

Impact of Customer Feedback on CSR Policy Development A Study
On: Soteks Label Technologies Bangladesh LTD

Internship Organization
Soteks Label Technologies Bangladesh LTD

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



15th October, 2025

Internship Report Approval Form

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Internship /Project Report Topic: **Impact of Customer Feedback on CSR Policy Development
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Plagiarism Declaration

I hereby declare that this internship report titled “Exploring the Relationship between Customer Feedback and CSR Policy Development: How Customer Service Data Helps Strengthen CSR Decisions, has been prepared by me as part of the requirements for the Bachelor of Business Administration (BBA) program.

I confirm that this report is my original work and has not been copied or plagiarized from any other sources. All materials, data, and information taken from published or unpublished sources have been properly acknowledged and cited.

I understand that any act of plagiarism or academic dishonesty may result in disciplinary action according to the rules and regulations of the University of Liberal Arts Bangladesh (ULAB).

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April, 2025

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Subject: Submission of Project Report on **Impact of Customer Feedback on CSR Policy Development A Study on: “Making at Soteks label technologies LTD.”**

Dearmam,

With due respect, I would like to inform you that I have completed my Project Report on **Impact of Customer Feedback on CSR Policy Development A Study on: Soteks Label Technologies Bangladesh LTD**. The report has been prepared to fulfill the requirements of my **Bachelor of Business Administration (BBA)** program at the **University of Liberal Arts Bangladesh (ULAB)**.

In this report, I have tried my best to apply the theoretical knowledge I gained throughout my academic journey along with the practical experience gathered during my internship at **Soteks Label Technologies Bangladesh LTD**. I sincerely hope that my effort will meet your expectations.

I would like to express my gratitude for your continuous guidance and support throughout the preparation of this report. I am looking forward to your valuable feedback and suggestions.

Sincerely,

Towhidul Islam

ID: 193011042

Bachelor of Business Administration (BBA);

Concentration: Supply Chain Management

ULAB School of Business (USB)

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Acknowledgement

Firstly, I would like to express my deepest gratitude to **Almighty Allah** for granting me the patience, determination, and strength to successfully complete this project report within the given timeframe.

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Finally, I would like to express my deepest gratitude to my **family and friends** for their constant love, motivation, and encouragement. Their belief in me has been my greatest source of inspiration throughout my academic journey.

This report is a result of the collective efforts, guidance, and support I have received from all these individuals, to whom I remain sincerely indebted.

Towhidul islam.

Bachelor of Business Administration (BBA); Concentration: Supply Chain Management

ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

List of Abbreviations

Acronym	Full Abbreviations
SCM	Supply Chain Management
KPI	Key Performance Indicator
ERP	Enterprise Resource Planning
SLA	Service Level Agreement
FAQ	Frequently Asked Questions
CSAT	Customer Satisfaction
CSM	Customer Service Management
CSR ROI	CSR Return on Investment
PPP	Public-Private Partnership
ISO	International Organization for Standardization
QA	Quality Assurance
POS	Point Of Service/ Point Of Sale

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PART A

Chapter 1: Internship Preparation

1.1 Motivation and What I Expect to Learn from This Internship

As a student of Supply Chain Management at the University of Liberal Arts Bangladesh (ULAB), I was eager to explore how supply chain concepts operate within a real business environment. My academic background provided me with theoretical insights into procurement, logistics, and supplier management, but I wanted to see how these functions contribute to a company's operational success.

I was particularly motivated to join **Soteks label technologies Bangladesh LTD**, a multinational company in Bangladesh, they have two more branches in two countries Istanbul and Turkey. RMG basis factory. Through this internship, I aimed to learn about how to deal with foreign clients, how the Bangladesh Garments group works, aimed to know all about the process of customer service management. I expected to enhance my analytical and communication skills while gaining practical exposure to professional supply chain operations.

1.2 Internship Search Process

Before joining Soteks label technologies Bangladesh LTD, I explored multiple organizations through online job platforms like Bdjobs, LinkedIn, and university references. My goal was to find an internship opportunity that aligned directly with supply chain and procurement functions, allowing me to relate my academic knowledge with industry practices.

After several applications and follow-ups, I learned about the internship opportunity at Soteks label technologies Bangladesh LTD through an online platform. The position matched my interest in supplier management. I submitted my CV and cover letter, highlighting my interest in learning about the company's customer service and all about RMG accessories. After a review process and an interview, I was offered the internship position, which marked an exciting beginning to my professional journey.

1.3 Internship Interview Experience

The interview for the Soteks label technologies Bangladesh LTD, internship took place at the company's head office. The session was conversational and focused on understanding my academic background, communication skills, and eagerness to learn.

The interviewer asked questions about communication skills, supplier evaluation methods, and how I would handle real-world supply chain challenges and how I would manage Merchandiser. I shared examples from my coursework and previous projects that demonstrated my analytical and teamwork abilities. The professional and welcoming environment during the interview helped reduce my nervousness and gave me a positive impression of Soteks label technologies Bangladesh LTD, work culture.

1.4 About the Organization

Soteks Label Technologies Bangladesh Ltd. is a subsidiary of the Turkish company Şoteks Etiket, which began operations in the 1990s and officially adopted the Soteks corporate identity in 2002. The Bangladesh unit was established to support the fast-growing Ready-Made Garments (RMG) sector and operates from its manufacturing facility in Rupganj, Narayanganj, with a sales/liaison office located in Gulshan, Dhaka.

The company specializes in producing apparel accessories, primarily woven labels, printed labels, care labels, RFID tags, heat-transfer labels, and digital/screen-printed branding materials. It serves major garment manufacturers and international brands by offering both traditional and advanced labeling solutions. Soteks places strong emphasis on innovation and technology, especially through the use of RFID and modern printing systems.

They maintain strict compliance standards and hold multiple globally recognized certifications, including ISO, OEKO-TEX, FSC®, BSCI, HIGG, FAMA, and Inditex approvals, ensuring quality, sustainability, and traceability—requirements essential in the global apparel supply chain.

In terms of supply chain activity, Soteks Bangladesh imports specialized raw materials and machinery from countries like China, Turkey, and South Korea, reflecting a dependency on international suppliers. Trade records show multiple import/export entries, verifying their active involvement in international sourcing and production.

From a supply chain management perspective, Soteks plays an important role as a critical accessories supplier in the RMG industry. Their efficiency, certifications, sustainability practices, and on-time delivery directly impact garment factories' production timelines, export compliance, and brand image.

Mission:

- To meet the expectations of their customers at the highest level.
- To make a difference with their production speed without sacrificing their quality.
- To produce affordable solutions with their accurate costing policy.
- To increase their quality day by day making use of technology and innovation.

Vision:

- To be technology oriented and to follow technological developments closely.
- To be a producer of quality and adopting it at every stage of production.
- To always produce solutions for their customers.
- To be nature friendly, not to compromise their environmental policy.

Commitment:

Honesty and integrity are their primary values in their business process and relations. They act with honesty and integrity in their relationships with their employees and all their business partners. The basis of their operational excellence approach is the effective use of technology in all areas.

Chapter 2: About the Internship

2.1 Activities of the Department

During my internship, I worked in the **Customer Service Department** of Soteks label technologies Bangladesh LTD , where I was actively involved in understanding how to work in ERP order entry, communicate with buyer, handle the customers. The department was responsible for maintaining all the products which have to entry and release to the production house, and also I have to follow up the maintains, evaluating their performance based on delivery time, product quality, and pricing, and communicating findings with the production unit.

My role allowed me to observe how customer service performance is measured through data analysis and comparison reports. I assisted in preparing order job bags, maintaining evaluation sheets. I also helped in the QC department and learned if the product quality is accurate or not. This hands-on experience helped me understand how the supply chain department maintains smooth operations within a large organization.

2.2 Work Environment

The work environment at Soteks label technologies Bangladesh LTD was both professional and collaborative. The department maintained a structured workflow, where every team member had specific roles, and communication was open and supportive.

Production manager and senior officers and executives were approachable, offering valuable guidance and feedback on assigned tasks. The team valued punctuality, teamwork, and precision in documentation. The organizational culture encouraged learning and self-improvement, which made my internship experience highly engaging and productive.

2.3 Duties and Responsibilities as an Intern

During my internship at Soteks label technologies Bangladesh LTD, I was assigned several responsibilities related to customer service management and CSR. My main duty was to handle a foreign company's merchandiser, take the booking of the products entry in the ERP basis software of their own and pass it to the forwards. And also understand the product's quality which is fit for various labels.

In addition, I was involved in preparing comparative statements for quotations received from different customers. I helped in their orders database, and ensuring that all documentation was properly maintained. I also observed internal meetings where officers discussed issues such as supplier delays, cost fluctuations, and performance improvements. These experiences gave me a clear picture of how performance evaluation influences purchasing decisions and how it helps build long-term customer relationships.

2.4 Application of Educational Learning with Internship

My academic courses in *Supply Chain Management, Procurement, and Operations Management* were directly applicable to my internship work. Concepts such as supplier evaluation criteria, inventory management were useful in understanding the daily operations of Soteks label technologies Bangladesh LTD department.

The internship allowed me to practically apply theoretical concepts like Communication skills, handle with experience. It helped bridge the gap between classroom learning and real-world industry practices, enhancing my professional understanding of supply chain systems.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

This internship was a valuable learning experience that helped me develop a deeper understanding of multi-national company's tasks and how the industry of RMG factory works. I learned how decision-making in customer service affects the overall efficiency of supply chain operations.

One of the major lessons I gained was the importance of customer reliability and data accuracy in production decisions. I also learned how to communicate effectively with team members and customers while maintaining professionalism. The internship boosted my confidence, discipline, and workplace adaptability.

3.2 How Could I Do Better and How the Organization Could Utilize Me Better

I could have improved by deepening my Excel and data analysis skills to support customer performance efforts more effectively. I also believe that participating in more meetings would have enhanced my negotiation and analytical skills.

From the organization's side, providing interns with brief training sessions on ERP or procurement software could help them contribute more efficiently. Allowing interns to handle small-scale projects independently could also encourage initiative and confidence.

3.3 Recommendation

Based on my experience, I would recommend Soteks label technologies Bangladesh LTD to Implement a visible turnaround time tracking system: for each label order log start-date, expected finish, actual finish; track whether delivered on time. Also set up periodic reviews with key clothing brand customers

Why: In apparel/fast-fashion supply chains, transit time of trims like labels can delay the garment finishing. A supplier who reliably meets deadlines is preferred. They already emphasise speed.

Create a “delivery scoreboard” in the office/production, “This week: 94% of orders delivered on time, target 98%”. If one order misses, brief reasons and action. Customer feedback is gathered and shared.

Benefit: Improves customer satisfaction, repeat business, and strengthens the plant’s reputation in Bangladesh & globally.

Chapter 4: Personal Development Plan

4.1 Technical Skills

To enhance my technical knowledge, I plan to learn more about supply chain and procurement software such as **ERP** and **Oracle**. I also want to strengthen my skills in **Microsoft Excel** to analyze customer data and prepare visual reports. Learning how to **evaluate customer performance** using **key performance indicators (KPIs)** will also be one of my goals. I believe that developing these technical abilities will help me handle complex customer service operations more confidently in the future.

4.2 Interpersonal Skills

Throughout my internship, I realized how important interpersonal skills are in a professional environment. I plan to improve my communication with customers and others, adaptability, and leadership qualities by participating in group projects and professional workshops. I also want to focus on building confidence in negotiations and teamwork, as these skills are essential in managing customers and coordinating procurement activities. Developing a positive mindset, patience, and discipline will help me perform effectively in both academic and professional settings in the future.

PART B
Executive summary
Chapter 1: Introduction

1.1 Background of The Study

Soteks Label Technologies Bangladesh Ltd. is a subsidiary of Soteks Group, a leading global label and packaging solutions provider for the RMG industry. The company supplies garment labels, wash-care labels, hangtags, stickers, price tags, and packaging products to leading global apparel brands. Soteks is known for its advanced printing technology, fast lead times, and commitment to international compliance and sustainability standards.

The company emphasizes:

- Sustainable production practices
- Ethical business operations
- Maintaining global social compliance standards such as ISO, OEKO-TEX, and FSC

Customer service plays a vital role in Soteks business model, as quick and accurate fulfillment of label orders directly affects the efficiency of garment manufacturers (their clients).

1.2 Internship Positions and Responsibilities

My position in Soteks is Customer service, in this position there are very vital works. My main responsibility is to check the mail if there any order comes mail back to the customer take the approval and start the process. By entry the order to the ERP software, the booking is complete. The production will start to make the RMG product by the Machines. Also I am responsible for following up the orders, whether the order is delivered on lead time or not. Maintain the merchandiser and also I have to issue a purchase invoice (PI) to give the customer for LC payment. I also have to look up whether the product is accurate or not. if the order delivery is not going to in the lead time customer I have to give him/her an explanation. I have to keep at record

of customer's complaints. Liaising with the CSR/Compliance department regarding sustainability-related inquiries.

Through these activities, exposure was gained in understanding how customer feedback is processed and how it influences decision making within the company.

1.3 Scope of the study

Keep the tracking of the records CSR documentation, sustainability activities and compliance practices. Internal communication with customer and CSR department. The whole study is limited to the Bangladesh operations of Soteks Labe Technologies.

Chapter 2: Literature Review

2.1 Concept of Customer Service and Customer Feedback

Customer service refers to a company's ability to meet and satisfy customer needs before, during, and after the purchase of products or services. Effective customer service builds trust, improves brand reputation, and strengthens long-term relationships with clients. Feedback—whether positive or negative—acts as a valuable source of information for companies to identify gaps, improve performance, and enhance customer satisfaction.

Customer feedback can take various forms, including complaints, inquiries, product quality concerns, delivery issues, and suggestions. These insights help organizations evaluate operational effectiveness and modify their strategies accordingly (Goyal & Chanda, 2017). In business environments such as the RMG and labeling industry, maintaining strong customer service systems is essential, as clients expect consistent quality, timely delivery, and accurate labeling solutions.

2.2 Concept of Corporate Social Responsibilities (CSR)

Corporate Social Responsibility (CSR) refers to an organization's voluntary commitment to operate ethically, contribute to economic development, and improve the well-being of employees, communities, and the environment. CSR extends beyond legal compliance and includes activities such as eco-friendly production, labor welfare, community development, and transparency in operations (Carroll, 2016).

CSR serves as a strategic tool for modern businesses, helping them enhance brand value, build stakeholder trust, and respond to global sustainability requirements. Organizations that integrate CSR into their business model are likely to experience improved reputation, customer loyalty, and long-term financial benefits (Dahlsrud, 2008).

2.3 CSR in the RMG and Label/Packing industry

The Ready-Made Garments (RMG) and textile sector plays a crucial role in the global supply chain, especially in countries like Bangladesh. However, the industry has faced scrutiny for labor rights issues, workplace safety concerns, and environmental impacts. As a result, CSR practices have become essential for RMG manufacturers, suppliers, and related industries such as labeling companies.

CSR in the RMG sector commonly focuses on worker safety, fair wages, environmental sustainability, chemical management, waste reduction, and compliance with buyer standards. Many international buyers require factories to comply with social compliance audits, environmental certifications, and ethical sourcing practices (Khan & Islam, 2015). Companies that prioritize CSR are more likely to attract international buyers and maintain long-term business relationships.

2.4 Relationship Between Customer Feedback and CSR

Customer feedback is a vital input for CSR decision-making. Modern customers are more aware of ethical practices and expect companies to demonstrate social and environmental responsibility. When customers raise concerns related to sustainability, product safety, or ethical issues, organizations often adjust their CSR strategies to align with customer expectations (Fatma & Rahman, 2016).

Customer feedback also shapes CSR priorities by highlighting areas such as product quality, environmental impact, and worker treatment. For instance, complaints about poor packaging, waste, or excessive material use may prompt a company to adopt more sustainable practices. Similarly, positive feedback on eco-friendly labels or ethical manufacturing encourages companies to continue or expand CSR initiatives. Thus, customer feedback and CSR are mutually reinforcing elements of responsible business behavior.

2.5 Theoretical Framework: Stakeholder Theory

Stakeholder theory suggests that businesses should consider the interests and expectations of all stakeholders, not just shareholders. Stakeholders include customers, employees, suppliers, communities, and regulatory bodies. The theory emphasizes that firms are more sustainable and successful when they balance the needs of different stakeholder groups (Donaldson & Preston, 1995).

In the context of the RMG and labeling industry, customers are major stakeholders who directly influence CSR decisions. Their expectations for quality, ethical manufacturing, and sustainability drive organizations like Soteks Label Technologies Ltd to adopt responsible business practices. Stakeholder theory therefore provides a strong foundation for understanding how customer feedback shapes CSR development.

Chapter 3: Research Methodology

3.1 Research Design

This study follows a mixed-method research design, combining both qualitative and quantitative approaches.

- **Qualitative data** is collected through observation. I mainly communicate with customers via help from my mentor. He explained to me how the customer gives a review of the

work. Sometimes customers give reviews by email. All things are collected by what I saw from their data.

Quantitative data The quantitative part of the study focuses on numerical data related to customer trends and performance indicators. I collected quantitative data from:

1. Customer Feedback Logs

These included:

- Product quality feedback
- Incorrect order/label complaints
- Delivery or lead-time issues
- Client satisfaction scores (where available)

These records helped measure how often customer issues occur and how they influence CSR decisions.

2. Order Tracking Sheets

Order tracking sheets provided information on:

- On-time delivery rates
- Rework or replacement orders
- Production errors that triggered customer complaints

This data helped identify patterns that impact customer satisfaction.

This mixed approach allows a better understanding of how customer feedback influences CSR decision-making at Soteks Label Technologies Bangladesh Ltd.

3.2 Data Collection Methods

To conduct the study, two types of data were used:

1. Primary Data Real, I made a survey of the all the data first-hand.

- Observation during daily customer service activities. On a Daily order basis it comes and I enter orders in ERP and store the order in the data and then it goes to production. And these activities I managed in the survey.
- Informal interviews with Customer Service Executives and Production Coordinators. I talked to my teammates how the work be done they explain me in detail, They basically teaching me the works how the CS work is be done. I asked them about everything about products, materials, GSM quality etc. And they tell me about it. That's how I gathered the data from my team.

2. Secondary Data existing documents and published sources

- Company website, sotekslabel@gmail.com, <https://blmea.org/soteks-label-technologies-bangladesh-ltd/> and internal CSR policy documents.
- Also took a lot of information's from workers who use some kind of hard machines. Main information was gathered by the customers from the factory. And those are given below, and also the other data of soteks. Information's like the workers tell me the detail's about how the machine's works. The machines are like PFL machine, RFID chip machine, pasting machine, cutting and curing machine.

Primary data helped to identify real customer expectations, while secondary data helped understand how CSR is officially approached in the industry.

3.3 Data Processing and Analysis

The process is after collecting the data, the following steps were used to process and analyze it. Customer feedback was categorized into themes such as product quality, lead time, sustainability requests, and compliance requirements.

Qualitative feedback was linked with CSR practices to understand how customer expectations influence sustainability decisions.

3.4 Sample Size and Respondents

The sample size for this report is based on feedback received during the internship period.

1. I have gathered all kind of information about Soteks and created a survey of the workers, employees, customers.
2. 20 questions have created.
3. 5 CSR related feedback cases were identified
4. 3 customer service & CSR department employees were informally interviewed.

Every information is collected by communication and everyone helped me to collect all the things. The data was collected over the internship period at Soteks Label Technologies Bangladesh Ltd., from September 2025 to November 2025. This allowed enough time to observe how customer feedback is handled and how CSR improvements are made based on customer expectations. There is also given the negative and positive sides of the company in the survey. If there need anything in the company machines or products is also mentioned in the survey.

Chapter 4: Findings and Analysis

4.1 Linking feedback to CSR decisions

The findings from the survey showed among customers and employees of Soteks Label Technologies Bangladesh Ltd. The survey was designed to evaluate customer service efficiency, positive and negative aspects of internal operations, and the connection between customer feedback and CSR (Corporate Social Responsibility) policy development.

The total number of respondents was 20, representing both internal staff and regular customers. The results were analyzed using frequency distribution and visualized with charts to identify patterns and insights.

Customer Service Performance

1. Communication and Responsiveness

According to survey data, 60% of respondents were satisfied with Soteks' communication process, while 25% were very satisfied. Only 15% expressed neutrality or dissatisfaction.

Analysis:

This shows that most customers appreciate Soteks' communication and prompt responses. However, a small portion still feels delays occur occasionally, especially during peak production seasons.

Chart 1: Customer Service Communication Satisfaction

- Very Satisfied – 25%
- Satisfied – 60%
- Neutral – 10%
- Dissatisfied – 5%

2. Accuracy of Information and Coordination

When asked about the accuracy of information shared by the customer service team:

- 55% said mostly accurate
- 30% said always accurate
- 10% said sometimes inaccurate
- 5% said frequently inaccurate

Analysis:

The findings of mine suggest that communication accuracy is high, but occasional issues occur when production plans change or artwork revisions are delayed. Stronger coordination between the customer service and production departments can further improve this.

3. Complaint Resolution

In terms of complaint handling:

- 40% stated complaints are resolved within reasonable time
- 35% said immediately

- 15% said after follow-ups
- 10% said rarely resolved

Analysis:

Complaint resolution is generally positive, but improvement is needed in developing a faster escalation and tracking system. Some extra machines need to add.

Positive Feature	Response %
Fast Response Time	35%
Professional Behavior	25%
Clear Communication	20%
Order Follow-up	20%

Analysis:

Most customers appreciated the speed and professionalism of the service. It reflects a customer-focused culture, aligning with CSR principles of fairness, respect.

4. Challenges and Negative Sides

Despite many positive aspects, a few challenges were identified:

Challenge	% of Respondents
Delayed Approvals	25%
Production Dependency	30%
Miscommunication	25%
Lack of Automation	20%

Analysis:

The most common issue is production dependency, meaning customer service often waits for internal confirmation before responding to buyers. Introducing an automated system or digital tracking tool could solve this issue.

Customer Feedback and CSR Linkage

1. Feedback Driving CSR Decisions

When asked whether customer feedback influences CSR activities:

- 45% strongly agreed
- 35% agreed
- 15% neutral
- 5% disagreed

Analysis:

This indicates that customer feedback indeed plays a significant role in shaping CSR strategies. For example, requests for eco-friendly packaging materials have encouraged Soteks to use FSC-certified paper and recyclable inks.

2. Eco-Friendly Production

Feedback related to sustainability showed:

- 40% said eco-friendly materials are frequently used
- 30% said always used
- 20% occasionally used
- 10% said never used

Analysis:

This shows Soteks is proactive in integrating CSR into its production by focusing on sustainable materials. However, full implementation is still developing, especially for bulk orders under cost pressure.

3. CSR Communication

About 70% of respondents believed that the customer service team plays an important role in communicating CSR efforts to clients. This is done through email updates, product brochures, and certification sharing (like OEKO-TEX, FSC).

Analysis:

This indicates that customer service acts as a bridge between CSR policy and buyer expectations. Strengthening this communication can help improve brand image.

Overall Satisfaction and Improvement Areas

Category Most Needed Improvement

Analysis:

Delivery speed and communication remain top improvement priorities. However, overall satisfaction remains high — with 80% satisfied or very satisfied overall with customer service and CSR efforts.

Faster Delivery	35%
Better Communication	25%
More Automation	20%
Complaint Handling	20%

4.2Trend Analysis

Delivery Process Planning at Soteks

The delivery process is a critical part of Soteks' customer service and CSR implementation, ensuring transparency, timely fulfillment, and quality.



4.2 Impact of CSR on Customer Satisfaction

Corporate Social Responsibility (CSR) has become a critical factor influencing customer satisfaction, especially in manufacturing sectors such as labeling and packaging for the RMG industry. At Soteks Label Technologies Bangladesh Ltd, customer feedback clearly shows that buyers value not only product quality but also the company's ethical practices, environmental initiatives, and transparency. CSR efforts help the company build trust, strengthen brand reputation, and create long-term business relationships.

From the findings of customer feedback data, it is evident that CSR activities significantly shape customer perceptions. Customers increasingly expect suppliers to demonstrate responsible sourcing, safe work environments, and eco-friendly production. When Soteks adopts sustainable materials, follows compliance standards, or invests in workforce welfare, customers perceive these actions as indicators of reliability and accountability, which positively influence their satisfaction levels (Carroll, 2016; Fatma & Rahman, 2016).

One important insight from the company's customer service data is that customers appreciate clear and honest communication regarding CSR activities. Transparent reporting on safety practices, environmental management, and quality control increases customer confidence in the company's long-term commitment to responsible business. This aligns with stakeholder theory, which states that addressing the concerns of key stakeholders—such as customers—builds organizational legitimacy and enhances satisfaction (Donaldson & Preston, 1995).

The findings also reveal opportunities for improvement. Strengthening internal coordination between departments can help ensure that CSR practices are consistently implemented across all operational areas. For example, closer collaboration between the production, compliance, and customer service teams can reduce delays, improve product accuracy, and enhance accountability. This internal alignment directly improves customer satisfaction, as clients receive more predictable and high-quality service.

Additionally, automating the tracking of customer feedback can help the company identify CSR-related issues more quickly. When recurring customer concerns—such as waste reduction, material sustainability, or ethical sourcing—are captured through a structured system, Soteks can adjust its CSR strategies proactively. Studies show that companies that integrate customer feedback into CSR decision-making experience higher customer satisfaction, as stakeholders feel their voices are being heard and acted upon (Lee & Kim, 2019).

Enhancing the visibility of CSR initiatives is another important factor. Customers often want to see tangible proof of a company's commitment to sustainability and ethical behavior. Publicizing certifications, sustainability goals, or community initiatives through reports, labels, or digital platforms can strengthen customer loyalty and brand differentiation. Research suggests that customers reward companies that communicate CSR efforts effectively with stronger purchasing preference and repeat business (Murphy & Schlegelmilch, 2013).

Overall, the findings indicate that CSR positively influences customer satisfaction at Soteks. By maintaining ethical production practices, improving environmental performance, and responding to customer expectations through systematic feedback analysis, Soteks can continue to strengthen its business relationships and competitive position. Continuous improvement in communication, automation, and cross-departmental coordination will further enhance both CSR performance and customer satisfaction in the long term.

In summary, CSR has a strong and positive impact on customer satisfaction at Soteks Label Technologies Bangladesh Ltd. Responsible practices improve product quality, strengthen trust, support global compliance, and enhance communication—all of which contribute to better customer experiences. With further improvements in data automation, internal coordination, and CSR visibility, the company can achieve even greater levels of customer satisfaction while continuing to uphold its social and ethical responsibilities.

Chapter 5: Recommendations and Conclusion

The major recommendations and final conclusions drawn from the overall findings and analysis of this study. The purpose is to provide realistic and practical suggestions that can help Soteks Label Technologies Bangladesh Ltd. enhance its customer service efficiency and CSR policy development.

Training and Development Programs

To maintain high-quality service and ethical practices, Soteks should arrange training sessions for both customer service representatives and CSR team members.

Training areas could include:

Effective customer communication and empathy skills conflict resolution and complaint handling understanding sustainability and ethical production standards.

There are some machines to improve. Implement Automation and Digital Tools

A key challenge at Soteks is manual dependency in many Customer service processes. Implementing automation can significantly improve efficiency.

Possible tools:

1. CRM software for tracking orders and client communication.
2. Automated feedback forms after each delivery.
3. Data visualization tools for monthly CSR reporting.

Then build a Stronger Link between CSR and Supply Chain

CSR should not be treated as a separate department; rather, it should be integrated into every part of the supply chain from procurement to delivery.

Like example: Choose suppliers who follow ethical sourcing and sustainability standards.

Ensure packaging and label materials are recyclable and environmentally friendly & regularly audit supply chain partners for labor and environmental compliance.

Customer Service and CSR Feedback Integration Meeting

Soteks can arrange a monthly meeting between the Customer Service Department and the CSR Committee to discuss current feedback and social responsibility outcomes.

During this session, they can:

1. Review top customer concerns.
2. Identify CSR-related opportunities.
3. Plan improvement strategies together.

Expected Outcomes of Implementing the Recommendations

If these recommendations are implemented, Soteks is expected to achieve the following outcomes:

- Higher customer satisfaction and trust due to transparent communication.
- Stronger CSR reputation in the local and international market.
- More efficient operations through digital tools and improved coordination.
- Enhanced employee engagement via training and recognition programs.
- Sustainable growth aligned with ethical and environmental standards.

Conclusion

In this MNC group I think I can adjust with them very comfortably because Soteks people are very friendly and cooperative. This company's main theme is Growing together. This research clearly shows that customer feedback is a vital component in shaping CSR policies at Soteks Label Technologies Bangladesh Ltd. By listening to their customers, the company not only improves service quality but also strengthens its social and environmental commitment. The relationship between Customer Service (CS) and CSR is dynamic and mutually reinforcing — feedback provides direction, and CSR actions build reputation. The study shows that Soteks has a strong foundation of professionalism and ethical practice, yet the company can achieve even greater success through automation, structured feedback management, and proactive CSR communication.

In conclusion, Soteks Label Technologies Bangladesh Ltd. serves as a promising example of how a manufacturing company in Bangladesh can balance profitability, customer satisfaction, and social responsibility in today's competitive business environment. With continuous improvement and dedication to sustainable values, Soteks can become a model organization in both the RMG accessories industry and the broader corporate world.

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Appendix

SECTION A: Customer Service Efficiency

Q1. How satisfied are you with the customer service communication process?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied

Q2. Customer service team responds to customer queries:

- Very quickly
- Within acceptable time
- Slow
- Very slow

Q3. Accuracy of information provided by the customer service team:

- Always accurate
- Mostly accurate
- Sometimes inaccurate
- Frequently inaccurate

Q4. Coordination between customer service and production is:

- Extremely well
- Good
- Average
- Poor

Q5. Customer complaints are resolved:

- Immediately

- Within reasonable time
- After repeated follow-ups
- Rarely resolved

SECTION B: Positive Sides of Customer Service

Q6. Most positive aspect of customer service:

- Fast response time
- Professional behavior
- Clear communication
- Order follow-up and tracking

Q7. Customer service behavior is:

- Very polite
- Polite
- Neutral
- Rude

Q8. Customer service contributes to customer satisfaction by:

- Solving order issues
- Continuous follow-up
- Providing quick updates
- All of the above

Q9. Overall performance of the customer service department:

- Excellent
- Good
- Average
- Poor

SECTION C: Challenges / Negative Sides

Q10. Most common challenge in customer service workflow:

- Delayed internal approvals
- Production dependency
- Miscommunication between departments
- Lack of automated system

Q11. Most frequent cause of customer dissatisfaction:

- Delivery delay
- Incorrect printing/product issue

- Lack of proactive communication
- Slow complaint resolution

Q12. Internal workflow between departments is:

- Very smooth
- Mostly smooth
- Manageable but has gaps
- Difficult and disorganized

Q13. Customer feedback recording & analysis system is:

- Always used
- Sometimes used
- Rarely used
- Never used

SECTION D: Customer Feedback & CSR

Q14. Customer feedback influences CSR decisions:

- Strongly agree
- Agree
- Neutral
- Disagree

Q15. Eco-friendly & sustainable materials are used based on customer request:

- Always
- Frequently
- Occasionally
- Never

Q16. The company maintains ethical compliance and certifications (ISO,FSC,OEKO-TEX):

- Strongly agree
- Agree
- Neutral
- Disagree

Q17. Customer service plays a role in CSR communication:

- Very strongly
- Moderately
- Slightly
- Not at all

SECTION E: Improvement & Satisfaction

Q18. Likelihood of recommending Soteks to other customers:

- Very likely
- Likely
- Uncertain
- Unlikely

Q19. Area needing the most improvement:

- Faster delivery
- Better communication
- Automation & technology
- Complaint-handling process

Q20. Overall satisfaction with customer service & CSR effectiveness:

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied



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