, I have limited scope to make any decision as I have to talk with my seniors first with some suggestions that were acknowledged but not immediately implemented.

3.2 How could I do better & How and the organization could Utilize Me Better

3.2.1 How I could have improved

Based on my performance, I identified some areas where I could have performed better:

- More Focused: I found out that I have to be more organized and need to be more focused to do my work properly as I have a little problem remembering things.
- Proactive Learning: I could have taken more initiative in exploring advanced QA tools and understanding broader business strategies.
- Time Management: I could have managed my time in a way to keep my priority work step by step so that the important work could have been done more accurately.

3.2.1 How the Organization Could Have Utilized Me Better

They should have let me explore it in my way where I can identify in which particular part I am more suitable for also participating in live training sessions to understand agent development more closely. Also by handling a specific project it will help me come up with a proper solution. If they utilize me to work with other departments as well then by exploring and working briefly with the departments it can come up with many solutions as well from my end.

3.3 Recommendation

For My Next Position my interest in quality assurance and performance management as a career path so here I realized the importance of data analyzing and plan to increase my skills in future and the effectiveness of communication and coaching are important in any workplace and its really important for me to improve my ability to provide impactful feedback. They should also need to involve and need to input the recommendation the employees gave. They should also need to keep in mind the employee work pressure, mental health care and emotional well-being. 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 Personal Development

My work has provided me with important insights into quality assurance, performance evaluation, and customer service management. This experience has helped me identify my areas for improvement, strength and shaping my career ambition.

I want to move forward and my career plan includes enhancing my expertise in Quality Assurance so I plan to pursue more knowledge and understanding of performance evaluation tools, key performance indicators (KPIs), and service quality management. I aim to gain further certifications in quality assurance and data analytics, which will increase my technical skill set. I planned to develop leadership and coaching skills since giving coaching to the agents was a significant part of my work, I want to improve my ability to mentor and guide employees effectively. I will explore leadership training programs to prepare myself for future roles in quality assurance and customer experience management also expanding my knowledge in Business Process Outsourcing and Service Operations. I plan to learn more about Data analytics and also understand how AI works and customer service analytics for which business will get impact performance.

Based on my working experience, I am bearing in mind career opportunities in quality assurance, operations management, or customer experience strategy. I will continue to keep in touch with industry professionals and apply for roles that meet the criteria with my interests and expertise.

4.2 Technical and Interpersonal Skills

To enhance my Technical and Interpersonal skills I want to develop, I aim to develop both technical and soft skills:

- Advanced Data Analysis: Learning Microsoft Power BI, SQL, and Google Analytics to improve my ability to analyze performance.

- Quality Assurance Methodologies: Understanding industry standards and Total Quality Management (TQM) to learn more about best practices in quality control.
- Effective Communication & Coaching: I want to improve my ability to provide constructive feedback and motivate employees.
- Problem-Solving & Decision-Making: I want to improve my skills in analyzing complex situations and implementing data-driven solutions.
- Leadership & Teamwork: Leadership word inspiring and empowering others to reach their full potential. I want to develop my leadership skills to manage teams and keep the performance improvements in future roles.
- Self-Motivation: To increase my self-motivation, I prioritize setting clear, attainable goals that are consistent with my personal and professional goals, which gives me a plan to direct my actions and helps me to keep track of my progress. In addition, I planned 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.

PART- B

Executive Summary

This report helps to identify the critical factors which affect the performance of Foodpanda customer service agents. Beside their inhouse support Genex Infosys PLC is also handling customer inquiries, complaints, and service issues, basically here the FoodPanda riders are the customers to the agents in Genex Infosys PLC know as Rider Service where agents are handling the rider issues so the rider who faced any issue will knock in the chat and the actions these agents are taking has a direct impact on Foodpanda's brand reputation, productivity, work efficiency, and customer experience.

The main objective of this case is to identify and analyze the key factors that influence the Performance of Foodpanda's customer support agents including focusing on workload management, efficient interaction, training programs, and technological skills. By identifying the key areas in this report, the research seeks to provide useful awareness for increasing agent productivity, improving customer satisfaction, and supporting a more healthy working environment.

The methodology applied in this research follows a qualitative method using secondary data gathered over a three months period from the analysing tool. Five agents are taken from a sample size of sixty-three agents by using Purposive sampling, for the company privacy policies I am not allowed to mention any SOP or tools which they are using as I am only allowed to mention the key facts which are affecting the agents performance as per my topic.

The analysis helps to find out several major findings for what reason the performance is getting impacted and how the performance can be better along with following all SOP and the timeline accordingly also agents mental health is really important which might affect their performance as well.

Based on this report it will help to improve agent performance, customer satisfaction and to eliminate all the dissatisfied performance agents have provided.

Chapter 1: Introduction

1.1 Research Title

Analyzing Key Factors Influencing the Performance of Foodpanda Agents

1.2 Research Objective / Purpose

The main objective of this research is to find out by identifying and analyzing the key factors that are impacting the performance of the agents. These agents are serving the customers in real time issues, identifying and solving the customer issue, and maintaining the satisfaction level on behalf of the company. The research finds several operational, technical, and human resource aspects such as workload distribution, communication effectiveness, training methods, technological infrastructure, employee motivation and employee mental health care. By analyzing these elements, the report helps to come up with meaningful and impactful recommendations to improve operational workflows, increasing agent productivity, and ensure consistent customer satisfaction. This objective also aligns with the broader goals of improving customer service standards in the BPO sector by focusing on the human and technical challenges faced at the agent level.

1.3 Research Context / Background of the Study

In recent years, online delivery platforms are growing rapidly in Bangladesh and there are many other companies present as well but Foodpanda, a leading online food delivery platform, is ahead from every part from marketing level to delivery timing they are managing to leading in every sector from their part and this leading company is also depends heavily on its customer service agents to ensure effortless order processing, issue resolution, and customer satisfaction because customer satisfaction is also important for a well known company. As a third-party service provider, Genex Infosys PLC plays a vital role in maintaining Foodpanda's service standards.

Customer service agents handle various tasks, including responding to customer inquiries, resolving delivery disputes, and assisting with technical issues. Their performance directly impacts customer satisfaction, brand reputation, and operational efficiency. However, these agents often face challenges such as high work pressure, inadequate training, and communication barriers. This study explores these issues and seeks to provide actionable insights to improve

agent effectiveness. Genex Infosys PLC is recognized as a BPO service provider that serves leading brands and they are responsible for delivering continuous, endless, best customer support services. The performance of customer service agents is very crucial. These agents are assigned with managing complaints, solving real-time order issues, and maintaining communication between vendors, riders, and customers. As the nature of food delivery being highly time-sensitive, even minor inefficiencies in customer support can lead to order failures, customer dissatisfaction, and reputational damage.

Additionally, due to the competition of the food delivery industry and growing customer expectations, there is increasing pressure on support agents to give solutions faster and more perfectly while maintaining empathy and clarity within the SOPs. Such high-performance expectations, when not supported by proper training can lead to job dissatisfaction or the agents' understanding ways. So finding out the root causes behind performance fluctuations and by analyzing these day-to-day works of the agent the study helps to identify a proper roadmap to increase performance and create a more sustainable work environment for agents.

1.4 Research Question / Problem Statement

Main Research Question: What are the major factors that impact the performance of Foodpanda's customer support agents?

Sub-questions:

1. How does workload distribution affect agent productivity and stress levels?
2. How do shift schedules affect agent productivity?
3. What role does training play in enhancing agent efficiency?
4. How does agent communication with customers and delivery personnel impact service quality?
5. What strategies can be implemented to improve agent performance and reduce operational inefficiencies?

Chapter Two: Methodology

2.1 Type of Research

In this research I have decided to follow a qualitative and descriptive research methodology that aims to explore the effects by which the agents are getting too influenced in their performance based on the data. A qualitative approach is appropriate for this study because it helps to understand behaviors, point of view, and experiences that are best explained through descriptive ways rather than statistical analysis. Descriptive research helps to find a complete understanding of the situation without changing the natural environment. In this case, the research method with the help of real life challenges and functional context will help to identify the main objective and the key findings for the agents which are affecting the agent performance.

In this research I will also use an exploratory method. As there is limited data and information only focused specifically on the agents, the additional research method will help to identify the pros and cons the agents are facing while maintaining their performance. By identifying the gaps in the current system or the process they are maintaining their work, this research will provide valuable information depending on their work load and for long-term process improvements.

2.2 Research Design

This research design framework helps to closely inspect and conduct a deep dive into the unique issues and strengths linked with a small focused group of employees where I can find out the key point of effecting the agents performance, for that I am selecting a group of customer service agents handling the task which they are assigned for. The scope of the research includes studying five agents with varying levels of performance across a three-month period. Targeting this small group of agents helps to find out the basic and minimum key factors influencing the performance of the agents.

The research design also supports various data points from QA reviews, agent performance reports, and feedback summaries to arrive at overall conclusions. This design helps for the

development of patterns, behaviors, and systemic lines that might be overlooked in large number scale research as I am focusing only on a small number of agents.

2.3 Sampling, Data Collection, and Analysis

2.3.1 Sampling Method

In this research I am using purposive sampling, a non-random technique where the agents are selected based on specific characteristics. Five agents were chosen from the customer support team based on their experience and performance ratings: two high-performers one is one year tenure and another one is three month tenure, one average with six month tenure, and two struggling agents one with one year tenure and another one is three month tenure. The variety of performance levels within this sample will help us to see both the typical problems and the unusual differences. Using this method, I can analyze the complete range of agent experiences, from high achievers to those who regularly struggle.

2.3.2 Data Collection

The study is based on secondary data collected from the following documents:

- Weekly and monthly QA evaluation reports
- Agent performance dashboards and analytics
- Internal Team Leader feedback summaries
- Shift login and scheduling trackers
- Internal Trainer feedback summaries
- Document review of internal performance tracking tools
- Content analysis of QA reports highlighting major issues
- Keeping the track of the agents audit markdown
- Handling the chat counts in high chat pressures

I went through each document and labeled parts related to things like technical problems, communication issues, how motivated people were, and if their training was good enough.

2.3.3 Data Analysis Techniques

To utilize the data analysis techniques I have collected from secondary data, so firstly there are some criteria to audit their live chats and call so for this I am using a tools where their is Thirty-Six attributes and on those Thirty-Six attributes their are Five sectors divided and after analyzing their chats and call we have to agree with those Thirty-Six attributes and if they meet the requirement or not and depend on that they will get score or if the requirement does not meet they will get the markdown also I used a method called thematic analysis. below we mention some points:

- Finding Key Topics: I looked through all the data like workload, technology issues, SOPs related issues or communication and identified the problems which are recurring.
- Tracking These Topics: For each of these themes, I noted how often they were mentioned by different agents. This helped me to see which problems were most common.
- Looking for Patterns: I then identify which theme is affecting what level of agents for example whether only the struggling agents are only reporting the technical issue or other issue as well.
- Comparing Everyone: I specifically compared agents who were facing a lot of challenges with those who were doing really well.
- Comparing QA Scores: Additionally, I looked at the Quality Assurance (QA) scores of the agents over the last three months to compare if the issue is continuing happening or is the agent improving or not.

Finally, I took all these patterns into consideration to find out the clear insights and it helps me to figure out the main problems agents are facing, to understand why these problems are happening, learning from the top agents what technique they are using, and coming up with proper solutions.

Chapter Three: Findings and Discussion

3.1 Findings

3.1.1 Report Data Findings

From my perspective, several challenges have been observed that directly influence agent performance. This chapter presents the key findings from the research conducted on the performance of Foodpanda agents at Genex Infosys PLC. Some of these include high call volumes, Interruption in system tools, inefficient training modules, frequent SOPs updates, conflicting shift management, and communication breakdowns. These recurring issues have highlighted the urgent need for performance evaluation and process restructuring. Here I have interviewed five agents where I asked several question which I will mention in appendix part and depending on their answer I have found out many gaping by which it is impacting the agents performance directly and indirectly both ways also below I will mention the agents QA score monthly wise where I compared their three months score and based on their audit report it is really helpful to identify their recurring problem or what are their one time problem.

Agents	January 2025	February 2025	March 2025
Hosne Ara	89.29%	95.45%	95%
Sanour Hossain	90.38%	94.57%	86.11%
Srabonti Shaha	90.71%	81.67%	100%
Rokeya Akter	91.43%	100%	100%
Nurul Rashid	97%	98.33%	80%

So by checking on which attributes which agents are getting markdown from QA Team we tell those agents to give focus on those parts also making them understand what to do and how to do it. Comparing their score and checking their attributes help to find out the exact issue as they have also set templates on which scenarios which templates they have to use but if the agents are

still unable to reach their goals then we take action based on that and we can see that some agent really improved by increasing their score while other still struggle to maintain their score beside this report we also find out some gapping by interviewing those agents which I will discuss:

3.1.2 Interview Findings

- Workload Management: One of the major challenges faced by the agents is high workload. By interviewing them the most consistent findings I found out that in peak hours between (12:00 PM to 03:00 PM & 06:00PM to 10:00PM) when the live chat & call pressure increases it gets difficult to handle the chat pressure as they have to serve four chats at the same time. The system does not always accurately balance the flow of queries based on agent performance level or experience. From the system their concurrency has been set to four chats so while in chat pressure time when continuously four chats are hitting one-by-one then it gets frustrating for the agents to serve the customers in the proper way. The data also shows that agents handle over 110 calls per day which really gets difficult until the agents get fully tenure to handle this pressure.
- Stress Management: This unequal distribution has direct effects on productivity and stress levels. The agents in interview mention that as from the system it doesn't filter whether to give critical cases to the tenure agents while if the new joiner gets any complicated case then they take long time to handle the case and for that many other new cases started to stay pending and chat flow increase in high volume for that it is getting directly effected to those agents mental health as they have to handle the chat pressure in peak hour every single day and as a normal human being it is affecting badly to take mental stress on a daily basis routine by which many agents productivity has decreased. Especially in night shifts when backup or agent support is minimal it gets tough to handle chats as staying awake for the full night every day increases agents mental stress as well.

By analysing QA records I found out that agents under constant stress are more likely to skip protocol steps, not following zero tolerance policy (ZTP) and not meeting other

requirements properly which results in lower quality scores, showed signs of disengagement and reduced empathy in customer interactions. This indicates that without strategic scheduling and real-time workload monitoring, even skilled agents may experience performance dips due to lack of focus. On the other hand it is also tough to manage especially for the night shift because not every agent wants to do night shift except for few so for that they have to repeat those agents again and again which is really impacting badly on those agents mental health.

- Technological Support and System Efficiency: The effectiveness of the software used by agents plays a crucial role in their performance. The study reveals that system downtime, slow response times, and software glitches create unnecessary delays in customer support. Sometimes due to this issue it directly impacts their performance as threshold time has been set and there are some criteria within what time agents should respond in live chat or within what time they should solve the problem and close the chat. So depending on the tools support how user friendly those tools are and how easily they can work with it depend on many things and these things also directly affect their performance as well.
- Effectiveness of Training Programs: High-performing agents mentioned that most of their expertise was developed through trial-and-error rather than formal training. As the SOPs to give solutions to the customer got updated frequently there is no fixed date so for tenure agents it is helpful to cope up with the updated SOPs quickly but as for the new joiner they need time to corporate with the new SOPs as they got freshly trained with the SOPs and meanwhile if another SOPs update came out they got a little mixed to select which updated they will follow. In several QA evaluations, it was noted that some agents were unsure about refund eligibility criteria or compensation policies, leading to customer dissatisfaction and call escalations. So the training program is less affecting for them as the agents have to continuously stay updated with the SOPs and they have to be quickly learner to deal in this situation which directly affects their performance as well.

- Agent Motivation: After providing the service some SOPs are not in customer favour also some action agents can't take or make any decision outside the policies so for that customer do give low rating after the chat is closed so because of the low rating agents got demotivated which directly impact the agents performance. The fear of receiving verbal warnings for minor mistakes discourages agents from taking initiative in ambiguous situations.

Summary of Key Findings	Impact on Agent Performance
Workload Management	Causes fatigue, errors, and emotional burnout during high-demand hours
Stress Management	Lack of Focus and Concentration
Technological Support and System Efficiency	Increases handling time and agent frustration due to glitches and system delays
Effectiveness of Training Programs	Leads to inconsistent service quality and poor decision-making in complex scenarios
Agent Motivation	Affects retention, commitment, and willingness to go above expectations

3.2 Discussion

By finding all the key points which impact the performance of the agent from our QA team we pass those findings to our Training Team and Team Leader as well to guide the agents accordingly. We sit with the agents with the issue, arrange a google meeting and explain to them about their problems. This also helps the agents to work on their issue also for the company betterment as their performance depends on the company values as well.

Chapter Four: Recommendations

Based on the findings outlined in the previous chapter, this section offers a range of practical and strategic recommendations aimed at improving the performance of the agents. These recommendations address each major challenge and are organized into five key areas: Workload Management, Stress Management, Technological Support and System Efficiency, Effectiveness of Training Programs, and Agent Motivation.

4.1 Balanced Workload Distribution

To prevent agent work overload and ensure consistent service quality, the workload distribution process should be automated and optimized using AI-based routing tools. These tools can allocate tickets based on agent expertise, current load, and past performance, rather than distributing tasks randomly or equally.

Additionally, supervisors should monitor agent fatigue levels through daily reports and allow micro-breaks between high-stress shifts. A rotating shift policy should be introduced to ensure no agent is consistently placed on night or peak-hour shifts. Fair distribution can increase both morale and consistency.

4.2 Stress Management Training

Offer training programs to equip agents for handling high-pressure situations, particularly during peak hours and night shifts. Increase supervisor and peer support availability during night shifts to provide agents with timely assistance and reduce feelings of isolation.

4.3 Technological Support and System Efficiency

To boost productivity, the ticketing systems need to be optimized for real-time accuracy. This includes syncing order data, automating basic replies, and integrating AI suggestions for common issues. System downtime should be proactively managed with backup platforms or fallback servers. A bug-reporting tool can be implemented within the agent dashboard to quickly log system issues without affecting the work.

4.4 Effectiveness of Training Programs

Implement a clear process for communicating and deploying Standard Operating Procedure (SOP) updates, providing agents with sufficient time and resources to adapt to changes. Conduct regular refresher training sessions to ensure agents are up-to-date on the latest SOPs, policies, and best practices. taking Q&A quiz on updated SOPs. Practicing with real-life customer scenarios should help them to understand more quickly and the training should introduce dynamic case simulations such as missing item complaints, refund eligibility checks, app malfunction responses, and rider no-shows. Continuous learning should be encouraged through weekly refreshers that will keep agents updated on policy changes and customer interaction trends.

4.5 Agent Motivation

Establish a process for reviewing and addressing unfair customer ratings where the agents can check whether the customer rating was fair or not and providing agents with support and opportunities for improvement. Empower agents to make decisions within defined parameters to resolve customer issues effectively and efficiently, reducing the need for strict policies.

Chapter Five: Conclusion

This report set out to examine the key factors influencing the performance of Foodpanda agents at Genex Infosys PLC. Through a qualitative case study approach, the study analyzed secondary data from QA evaluations, Trainer & Team Lead feedback, and internal performance metrics of five agents for three months and also by interviewing them. The analysis revealed recurring issues in five critical domains: Workload Management, Stress Management, Technological Support and System Efficiency, Effectiveness of Training Programs, and Agent Motivation..

The findings emphasize that consistent agent performance is not only a product of individual skill but also of systemic support, fair workload distribution, access to effective tools, and continuous learning opportunities. While some agents thrived despite the challenges, others struggled due to avoidable structural inefficiencies.

Addressing these issues workload distribution, Stress Management Training, improved Effectiveness of Training Programs, upgraded Technological Support and System Efficiency, and structured motivation initiatives can significantly enhance overall agent productivity and customer satisfaction.

This study contributes to the understanding of BPO agent performance dynamics in high-pressure environments and offers practical strategies for operational improvement. Future research can build on these insights by incorporating agent interviews or extending the scope to other teams within Genex Infosys for a broader perspective.

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Appendices

Questionnaire

1. How comfortable are you with the current SOP and templates provided for handling customer queries?
 2. What kind of training did you receive when you first joined, and do you think it was enough to prepare you for your daily responsibilities?
 3. Can you describe any challenges you face in managing response time or meeting AHT (Average Handle Time) targets?
 4. How do you usually handle difficult customer interactions or complaints, especially during system downtimes?
 5. Do you feel the technological tools and systems provided (e.g., CRM, dashboard) are efficient and supportive in performing your tasks? Why or why not?
 6. What are the most common reasons, in your experience, for low customer ratings or negative feedback?
 7. How frequently do you receive feedback from your supervisors or QA team, and how useful is it for your improvement?
 8. What motivates or demotivates you the most in this role?
-

INTERNSHIP PROPOSAL FORM

Name:	Ala Bin Chowdhury
ID:	183011195
Department:	B.B.A.
Supervisor's Name (Faculty):	Muhammad Hasibul Hasan
Organization Name:	Genex Infosys PLC
Internship Title:	Analyzing Key Factors Influencing the Performance of Foodpanda Agents.

Student's signature & date


 Supervisor's signature & date 30/07/2025

(Submit your Research Proposal to your Supervisor for approval)

Ref: Genex/HR/AL/ID No. 141351/001
Date: Feb 02, 2025

To,

Name: Mr. Ala Bin Chowdhury
Father's Name: Shahjahan Chowdhury
Mother's Name: Parveen Begum

Present Address: 146/D Wabda Road, West Rampura, Dhaka.
Permanent Address: 123/5 New Kakrail Road, Dhaka.

Subject: LETTER OF APPOINTMENT (Project-based employment).

Dear Mr. Ala Bin Chowdhury,

In reference to your application for employment, we are pleased to appoint you as **Executive** in Genex Infosys PLC with effect from Feb 02, 2025 on the considerations as stated below. The Management reserves the right to alter and/or modify the terms and conditions of service which will be as follows:

Position	Executive, Quality Assurance, Genex BPM
Type of Worker/ Employee	Temporary (Project-based)
Period of engagement:	Agreement period commencing Feb 02, 2025
Assignments	The Company will provide related job assignments and/or job descriptions separately to you, which the Company may change from time to time, as it finds necessary.
Reporting to	Respective project head.
Place of Posting	You will be posted at the Dhaka of the Company and depending on business you may be transferred to any other location within Bangladesh as may be required and decided by the Company.
Duties	You will observe the normal attendance hours of the company applicable to the location of your position. You will devote your whole time and attention to the business of the Company and obey and observe all lawful instructions given to you.

Genex Infosys PLC

Operations Centre:

1. Nitol Niloy Tower (6th-12th Floor), Khilkhet, Nikunja-2, Dhaka-1229
2. Chattogram Software Technology Park (Level - 7 & 8), Singapore Bangkok Market Badamtoli Circle, Agrabad, Chattogram.

Registered & Corporate Office:

Nitol Niloy Tower (Level -08), Plot- 42 & 69, Nikunja- 02, Khilkhet, dhaka- 1229, Bangladesh
P: +88 09612 111000, E: info@genexinfosys.com

Compensation/	You will be paid a compensation of Tk. 15,000/= & KPI Achievement Incentive per month.
Remuneration	If any part of your compensation is taxable, such taxes will be borne by you. If the law requires the Company to deduct your taxes at source, the Company will deduct taxes and reduce compensation accordingly and deposit the deducted tax with the Income Tax Authority.
Benefits & Facilities	You will be entitled to any applicable admissible benefits & facilities as per the Company policy.
Working hour & Leave	Your working hours, working days, and weekly day-off will be as per the respective policy of the Company and the need of business in compliance with the applicable laws of the land.
Exclusivity	You are required to engage yourself exclusively in the service of the Company and refrain from taking any other employment, directly or indirectly, with or without monetary considerations, and/or benefits etc.
Rules and Regulations	You will abide by the applicable general rules and regulations of the Company, which may be changed by the Company from time to time.
Amendments	The terms and conditions contained herein may be amended according to changes in the Company's business and/or personnel policy or the Company's general rules on employment at any time at the discretion of the Company.
Confidentiality	You will not divulge matters relating to the Company's operation in any respect, which you may come to know/learn during your employment in the Company. The Company will have the right to seek damages through a competent court for any breach of this provision by you.
Limitation of Authority	You will not make any financial commitment on behalf of the Company and/or engage in any dealings, which may involve the liability of the Company financially unless specifically authorized by the Company.
Termination of Employment	The Company has the right to terminate your employment by giving a one-month notice in writing or by paying you an amount equivalent to your basic compensation for one month. You will have the right, subject to any additional agreement with the Company; to terminate the employment with one (01) month written notice to the Company or by paying one (01) month basic compensation to the Company.

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**Dismissal from
the Employment**

If you commit any breach of any of terms and conditions of this agreement, or is found guilty of misconduct, which included but not limited to, misappropriation, fraud or dishonesty in connection with business or property and money of the Company, habitual absence without leave or unauthorized absence, disobedience or insubordination to lawful orders of the superiors, taking bribe in connection with business of the Company, borrowing money from any client or employee of the Company, any act subversive of discipline, altering, forging or wrongfully changing/damaging or causing loss to Company's official records, habitual negligence at work, habitual breach of any rule and regulation relating to employment, disorderliness or any other acts of misconduct or conflict of interests etc, then you will be liable to immediate suspension at the discretion of the Company, and will be dismissed from the employment after inquiry by the Company.

Settlement

On leaving the employment of the Company, any amount due from you will be recovered by the Company from the Employee's final payment and in the event, there be any amount due from you after such deduction/adjustment you will make good the same by payment to the Company and obtain clearance thereof. You will, upon termination of employment/dismissal from employment/leaving the Company, deliver to the Company all property of the Company which may be in your possession including materials, memoranda, notes, records, files and other documents etc.

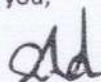
Discloser

Respecting the business requirement company can share your information with respective stakeholders.

Guiding Laws

The terms and conditions of this appointment shall be guided and regulated by the applicable rules and regulations of the Company from time to time and/or applicable national and labour laws.

Thanking you,



Md. Asaduzzaman
Vice President
People and Culture
On behalf of Genex Infosys PLC.
Date: 2-Feb-2025

Acceptance:

I have read and fully understood the terms and conditions stated above in connection with the project-based appointment.

Agreed and accepted:

Signature of the
Employee Date:
2-Feb-2025

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