



**Cooperative Education Report**  
**Augmentation and Management in Customer Relationship at**  
**Gurkhas Finance**

**Written by:**

**Mr. Anjal Bhandari**

**Student ID: 6008040016**

**This Report Submitted in Partial Fulfillment of the Requirements for**  
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# Augmentation and management in customer relationship at Gurkhas Finance

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**Title:** Augmentation and management in customer relationship Gurkhas Finance

**Written by:** Mr. Anjal Bhandari (ID: 6008040016)

**Department:** Bachelor of Business Administration (Marketing)

**Academic Advisor:** Aj. Sukich Udindu

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2021.

Oral Presentation Committee



(Aj. Sukich Udindu)

Academic Advisor



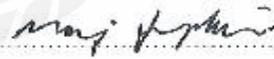
(Mr. Shamohu Rai)

Job Supervisor



(A. Yhing Sawhany)

Cooperative Committee



(Asst. Prof. Dr. Maruj Limpasavattana)

Assistant President and Director of Cooperative Education

**Project Title:** Augmentation and management in customer relationship at Gurkhas Finance

**By:** Anjal Bhandari – 6008040016

**Advisor:** Mr. Sukich Udindu

**Degree:** Bachelors in Business Administration

**Major:** Marketing **Faculty:** BBA - **Academic Year:** 2017/21

### **Abstract**

This cooperative report entitled Augmentation and management in customer relationship at Gurkha Finance has the goals to study the management and growth in the customer relationship with the organization.

Objectives of the study include:

1. To handle the management process of customers.
2. To adapt to the work environment and complete day to day tasks.
3. To examine about different services and products offered
4. To deal with customer queries and maintain healthy relationship.

I was assigned to work as an Intern on the front desk support, during the period of 13 August to 19 November 2020.

My major responsibilities were to deal with customer's queries, manage the daily workload of documents required for different types of account forms and also the entry of information in the software system. The internship experience was very different due to the pandemic of COVID-19. The work environment was frequently changing and there were less interaction between people also in the office itself. Upon the completion of my internship, I was able to improve my previous skills such as communication skill, presentation skill and also learn different kinds of other skills and contribute them accordingly to the organization.

The work environment provided me with an exposure to real life situations which have a similarity to the theory aspect of our learning but is very different while encountered and difficult to tackle. It helped me to improve myself and give my maximum effort towards the tasks provided.

### **Acknowledgement**

I would like to express my special thanks of gratitude to Siam University and Kathmandu College of Management for such a platform. This internship opportunity was an incredible chance for learning and exposure to the corporate life. I would like to take the opportunity to thank and express my deep sense of gratitude to Gurkha Finance Ltd. For providing me with an opportunity to experience the work environment and help me learn, perform and excel.

Also I would to thank Mr. Shambhu Rai my supervisor for the internship company who has helped me to improve my learning and pushed me to excel at every task provided. Also I would like to extend my gratitude towards my academic supervisor Ms. Aj.Yhing Sawheny who has continuously been guiding and mentoring me to perform well and communicate my work with the respected authorities. I am utilizing this chance to express my most profound appreciation toward the colleagues who took significant time out to listen, guide and keep me on the right way by permitting me to complete my tenure at their regarded association. I am likewise thankful for having an opportunity to meet such a variety of magnificent individuals and experts who drove me through this internship period. This internship was a great opportunity to experience real world and apply my knowledge that I gained during the four years of my program. I believe this will really help to shape and determine my coming days.

Along this, I would also like to thank Asst. Prof. Maruj Limpawattana and Mr. Chanatip Suksai for providing their assistance for the successful administration, coordination, and supervision of the whole co-op program. The co-op program would not have been successful without their effort and direction.

I humbly extend my gratitude towards all who helped me in the successful completion of the internship and the co-op program with Siam University. I hope that I can build upon the experience and knowledge that I have gained from the company. I will endeavor to utilize the aptitudes and information that I have learned in the ideal way.

**Anjal Bhandari**

**6008040016**

**Important note:**

**How Covid-19 has affected the company and your internship?**

Corona Virus disease 2019 (COVID- 19) is a global pandemic that affected everyone around the world. When whole world is suffering, there is no chance Nepal remains unaffected. COVID- 19 was initially reported to WHO on December 31, 2019 and was declared a global pandemic on January 30, 2020. It is an infectious disease which has severely affected most of the world.

COVID-19 has resulted in a significant change in people's lifestyle. It has also resulted in changing the world economic sector along with other various sectors such as health, environment, etc. In case of Nepal, the initial situation was not properly handled by the authorities of the government and the citizens themselves. It resulted in more dangerous after-waves of the disease where more and more number of people were affected and situation just got worse.

In my internship experience, I was reassigned to another branch within a few days because of lack of staffs due to COVID-19 infection. I had to provide the company with a negative Polymerase Chain Reaction (PCR) test to ensure that I was not infected and was able to join the branch. The lack of staffs and customer interaction in the office, more and more virtual interaction with the customers, difficulty in operating work tasks, scheduled opening and closing time due to high COVID cases.

## **Customer relationship**

If a customer have a constant customer experience every time of their interaction with the business and a good customer experienced is provided then that business has a healthy customer relationship with their customers

Customer Relationship Management is a disciplined approach to developing and maintaining profitable customer relationships, and that technology may or may not have a role (Buttle, 2008).

Customer relationship management is a vital instrument for anyone who needs to know how to develop and measure effective relationship management within an organization (Knox, Payne, Ryals, Maklan, & Peppard, 2002).

It helps to create customer loyalty as well as customer retention. It results in maximizing profit for a business. It is one of the core factors that helps a business to have a long term presence in the market. It also results in constant feed backs and progress of the business strategies.

### **Real life scenario of customer relationship during internship:**

I was able to distinguish a significant difference in the real life scenario and the theoretical learning of the classroom. Customer wants easy payment for the services. They want to maintain a healthy relationship with the company through constant updates about company's new offers and policies. Customer usually do not want the hassle of switching between the service providers so they tend to create an understanding with the company. The company also keeps a regular update of the customer interaction to systematically keep the data and record of the customers. The characteristics of customers are very different form person to person. Some customers may be understanding and easy to handle but there could be some who could be very hard to handle. A healthy customer relationship helps to maintain constant and genuine feedbacks. Several

software are used to manage information about the customers.

## Table of Contents

Abstract.....	3
Acknowledgement .....	4
Important note:.....	5
List of figures .....	9
Chapter 1: Introduction.....	10
1.1 Company profile.....	10
1.2 Mission of the Company .....	10
1.3 The vision of the Company .....	10
2. Organizational Structure .....	11
2.1 Jobs Positions .....	12
2.2 Job Position in the company's organizational structure.....	12
2.3 Motivation to choose the company .....	13
3. Strategic Analysis of the Company.....	13
SWOT ANALYSIS.....	13
4. Porter's Five Forces Analysis .....	14
5. Statement of the report .....	15
6. Objectives of the study.....	15
Chapter 2: CO-OP Study Activities.....	16

1. Job Description .....	16
2. Job Responsibilities .....	16
3. Activities in coordinating with co-workers.....	16
4. Activities performed .....	17
5. Contribution made during internship.....	18
Chapter 3: Learning Process .....	19
1. Identification of problems encountered .....	19
2. Solving the problems .....	19
3. Comparison between theoretical and practical learning .....	20
4. Special Skills and new Knowledge Learnt during the Co-op Study.....	21
Chapter 4: Conclusion.....	22
1. Summary of the Highlights .....	22
2. Limitations of the Co-op Studies .....	22
3. Recommendation for the company .....	23
References.....	24
Appendices.....	25

**List of figures**

Figure 1: Organizational structure of Gurkhas Finance.....	11
Figure 2: Job position in the company.....	12
Figure 3: Head office located at Dillibazar, Kathmandu .....	25
Figure 4: Presentation session at head office.....	26
Figure 5: Gurkhas Finance poster.....	27
Figure 6: Inauguration by Governor of Nepal .....	27
Figure 7: Gurkhas Finance loan scheme for automobiles.....	28
Figure 8: Awareness poster created during Covid-19 pandemic.....	29

## **Chapter 1: Introduction**

### **1.1 Company profile**

Gurkhas Finance Limited was established on 2051 B.S. It has been giving excellent service to its valuable customer for 23 years. Since the day of inception till date the motto of the finance has remained towards the better and easy service to the customer. The company has started its service from the paid up capital amount Rs. 2 Crore. Now the company has been able to raise the paid up capital amounted to NRS 86.79 crore. The Profit, Net worth, collection of deposit and investment are in growing trend. The company is also able to abide by the rules and regulation of the regulatory bodies. It has been able to keep enough liquidity ratios. It is also succeed in providing the regular dividends to the shareholder.

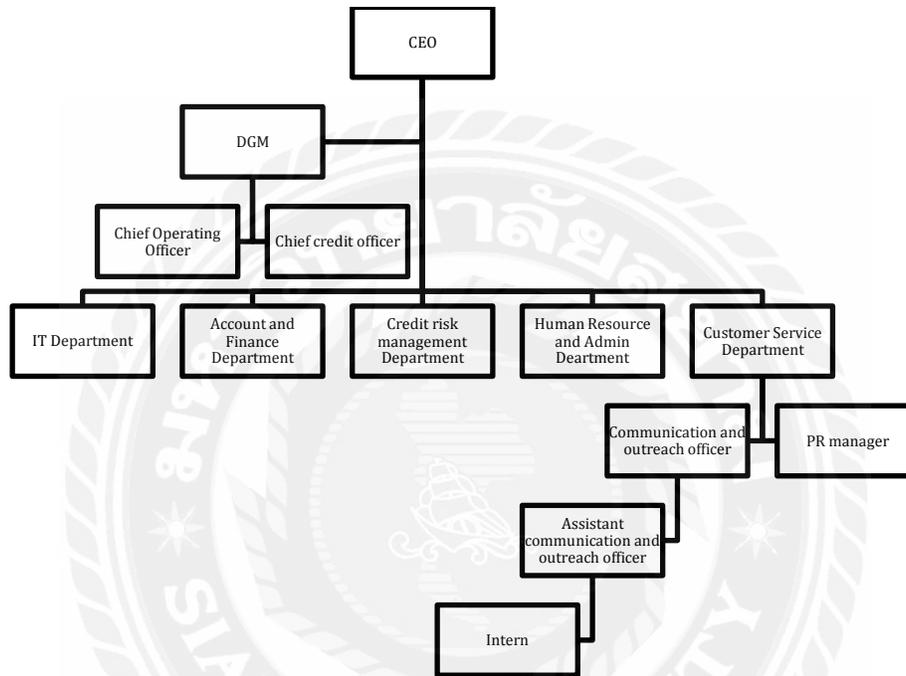
### **1.2 Mission of the Company**

To establish the company as trustworthy and excellent finance company by gaining the trust of several customer.

### **1.3 The vision of the Company**

To establish the company as the best financial institution in the financial industry by providing prompt and easy processing service to the valuable customer.

## 2. Organizational Structure



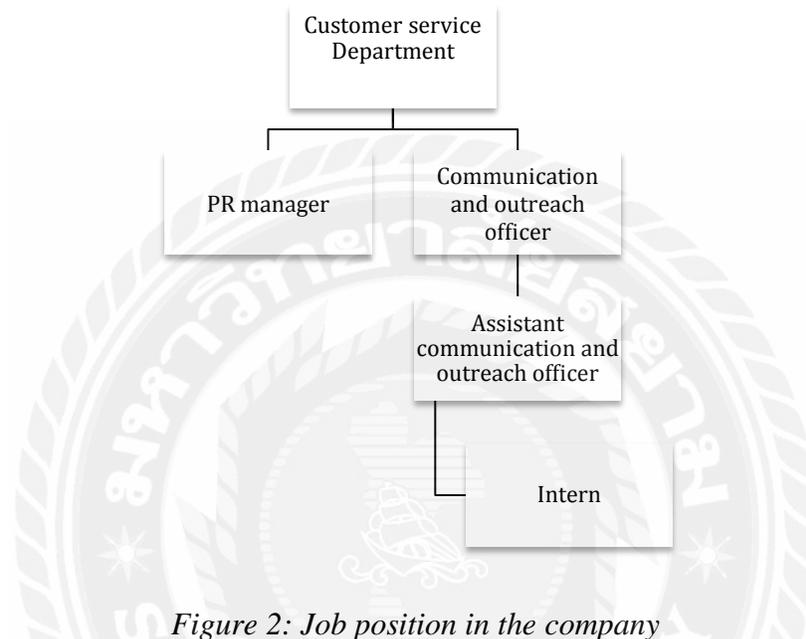
*Figure 1: Organizational structure of Gurkhas Finance*

This is the organizational structure Gurkhas Finance. Chairman is the head of the organization. Mr. Yadav Chandra Rai is the chairman of Gurkhas Finance. The Board of Directors of Gurkhas Finance consist of 6 members. Gurkhas Finance has Marketing, Sales, Finance, Operation, IT department all of which come together to implement the strategy and achieve the objectives formulated by BOD.

## 2.1 Jobs Positions

I joined Gurkhas Finance as a communication and outreach intern for 16 weeks.

## 2.2 Job Position in the company's organizational structure



*Figure 2: Job position in the company*

This is the organizational structure of Customer service department. PR executive is the head of this department. He supervises the workforce and takes major decisions. The head of the department is responsible for the planning and implementation of marketing strategies to connect more with the customers and potential customers which is assigned to each and every member of that department. I worked as an intern in the front line of the customer service department. My roles as an intern was mainly coordinating with the customers and assist my supervisor on a day to day basis. I had to make a proper information track of the customers who were frequently visiting the company despite of the pandemic. Those were some of the loyal customers who also helped me to recommend other potential customers about the company. I had to evaluate and review checklists and monitor daily activities and record them in the computer software. Opening and closing of accounts were some of the mostly performed tasks throughout the internship. It has provided me the real life insight of the corporate workflow and adapt to the surrounding.

### **2.3 Motivation to choose the company**

The COVID-19 pandemic has been affecting the world. Nepal has also been facing several difficulties in operating the businesses throughout the country. While I was looking for an internship opportunity, I came across many companies in which I applied. But as I had experience of dealing with customers and clients, I applied in Gurkhas Finance. Although my major is marketing, I wanted to experience the working system and the workflow of finance companies. I wanted to expand my knowledge and involve in finance sector as it could help me to gain a more dynamic knowledge. Gurkhas Finance has a stronger presence in Eastern part on Nepal and my hometown is also from eastern part of Nepal. It also created some kind of biasness as it was a familiar company which I had been aware of from a long time. There were many people who I knew were satisfied customers of Gurkhas Finance. It also boosted me to work in that company which I felt familiar but was a whole different experience working there as a part of the company.

### **3. Strategic Analysis of the Company**

For analyzing the strategies of the company, I have used the SWOT Analysis and Porter's 5 forces model.

#### **SWOT ANALYSIS**

##### **Strength:**

- Brand loyalty
- Extensive reach throughout the country
- Skilled workforce
- Long term experience in market

##### **Weakness:**

- Lack of social media presence
- Lack in branch office management
- Limited workforce

##### **Opportunity:**

- Provide effective and efficient service through digital presence
- Focus on its services in eastern part of Nepal
- Promotion through social media

**Threat:**

- Strong competition
- Instability in political sector and policies
- Effects of Corona Virus Disease- 2019 ( COVID-19)

**4. Porter's Five Forces Analysis**

The Five Forces model is widely used to analyze the industry structure of a company as well as its corporate strategy. It is used frequently used to measure competition intensity, attractiveness, and profitability of an industry or market. The five forces model analysis of Gurkhas Finance is given below:

**1. Competitive Rivalry among the existing competitors**

- The competition is high in Nepali market.
- There are several competitors which offer similar services as Gurkhas Finance.
- Existence of many established companies in the market.
- Thus, Gurkhas Finance has a high competitive rivalry.

**2. Bargaining Power of Suppliers**

- Gurkhas Finance is constantly monitored by concerned governed bodies like Nepal Central Bank, Banking associations, etc.
- There is lack of new and innovative products and services.
- As Gurkhas Finance is constantly monitored, the bargaining power of suppliers is high.

**3. Bargaining Power of Buyers**

- The customer base is large so new potential customers can be found
- There are various other similar service providers.
- Thus, the bargaining power of buyers is high.

**4. Threat of New Entrants**

- It takes costlier and time consuming for competitor to enter in banking industry.
- Many permissions and policies should be passed which is difficult.

- The long process and permissions required to enter the market makes the threat of new entrants lower.

#### **5. Threat of Substitute Products**

- Higher competition in the market
- Similar kinds of services are offered by many companies in the market
- Frequently changing policies and offers by competitors
- Thus, threat of substitute products is high.

#### **5. Statement of the report**

The primary task assigned to me was to deal with customers and maintain a healthy relationship along with keeping a track on the information on a daily basis. Although various efforts have been made to collect data and information for the internship report they lack the precision due to the privacy policy of the company. I had the access of customer's details and information required to fill the respective forms while opening a new account or closing an account. Sometimes authentic data for analysis couldn't be found as the policy of the organization.

#### **6. Objectives of the study**

The main objective of this study are as follows:

- To handle the management process of customers.
- To adapt to the work environment and complete day to day tasks
- To examine about different services and products offered
- To deal with customer queries and maintain healthy relationship

This Co-Op report may serve as a guidelines and references for any students joining Gurkhas Finance in the future for internship.

## Chapter 2: CO-OP Study Activities

### 1. Job Description

I worked as an intern in communication and outreach department in the Gurkhas Finance. My primary task was to connect with the customers and help them to overcome the problems faced or inquire about their queries and provide assistance to my senior officers.

### 2. Job Responsibilities

Gurkhas Finance's communication and outreach intern will work closely with the customer service department and provide effective and efficient customer experience through constant updates to the customers, maintaining a healthy relationship with the customers and many more. The intern will be responsible to manage the customer information on a daily basis. Also the opening and closing of accounts and evaluating as well as reviewing the checklists are some of the primary tasks given to the interns which helps to gain knowledge about the work flow of the company.

The day-to-day responsibilities and activities during my internship are as enlisted below:

- To handle customer queries on a daily basis.
- To monitor daily activities and updating the system.
- To handle opening of new accounts of closing of old accounts.
- To evaluate and review CDD/ECDD checklist.
- To contact the high level clients and update them about the market situation.
- To check the social media interaction of the customers as well as potential customers.

### 3. Activities in coordinating with co-workers

The Covid-19 pandemic has severely affected Gurkhas Finance's workforce. Many employees of the branch that I had worked were detected positive of Covid-19. I also had to take a test and get approved to work after some months. Although the full set of employees and workforce was not present throughout my internship, the staffs and co-workers which were present were very

supportive. They taught me the basics required to perform the day to day tasks. Collaborating and working alongside the co-workers boosted my confidence to face new clients and I was guided by some of the co-workers about how to deal with rude customers which helped me in a great extent. The overall experience with the co-workers during my internship was helpful and productive.

#### **4. Activities performed**

For any organization marketing department is the crucial aspect of the organization. Especially, customer service department can be considered the bridge between the customers and the company. For any company, especially service oriented business, customer service plays a vital role in the development of the company. Gurkhas Finance also considers customer service as one of the vital parts of the company. They focus on maintaining a healthy relation with the customers and provide quality service.

The list of activities assigned by the customer service department to me are enlisted below:

- Handled various kinds of customers on a daily basis.
- Being major in marketing, I was able to communicate with the co-workers as well as customers more effectively through my learning in the classroom about psychology in workplace, different workshops and presentation held in classroom also helped me to perform well.
- Evaluated the checklists and forms which were to be reviewed and recorded in the software.
- Performed a half an hour presentation to the supervisor regarding the fortnightly report.
- Assisted the senior officers while dealing with high level clients.
- Maintained systematic arrangement of the files and information required on a daily basis.

## 5. Contribution made during internship

As per my knowledge and capacity as a communication and outreach intern, here are the contribution I made in the company:

- I was able to communicate and attract new customers through social media presence as well as the traditional phone call.
- I was able to connect with many customers who were coming to open new account and were facing difficulties. They were of different household and social standards. It helped me to understand each individual and react accordingly.
- I provided my full concentration on the daily tasks and completed on time. It helped me to sharpen my skills and perform well.
- I had also provided assistance to the senior officer while dealing with clients who are able to invest more with high capital and are considered high level clients
- I was able to work as a team with other working staffs. The co-workers and staffs were supportive and helped me to understand the workflow which resulted in effective and efficient completion of tasks.

## Chapter 3: Learning Process

### 1. Identification of problems encountered

Some of the challenges and problem of the company are enlisted below: -

- Due to COVID pandemic, the number of working staffs in the office was low which resulted in hectic work environment.
- Some of the technical problems were taking more time to solve due to lack of employees which had a negative impact on the customers.
- Initially, I was not able to work accordingly as my supervisor. It took some time to manage in the work environment.
- Lack of young minds was also a problem to me as the staffs were mostly adults which resulted me in taking some time to present myself.
- Lack of robust application to use efficiently for the customers was a disturbing problem for the day to day operating tasks.
- The alarming situation created by Covid-19 had resulted in irregular transportation rules and regulations which created many problems for me while going to the office.

### 2. Solving the problems

The solution of the problems which I enlisted were solved in different manner as following:

1. There should be a dedicated team of staffs ready for any technical issues faced by the server of the company to provide effective and quality service to the customers.
2. Initially it was difficult for me to interact properly with my supervisor. But as time passed, my communication skill was boosted gradually and it was easy for me to coordinate.
3. Although there was a generation gap among the co-workers, they were supportive and helped me with my tasks assigned and also helped me to socialize and communicate more.

4. The lack of robust application is slowly being considered and there should be a team of professional IT people who could make a easy to use effective application for the company.
5. The management of the office should be considered. Preventive safety methods should be utilized to their optimum level against COVID-19.

### **3. Comparison between theoretical and practical learning**

- In theoretical learning, we are mostly taught about the ideal workplace where there are adequate number of members and are cooperative. But in real life, it takes some time to adapt to the work environment.
- The ideal co-workers that we had learned about in our class are not so ideal. Sometimes the variety in characteristics of the staffs and members of the workplace can be very difficult to handle.
- We can only predict the future and make plans and strategies to avoid the possible obstacles. It is not as smooth, easy and instant. It takes a lot of time and effort to strategize the plans and policies. It is a systematic process which includes most of the members of the organization.

The practical learning has taught me that in real life, the situations can frequently change and can be very difficult to handle. It takes time and experience to handle those obstacles and for new members in any organization, it is very important to know about the culture of that workplace and be ready to learn new things in every step and adapt to the environment to excel in that workplace.

#### **4. Special Skills and new Knowledge Learnt during the Co-op Study**

The internship a whole was very productive for me on an individual basis. My main role in the first few weeks of my internship was more like an introduction training in the office, getting familiar with what the employees and customers. I was able to study the assigned progress documents on time, for my better understanding of the organization. It was exciting for me to learn about different services and products available for the customers and also the corporate work environment. I was able to improve my communication skills as well as interpersonal skills during the internship period. I was also able to sharpen my problem solving skill with the help of advises of co-workers and staffs of the office.

Some of the few new skills I learned during my co-op study period are as follows:

- Learned various presentation skills
- Learned to use the software for recording and managing the information
- Boosted up my communication skill by dealing with numerous clients and customers.
- Had the exposure to make a comparison between real life working and theoretical learning from classroom.
- Also sharpened my management skills by completing the assigned tasks on time.

Overall internship experience was very fruitful and productive. This internship had really helped me to recognize my potential that I can carry further and also my weakness that I need to work upon in the future.

## **Chapter 4: Conclusion**

### **1. Summary of the Highlights**

Since the day of inception till date, the motto of the finance has remained towards the better and easy service to the customer. All the bodies of the organization is working to eventually contribute to the economic growth of the nation. It has been providing healthy working environment, challenging career, learning and growth opportunities to employee, complying with all the regulatory bodies. It has been an exciting and great experience to work in this organization as an intern and learn about the pros and cons of the corporate sector. This internship has boosted my confidence to socialize with strangers or potential customers also face clients and official meetings. It has improved my skills and open up more and more path for me to excel and contribute to the organization. It has also helped me to perform an assigned task on time and provided me with an insight of the proper utilization of time for self-development.

### **2. Limitations of the Co-op Studies**

There were certain limitations while preparing the report which are enlisted below:

- Due to the COVID-19, the transportation system of the country was majorly affected which resulted in irregularity of traffic. But the company had a very strict regulations regarding timing which was a problem for not me but all the staffs and co-workers which company failed to notice
- Being from marketing background, it was a little difficult at first for me to operate smoothly and there were no programs where interns were sent for orientation which I believe should be done.
- Due to COVID-19, the number of working staffs were drastically low which affected the company's output.

### 3. Recommendation for the company

Some of the recommendation for the company so that Co- Op work could be improved for others or improve the work process for anyone joining my position or at company where I intern are as follows:

- I would recommend the Gurkhas Finance to provide orientation, induction for intern so that it would help them to collaborate with other team members without any hesitation.
- I would recommend the Gurkhas Finance Before handing over any project, conduct training and workshops. This will be extremely beneficial to the intern's ability to complete the suggested project and allocated work successfully.
- Gurkhas Finance has a strong presence in the urban cities and also in the eastern part of the country. But there are many customers who prefer Gurkhas Finance and still they are not able to connect with those customers due to lack of presence in Western part of the country. Gurkhas Finance should focus on overall market.
- As the name suggest, Gurkhas Finance was initiated by a British Gurkha and still there are many policies and advantages that retired Gurkhas or their family can get through the organization.
- As the COVID-19 was affecting most of the sectors in the country, the lockdown has severely affected the organization. Many of the staffs were affected. The organization should have adapted more of the safety measures to counter the situation.

## References

- Buttle, F. (2008). *Customer relationship management* (2nd ed.). London: Routledge. Knox, S., Payne, A., Ryals, L., Maklan, S., & Peppard, J. (2002). *Customer relationship management*. London: Routledge.



## Appendices



*Figure 3: Head office located at Dillibazar, Kathmandu*



*Figure 4: Presentation session at head office*



*Figure 5: Gurkhas Finance poster*



*Figure 6: Inauguration by Governor of Nepal*



*Figure 7: Gurkhas Finance loan scheme for automobiles*

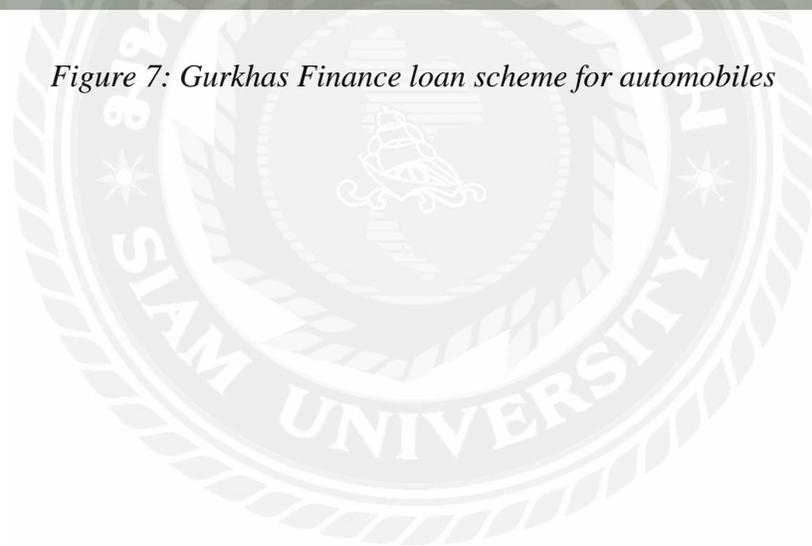




Figure 8: Awareness poster created during Covid-19 pandemic