



## **Cooperative Education Report**

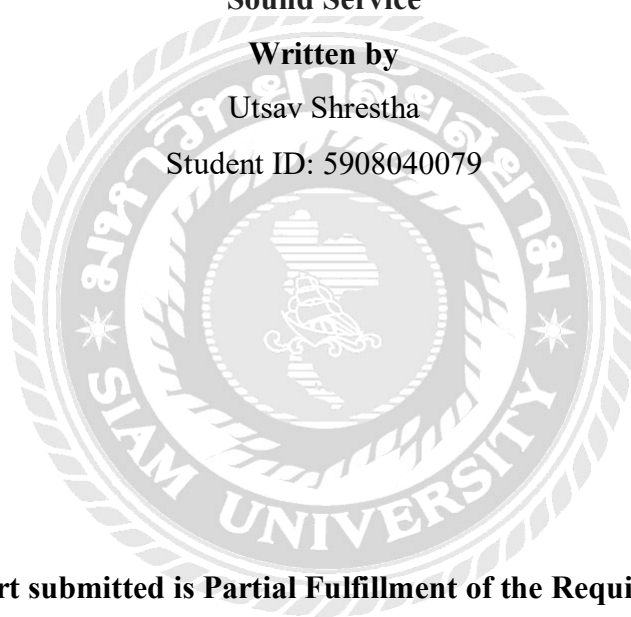
**Client Relationship Management Through Feedbacks: A Case Study of International**

**Sound Service**

**Written by**

**Utsav Shrestha**

**Student ID: 5908040079**



**This Report submitted is Partial Fulfillment of the Requirements for**

**Cooperative Education, Faculty of Business Administration**

**Academic Semester 2/2019**

**Siam University**

**Title-** Client Relationship Management Through Feedbacks: A Case Study of International Sound Service

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**Major** : Finance and Banking

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### **Abstract**

This cooperative report entitled “Client Relationship management Through Feedbacks: A case study of International Sound Service” has the goals to examine the Client Relationship Management of International Sound Service. The internship program has proved to be right in relating the theoretical knowledge into practical life. The primary objective of this internship is to the primary objective of this internship is to attain insights about the perception of the clients of ISS. Other objectives include to use the feedbacks of the clients and use them in the next event, to enhance the client relationship in short term, to gain depth knowledge about the ongoing event scenarios of Nepal, to have a general idea about vendor management. With the company, the student was assigned to work as an intern, as the Assistant to the Managing Director. The main responsibilities are to get the insight of the Company and give review monthly, Fill in the gap of Console Coordinator and work on the Social Media. The internet was not only able to learn the work process of each and every task assigned and but also about the organizational and work culture of ISS. Upon the completion of the internship, it found that the problem was resolved by means of research and consistent hard work. In this matter, the internet was able to learn more about various processes and working environment of event scenario of Nepal which is very important for future career development and profession.

**Keywords** : Feedbacks, Console Coordinator, Events.

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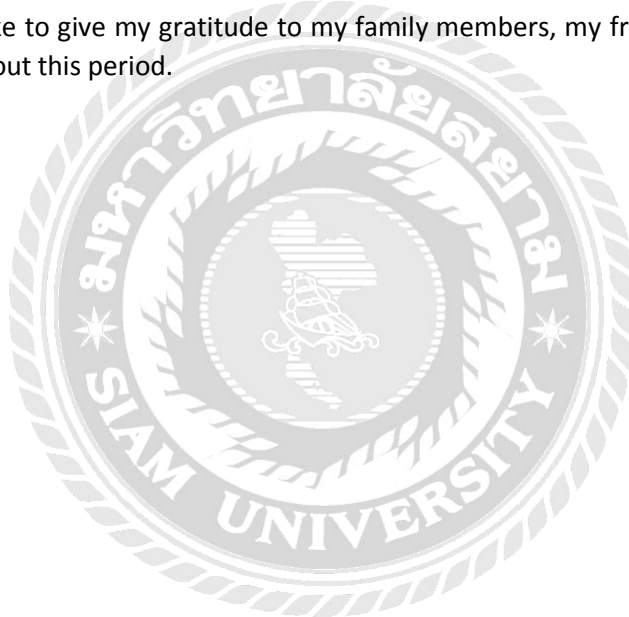
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***Utsav Shrestha***

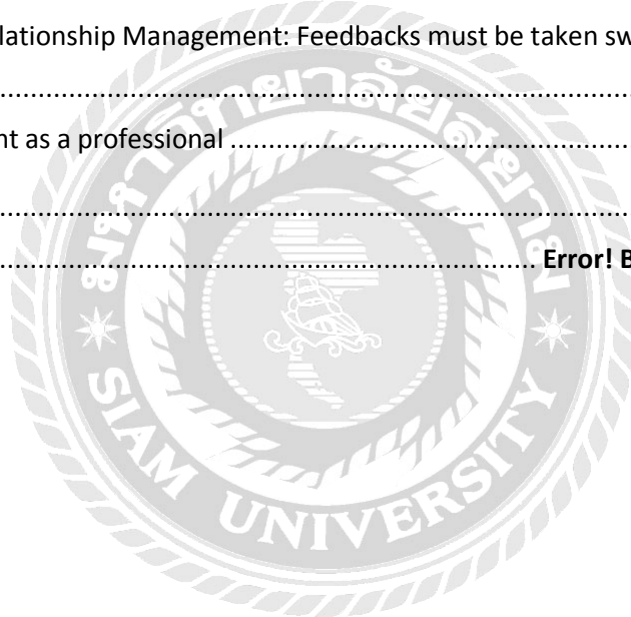
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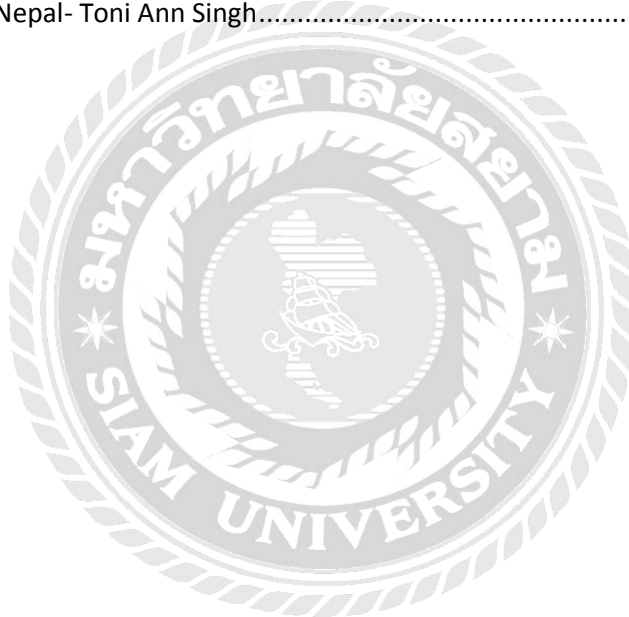
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## List of Acronyms

ISS: International Sound Service .....	9
HR: Human Resource .....	10
KCM: Kathmandu College of Management.....	11
Eg: Example .....	11
Etc: Et cetera.....	14
ICMC: Inter College Music Competition.....	18
PR: Public Relations .....	18





## 1. Introduction

### 1.1 Company Profile

ISS (International Sound Service) was established in the year 1990 and has been working in the field for over 30 years now. ISS grew from providing radio services all over Nepal to providing sound and light services to people from various sectors. Currently ISS has grown to a company that is able to provide event management services through its well organized and skilled team. The niche of the organization is the perfect blend of modern and hi-fi equipment, imported mainly from the USA, Mexico, Germany and Spain handled by skilled professionals who have over 20 years of experience in the field. ISS believes in making the services available to all people and intends on overcoming the cost barrier by providing services at a reasonable cost.

#### 1.1.2 Mission and Vision

1. **Mission Statement:** Bring a new experience to every event through diligent and efficient use of top-notch equipment in the field catered by skilled and experienced professionals.
2. **Vision Statement:** Build a brand in the sector of event industry which is nationally and internationally recognized for its reliable and quality services
3. **Values:** To cater all levels of events and make it accessible for everyone
  - I Innovate and bring new ideas to the event industry
  - S Strengthen bonds with clients and employees
  - S Strive for better experiences for every event attendee

#### 1.1.3 ISS's Objective:

To become the best Sound, Light and Stage vendor in Nepal.

## 1.2 Organizational Structure

### Organization Chart

ISS is a private/family business company that has been in Nepal for over 40 years now. Currently, the Board of directors are the sons and the daughters-in-law of the chairman. The company has 50+ employees under it, with only 10% of it being female employees.

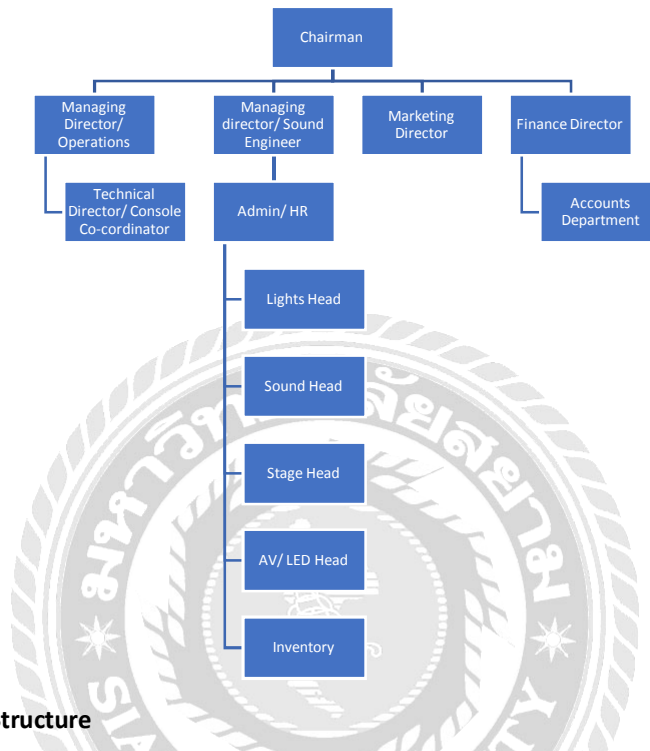


Figure 1. ISS Organization Structure

## 1.3 Intentions to join this company

ISS is the oldest and one of the first vendors in Nepal with a very good brand image. ISS offer its services to the big companies of Nepal in their event and also, I would get the first-hand opportunity to work with the big companies as well as small companies. As I have worked in a lot of events in my college and outside, I know how the events run but to understand in-depth about the vendor management I joined the company and what are there the vendors in Nepal can offer and their capabilities. This knowledge would help me in my future in which I am planning to open an event management company.

## 1.4 Objectives of the study

The primary objective of this internship is to attain insights about the perception of the clients of ISS. Furthermore, a major goal is also to relate the academic bookish knowledge into practical experience and understand how the concepts and theories are applied in the real working environment. Other specific objectives are stated below:

- i. To use the feedbacks of the clients and use them in the next event.
- ii. To enhance the client relationship in short term.

- iii. To gain depth knowledge about the ongoing event scenarios of Nepal.
- iv. To have a general idea about vendor management.

## 2. Internship Activities

### 2.1 Job description and responsibilities of the student

I was appointed as the **Assistant to the Managing director**, Mr. Samir Shakya where I had to attend meetings with him and make minutes of the meeting, give him reminders. During the meetings I also had to give ideas on how they can make the event more presentable. Given that I was then appointed as the **Console coordinator** where I had to coordinate with the given Company and ISS Light, Sound, Stage and AV team and make the vision of the that company into reality.

### 2.2 Contribution of the student

#### 2.2.1 Minutes of the meetings

I had to make minutes of all the meeting we went and write the key points of the meetings and also give reminders of the important dates and requirements.

#### 2.2.2 Maintaining Service triangle

To maintain the service triangle, I used the feedback method.

**Internal marketing (Between the company and its employees):** I asked all the department heads and HR team to write good qualities and bad qualities about the managing directors and ISS to know about the perception of the Employees towards the company.

**External marketing (Between the company and its clients):** It was also used as a promotion of the company where I went to different companies to talk about ISS. Later, during the post event reports, I set up an appointment with the clients to know about their perception about the company and also take the feedback of the events. The good feedbacks were taken as the Testimonials whereas the Bad feedbacks were undertaken as the growth for the next event.

Also, during an annual music festival, KCM Inter College Music Competition, I gave out feedback forms to know about the Production quality from the bands.

In this the promises made in external marketing is kept. As we try to cater all types of events regardless of the magnitude of the event and make it successful. To make the event run smoothly, I was appointed as the Technical Director where I had to understand the layout and event flow beforehand and make it easier for my team to avoid double-work. Also, I had to check whether or not the ISS team was flexible or not.

### 2.2.3 Sales

I used my Public Relationship as I brought events from KCM, OYO and Islington College. I approached KCM for overall events and offered 10% discount on each event on the market rate.

### 2.2.4 Branding

I also recommended for ISS t-shirt for all the events which would be followed from the event rock the nation as new t-shirt would be made and would be mandatory from that event to all other events. Also, suggested that ISS Id card to be wore during regular days (non-event days). The T-shirt would help me in making videos of the employee working also as a recognition as we are not allowed to brand in other sources like done previously on speakers with partnership.

### 2.2.5 Updated Company Profile

The old company profile was outdated and also the company was planning to expand its service line to event management so it needed a company profile. The data of company profile was used in the new website of ISS. I also did the data entry of the website using the company profile as a reference. The company profile will be used for the bidding of the events.

### 2.2.6 Social Media

Amidst this global pandemic I made a planner for the Instagram with weekly update post schedule. For e.g. #throwbackthursday. I also made short clip of the events showcasing out equipment and our operators to post it in different social media platforms such as Facebook and Instagram. From I also got an opportunity to make video for the Nepal's most famous band, 'Nepathya'. Suggested to make testimonial Tuesday of clients and employees.

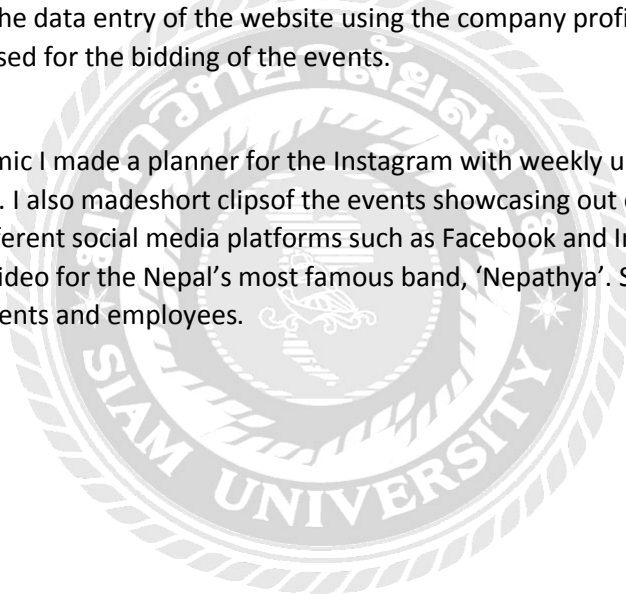




Figure 2 Throwback Thursday Post

#### [2.2.7 Marketing Core Team of Rock the Nation](#)

I was also in the marketing core team of Rock the Nation. Rock the Nation is a joint musical event by ISS and Wave Magazine to showcase the Lights, Sound, LED Screen, Stage-up where I had to plan for the BTL- Activation and bring in sponsors for the event.

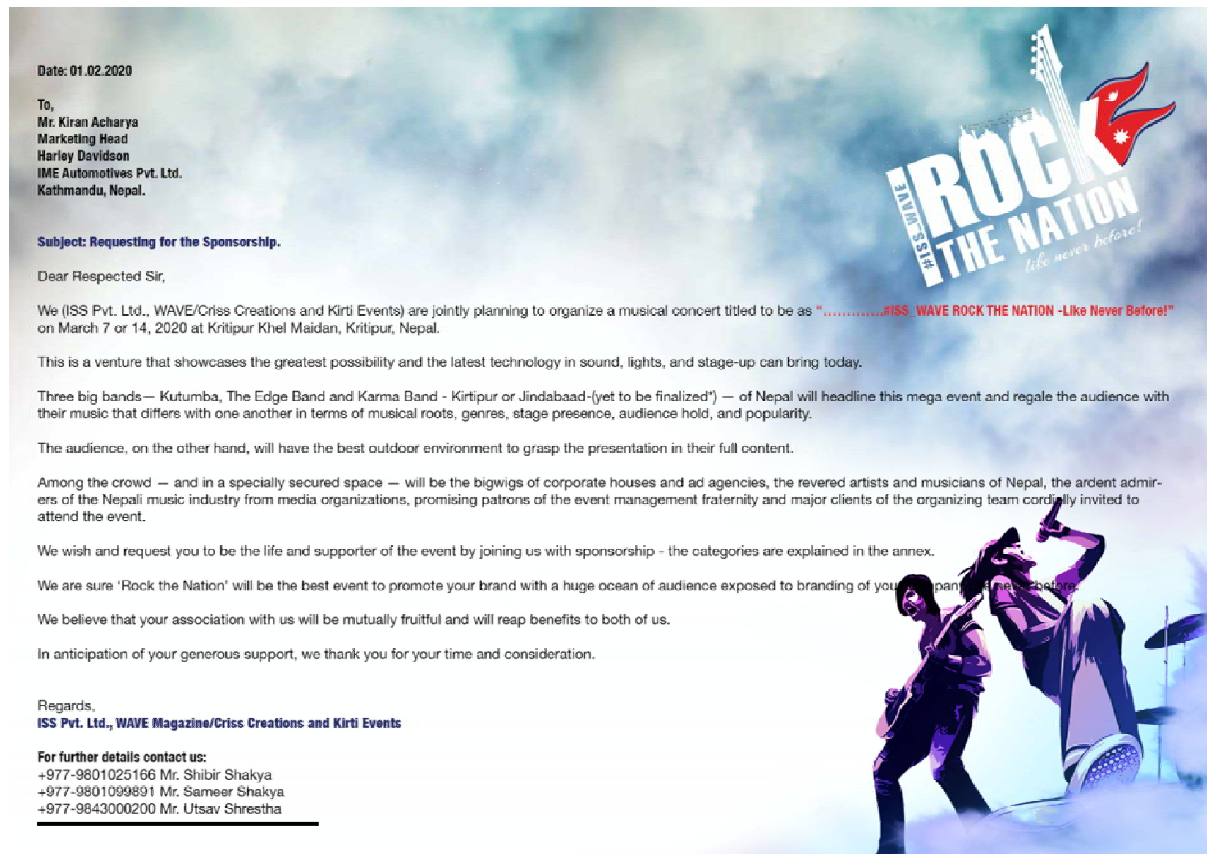


Figure 3: Marketing core team of Rock the Nation



### **3. Identification of Problems Encountered during the Internship**

Every Company carries its various functions. There are different department in order to run these functions effectively and efficiently. Although, Problems and issues come on the way but the company should cross over those problems and obstacles in order to meet the objectives and goals of the company.

#### **3.1 Identification of Problems and Examples**

##### **3.1.1 Outdated Company Profile**

The company profile is used in bidding of events, External Marketing in the service triangle in form of a brochure, updating the website. The company profile that was previously used was very vague and was made nearly 8 years ago with very less details. The new company profile consisted of segments as following, the mission and vision of the company, who we are, where we operate, why chose us, Past collaborations. As an expansion to ISS service line, Event Management, Company profile was needed. Also talking to the MNC's in Nepal during the post event to take their feedbacks and testimonials, most preferred ISS as it is a one stop solution to any event.

##### **3.1.2 Inactive Instagram Page**

ISS was more actively posting pictures only in Facebook, also there were two accounts in Facebook. I took this opportunity and started digging into old pictures of ISS and made plan to posts into Instagram. Every Thursday we'll be posting a vintage picture of ISS services provided with #Throwbackthursday. Also, we'll be more focusing into showcasing our sound, lights and other equipment keeping the events worked in the background.

##### **3.1.3 Pre-Event meeting with the team**

A Console coordinator is the person who stays in the console and assists the event planner in making the event run smooth. As the Console coordinator, I had to attend meetings pre-event and gather as much information as I could so I could help the animation team with the animation and the AV team with the Images and sounds beforehand and compile them so that we could dry run them once before the event. This not only shows that we are prepared but also the minor mistake or changes can be made at this point. Pre-Event meetings help not only the event planner but the ISS team to as both put in inputs on how to make the event proper with the budget given.

##### **3.1.4 Logistics department**

Logistics is a crucial part in any given place. To finish the setup at given time, the logistics must be on time and the team should be flexible. There should be an order while doing logistics as well.

For any event, it's like a house, first you need to build the base then you need to work on the details similarly in event first the stage is set then the riser and then the LED walls are set while the roof is being made. There is a set of protocol in it. As we know first the Stage and Riser are set so the they must be sent first as ISS have 2 transporting vehicles. Riser are made first so that the LED Walls can be put in. Secondly, Lights and LED are transported.

### 3.1.5 Lack of technical Director

A **Technical Director** for a specific production(s) is responsible for working closely with the scenic designer and **director**. It is their responsibility to determine how the scenery will be built and out of what materials. The responsibility of the technical director is to direct the team with the event flow. For example, when the animations need to change, when the lights need to be dimmed, when the music must be played when the stage is empty to create an ambience. It's usually the Event planners' job but to make them ease and focus on other task, Technical directors can be put in from the Vendor as we know our team well. It can be the USP of the company in future as no other companies does it.





## 4 Learning Process

### 4.1 What are the things you have learned during the internship?

The most important lesson that the intern learned during the internship period was how to perform various tasks in an organization, to cope up with the real working environment. Besides this, it also provided a great opportunity to work with the staff of ISS who helped to increase practical learning experience and provided a platform to show the ability to perform the job, the importance of time management and the need of good communication skills.

#### 4.1.1 Logistics

logistics is the management of the flow of equipment and Manpower between the point of origin and the point of consumption to meet the requirements of clients and how to manage them so that the flow doesn't break. It's the initial task and if not done correctly it affects the setup time period.

#### 4.1.2 Don't work in pressure

In any event, we shouldn't work in pressure and it's easier if we have Plan A, Plan B and Plan C while working. And when we work in pressure we panic during events when it's the time to react quickly for any problems faced at that moment.

#### 4.1.3 Importance of Technical Director

For any event, Technical directors are important, usually the event planners are the technical directors but it can also be a USP of the vendors if they offer this service.

#### 4.1.4 Use Resolume which operates the LED walls

Resolume Arena is a Media Server application that puts you in charge of the videos, pictures and play it when you want, how you want. Forwards, backwards, scratch and adjust tempo to the beat from the console to the Main Stage LED Walls. I learnt the basics of the Resolume.



**Figure 4**Resolume Arena Media Server

#### 4.1.5 Human resources – How Hourly wages work

In the stage department, The Stage employees were given salary on the daily basis where 1 day is equal to 8 hours. So, if the workers would work for 24 hours it would be 3 days. I learnt how the Stage department supervisor managed the human resources. It's beneficial for the company to pay employee in salary basis but has cons during the pandemic but it's better than wages as in wages you'd have to pay in hourly basis.

#### 4.1.6 How a sound engineer can make a difference in an outdoor event

While Artist are the soul of the event, Sound engineer are the heads. Sound engineers trace all the sound waves direction, etc. and give the best output according to the venue and audience size and give the true sound from artist to audience.

#### 4.1.7 Visual layout of the event

As we all know, A picture tells a thousand words. After the first meeting, gathering all the required information. ISS shows a visual layout of the event so it's easier for the event planner to plan and make changes accordingly.

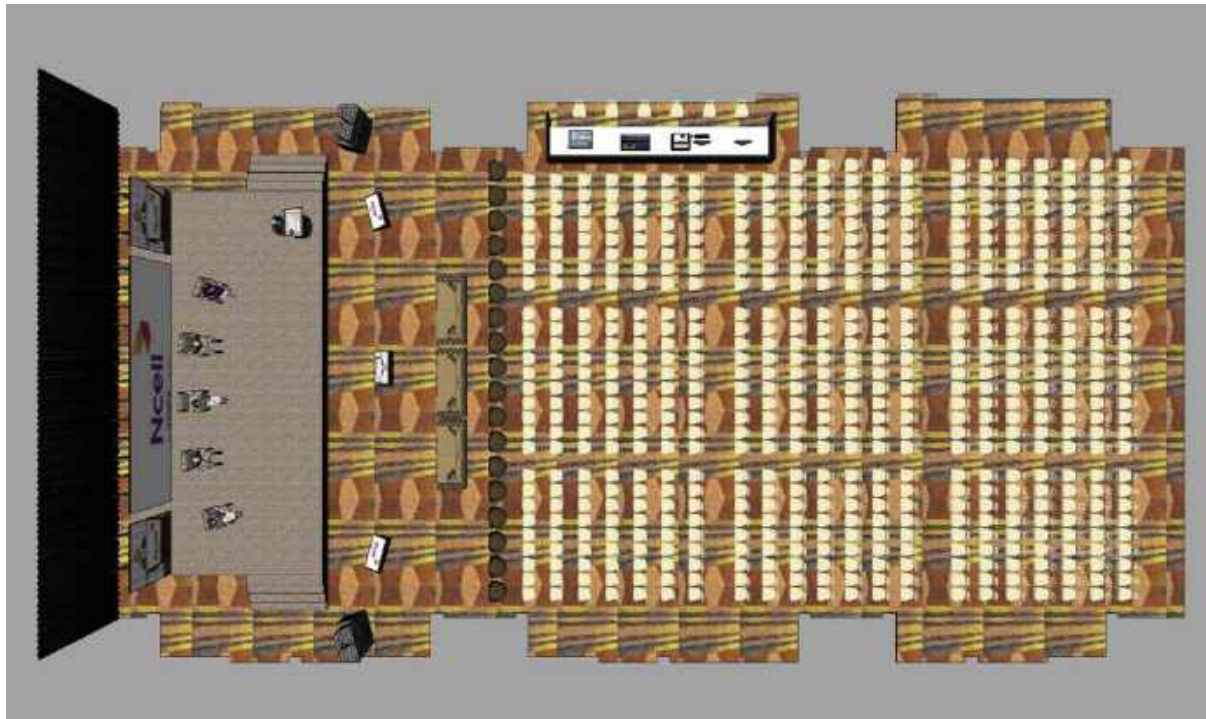


Figure 5: Visual Layout: Overall view

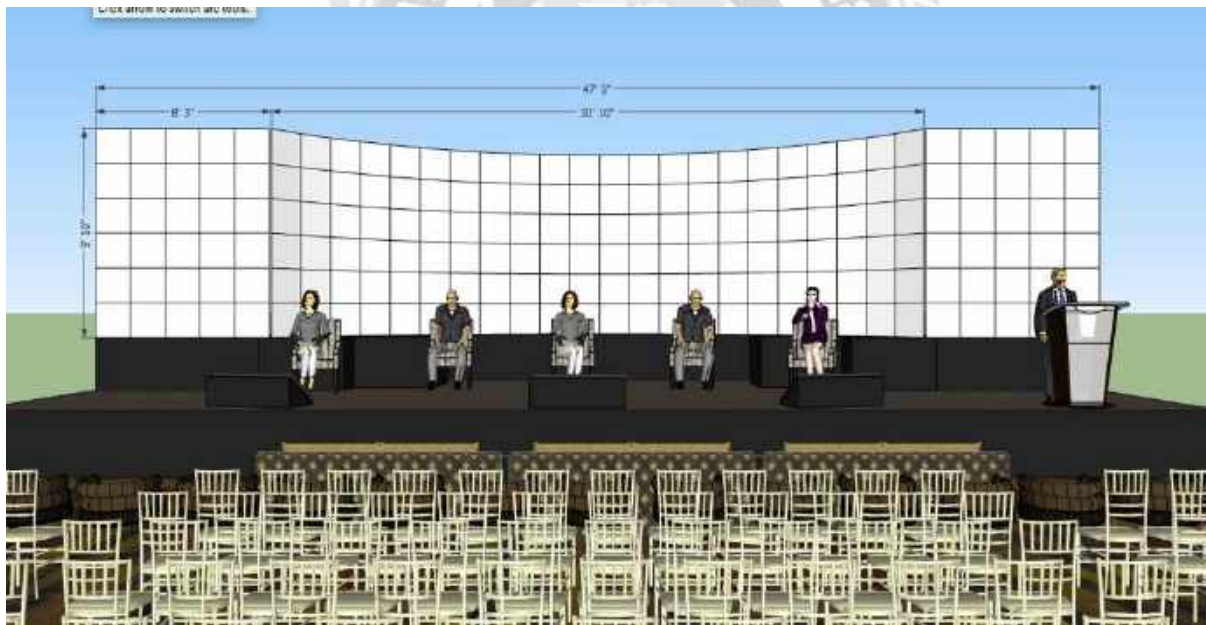


Figure 6: Front view of Visual Layout





**Figure 7: Visual Layout: Console Placement**

#### 4.1.8 Partnership with other companies are mostly done in barter system.

I've worked in and lead different events during my college in which we usually ask for sponsorship but I learnt that it's completely different in corporate scenarios as most companies hesitate to give in cash. The barter system I preferred more within the companies than cash. ISS sponsored an event in Pulchowk Campus so that it can get the Pulchowk Ground for its events in future. Also, being the Sound Partner was a Strategic Partnership towards events when the clients asked for discounts and gaining all the marketing benefit at a low price.



**Figure 8: Sound Partner of ICMC**

#### 4.1.9 Working as the event planner and working as a Vendor

My main motive to join ISS was to learn how the vendors act towards the event planners and how they price event planners. Previously, working in events we only had to go to a few vendors but joining ISS I got to know the micro-vendors that was outsourced by the ISS. The major difference between working in events and working as a vendor is the risk of the events, event planners had to use the push strategy for events but vendors they used pull strategy as they are B2B, the risk is less than of the event planners of getting clients. Vendors can be hired by both event planners and the companies. Also, while working in events it was only one event at a time, In ISS we had 3-4 events per day. From this what we can get is the vendors can capture the event planners market share too.

#### 4.1.10 Time& Resources Management

It's not always clients inform you about the event a week prior or more, some clients they just come few days prior to the event. The event can be only taken in after the admin accepts the event according to the availability of the resources and the payment. But given there happens to be multiple events in a day, the resources are divided according to the magnitude and urgency of the event. In that condition, visual Layouts are given a day latter of confirmation of the event. It showed me how dynamic the ISS team was and very precise of the setup competition time.

#### 4.1.11 How 3D mapping is the new Nepal

3D Mapping is a projection technique used to turn, both regular and irregularly shaped, objects into a display surface for video projection. IT being my area of interest and It is something new to the Nepalese

Market and according to my research Nepal has the maximum 6000-6500 lumens projectors only. People are amazed of seeing something different and this could be the next big thing for Nepal, if the higher lumens projectors are brought in but the cost of the projectors are pretty expensive. It can also replace the LED walls if higher lumens are brought in as lower lumens projectors are not powerful enough to project when the lights are on.



**Figure 9: 3D mapping in a pyramid**

#### **4.1.12 Client Relationship Management: Feedbacks must be taken swiftly post event**

The most essential part of client relationship management is to engage the clients post events in our field as after the events most of the vendors don't engage with their clients. So, it is crucial to engage with them to retain the clients. One way in which I was responsible was to take feedbacks after the events. It not only creates a responsible vibe of the vendor towards the event and the towards clients too. It also helps on the quality control of the services as well. The feedbacks must be taken, as soon as possible, post event. As it is fresh on the client's mind and also, they give their honest opinions.

## 5 Conclusion

### 5.1 Recommendations

1. They need to hire or assign the responsibility of the technical director as it eases the other departments. It not only makes the work easier for the employees but also makes ISS much more prepared about the event. It can also be used as an USP of the company as no other companies do it.
2. Addition of 3D projection can be a good tool to ISS's arsenal as it is new to the Nepali market and the Nepali market is known to only 6000-6500 lumens Projector with only two companies doing it Archrapih and Emazing.
3. ISS can also extend its service line to Event Management as well as it is a one stop solution with experience of working in more than 10,000+ events and all the re-known companies in Nepal. It is also beneficial as the needed resources for an event management company is already with ISS.

### 5.2 Self-assessment as a professional

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.", Walt Disney.

Moving forward and making myself better than I was yesterday was my everyday goal during my internship period. I never asked what they expected of me but tried to give what I could offer while they assigned me other work. My main objective throughout my internship was to explore most of the department and gain knowledge of that department and work so that I can at least know what I like and what I dislike.

While working in ISS, I got an idea of signing an MOU with KCM Student Council for the overall college events where the council would receive a discount of 15% in each event. This MOU helped both the parties as KCM Inter College Music Competition (ICMC) was also around the corner at that time. I managed to give the council an extra Rs. 25,000 discounts where ICMC would make ISS their sound partner as they were also in need of the sound partner. Also, our company's mission is to make ISS accessible to every event. As the 15<sup>th</sup> KCM ICMC Organizing Head, I also mentored the Event Heads during the event and gave them suggestions as well. This event not only benefited KCM Student Council but ISS as well. ISS was receiving all the events done in KCM. In this way I worked in the Sales Department as well. I used my PR with other colleges to pull of bundle deal of overall events in return they get a discount of 20% in each event.

My Passion for videography and knowledge gathered from my advertising and marketing class, I also made videos for the ISS. My videos were appreciated by most of the employees and also, Nepathya, the greatest band ever of Nepal, also gave me an opportunity to make a video of their song, Bhedakoonjasto.

My Curiosity made me keen to learn and always opened a new path during my internship. Joining ISS as an intern gave an opportunity to work hands on in a professional environment and gain actual work experience to the intern. This internship also taught more about the career path the intern chose to pursue. I have had the opportunity to learn about the current event scenario of Nepal. Also, the I had the platform to practice my theoretical knowledge base in real time market. It has showed the path for becoming a better professional and a better individual as a whole.

Thus, this program has made the me more focused in choosing my career path and increased interpersonal skills and self- confidence. Lastly, this internship has also provided with the building blocks I need for my future as a professional. Such opportunity help set the foundation of the internee's career.





## Annexures



Figure 10: 16th ICMC Front view



Figure 11: 16th ICMC – Console





Figure 12: Nephthya Concert 2020







Figure 13: Miss World in Nepal- Toni Ann Singh

- Video made during my Work from home  
<https://www.facebook.com/soundz.iss/videos/2988722384528348/>
- Video made during 16<sup>th</sup> KCM ICMC Finals  
<https://www.facebook.com/soundz.iss/videos/2875947965805791/>
- Video made during 16<sup>th</sup> KCM ICMC Prelims  
<https://www.facebook.com/soundz.iss/videos/vb.100001718469646/2860193274047927/?type=3>
- Video made during NepathyaSikshyakolai Concert  
<https://www.facebook.com/soundz.iss/videos/vb.100001718469646/2892834950783759/?type=3>
- [Video of when](https://www.linkedin.com/posts/utsav-shrestha-635826125_i-was-appointed-as-the-console-co-ordinator-activity-6641882425867759616-P-ur) I was appointed as the Console Coordinator and Technical Director for the historic event, The Hidden Treasure presents Miss World - Jamaica In Nepal.  
[https://www.linkedin.com/posts/utsav-shrestha-635826125\\_i-was-appointed-as-the-console-co-ordinator-activity-6641882425867759616-P-ur](https://www.linkedin.com/posts/utsav-shrestha-635826125_i-was-appointed-as-the-console-co-ordinator-activity-6641882425867759616-P-ur)



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