Cooperative Education Report

Education Consulting Internship: Enhancing Customer

Satisfaction at Qingdao Yichuang Zhixing Education

Written By

Kodchaphorn Audyana

6408000001

This Report Submitted in Partial Fulfillment of the

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Title: Education Consulting Internship: Enhancing Customer Satisfaction at Qingdao Yichuang Zhixing Education

Written by: Kodchaphorn Audyana

Department: Bachelor of Business Administration Program in International Business

Academic Advisor: Mr. Saif-Ur Rahman

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 3/2024

Oral Presentation Committees

....
(Mr. Saif-Ur Rahman)

Academic Advisor
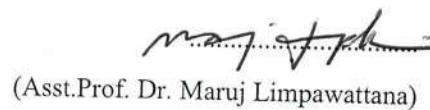
....
(Han Deng)

Job Supervisor

....
(Dr. Sumaia Fazana)

(Mr. Sabbir Hossain)

Cooperative Committee

....
(Asst.Prof. Dr. Maruj Limpawattana)

Assistant President and

Director of Cooperative Education

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Project Title Education Consulting Internship: Enhancing Customer Satisfaction at Qingdao Yichuang Zhixing Education

Author: Kodchaphorn Audyana

Degree: Bachelor of Business Administration (International program)

Major: International Business Management

Faculty: Business Administration

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Abstract

This study is based on a four-month internship at Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd., where the intern served as an International Education Consulting Intern supporting Chinese students intending to pursue bachelor's, master's, and doctoral programs in Thailand. During the internship, several operational issues were observed, particularly in information management, cross-cultural communication, service process standardization, and the utilization of marketing data. These issues had a direct impact on customer satisfaction and overall service quality. Therefore, this study was conducted to systematically examine the factors influencing customer satisfaction with education consulting services, and to propose evidence-based strategies for organizational improvement.

Guided by a quantitative research paradigm, the study established five variables: Information Management Quality, Cross-cultural Communication Standardization, Service Process Standardization, Marketing Data Utilization, and Customer Satisfaction with Education Consulting Services. A structured questionnaire based on a five-point Likert scale was distributed to clients who had engaged with the company's consultation services. A total of 349 valid responses were collected. Reliability and validity analyses confirmed strong internal consistency and construct validity. Pearson correlation analysis showed significant positive correlations among all variables, while multiple regression analysis demonstrated that all four independent variables exerted a significant positive influence on customer satisfaction, with a combined explanatory power of 62.4 percent.

The results indicate that improvements in information management efficiency, communication clarity, service process standardization, and data-driven marketing can substantially enhance the customer experience. Based on these findings, the study proposes practical recommendations for organizational management, including developing an integrated information system, establishing standardized bilingual communication protocols, creating clear operational guidelines, and strengthening data analytics to support marketing decisions.

Keywords: Education Consulting Internship, Affecting Customer Satisfaction, Qingdao Yichuang Zhixing

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SELF-INTRODUCTION

Name: Kodchaphorn Audyana

Student ID: 6408000001

Major: Bachelor of Business Administrations of International Colleges, Siam University

Internship Period: 4.5 months

Internship Company: Qingdao Yichuang Zhixing Education Consulting Co.,Ltd.

My name is Kodchaphorn Audyana, and I am currently a student of IBBA. I have a strong interest in international education, cross-cultural communication, and student recruitment particularly for Chinese students pursuing Master's, PhD, and some Bachelor's programs in Thailand. Because of this, I chose to intern at Qingdao Yichuang Zhixing Education, a company specializing in guiding Chinese students through applications, admissions, and preparation for Thai universities.

Passionate about working in multilingual environments, I am committed to continuous learning to engage effectively with students and partners and understand how recruitment processes operate across different cultures. This internship provides practical experience working with Chinese partners, handling postgraduate and government-supported student applications, managing administrative tasks, and improving communication and coordination skills.

The experience aims to enhance professional competence, strengthen personal confidence, and deepen understanding of how education consulting operates in real-world, multicultural contexts, while fostering the continuous expansion of knowledge and skills for the future.

Chapter 1 Introduction

1.1 Company Profile

Figure 1: Qingdao Yichuang Zhixing Education Logo

Qingdao Yichuang Zhixing Education Co., Ltd. is a limited liability company legally registered and operating in Qingdao, Shandong Province, China. The company was officially established in July 2014 and is committed to the development and application of education-related technologies. The company's core business focuses on educational technology services, including the research and development of educational software, digital learning solutions, and technology-driven educational products. It also engages in educational consulting services, technology promotion, and related support services, aiming to enhance teaching effectiveness and learning experiences through innovative technological approaches. Guided by the principles of professionalism, innovation, and integrity, Qingdao Yichuang Zhixing Education Co., Ltd. actively integrates modern information technology with educational practices. The company seeks to provide high-quality, efficient, and sustainable solutions for educational institutions, educators, and learners, contributing to the continuous improvement and modernization of the education sector.

1.1.1 Mission of the company

The mission of the company is to become a comprehensive and trusted service provider that integrates business consulting, corporate management support, cultural and creative planning, information technology services, and diversified commercial operations. Guided by professionalism, compliance, and value creation, the company is dedicated to empowering enterprises, institutions, and individual clients through systematic service solutions that enhance

operational efficiency, optimize resource allocation, stimulate innovation capability, and support sustainable business development.

The company strives to deliver high-quality, customer-centered services by combining industry expertise with modern management practices. Its mission includes enabling clients to achieve clearer strategic direction, more efficient internal operations, stronger competitiveness in dynamic markets, and enhanced adaptability in the digital and knowledge-driven era. By offering consulting, planning, event organization, information system maintenance, data processing, human resource assistance, and other legally permitted business activities, the company aims to create a collaborative ecosystem that supports continuous learning, coordinated growth, and shared success.

Furthermore, the company is committed to fulfilling social responsibilities by promoting standardized business practices, supporting entrepreneurial development, contributing to regional economic vitality, and ensuring legal, transparent, and ethical operations. Through these efforts, the company seeks to build long-term partnerships while delivering sustainable value to clients, employees, communities, and the broader market environment.

Table 1.1 Mission of Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd.

Mission Dimension	Detailed Description
Service Excellence	Provide reliable, accurate, and professional services in business information consulting, corporate management consulting, marketing planning, conference services, and cultural creativity.
Business Empowerment	Support enterprises in improving management efficiency, optimizing processes, and enhancing sustainable competitiveness.
Innovation & Digital Support	Use digital tools, IT system maintenance, and data processing to help firms enhance digital competitiveness.
Integrated Commercial Solutions	Offer diversified business services including event planning, exhibitions, cultural promotion, and business agency operations.
Ethical & Legal Compliance	Operate with strict adherence to national laws and regulations, ensuring transparency and professional ethics.
Social Contribution	Promote regional economic vitality, support employment, and encourage entrepreneurship.
Long-term Partnerships	Develop stable and mutually beneficial client relationships for long-term cooperation.

Knowledge Sharing & Talent Support	Provide training, knowledge services, and talent-related guidance to enhance clients' organizational capacity.

1.1.2 Vision of the company

The vision of the company is to establish itself as a leading, innovative, and influential multi-service enterprise that integrates business consulting, digital support, cultural creativity, and comprehensive commercial services. The company aspires to become a benchmark organization known for professionalism, reliability, and high-impact solutions that empower clients and contribute to the advancement of industry development.

The company envisions creating a service ecosystem where enterprises, institutions, and individuals can access holistic support that enhances strategic thinking, operational efficiency, digital transformation, and organizational competitiveness. By continuously improving service quality, expanding business capabilities, and embracing emerging technologies, the company aims to position itself at the forefront of consulting-driven and innovation-oriented service providers.

In the future, the company seeks to cultivate an environment rooted in integrity, collaboration, and sustainable growth. It strives to shape a corporate identity defined by strong social responsibility, cultural vitality, and long-term value creation. The company envisions becoming a trusted partner that not only delivers superior services but also inspires new possibilities for clients and contributes to a dynamic and progressive business environment.

Board of Directors and Senior Management

Han Deng

Chairperson of the Board

Responsible for overall strategic direction, major decision-making, and corporate governance.

Yu Guoxiang

Chief Executive Officer (CEO)

Oversees daily operations, organizational management, and execution of strategic objectives.

Li Hong

Chief Financial Officer (CFO)

Responsible for financial planning, budgeting, and financial risk management.

Zhao Yuan

Chief Technology Officer (CTO)

Leads digital technology development, system integration, and innovation initiatives.

Zhang Jie

Director of Business Consulting

Responsible for consulting services, client coordination, and solution development.

Wang Mei

Director of Cultural and Creative Services

Oversees cultural and creative projects, content development, and brand initiatives.

1.1.3 Strategies of the company

Qingdao Yichuang Zhixing Education implements a strategic framework designed to strengthen its competitiveness in international education services, particularly in supporting Chinese students applying to universities in Thailand. These strategies ensure sustainable growth, operational efficiency, and strong client relationships. The company's key strategies are as follows:

Market Expansion and Partnership Development

The company continuously expands its cooperation network with universities in Southeast Asia and beyond, particularly in Thailand. Strong academic partnerships help ensure program diversity, reliable placement channels, and business growth opportunities.

Service Integration and Customer Relationship Strategy

Qingdao Yichuang Zhixing Education emphasizes providing comprehensive support for students and partner institutions, integrating consultation, application, visa, and enrollment assistance into one coordinated service. Personalized guidance is offered based on academic background and scholarship goals, with continuous follow-ups to maintain trust and long-term satisfaction. The development of a CRM system further enhances communication and Digital Transformation Strategy

Digital Transformation Strategy

To improve operational efficiency and competitiveness, the company actively adopts digital tools. This includes maintaining cloud-based student management platforms, using digital analytics to inform recruitment strategies, automating administrative workflows, and enhancing

communication through online platforms widely used in China. These technology-driven systems enable faster and more reliable service delivery.

Given the increasing digitalization of international education services, the company enhances its operational efficiency and student experience through technology-based solutions:

a) Develop digital tools such as student information management platforms, online consultation systems, and application-tracking databases
b) Strengthen data collection and analytics to improve recruitment decisions and market targeting
c) Implement automation tools to streamline document processing and internal workflows
d) Establish a small-scale technical support function to ensure smooth system operation

Goal: To build an efficient, technology-enhanced service system that supports competitiveness, accuracy, and professional delivery in student recruitment.

Talent and Operational Development Strategy

High-quality services depend on skilled staff and streamlined internal processes. Employees are trained in cross-cultural communication, academic counseling, and standardized procedures to ensure consistent service quality. Performance-based assignments and teamwork coordination encourage professional growth, adaptability, and continuous learning within the organization.

Ethical Compliance and Social Responsibility Strategy

The company prioritizes trust, transparency, and societal impact. Strict compliance with Chinese and Thai educational regulations is maintained, ensuring fair access to education and promoting academic mobility. Regional talent development and cultural exchange programs further enhance the company's reputation as a responsible and reliable partner.

Figure 2 Strategies of the Company

1.1.4 Organizational structure

The company adopts a streamlined functional organizational structure led by the General Manager, who oversees overall strategic direction, major decisions, and resource allocation. Supporting this role, the Deputy General Manager assists in coordinating day-to-day operations and facilitating cross-departmental collaboration. Under this leadership framework, the company is divided into six main functional centers: The Administrative Center, the Teaching & Research Center, the Technical Center, the Marketing & Planning Center, the Sales Center, and the Strategic Development Center. The Administrative Center manages finance, human resources, and general administrative support to ensure stable internal operations. The Teaching & Research Center is responsible for curriculum design, training delivery, instructional support, and customer service. The Technical Center oversees system development, mobile application maintenance, and technical support to ensure the stability and efficiency of all digital platforms. The Marketing & Planning Center handles branding, content production, promotional activities, and online marketing to enhance market visibility and attract customers. The Sales Center focuses on customer acquisition, contract negotiation, market expansion, and performance achievement through different sales teams. Finally, the Strategic Development Center is dedicated to long-term planning, business expansion, partnership development, VIP customer management, and the launch of new business models. This structure allows the company to maintain operational efficiency while ensuring that each functional area contributes effectively to overall business growth.
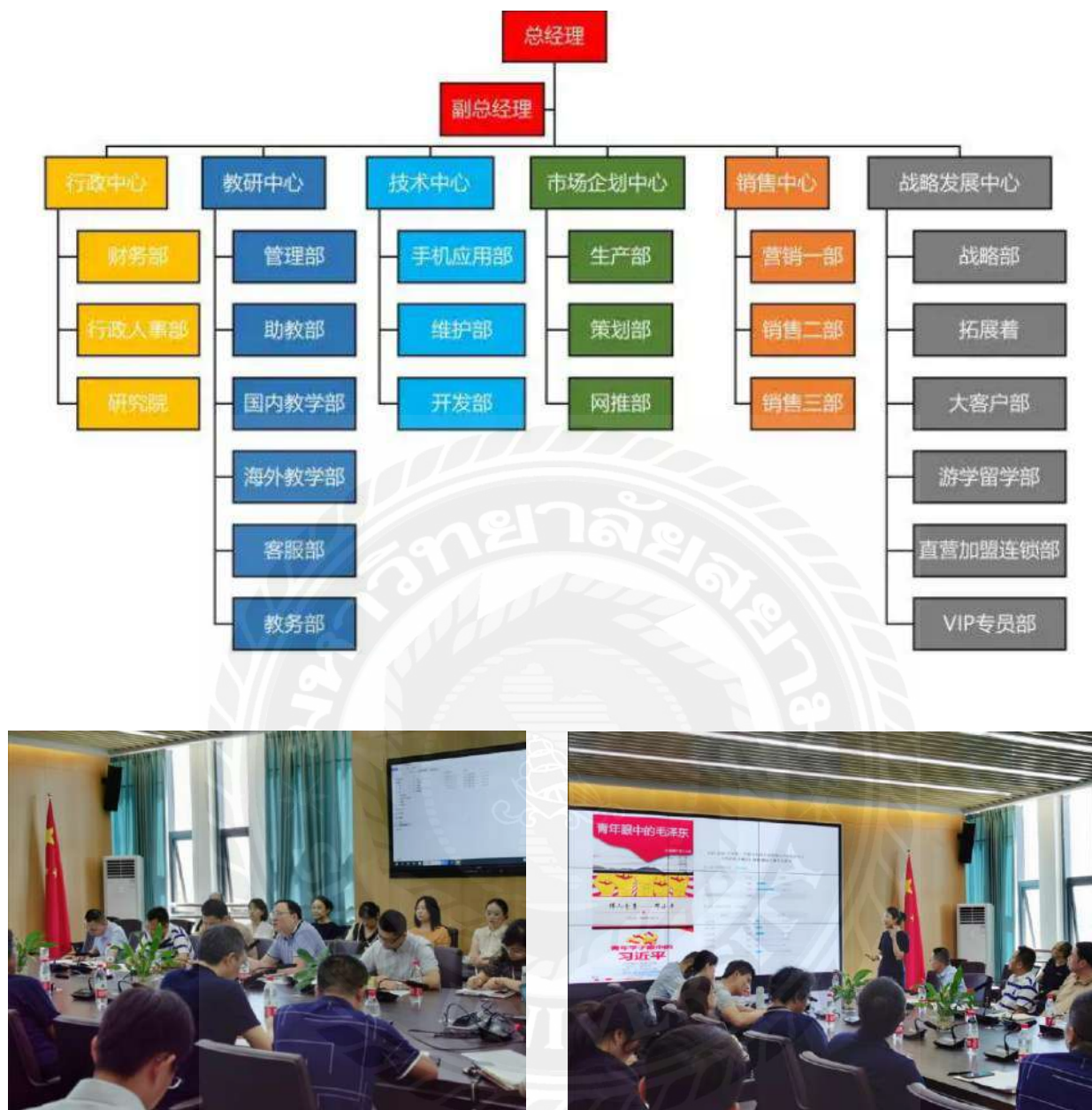
Figure3 Organizational Structure

Table 1.2 Organizational Structure of Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd.

Center / Department	Main Responsibilities	Key Outputs / KPIs
General Manager	Strategic planning, major decision-making, resource allocation	Revenue growth, profit margin, strategic implementation

Deputy General Manager	Operational coordination, project supervision, cross-department communication	Operational efficiency, issue resolution speed
Administrative Center	HR management, finance, administrative support	Cost control, payroll accuracy, internal service quality
HR & Admin Dept.	Recruitment, staff management, office operations	Recruitment cycle, employee retention
Teaching & Research Center	Course development, training delivery, academic support	Training satisfaction, project completion
Domestic Teaching Dept.	Domestic training & service delivery	Pass rates, customer satisfaction
Overseas Teaching Dept.	International training & coordination	Compliance, delivery quality
Customer Service Dept.	Customer inquiries & support	Response time, resolution rate
Academic Affairs Dept.	Scheduling, registration, documentation	Accuracy of academic records
Technical Center	System development, maintenance, mobile app management	System uptime, bug resolution time
Mobile App Dept.	App updates, testing, optimization	App performance, crash rate
Marketing & Planning Center	Branding, online promotion, market campaigns	Lead generation, conversion rate
Planning Dept.	Marketing strategy & campaign design	Engagement rate
Sales Center	Customer acquisition, contract negotiation, after-sales maintenance	Sales volume, customer conversion
Sales Team 1	Large clients / offline channels	Contract value
Sales Team 2	Online leads / B2C clients	Lead conversion

Strategy Dept.	Strategic research & planning	Feasibility reports
Business Expansion	New markets and partnerships	New partners added
Overseas/Study Tour Dept.	International programs	Program satisfaction
VIP Service Dept.	High-value customer management	VIP retention & revenue

1.2 Job Position of the Intern

During the internship, the intern worked as a customer service intern in the Customer Service Department under the Teaching & Research Center at Qingdao Yichuang Zhixing Education, reporting directly to the department manager. The primary responsibility of this position was to provide study-abroad consultation services to Chinese students interested in pursuing undergraduate, master's, and doctoral programs in Thailand.

The intern's main duties included communicating with prospective students, answering inquiries regarding academic programs, admission requirements, visa procedures, and general study-abroad processes. In addition, the intern assisted in preparing application documents, updating student records, and following up with applicants during different stages of the application process. Multilingual communication tasks were also part of the role, supporting effective coordination between students, colleagues, and external partners.

Through this position, the intern supported the company's daily consulting operations while gaining practical experience in customer service, cross-cultural communication, and international education consulting.

Figure4 Job Position of the Intern

1.2.1 Show the job position in the organizational chart

Job Requirements for the Position

The internship position within the Customer Service Department requires candidates to possess strong communication skills, cross-cultural awareness, and the ability to provide accurate information regarding study programs in Thailand. As the role involves frequent interaction with Chinese students, proficiency in Chinese, English, and Thai is essential to facilitate effective communication and ensure information clarity. Interns are also expected to have a good understanding of the Thai higher education system, including program structures, admission procedures, and campus life. The position further requires a high level of professionalism, patience, and customer-oriented thinking, as well as the ability to handle inquiries, manage documentation, and work collaboratively within the department. Basic computer skills, such as data entry, digital communication, and document organization, are also necessary to support daily administrative tasks.

Specific Responsibilities of the Intern

In this role, the intern is responsible for providing consultation and support services to Chinese students who plan to study in Thailand at the undergraduate, master's, or doctoral level. Key responsibilities include explaining academic program options, admission requirements, tuition fees, and application procedures. The intern assists students by answering inquiries through online platforms, conducting initial assessments of student backgrounds, and offering personalized study recommendations. Additionally, the intern prepares and reviews application materials, updates student information in the internal database, and follows up with potential applicants to track their progress. Given her multilingual capabilities, the intern also supports translation tasks, such as interpreting communication between the company and Thai universities, translating documents, and ensuring the accuracy of cross-language information. Furthermore, she contributes to bridging cultural differences by sharing firsthand experiences of studying and living in Thailand, helping prospective students better understand and adapt to the local environment.
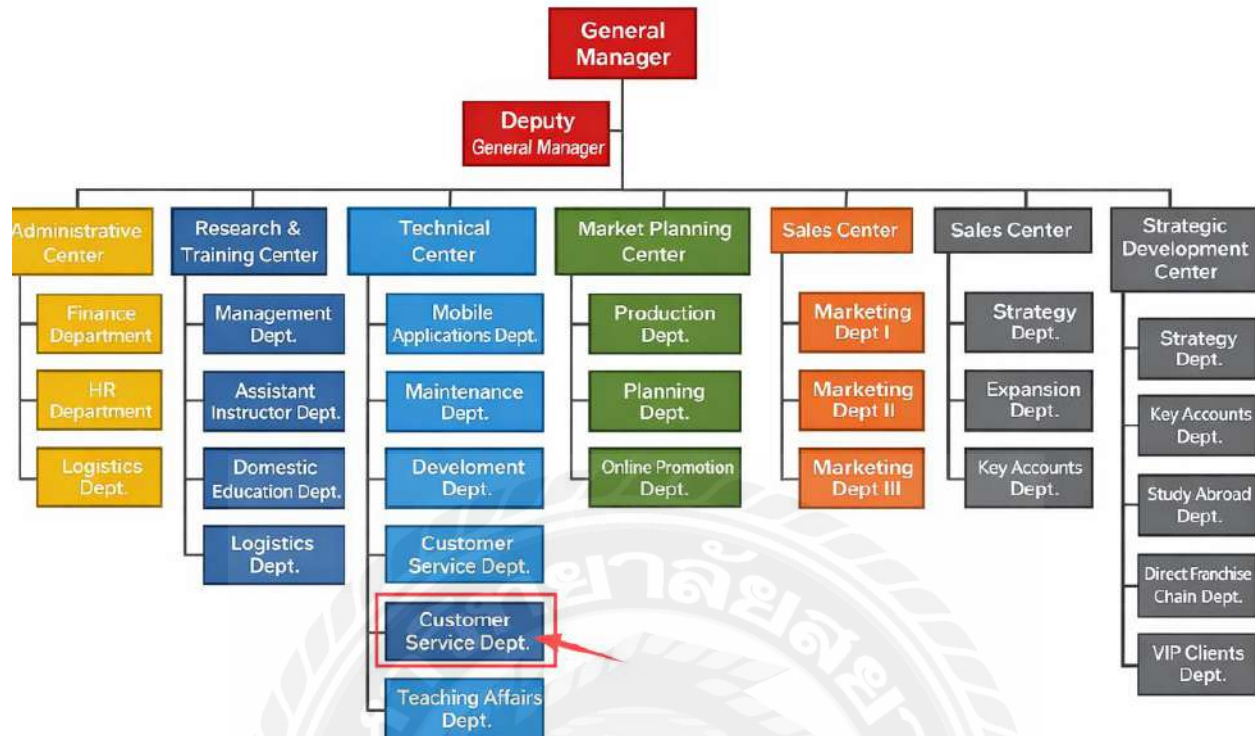
Figure5 Specific Responsibilities of the Intern

1.2.2 Intention and motivation to apply for company

      I chose to undertake my internship at Qingdao Yichuang Zhixing Education due to my strong interest in multilingual working environments and international education services. The opportunity to communicate and coordinate in multiple languages enables me to strengthen both my professional competencies and cross-cultural communication skills while engaging directly with students and institutional partners. In addition, I am particularly interested in the Chinese education market, where student recruitment and marketing rely heavily on localized platforms and relationship-based communication rather than global search engines. Observing how these systems operate effectively has motivated me to gain deeper insight into cross-cultural education consulting and international student mobility.

      Another important factor is the company's organizational structure. With a relatively small but well-organized team, Qingdao Yichuang Zhixing Education allows interns to observe and participate in multiple stages of the workflow, including student consultation, application coordination, administrative support, and communication with partner universities. This

environment provides valuable hands-on experience and a clear understanding of how different functions are integrated to achieve organizational objectives.

Furthermore, working with students of different age groups, including mature learners, offers meaningful exposure to diverse expectations and needs within education consulting services. This experience enhances my ability to provide appropriate guidance while understanding the importance of professionalism, adaptability, and relationship-building.

Overall, this internship represents a valuable opportunity to combine my interest in languages, international education, and organizational operations within a structured yet flexible working environment. I view this experience as an important step in developing practical business knowledge and professional readiness for my future career.

1.3 SWOT Analyze the Company
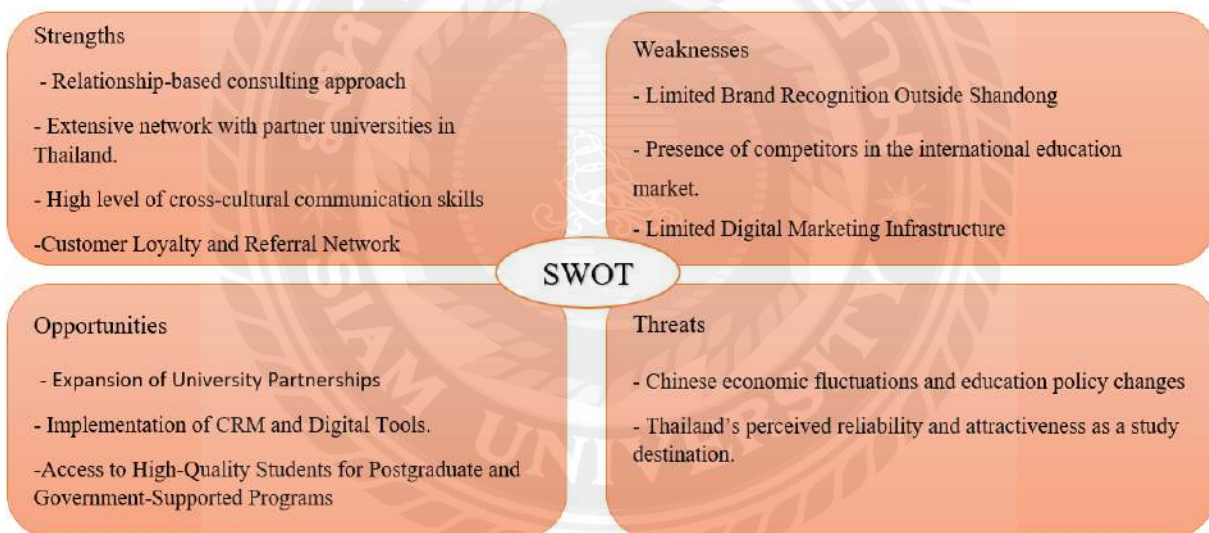
Figure6 SWOT Analyze the Company

Strengths

Relationship-based Consulting Approach

Qingdao Yichuang Zhixing Education actively cultivates trust with students and their families through personalized consultation sessions. Staff take time to understand the unique academic goals, financial considerations, and personal circumstances of each student. Regular follow-ups via phone, WeChat, or email ensure that parents and students feel supported

throughout the entire application process. The company also organizes orientation sessions and Q&A webinars, allowing students and parents to interact directly with consultants and university representatives. This ongoing communication and tailored support help build long-term relationships and improve client satisfaction.

Extensive Network with Partner Universities in Thailand

The company maintains partnerships with multiple Thai universities by negotiating formal agreements for student placement, scholarship access, and program information sharing. Staff regularly visit partner campuses, attend university fairs, and participate in joint workshops to maintain strong ties. This network allows the company to offer diverse program options, match students with suitable courses, and provide reliable guidance during admissions. By leveraging these collaborations, Qingdao Yichuang Zhixing Education ensures students receive accurate and timely information, which strengthens the company's credibility.

High Level of Cross-Cultural Communication Skills

Qingdao Yichuang Zhixing Education's staff possess strong cross-cultural communication capabilities, particularly the ability to communicate effectively in English with Thai universities. This proficiency allows Chinese consultants to act as a reliable bridge between students and Thai institutions, ensuring that all academic inquiries, application procedures, and administrative requirements are clearly understood and accurately conveyed. Staff training emphasizes professional English correspondence, report writing, and online meeting etiquette, which minimizes miscommunication and streamlines the student placement process. Combined with their understanding of both Chinese and Thai academic systems, this capability enables the company to provide precise guidance, resolve issues efficiently, and maintain a high standard of service quality.

Customer Loyalty and Referral Network

Qingdao Yichuang Zhixing Education maintains a strong system for building and sustaining customer loyalty. The company follows up regularly with past and current students, providing guidance throughout their academic journey, from application to enrollment and even after admission. Personalized support ensures that students and their families feel valued, understood, and confident in their decisions. This high level of attention encourages repeat engagement, with satisfied clients often recommending the company to friends, classmates, or colleagues. In addition, structured feedback mechanisms and communication channels allow the

company to continuously improve services based on client input, which strengthens trust and enhances its reputation. Through these strategies, the company not only retains existing clients but also organically expands its customer base through a reliable referral network, ensuring sustainable growth and a strong market presence.

Weakness

Intense Local Competition

Qingdao Yichuang Zhixing Education operates in a competitive international education consulting market in China, where numerous agencies offer similar services. Although the company has established strong relationships with Chinese students and partner universities, local competitors continuously strive to provide comparable or even innovative services. This intense competition makes it challenging for the company to attract new clients beyond its existing network, requiring continuous adaptation and improvement of its service offerings. Without effective differentiation, there is a risk that potential students and parents might choose other agencies that offer more aggressive marketing or additional benefits.

Limited Brand Recognition Outside Shandong Province

While Qingdao Yichuang Zhixing Education has a solid reputation within Shandong Province, its brand awareness remains limited in other regions of China. As the company attempts to expand its reach to cities beyond its home base, this limited recognition could slow growth and make establishing new partnerships more difficult. Prospective students and parents may be unfamiliar with the company, leading to a reliance on personal referrals or word-of-mouth, which may not scale quickly. Expanding brand visibility and credibility in new regions requires significant marketing efforts, time, and resources.

Limited Digital Marketing Infrastructure

The company's current marketing approach heavily relies on relationship-based consulting, leveraging trust with existing students and parents. While effective in maintaining long-term connections, the digital marketing infrastructure is not yet fully developed. Limited use of advanced analytics, online advertising campaigns, and multichannel digital strategies may hinder the company's ability to reach new prospects efficiently. Competitors who invest more heavily in social media, search engine marketing, and data-driven campaigns might gain a competitive advantage, particularly in regions where personal referrals are less influential.

Expanding digital infrastructure would enhance scalability, visibility, and the ability to respond quickly to market changes.

Opportunities

Expansion of University Partnerships

The company is actively expanding its collaboration network with universities in both Thailand and China. Currently, initiatives include facilitating student exchange programs, with pilot projects launched in Harbin, and plans to extend these partnerships to Qingdao and Yantai. These efforts allow the company to increase program diversity, attract more students, and strengthen its reputation as a facilitator of international education experiences. Expanding partnerships also creates long-term growth potential by securing reliable placement channels and fostering institutional trust.

Implementation of CRM and Digital Tools

Adopting customer relationship management (CRM) systems and other digital platforms allows Qingdao Yichuang Zhixing Education to manage student and partner data efficiently, track the status of applications, and automate reminders for important deadlines. Actions include setting up automated follow-up emails and notifications, maintaining a centralized database of student inquiries, and generating analytics to monitor trends in program interest and student engagement. Additionally, integrating cloud-based file sharing and collaborative platforms enables seamless coordination between departments, reduces errors in document handling, and ensures timely communication with partner universities. These measures help the company provide a more responsive, professional, and transparent service, improving both student satisfaction and operational reliability.

Access to High-Quality Students for Postgraduate and Government-Supported Programs

Leveraging its expertise in Master's, PhD, and government-sponsored programs, the company can actively identify and recruit high-potential candidates through partnerships with top-tier Chinese universities, scholarship offices, and research institutions. Actions include hosting information sessions for high-achieving students, creating dedicated counseling services for government-sponsored programs, and providing detailed guidance on application procedures, academic preparation, and scholarship opportunities. By offering a premium, tailored service experience, the company not only improves student outcomes but also enhances its reputation as a trusted advisor for international education. Long-term, this strategy positions Qingdao Yichuang

Zhixing Education as a reliable gateway for academically talented students, increasing its influence and visibility in both the Chinese and Thai education markets.

Threats

Chinese economic fluctuations and education policy changes

China's economic environment is subject to fluctuations, including shifts in GDP growth, employment rates, and household income levels, which may directly influence families' ability to fund overseas education. Simultaneously, government policies on higher education funding, scholarships, and PhD program expansion could significantly affect the demand for international study. The number of PhD students in China has been steadily rising, reaching approximately 676,300 in 2024 (Sina Finance, 2025). This growing cohort may increase competition for limited international placements, potentially limiting the pool of students seeking study opportunities abroad. Changes in visa regulations, international agreements, or government priorities could further alter student mobility trends. Collectively, these factors create uncertainty for education consulting companies, such as Qingdao Yichuang Zhixing Education, that rely on consistent international student recruitment.

Thailand's perceived reliability and attractiveness as a study destination.

Thailand's reputation as a safe, high-quality, and academically credible destination is crucial for attracting Chinese students. Concerns over political stability, health safety (e.g., pandemics), visa processing, or the perceived academic rigor of Thai universities could influence student and parent decision-making. Even minor negative perceptions may deter potential students, reducing enrollment and affecting long-term business growth. The company must therefore continuously maintain and communicate the advantages of studying in Thailand, including high-quality education, cultural experiences, and supportive student services, to counteract these potential risks.

1.4 Objective of the Internship

The primary objective of this study is to develop a comprehensive understanding of Qingdao Yichuang Zhixing Education by observing its organizational structure, service processes, communication methods, and daily operational practices within the international education consulting industry. Through active participation in daily tasks, the internship aims to provide practical insights into how the company supports Chinese students in pursuing undergraduate,

master's, and doctoral programs in Thailand. In addition, this study seeks to identify potential challenges in the company's everyday operations, including issues related to communication flow, documentation procedures, data management, and consultation practices. By examining these challenges in a real working environment, the intern is able to better understand the practical factors that influence operational efficiency and service quality.

Another important objective is to propose feasible and constructive solutions to the identified problems by applying academic knowledge from the International Business program, cross-cultural communication experience, and analytical skills. The study aims to offer recommendations that may contribute to improving workflow efficiency, enhancing service delivery, and strengthening coordination between students, internal staff, and partner universities.

Finally, this study aims to contribute meaningfully to the company by supporting assigned tasks, providing multilingual communication assistance, and delivering professional services to students. Through the application of theoretical knowledge and active engagement, the internship seeks to create practical value while simultaneously enhancing the intern's professional skills in communication, problem-solving, teamwork, and organizational understanding.
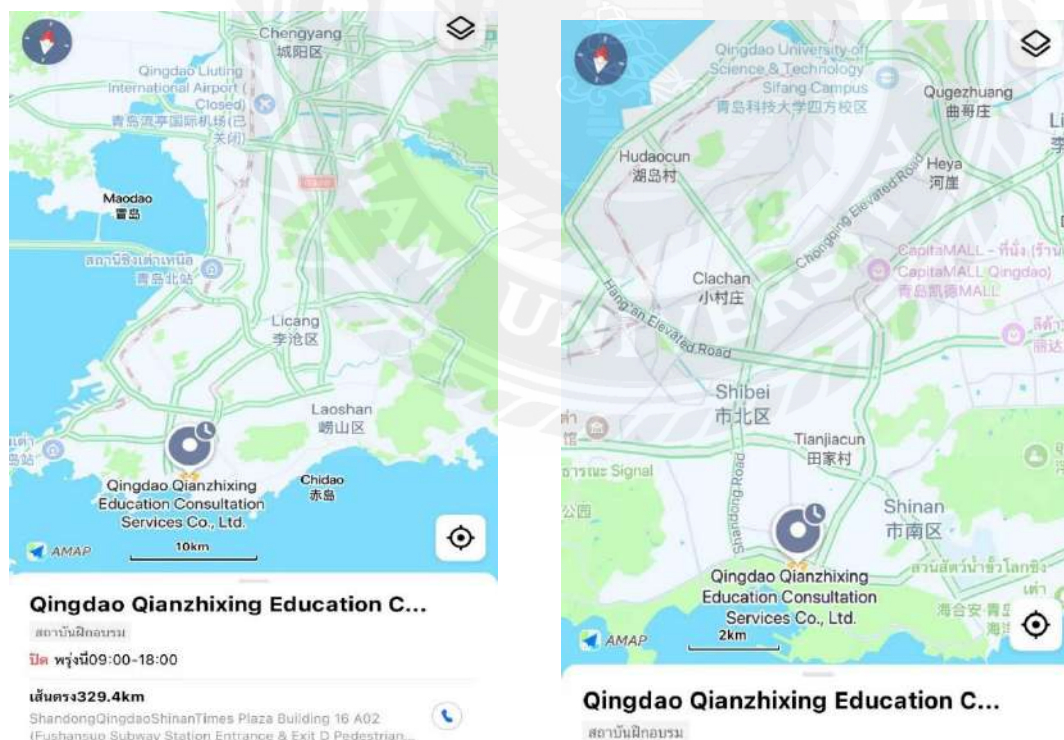

Figure7 Company Location

Chapter 2 Internship activities

2.1 Job Description

During my internship, I served as a Customer Service and Study-Abroad Consultation Intern under the supervision of the department supervisor within the Teaching & Research Center. My role was primarily supportive and focused on learning through observation and assistance rather than independent consultation. This position allowed me to gain exposure to different stages of the study-abroad consulting process in an international education setting.

I mainly assisted senior consultants in front-line communication with Chinese students who were interested in undergraduate, Master's, and PhD programs in Thailand. My responsibilities included supporting responses to general inquiries related to academic programs, admission procedures, application timelines, visa requirements, and campus life. I also helped organize information, clarify basic questions, and facilitate communication between students and consultants using Chinese and English.

In addition, I supported administrative and coordination tasks such as assisting with document preparation, organizing application materials, updating student records, and following up on required documents. I also helped with customer relationship management activities by supporting follow-up communication and referral-based inquiries. Through these tasks, I gained practical insight into the daily operations, communication flow, and relationship-based service approach of an international education consulting company.

2.2 Department of Internship

During the internship period, the intern was assigned to the Customer Service Department under the Teaching & Research Center at Qingdao Yichuang Zhixing Education. This department plays a central role in providing academic consultation, application guidance, and ongoing support for students intending to pursue higher education abroad, particularly in Thailand.

The department serves as the primary communication hub between the company, prospective students, parents, and partner universities. Its responsibilities include academic consultation, document preparation support, coordination with overseas institutions, and follow-up services to ensure a smooth application and enrollment process. Due to the international nature of the services, the department requires strong multilingual communication skills, cultural

sensitivity, and accuracy in information delivery. Working within this department allowed the intern to gain firsthand experience in customer relationship management, cross-cultural communication, and service coordination within the international education consulting industry.

2.3 Job responsibility

A. Assist in Student Consultation
B. Support Administrative Tasks
C. Customer Relationship Assistance
D. Coordinate with Partner Universities

A) Assist in Student Consultation Support

This task involves supporting senior consultants in handling inquiries from prospective Chinese students interested in studying in Thailand. The process focuses on information clarification, communication assistance, and follow-up under supervision.
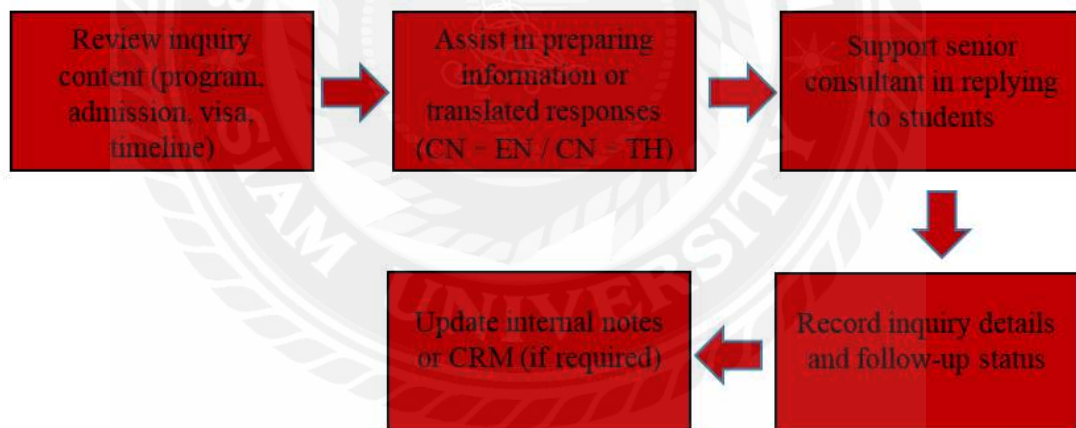
Figure8 Assist in Student Consultation Support

B) Support Administrative and Application Tasks

This task involves assisting with document preparation, verification, and organization for student applications to Thai universities, ensuring accuracy and completeness under supervision.
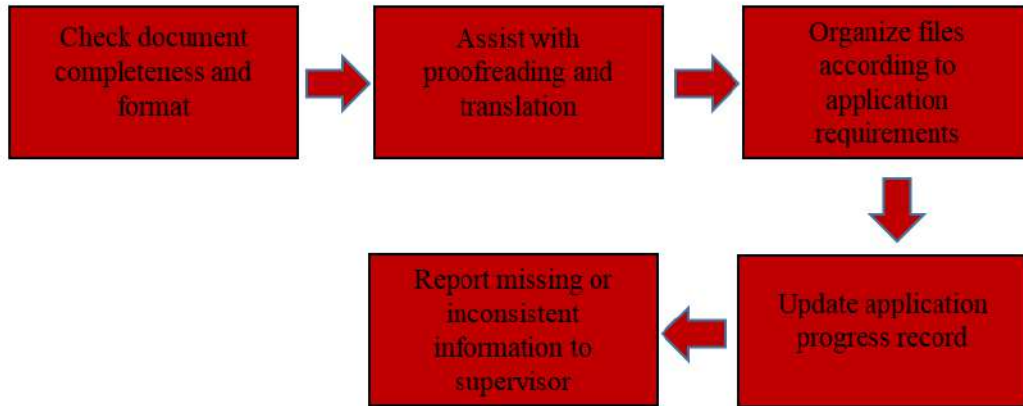
Figure9 Support Administrative and Application Tasks

C) Coordinate with Partner Universities

This task involves supporting communication and coordination with partner universities in Thailand regarding cooperation, admissions, and documentation.
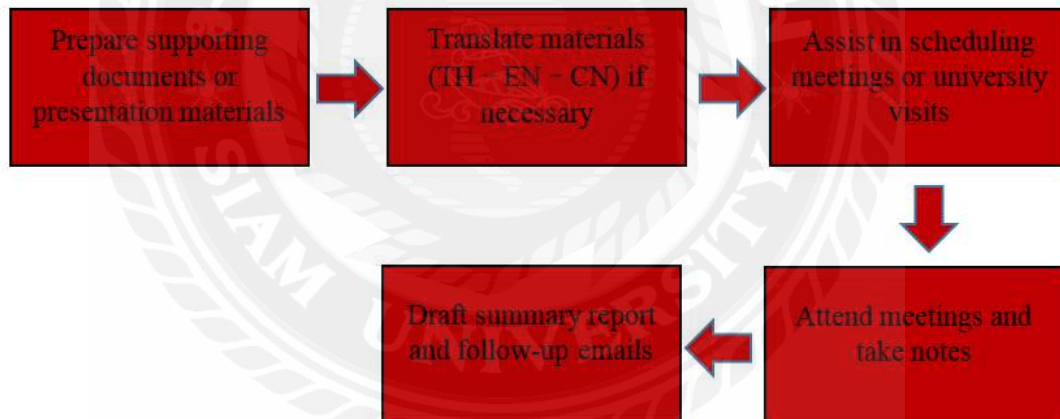
Figure10 Coordinate with Partner Universities

D) CRM Data Management and Workflow Support

This task focuses on assisting in organizing student data and supporting the development and testing of CRM workflows for application tracking.
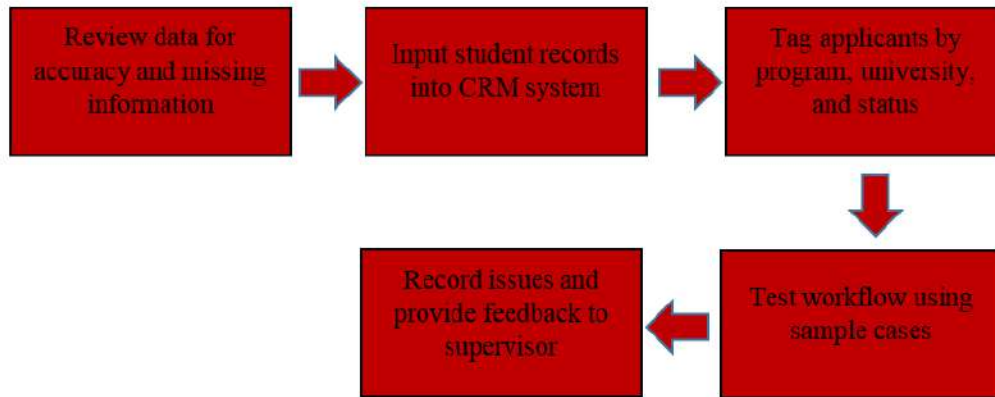
Figure11 CRM Data Management and Workflow Support

2.4 My Contribution as an Intern

Throughout my internship, I contributed to the daily operations of the International Education Consulting Department by supporting consultation, coordination, and administrative processes. By using my Thai, Chinese, and English language skills, I assisted in facilitating clear and accurate communication between Chinese students, supervisors, and Thai partner universities. This support helped reduce misunderstandings and ensured smoother information flow during consultation and coordination stages.

I also contributed to the application support process by assisting with document review, identifying missing or inconsistent information, and helping organize application materials under supervision. Additionally, I supported the maintenance of student records and application tracking by updating internal databases and later assisting with CRM system input and workflow testing. These tasks helped improve data organization and supported supervisors in monitoring application progress more efficiently.

Furthermore, I assisted in preparing reports, presentation materials, and translated content for internal use and university coordination. Through participation in meetings, university visits, and follow-up tasks, I gained practical insight into relationship-based consulting and cross-border education operations. Overall, my contributions supported day-to-day workflow efficiency while allowing me to apply academic knowledge and develop professional skills in a real-world international education environment.

2.5 Examples of some special skills learnt during the internship

During the internship at Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd., several important professional skills were acquired and strengthened, contributing to both personal development and future career readiness.

1. Advanced Communication and Client Interaction Skills

Throughout the internship, frequent communication with students, parents, and partner institutions significantly improved my ability to convey information clearly and professionally. I learned to adjust communication styles according to the client's background, respond to inquiries with precision, and maintain a calm and service-oriented attitude when addressing concerns. This experience enhanced both my verbal and written communication proficiency in real business contexts.

2. Cross-Cultural Understanding and International Education Knowledge

Because the company works closely with overseas education institutions, I gained a stronger understanding of international academic systems, admission requirements, and cultural differences. I learned how to guide clients in interpreting foreign education policies and how to avoid misunderstandings caused by cultural variations. This skill is essential for providing accurate and culturally appropriate consulting services.

3. Digital Tools and Information Management Skills

During daily work, I became proficient in using several digital platforms, including CRM systems, online consultation tools, cloud document management, and customer tracking software. I learned to record client information systematically, update counseling progress on time, and use data to support service decisions. These skills improved my efficiency and strengthened my ability to work in digital environments.

4. Problem-Solving and Case Handling Ability

Many clients encountered unique problems such as document preparation, application delays, or communication gaps with foreign institutions. Through assisting the Customer Service Department, I learned how to analyze the situation, identify the cause, and provide practical solutions. This not only developed my ability to handle real-world cases but also enhanced my adaptability in fast-changing work environments.

5. Professional Service Mindset and Customer-Centered Approach

The internship strengthened my understanding of professional work ethics, especially the importance of patience, responsibility, and confidentiality in service-oriented industries. I learned to maintain a customer-centered mindset, ensuring service accuracy while protecting sensitive information. This shaped my professional attitude and improved my ability to deliver high-quality support to clients.

Chapter 3 Learning process

3.1 Learning during Co-op Studies

The most meaningful learning often comes from real-life experience, as it challenges individuals to adapt, reflect, and grow beyond theoretical knowledge. During my internship at Qingdao Zhixing Education, I experienced a learning process that contributed significantly to both my professional development and personal growth. Although I had prior experience traveling to China and living in other countries, working in this organization presented a new and more complex set of challenges.

At the initial stage of the internship, I found the working environment particularly demanding. Differences in workplace culture, communication styles, and interpersonal expectations required a high level of cultural awareness and adaptability. Professional interactions were often subtle and indirect, making it necessary to carefully observe behaviors, understand unspoken norms, and adjust my approach accordingly. Despite these difficulties, continuous guidance from my supervisor and colleagues gradually helped me adapt and gain confidence in my role.

Throughout the internship, I developed a deeper understanding of cross-cultural communication, especially within the context of international education consulting. Collaborating with Chinese colleagues and coordinating with Thai partner universities strengthened my ability to communicate clearly and professionally across cultural boundaries. These experiences enhanced not only my language skills but also my sensitivity to cultural differences, which is essential in international and multicultural work environments.

In addition, this internship provided practical insight into the daily operations of an international education consulting company. By observing consultation processes, administrative workflows, and relationship-based service practices, I gained a clearer understanding of how trust is built and maintained with students and institutional partners. Challenges encountered during the internship, particularly in the early stages, allowed me to learn through experience and reflection, contributing to greater resilience and professional maturity.

Overall, this internship demonstrated that experiential learning plays a crucial role in personal and professional development. The knowledge, skills, and adaptability gained during this

period have prepared me for future challenges and reinforced the value of learning through real-world experience.

3.1.1 Applying the Knowledge from Coursework

During my internship at Qingdao Zhixing Education, I applied key concepts from my coursework to real tasks. Change management helped me adapt to a dynamic, cross-cultural environment, while organizational management allowed me to understand the company structure and workflow. Principles of marketing guided my support for promotional activities, and consumer behavior helped me respond effectively to student and parent inquiries. Cross-cultural communication skills were essential for bridging language and cultural gaps between Chinese students and Thai partner universities.

3.1.2 Gap in the Knowledge from Coursework

Although I was supported by the theoretical knowledge gained from my coursework, I still encountered practical challenges that revealed gaps in my understanding. Beyond the depth of academic knowledge, I had to deal with external factors and tight timelines, which created pressures not experienced in a classroom setting. For example, I needed to quickly learn how to use CRM software to track student applications, and I also realized that the needs and expectations of students varied by region, requiring tailored communication and service approaches. These experiences highlighted the importance of adaptability, time management, and problem-solving skills beyond what was taught in university.

3.2 Indicate the problem faced or noticed during internship

During my four-month internship at Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd., I engaged in student consultation, document preparation, communication with Thai partner universities, data management, and cross-cultural coordination. While performing these tasks, I observed several operational challenges that affect both workflow efficiency and the company's ability to provide consistent service to students.

One major issue was the lack of a centralized and standardized system for student information management. Student records were scattered across personal spreadsheets, chat histories, and individual files. This fragmentation caused inconsistencies, incomplete data, and delays in updating information, especially when multiple staff members were involved. As the

number of student applicants grows, this limitation could lead to miscommunication, repeated work, and slower response times, ultimately affecting student satisfaction and the company's reputation.

Another challenge was cross-cultural communication and workflow inconsistencies. Interactions involved three languages—Chinese, Thai, and English—and program or admission information was sometimes misunderstood or translated inaccurately. Furthermore, the consultation process lacked formal written guidelines, so new staff and interns relied on verbal instructions, resulting in inconsistent service quality, particularly during peak application periods.

Finally, I noticed limited use of digital tools and data analytics for tracking applications and evaluating marketing effectiveness. While online information sessions and social media campaigns were organized, there was no systematic analysis of student engagement, application conversion, or regional needs. For example, student expectations differed by region, and understanding these nuances required manual observation rather than data-driven insights.

Overall, these issues—fragmented information management, inconsistent cross-cultural communication, lack of standardized workflow, and limited data-driven decision-making—highlight areas where the company could improve operational efficiency and service quality. Addressing these challenges through centralized CRM systems, standardized procedures, and better analytics would enhance student satisfaction, streamline internal operations, and support long-term organizational growth.

3.2.1 Indicate the problem noticed during the Internship

During my four-month internship at Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd., I was assigned to the Customer Service Department, where I participated in a wide range of operational tasks. These included student consultation, document preparation, communication with Thai partner universities, data management, and follow-up services for admitted students. By engaging in these tasks continuously, I gradually identified several issues within the company's everyday operations. These issues relate not only to workflow efficiency but also to communication consistency, information management, and the use of digital tools in handling growing student inquiries.

Figure12 Meeting with Customers during the Internship

One major issue I noticed during the internship was the lack of a standardized and centralized system for managing student information. Although each staff member maintains records of their own student cases, these records are stored in different formats—such as Excel spreadsheets, WeChat chat logs, or handwritten notes. Because data is scattered across multiple platforms, information may sometimes be incomplete, duplicated, or not updated in a timely manner. This leads to difficulties when the team needs to review a student's progress or transfer a case to another counselor. As the number of Chinese students applying for programs in Thailand continues to increase, the absence of a unified data management system can hinder the efficiency and accuracy of the company's service delivery.

Another issue involves the inconsistency in cross-cultural communication between the company and partner universities in Thailand. Since the communication process involves three languages—Thai, Chinese, and English—some details may be misunderstood or translated

inaccurately if the message is not clarified carefully. For example, admission requirements, tuition updates, and program availability sometimes differ between what students understand and what Thai universities provide. Without a standardized communication template or verification procedure, new or inexperienced staff may misinterpret certain academic terms or administrative policies. This inconsistency can affect the accuracy of consultation services and may cause confusion for prospective students and their parents.

In addition, I observed that the overall student consultation workflow lacks detailed written guidelines. Senior staff members usually rely on their experience when explaining admission procedures, document requirements, or interview arrangements. As a result, new employees and interns like me often need extra time to understand the full process. During peak seasons—especially when deadlines for Master's and PhD applications overlap—this lack of standardization sometimes leads to delays in document collection, missed reminders to students, or repeated communication. A clearly defined step-by-step operation manual would greatly improve coordination within the team and reduce the risk of human error.

Furthermore, I noticed that the company's marketing and promotional activities rely heavily on traditional relationship-based approaches. While effective in maintaining trust with Chinese families, these methods lack systematic performance analytics. The company organizes online information sessions and posts promotional content on social media, but it does not have a structured way to track conversion rates or analyze which type of content attracts the most potential students. As a result, marketing decisions tend to depend on subjective judgment instead of data-driven insights, which may limit the effectiveness of future promotional strategies.

Overall, the problems I observed during my internship reveal several areas where the company could enhance its operational efficiency. The lack of centralized student information, inconsistencies in cross-cultural communication, absence of standardized workflow documents, and insufficient use of digital analytics all indicate challenges that will become more significant as the organization expands. Identifying these issues during my internship has provided valuable insight into the real-world complexity of international education consulting and has deepened my understanding of how operational processes influence service quality.

3.3 Mini research includes:

3.3.1 Problem statement (identify one major issues of the company or department)

1. Information Management Quality: The fragmented management of student information leads to delays and inconsistent updates, causing customers to feel uncertain about their application progress and reducing their trust in the service.

2. Cross-cultural Communication Standardization: The lack of standardized cross-cultural communication procedures results in misunderstandings or unclear explanations, which may confuse students and their parents and negatively affect their decision-making.

3. Service Process Standardization: The absence of clear written guidelines for consultation and document processing leads to inconsistent service quality among staff members, making the customer experience uneven and less professional.

4. Marketing Data Utilization: The lack of data-driven evaluation in marketing reduces the accuracy of student targeting, meaning some students may receive insufficient or irrelevant information, weakening overall customer engagement and satisfaction.

5. Customer Satisfaction with Education Consulting Services: Customer Satisfaction with Education Consulting Services refers to how pleased students and their parents feel with the support they receive from the consulting organization.

Case Example:

Li Ming is a high school student from Qingdao, China, looking to pursue an undergraduate degree at a university in Thailand. He and his parents decide to seek guidance from an education consulting company to understand the process, available programs, and application requirements. Below are how the issues in the company's current operations affect his experience:

Information Management Quality

Li Ming reaches out to the company for initial consultation, but the consultant seems unsure about the specific documents and steps involved in the application process. His application status remains unclear for several weeks due to the fragmented management of student information. This delay in updates causes Li Ming and his parents to feel uncertain about whether the application has been processed, leading to frustration and a lack of trust in the service.

Cross-cultural Communication Standardization

Li Ming's parents, who are unfamiliar with the nuances of the Thai education system, struggle to understand the detailed answers provided during their consultation. Since there are no standardized communication protocols in place for explaining cultural differences, the explanations are vague, leading to confusion about visa processes and program specifics. Li Ming and his parents feel unclear about what is required from them and whether the program is the right fit for him.

Service Process Standardization

Throughout the consultation, the responses provided by different staff members vary significantly. Some consultants provide detailed information, while others offer minimal guidance, leading to a lack of consistency. For example, one staff member mentions that Li Ming will need to submit additional documents that another consultant did not mention. This inconsistency makes the customer experience feel disjointed and unprofessional, leaving Li Ming uncertain about what exactly he needs to do.

Marketing Data Utilization

The education consulting company does not effectively use marketing data to tailor their outreach. As a result, Li Ming receives generic information that is not aligned with his academic interests or career aspirations. The marketing materials sent to him are broad and not specific to his desired program, which reduces his engagement and the overall value he perceives from the service. The lack of personalized communication weakens Li Ming's trust in the company's ability to assist him in finding the best-fit university.

Customer Satisfaction with Education Consulting Services

Due to the fragmented communication, inconsistent service, and lack of clarity, Li Ming and his parents feel dissatisfied with the overall experience. They feel the company has not offered the level of clarity and professionalism expected from a leading education consultant. As a result, Li Ming's parents are hesitant about proceeding with the application through this consultancy and are considering alternative companies. Their perception of the service quality is negatively impacted, decreasing their overall satisfaction with the consultancy.

In this case, Li Ming's experience highlights how the company's issues in information management, communication, and service processes lead to dissatisfaction and erode customer trust, which can ultimately affect customer retention and the company's reputation.

3.3.2 Problem Statement

The main issue identified during my internship is the fragmented management of student information, combined with inconsistent cross-cultural communication and unstandardized service procedures. Student data is stored across multiple platforms, leading to incomplete, inconsistent, or slightly delayed updates, which occasionally cause minor complaints from students and parents regarding unclear instructions or repeated inquiries. Communication with Thai universities and Chinese students often lacks standardized templates, resulting in occasional misunderstandings or partial information. Furthermore, the absence of formal workflow guidelines leads to inconsistent service quality and minor delays in document processing or follow-ups. These limitations reduce operational efficiency, create occasional confusion for students and parents, and constrain the company's ability to maintain high customer satisfaction and scale its education consulting services effectively.

3.3.3 Significance of the study

Conducting this study through a survey-based investigation provides both theoretical and practical significance for understanding and improving international education consulting services. From a theoretical perspective, the study contributes to the academic field by generating empirical data that reflects students' authentic experiences with consultation quality, document preparation, communication processes, and overall service performance. These findings enrich the existing literature on service management, cross-cultural communication, and educational consulting by offering evidence-based insights into how service effectiveness can be influenced by operational procedures and communication structures. Furthermore, the research applies survey methodology and data-driven analysis, which strengthens the theoretical understanding of how customer feedback can be used to diagnose organizational issues and guide systematic improvements. This enhances the conceptual framework surrounding student decision-making, international mobility behavior, and client satisfaction in education services.

From a practical perspective, the study provides a solid foundation for developing targeted and actionable solutions that directly address the operational weaknesses identified during the internship. By systematically collecting and analyzing feedback from students who engage with the organization, the research highlights specific areas requiring improvement, such as workflow efficiency, information accuracy, communication consistency, and support quality throughout the application process. These findings allow the company to refine its internal procedures, enhance

cross-cultural communication practices, and develop more standardized and professional service protocols. As a result, the organization can improve service quality, increase student satisfaction, and strengthen trust among clients, ultimately contributing to better institutional reputation and competitive advantage. Additionally, the research offers valuable learning opportunities for the intern, enabling the application of analytical skills to real-world problems and generating insights that can inform future organizational strategies as well as further academic research.

3.3.4 Literature reviews

3.3.4.1 Theoretical Foundations

The problems identified in the service delivery of the international education consulting company, two theoretical foundations provide strong support: (1) Customer Relationship Management (CRM) Theory and (2) Intercultural Communication Competence (ICC) Theory. These theories explain the underlying causes of information fragmentation, inconsistent communication, workflow variability, and ineffective marketing, offering a solid basis for proposing targeted improvement strategies.

1. Customer Relationship Management (CRM) Theory

CRM Theory emphasizes that organizations must systematically collect, integrate, and utilize customer information to enhance service effectiveness and strengthen customer relationships. As Wang and Strong (1996) point out, high-quality and well-organized data are essential for providing reliable services because data accuracy, completeness, and accessibility directly influence organizational performance. Modern CRM research reinforces this view, highlighting that integrated information systems reduce service delays and improve communication efficiency by enabling real-time data sharing (Petrović, 2020). Thai (2024) further demonstrates that organizations with centralized CRM platforms achieve higher customer satisfaction because staff have structured workflows, clearer task responsibilities, and better decision-making support. In the context of international education consulting, fragmented student data and a lack of digital tracking systems impede the company's ability to provide timely updates, resulting in reduced service consistency and weakened customer trust. CRM theory therefore supports the argument that establishing standardized information systems is essential for improving workflow efficiency and enhancing the student experience.

2. Intercultural Communication Competence (ICC) Theory

Intercultural Communication Competence (ICC) Theory posits that individuals must possess linguistic ability, cultural awareness, and communication strategies to ensure effective interactions in multicultural environments (Gudykunst, 2005). ICC research stresses that misunderstandings often arise not because of language barriers alone but because communication is not guided by structured procedures or shared cultural expectations. Recent studies show that organizations implementing standardized multilingual communication protocols significantly reduce misinterpretation and enhance the clarity of service interactions (Richter, 2023; Zhou, 2024). In international education consulting, the lack of standardized bilingual or trilingual communication procedures can result in inconsistent explanations, misaligned expectations, and confusion among students. ICC theory explains why these communication breakdowns occur and supports the need for standardized communication templates, training, and verification mechanisms to ensure accuracy and professionalism.

3.3.4.2 Fragmented Student Information and Its Influence on Customer Service

Fragmented and inconsistently updated student information directly reduces service reliability and efficiency. Research on data quality indicates that incomplete and poorly managed information significantly limits staff members' ability to provide timely and accurate responses, which negatively affects customer trust (Wang & Strong, 1996). More recent CRM studies further show that organizations with well-integrated information systems deliver faster responses and higher customer satisfaction due to improved accessibility and consistency of data (Petrović, 2020). Empirical findings also demonstrate that CRM integration enhances decision-making accuracy and strengthens customer engagement by ensuring coherent and unified data flows (Thai, 2024). These studies collectively support the argument that fragmented student information systems hinder service delivery and reduce customers' confidence in the consulting process.

3.3.4.3 Lack of Standardized Cross-Cultural Communication Procedures

The absence of standardized cross-cultural communication procedures increases the likelihood of misunderstandings between consultants and students or parents. Classic intercultural communication theories emphasize that linguistic diversity introduces uncertainty and misinterpretation unless guided by structured communication norms (Gudykunst, 2005). Recent research reinforces that standardized communicative protocols, such as templated bilingual messages or verification steps, are essential for reducing misinterpretation in multilingual environments (Zhou, 2024). Studies on intercultural competence also highlight that institutions

employing systematic intercultural communication practices achieve higher clarity and customer satisfaction due to decreased ambiguity and improved message accuracy (Richter, 2023). These findings confirm that lacking structured cross-cultural procedures leads to inconsistent explanations and lower service clarity in international education consulting.

3.3.4.4 Absence of Written Guidelines Causing Inconsistent Service Quality

Service quality research consistently shows that clearly documented procedures are fundamental for ensuring consistent and professional service. According to the SERVQUAL framework, reliability and responsiveness depend heavily on standardized service processes that reduce variability across staff interactions (Parasuraman et al., 1988). Recent operational research highlights that formal service scripts, checklists, and documented workflows significantly improve performance consistency and reduce errors during customer-facing tasks (Kim, 2022). Furthermore, studies on service productization demonstrate that organizations that standardize and modularize service processes achieve higher efficiency and uniformity, making staff onboarding smoother and service delivery more predictable (Shamsuzzoha et al., 2024). These findings confirm that lacking written consultation and document-handling guidelines inevitably leads to uneven service performance and inconsistent customer experiences.

3.3.4.5 Lack of Data-Driven Marketing Evaluation Reducing Targeting Accuracy

Without data-driven evaluation, marketing efforts become less precise and struggle to effectively target the intended student groups. Contemporary marketing analytics research shows that data-driven campaign assessment, through conversion tracking or engagement metrics, significantly improves targeting precision and communication relevance (Rosário, 2025). Studies in the higher education sector further demonstrate that institutions adopting CRM-based marketing analytics achieve stronger lead quality and higher engagement because they can tailor content based on actual student behavior (Guerola-Navarro et al., 2024). Additional empirical findings reveal that analytics-based marketing decisions improve promotional efficiency and enhance customer satisfaction by ensuring more relevant and timely information delivery (QMU Marketing Analytics Report, 2024). These studies confirm that the absence of data-driven evaluation weakens promotional effectiveness and reduces customers' engagement with educational consulting services.

3.3.4.6 Evaluation of the Problem and Theoretical Support

The problems identified in the internship such as fragmented information management, inconsistent cross-cultural communication, unclear workflow guidelines, and weak data-driven marketing reflect deeper structural issues within service delivery that directly influence customer satisfaction and organizational effectiveness. From the perspective of Service Quality Theory, these problems signify gaps between customer expectations and actual service performance. Parasuraman, Zeithaml, and Berry argue that when information is not updated in a timely manner or communication lacks clarity, perceived service reliability and responsiveness decline, which ultimately reduces customer trust and satisfaction (Parasuraman et al., 1988; Zeithaml et al., 2018). The observed inconsistencies in consultation and document-processing procedures align with the theory's emphasis on standardized processes as the basis for delivering dependable and professional service. This theoretical lens highlights that the organization's operational shortcomings are not isolated issues but systematic factors that weaken service quality across multiple dimensions, thereby reinforcing the academic importance of investigating these problems.

In addition, Communication Accommodation Theory (CAT) provides a valuable framework for understanding the negative effects of no standardized cross-cultural communication. According to Giles, individuals adjust their communication behaviors to achieve social approval and effective message transmission, and failing to adapt communication styles to the linguistic and cultural expectations of students can result in misunderstandings and lowered perceived professionalism (Giles, 1973; Soliz & Giles, 2023). CAT has been widely applied in intercultural service contexts, demonstrating that effective accommodation enhances trust, clarity, and customer satisfaction. The communication inconsistencies observed in the organization therefore illustrate a lack of strategic adaptation and support the need for standardized communication guidelines. By applying this theory, the study can better explain how communication failures emerge and how they influence customer perceptions in international education services.

Together, these theories provide a strong conceptual foundation for the research by clarifying the mechanisms through which operational issues translate into customer-facing problems. Service Quality Theory supports the analysis of process inefficiencies and their impact on perceived service value, while Communication Accommodation Theory helps interpret communication-related challenges in multicultural interactions. Integrating these frameworks

demonstrates that improving service quality requires both structural standardization and adaptive communication strategies. This theoretical grounding not only strengthens the rationale for conducting a survey-based investigation but also guides the development of targeted, evidence-based recommendations for enhancing workflow efficiency, communication effectiveness, and customer satisfaction in international education consulting.

3.3.5 Methodology

This study adopted a quantitative research paradigm to systematically analyze the key factors influencing customer satisfaction within international education consulting services. Using survey methodology as the data collection method, the study gathered data from students who have interacted with the consulting organization. In this research, multiple regression analysis is employed to examine the complex relationships among the four core independent variables: information management quality, cross-cultural communication standardization, service process standardization, and marketing data utilization, along with the dependent variable, customer satisfaction with education consulting services. This analytical approach allows for a multidimensional and precise assessment of how each factor influences the customer experience.

Within the quantitative research framework, information management quality is examined for its impact on customer trust and perceived service reliability. Cross-cultural communication standardization is evaluated for its role in shaping communication clarity and reducing misunderstandings among students. Service process standardization is analyzed to determine its contribution to consistency and professionalism in service delivery. Marketing data utilization is assessed for how effectively it enhances the accuracy of student targeting and the relevance of promotional information. Through empirical measurement, the study quantifies the degree to which each dimension influences the overall customer satisfaction with education consulting services.

The use of surveys ensures efficient and accurate data collection, enabling the research to align closely with its objectives and provide strong empirical support for improving operational efficiency within international education consulting firms. Beyond practical significance, this study also presents theoretical value by extending quantitative analysis into the domain of international education services, offering insights that may guide future research and contribute to the broader development of standardized, evidence-based service practices in the industry.

3.3.6 Population and Sample Size

        The population of this study consists of Chinese students who have engaged with Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd. for services related to studying in Thailand. This includes individuals who sought consultation for bachelor's, master's, and doctoral programs, as well as those who inquired about government-supported or scholarship-based study opportunities. As the organization provides continuous consultation services throughout the year, the total number of clients interacting with the Customer Service Department forms the full research population.

        Given the four-month internship period and the company's typical consultation volume, the estimated population size is approximately 1,200–1,500 clients, including both current applicants and recent service users. To determine the appropriate sample size for quantitative analysis, the study applies the Krejcie and Morgan (1970) sample size determination table, which provides a widely accepted standard for selecting representative samples from known populations. According to the table, a population between 1,000 and 1,500 requires a minimum sample size of approximately 306 respondents to achieve a 95 percent confidence level and a 5 percent margin of error.

        Therefore, this study targets a minimum of 306 valid questionnaires to ensure sufficient statistical power for hypothesis testing and multiple regression analysis. This sample size allows for reliable estimation of relationships among the variables, ensures adequate representativeness, and supports generalization of the findings to the broader population of students using international education consulting services. To account for potential issues such as invalid responses and insufficient recovery rates during the questionnaire distribution process, this study plans to actually distribute 400 questionnaires to ensure that the number of valid samples recovered meets the research requirements. Data collection is carried out using a structured questionnaire based on a 5-point Likert scale.

3.3.7 Sampling

        This study adopts a non-probability sampling approach, specifically convenience sampling, to collect data from Chinese students who have interacted with Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd. Convenience sampling is appropriate for this research because the target respondents are individuals who have recently received consultation services from the company and can be easily accessed through the organization's communication channels,

including WeChat groups, official accounts, and direct follow-up messages. Given the practical constraints of time and accessibility during the four-month internship period, this method ensures efficient data collection while maintaining relevance to the research objectives. In addition, elements of purposive sampling are incorporated to ensure that only respondents with actual experience using the company's educational consulting services are included in the survey. This targeted approach helps guarantee that participants provide accurate and meaningful feedback regarding information management quality, cross-cultural communication, service process standardization, marketing practices, and overall satisfaction. The structured questionnaire is distributed digitally, allowing respondents to complete it at their convenience. This approach facilitates broader participation, increases the likelihood of receiving valid responses, and supports the goal of obtaining at least 400 samples as determined by the Krejcie and Morgan (1970) sample size guidelines. By combining convenience and purposive sampling, the study ensures that data collection remains efficient, relevant, and aligned with the characteristics of the research population.

3.3.8 Research Instruments

This study employs a questionnaire for data collection, structured into two main sections. The first section delves into the respondents' basic demographic information, encompassing five aspects: gender, age, educational background, occupation, and monthly income. The second section constitutes the core of the questionnaire, addressing four key variables: information management quality, cross-cultural communication standardization, service process standardization, marketing data utilization, customer satisfaction with education consulting services. This segment comprises 25 items distributed across these four variables.

The response options for each item are designed using a five-point Likert scale, ranging from 1 ("strongly agree") to 5 ("strongly disagree").

In the survey questionnaire:

Information Management Quality refers to the accuracy, timeliness, completeness, and accessibility of student information handled by the consulting organization. High-quality information management ensures that students receive consistent updates, clear progress tracking, and reliable documentation throughout the application process.

Cross-cultural Communication Standardization refers to the degree to which the organization provides consistent, clear, and culturally appropriate communication across

languages (Thai, Chinese, English). This includes standardized terminology, accurate translation, and clear explanations to avoid misunderstandings.

Service Process Standardization refers to the clarity, consistency, and formalization of steps in student consultation, document processing, and application support. A standardized process ensures efficient operations and reduces variations in service quality.

Marketing Data Utilization refers to how effectively the organization collects, analyzes, and uses data to target students, evaluate promotional activities, and improve marketing strategies for study-abroad programs.

Table 3.1 Measurement Items

Dimension	Items	NO.
Information Management Quality	The company updates my application information in a timely manner.	1
	The information I receive from the company is accurate and reliable.	2
	My application progress is clearly recorded and easy to follow.	3
	The company maintains complete and well-organized records of my documents.	4
	I can easily access the information I need during the application process.	5
Cross-cultural Communication Standardization	The company provides clear explanations of academic and administrative requirements.	6
	Communication between the company and foreign institutions is consistent and accurate.	7
	The staff uses standardized and easy-to-understand terms across different languages.	8
	I rarely experience misunderstandings due to unclear communication.	9
	Cross-cultural communication from the company helps me make informed decisions.	10
Service Process Standardization	The company follows clear procedures when providing consultation services.	11
	The steps of the application process are well explained and easy to understand.	12
	The staff members handle documents in a consistent and professional manner.	13

	I receive standardized support regardless of the staff member assisting me.	14
	The company's workflow helps reduce mistakes during the application process.	15
Marketing Data Utilization	The company uses data to understand student needs and preferences.	16
	Marketing activities are evaluated using measurable indicators.	17
	I receive promotional information that is relevant to my study interests.	18
	The company's marketing messages are based on accurate student data.	19
	Marketing decisions are supported by data analysis rather than guesswork.	20
Customer Satisfaction with Education Consulting Services	I am satisfied with the overall service provided by the company.	21
	The service I received met my expectations for studying abroad consultation.	22
	The company responds promptly and effectively to my questions.	23
	I feel confident in the company's ability to guide my study-abroad application.	24
	I would recommend the company's consulting services to other students.	25

3.3.9 Descriptive Analysis

A total of 400 survey questionnaires were distributed in this study. During the data compilation phase, questionnaires with missing values were excluded. Additionally, questionnaires completed in 30 seconds or less were removed, as such rapid responses were deemed insufficiently reflective of genuine consumer insights. Ultimately, 349 valid questionnaires were retrieved, yielding an effective response rate of 87.25%. Data rationality was ensured through meticulous data compilation and cleaning procedures.

The demographic characteristics of the respondents, covering gender, age, education level, and monthly income. In terms of gender distribution, 213 respondents (61.0%) are male, while 136 respondents (39.0%) are female, indicating a male-majority sample. Regarding age, the largest group falls within the 18–25 age range (36.1%), followed by 26–35 years old (19.8%), 36–45 years old (16.6%), and those under 18 years old (14.6%). Respondents aged 46 and above represent 12.9% of the sample.

The education level data shows that most respondents hold a junior college diploma (44.7%), followed by those with a bachelor's degree (29.8%), a master's degree (15.2%), and high school education or below (10.3%). Monthly income distribution reveals that the highest proportion of respondents earn between 3,000–4,999 yuan (34.7%). This is followed by the 5,000–9,999-yuan category (24.6%), below 3,000 yuan (15.2%), 10,000–19,999 yuan (17.2%), and 20,000 yuan and above (8.3%). Overall, the total sample size is 349 respondents, representing a diverse and balanced group suitable for quantitative analysis.

Table 3.2 Demographic Factors

Variable	Options	Frequency	Percent%
Gender	Male	213	61.0
	Female	136	39.0
Age	Under 18 years old	51	14.6
	18-25 years old	126	36.1
	26-35 years old	69	19.8
	36-45 years old	58	16.6
	46 years old and above	45	12.9
Education	High school or below	36	10.3
	Junior college diploma	156	44.7
	Bachelor's degree	104	29.8
	Master's degree	53	15.2
Monthly Income	Below 3,000 yuan	53	15.2
	3,000-4,999 yuan	121	34.7
	5,000-9,999 yuan	86	24.6
	10,000-19,999 yuan	60	17.2
	20,000 yuan and above	29	8.3
Total		349	100.0

3.3.10 Validity and Reliability

The reliability analysis results for all five dimensions included in this study. Cronbach's Alpha values are used to examine the internal consistency of each measurement scale. According to widely accepted standards in social science research, a Cronbach's Alpha value above 0.70

indicates acceptable reliability, while values above 0.80 demonstrate high reliability. The results show that all five dimensions exhibit excellent internal consistency. Information Management Quality achieves a Cronbach's Alpha of 0.883, indicating strong reliability across its five measurement items. Cross-cultural Communication Standardization also demonstrates high reliability with a value of 0.892. The Service Process Standardization dimension obtains an Alpha of 0.894, reflecting very stable and consistent responses among its five items. Marketing Data Utilization shows a similarly strong reliability level at 0.884. Finally, Customer Satisfaction with Education Consulting Services records a Cronbach's Alpha of 0.886, confirming that the measurement items consistently capture the intended construct. Overall, the reliability coefficients across all dimensions exceed recommended thresholds, demonstrating that the questionnaire items used in this study are internally consistent and suitable for further statistical analyses such as correlation and regression. As in Table 3.3

Table 3.3 Reliability

Dimension	Cronbach's Alpha	No.
Information Management Quality	0.883	5
Cross-cultural Communication Standardization	0.892	5
Service Process Standardization	0.894	5
Marketing Data Utilization	0.884	5
Customer Satisfaction with Education Consulting Services	0.886	5

The results of the Kaiser–Meyer–Olkin (KMO) and Bartlett's Test of Sphericity indicate that the dataset is suitable for factor analysis. The KMO value is 0.924, which exceeds the commonly accepted threshold of 0.80 and falls within the "excellent" range. This suggests that the sample exhibits strong correlations among the observed variables, making factor extraction appropriate.

Bartlett's Test of Sphericity further supports this conclusion. The test produced a chi-square value of 5635.840 with 190 degrees of freedom, and the corresponding significance level is $P < 0.001$. This highly significant result indicates that the correlation matrix is not an identity

matrix, demonstrating that the variables share sufficient common variance for factor analysis. As in Table 3.4.

Table 3.4 KMO Coefficient and Bartlett's Test of Sphericity

KMO Measure of Sampling Adequacy		0.924
Bartlett's Test of Sphericity	Approximate Chi-Square	5635.840
	df	190
	P	$P<0.001$

The rotated component matrix presents the factor loadings of the 25 measurement items after applying Varimax rotation. The results reveal a clear and well-structured five-factor solution, consistent with the theoretical design of the study. Each item loads highly on its intended component, while cross-loadings remain low, confirming strong discriminant validity among the constructs. The rotated matrix demonstrates that the five extracted components align closely with the theoretical framework. The clear loading patterns confirm that each group of items measures a distinct dimension, providing strong evidence for the construct validity of the measurement model. This result supports the appropriateness of the factor structure and further confirms the reliability and validity of the questionnaire. As in Table 3.5.

Table 3.5 Rotated Component Matrix

	Component				
	1	2	3	4	5
1	0.150	0.073	**0.828**	0.221	0.111
2	0.125	0.151	**0.779**	0.180	0.016
3	0.139	0.097	**0.775**	0.152	0.072
4	0.106	0.184	**0.782**	0.175	0.133
5	0.016	0.057	**0.771**	0.277	0.102
6	0.072	**0.828**	0.139	0.117	0.082
7	0.133	**0.812**	0.056	0.196	0.016
8	0.102	**0.785**	0.095	0.200	0.139
9	0.082	**0.802**	0.080	0.221	0.106

10	0.064	**0.810**	0.184	0.140	0.016
11	**0.789**	0.044	0.088	0.151	0.072
12	**0.824**	0.061	0.110	0.101	0.133
13	**0.823**	0.090	0.131	0.157	0.102
14	**0.811**	0.147	0.105	0.106	0.044
15	**0.860**	0.103	0.079	0.154	0.061
16	0.093	0.193	0.195	**0.791**	0.090
17	0.188	0.173	0.229	**0.736**	0.147
18	0.128	0.231	0.262	**0.719**	0.103
19	0.186	0.244	0.252	**0.782**	0.193
20	0.184	0.153	0.177	**0.742**	0.173
21	0.061	0.110	0.101	0.061	**0.773**
22	0.090	0.131	0.157	0.090	**0.781**
23	0.147	0.105	0.106	0.147	**0.755**
24	0.061	0.110	0.101	0.061	**0.765**
25	0.090	0.131	0.157	0.090	**0.761**

3.3.11 Correlation Analysis

The Pearson correlation coefficients among the five main variables of the study. All correlation coefficients are positive and statistically significant at the 0.01 level, indicating meaningful relationships between the constructs. Information Management Quality shows significant positive correlations with all other variables. It is moderately correlated with Marketing Data Utilization ($r = 0.534$, $p < 0.01$) and Customer Satisfaction with Education Consulting Services ($r = 0.553$, $p < 0.01$), suggesting that higher-quality information management contributes directly to both efficient data application and improved customer satisfaction. Cross-cultural Communication Standardization is positively associated with the remaining variables, most notably with Marketing Data Utilization ($r = 0.478$, $p < 0.01$). This indicates that more standardized communication across cultural contexts enhances the effectiveness of data usage in marketing-related decision-making. It also shows a moderate positive correlation with Customer Satisfaction ($r = 0.441$, $p < 0.01$), implying improved client experiences when communication is

standardized and consistent. Service Process Standardization demonstrates significant but comparatively weaker correlations with other variables. Its strongest association is with Customer Satisfaction (r = 0.419, p < 0.01), indicating that standardized service procedures contribute to more reliable customer experiences. Marketing Data Utilization is significantly correlated with all variables, with its strongest correlation linked to Customer Satisfaction (r = 0.512, p < 0.01). This underscores the importance of leveraging marketing data to enhance service quality and meet customer needs more effectively.

Customer Satisfaction with Education Consulting Services shows positive and significant correlations with each of the antecedent variables. This indicates that improvements in information management, cross-cultural communication, service process standardization, and data utilization all contribute to higher levels of customer satisfaction. The correlation analysis confirms that all key variables are interconnected and move in the same direction. The significant relationships provide empirical support for further regression analysis to explore the predictive effects among the variables. As in Table 3.6.

Table3.6 Pearson correlation analysis results of each variable

	Information Management Quality	Cross-cultural Communication Standardization	Service Process Standardization	Marketing Data Utilization	Customer Satisfaction with Education Consulting Services
Information Management Quality	1	.324**	.295**	.534**	.553**
Cross-cultural Communication Standardization	.324**	1	.256**	.478**	.441**
Service Process Standardization	.295**	.256**	1	.388**	.419**
Marketing Data Utilization	.534**	.478**	.388**	1	.512**
Customer Satisfaction with Education	.553**	.441**	.419**	.512**	1

Consulting Services					

3.3.12 Multiple Regression Analysis

Table 3.7 Multiple Regression Analysis Results

Item	Unstd. B	Std. Beta	t	Sig.	VIF	F	Durbin-Watson
Constant	0.705		4.414	0.000			
Information Management Quality	0.326	0.376	9.976	0.000	1.181		
Cross-cultural Communication Standardization	0.268	0.305	8.181	0.000	1.154	33.56 ***	1.842
Service Process Standardization	0.180	0.199	5.390	0.000	1.131		
Marketing Data Utilization	0.332	0.330	10.432	0.000	1.011		
R Square	0.624						
Adjusted R Square	0.620						

NOTE：*P<0.05, **P<0.01, ***P<0.001

The multiple regression analysis conducted to examine the predictive effects of the four independent variables: Information Management Quality, Cross-cultural Communication Standardization, Service Process Standardization, and Marketing Data Utilization on Customer Satisfaction with Education Consulting Services.

The regression model is statistically significant (F = 33.56, p < 0.001), indicating that the combination of the four predictors reliably explains variations in customer satisfaction. The R Square value of 0.624 shows that the model accounts for 62.4 percent of the variance in customer satisfaction, and the Adjusted R Square of 0.620 indicates a strong model fit with minimal reduction after adjusting for the number of predictors.

All four independent variables significantly and positively predict customer satisfaction. Information Management Quality has a strong effect on customer satisfaction (B = 0.326, β =

0.376, t = 9.976, p < 0.001). This finding suggests that well-organized, accurate, and timely information strengthens clients' trust and enhances their overall satisfaction with education consulting services. Cross-cultural Communication Standardization positively influences customer satisfaction (B = 0.268, β = 0.305, t = 8.181, p < 0.001). Standardized communication procedures help reduce misunderstandings and improve the clarity of services provided to students and parents from diverse cultural backgrounds.

Service Process Standardization makes a significant contribution (B = 0.180, β = 0.199, t = 5.390, p < 0.001). Consistent and professional service procedures produce more predictable and reliable customer experiences, which in turn improve satisfaction.

Marketing Data Utilization shows a strong positive effect (B = 0.332, β = 0.330, t = 10.432, p < 0.001). Effective use of marketing data enables institutions to identify student needs more precisely and deliver information that is more relevant to them, increasing overall customer engagement and satisfaction.

The VIF values, which range from 1.011 to 1.181, are all far below 10 and indicate that there is no multicollinearity among the independent variables. The Durbin Watson coefficient of 1.842 is close to the ideal value of 2, suggesting that there is no serious autocorrelation in the residuals. The results confirm that improving information management quality, enhancing cross-cultural communication standardization, strengthening service process standardization, and utilizing marketing data effectively each play an important role in increasing customer satisfaction with education consulting services. As in Table 3.7.

Questionnaire Instructions:

Hello! Thank you for participating in this questionnaire survey. The purpose of this questionnaire is to understand the factors influencing Customer Satisfaction with Education Consulting Services. All information provided will be used solely for academic research purposes, and your responses will be kept strictly confidential. Please select the most appropriate option based on your genuine feelings.

Part I: Basic Information

What is your gender?

A. Male

B. Female

What is your age?

A. Under 18 years' old

B. 18-25 years' old

C. 26-35 years' old

D. 36-45 years' old

E. 46 years old and above

What is your education?

A. High school or below

B. Junior college diploma

C. Bachelor's degree

D. Master's degree

What is your monthly income?

A. Below 3,000 yuan

B. 3,000-4,999 yuan

C. 5,000-9,999 yuan

D. 10,000-19,999 yuan

E. 20,000 yuan and above

Part II: Measurement Items

Please select the corresponding option based on your genuine feelings (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Dimension	Items	1	2	3	4	5
Information Management Quality	The company updates my application information in a timely manner.					
	The information I receive from the company is accurate and reliable.					
	My application progress is clearly recorded and easy to follow.					
	The company maintains complete and well-organized records of my documents.					
	I can easily access the information I need during the application process.					
Cross-cultural Communication Standardization	The company provides clear explanations of academic and administrative requirements.					
	Communication between the company and foreign institutions is consistent and accurate.					
	The staff uses standardized and easy-to-understand terms across different languages.					
	I rarely experience misunderstandings due to unclear communication.					
	Cross-cultural communication from the company helps me make informed decisions.					
Service Process Standardization	The company follows clear procedures when providing consultation services.					
	The steps of the application process are well explained and easy to understand.					
	The staff members handle documents in a consistent and professional manner.					
	I receive standardized support regardless of the staff member assisting me.					
	The company's workflow helps reduce mistakes during the application process.					
Marketing Data Utilization	The company uses data to understand student needs and preferences.					
	Marketing activities are evaluated using measurable indicators.					

	I receive promotional information that is relevant to my study interests.					
	The company's marketing messages are based on accurate student data.					
	Marketing decisions are supported by data analysis rather than guesswork.					
Customer Satisfaction with Education Consulting Services	I am satisfied with the overall service provided by the company.					
	The service I received met my expectations for studying abroad consultation.					
	The company responds promptly and effectively to my questions.					
	I feel confident in the company's ability to guide my study-abroad application.					
	I would recommend the company's consulting services to other students.					
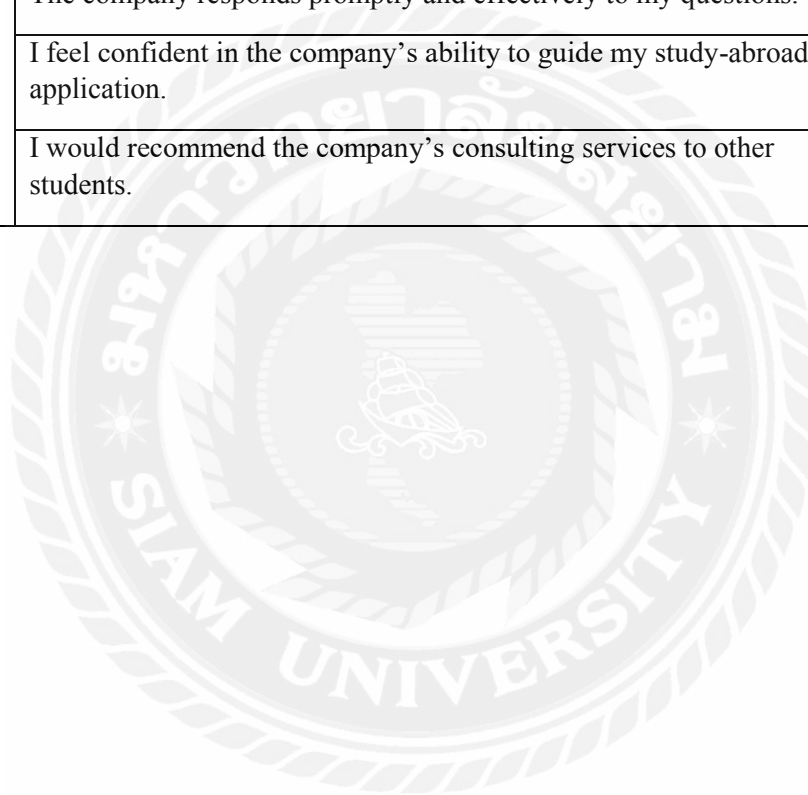
Chapter 4 Conclusion

4.1 Summary of Internship

During the four-month internship at Qingdao Yi Chuang Zhi Xing Education Consulting Co., Ltd., I gained comprehensive insights into the operational practices of international education consulting and the challenges commonly encountered in serving students who plan to study abroad. Working in the Customer Service Department allowed me to participate directly in key service processes, including student consultation, document preparation, communication with partner universities, and the provision of pre-departure support. Through these responsibilities, I became familiar with the company's workflow structure, digital service tools, and cross-cultural communication requirements. The internship also exposed several operational issues such as fragmented information management, inconsistent cross-cultural communication practices, the lack of standardized service procedures, and limited data utilization in marketing activities. These observations provided valuable opportunities to apply theoretical knowledge to real-world problems and develop evidence-based recommendations for improvement.

The internship significantly strengthened my professional skills, including communication, problem-solving, data interpretation, and intercultural coordination. It enhanced my understanding of how education consulting firms operate within a digital service environment and how organizational processes directly influence customer satisfaction. By combining practical experience with systematic research and analysis, this internship not only enriched my academic development but also reinforced my readiness to work in international education, consulting, and service-oriented industries.

4.2 Limitation

Although the internship provided valuable exposure to the operations of an international education consulting organization, several limitations in my experience should be acknowledged. First, the scope of my work was primarily concentrated within the Customer Service Department, which limited my understanding of other key departments such as Marketing, IT Development, and Strategic Partnerships. As a result, my insights into the company's overall operational structure and long-term strategic planning were somewhat restricted. Second, my internship was

conducted over a four-month period, which, although substantial, was still insufficient for observing the complete lifecycle of certain long-term student cases, particularly for those applying to postgraduate or government-supported programs with extended processing timelines. This limited my ability to fully evaluate long-term service effectiveness.

Moreover, some of my tasks were guided by supervisors or predetermined workflows, leaving fewer opportunities for independent decision-making or leadership in more complex cases. Additionally, while I communicated frequently with students and partner universities, my involvement in cross-cultural negotiation and policy interpretation was still limited compared with full-time staff who handled more specialized situations. Lastly, as an intern, I did not have full access to internal data systems or confidential operational analytics, which constrained the depth of analysis I could conduct for research purposes. Despite these limitations, the experience significantly enriched my professional growth and provided a solid foundation for understanding challenges in international education consulting.

4.3 Recommendation for the company

1. Information Management Quality

Based on the findings that information management quality has a strong influence on customer satisfaction, management should prioritize the establishment of a centralized and fully integrated information management system. A unified digital platform that consolidates student records, consultation histories, application progress, and communication logs would significantly enhance transparency and reduce errors caused by fragmented data handling. To ensure information accuracy and timeliness, the platform should incorporate a real-time update mechanism, where staff are required to refresh status information regularly, supported by automated reminders for overdue updates. Additionally, implementing standardized rules for data entry, document naming, and progress reporting will minimize inconsistencies across staff members and allow for structured oversight. Providing students and parents with a visual progress-tracking interface is equally essential, as it reduces uncertainty, increases trust, and improves service transparency. Through these measures, the organization can meaningfully strengthen its operational efficiency and enhance customer confidence in the service process.

2. Marketing Data Utilization

Given the significant predictive effect of marketing data utilization on customer satisfaction, the organization must transition from experience-based marketing to a fully data-driven marketing approach. By constructing a multi-dimensional data analysis model that includes customer demographics, program preferences, seasonal demand, and conversion indicators, management can more accurately understand target customer segments and tailor communication strategies accordingly. Data analytics should be embedded into marketing decision-making, allowing the company to adjust its promotional channels, message content, and recruitment focus based on measurable performance metrics rather than intuition. Establishing regular data reports and analysis meetings will help management identify patterns such as high-demand periods, effective marketing channels, or declining engagement trends, enabling proactive rather than reactive planning. Furthermore, using historical data to predict customer needs can improve resource allocation and reduce inefficiencies in outreach activities. Strengthening data utilization will not only enhance the effectiveness of marketing campaigns but also ensure that students receive relevant and timely information, resulting in higher engagement, better conversion, and improved satisfaction.

3. Cross-cultural Communication Standardization

Cross-cultural communication standardization plays a crucial role in improving customers' understanding and reducing misunderstandings, as demonstrated by its significant impact in the regression model. To address existing inconsistencies in communication, management should develop a formalized cross-cultural communication framework that outlines culturally appropriate interaction norms, standardized explanations of academic requirements, and accurate translation templates for program details. Providing systematic training to staff members will help them develop the necessary cultural sensitivity and communication competence required when dealing with students and parents who may have limited familiarity with international education systems. Establishing a centralized bilingual or multilingual knowledge base containing frequently asked questions, standardized explanations, and culturally adapted communication materials can further ensure consistency across different staff members. Additionally, management should implement a quality monitoring mechanism, such as periodic review of consultation interactions, in order to identify recurring communication issues and update guidelines accordingly. Through these efforts, the company can reduce confusion, strengthen clarity and professionalism, and ultimately foster a more positive customer experience.

4. Service Process Standardization

The results show that service process standardization significantly enhances customer satisfaction by ensuring consistency and professionalism in service delivery. To improve this area, management should focus on creating a detailed and transparent service process framework that covers each stage of consultation and document preparation, making responsibilities and timelines clear to both staff and clients. When staff members follow standardized procedures supported by unified templates, forms, and workflow charts, the likelihood of omissions and service deviations is greatly reduced. Such standardization also facilitates the training of new staff, enabling them to adapt more quickly and deliver service quality that aligns with organizational expectations. In addition, establishing a system for continuous evaluation of service procedures help identify inefficiencies and areas that require refinement. By institutionalizing these processes, the company can ensure a more stable and reliable service experience, which in turn strengthens customer trust and satisfaction.
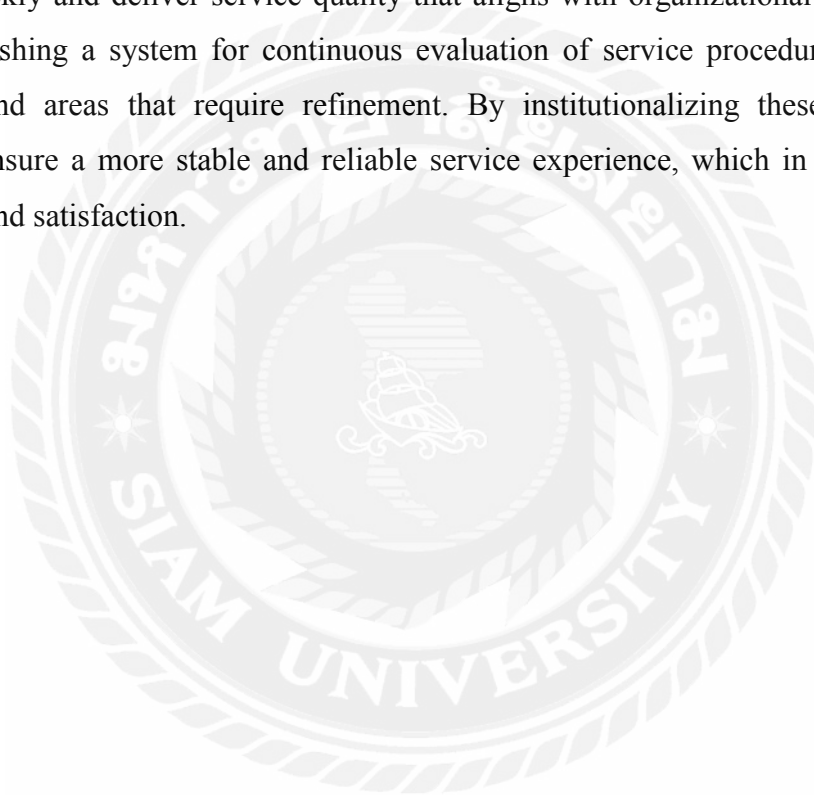
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APPENDIX

Intern name: Kodchaphorn Audyana   ID: 6408000001

Week 1				China, Jinan

			July 17, 2025	July 18, 2025
			-Introduced myself to the team and the Managing Director, familiarizing with the company structure and my internship role. -Received documents and got a briefing about the tasks I need to do for the next day.	-Checked and edited documents in English to make sure they are correct (these were from students at Stamford University, Bangkok campus).

Week2				China, Qingdao

July21,2025	July 22, 2025	July 23, 2025	July 24, 2025	July 25, 2025
-Conducted research and collected data on customers -Checked documents (in English format) for Thai university applications.	-Worked on marketing tasks using the data collected on 21 July)WeChat Official(	-Returned to the headquarters in Qingdao)From Jinan(Attended a meeting at 5:00 PM	-Reviewed English forms for student research purposes)Translation CH to ENG(	-Continued working on tasks from 24 July - leaning to writing weekly report

Supervisor Signature)Han Deng(	*HanDeng*

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Week3				China, Qingdao
July28,2025	July 29, 2025	July 30, 2025	July 31, 2025	Aug 1, 2025
- Followed up with existing clients and updated the customer database to ensure all student records were accurate and up to date.	-Assisted in drafting a short customer feedback survey to collect opinions on service satisfaction.	-Helped prepare marketing content for WeChat -Confirmed emails and coordinated details for meetings with Thai universities scheduled for the following week.	-Continued refining and organizing the marketing content based on supervisor feedback.	-Summarized weekly customer interaction reports and submitted to supervisor.

Week4				Thailand, Bangkok
Aug 4, 2025	Aug 5, 2025	Aug 6, 2025	Aug 7, 2025	Aug 8, 2025
-Visited Srinakharinwirot University to coordinate with faculty members regarding potential collaboration and student placement agreements..	-Prepared a formal report summarizing the meeting outcomes, including key discussion points and agreed actions for future cooperation with the university.	-Morning: Scheduled appointments for the company and Bansomdej Business Administration College. -Afternoon: Leave (went to the university).	-Attended an online meeting to report and update on work processes.	-Prepared a report summarizing the progress of the two universities. -Submitted weekly report to supervisor

| Week5				Thailand, Bangkok
Aug 11, 2025	Aug 12, 2025	Aug 13, 2025	Aug 14, 2025	Aug 15, 2025
-Assigned to learn how to create student forms to facilitate various administrative tasks with the supervisor. (Nation App)	-Assigned to learn how to create student forms to facilitate various administrative tasks with the supervisor. (Nation App)	Assigned to learn how to create student forms to facilitate various administrative tasks with the supervisor. (Google From)	-Created Form for survey to assess customer (New students in the WeChat group) needs in order to prepare services for the next steps.	-Sent confirmation emails and receipts for deposits and other payments. -Contact new students and follow up to ensure all documents are complete.

Supervisor Signature)Han Deng(HanDeng

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Aug 18, 2025	Aug 19, 2025	Aug 20, 2025	Aug 21, 2025	Aug 22, 2025	Aug 21, 2025 (Saturday, half-day)
-Monthly birthday annual leave – eligible to choose 1 day off in the birth month.	-Scheduled and followed up with the supervisor for a meeting with Burapha University in Chonburi to expand business to the metropolitan area (including the Chinese language department).	-Prepared documents and emails for appointments, including arranging transportation.	-Visit to Burapha University in Chonburi to submit the company's certification documents and discuss cooperation on student placements.	-Prepared notes and supporting materials for the upcoming Monday meeting. Assisted supervisor with follow-up communications related to university cooperation.	-Assisted with data entry and filing of student application documents and Drafted a short internal summary report to review progress before the Monday meeting -Submitted weekly report to supervisor

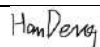| Aug 25, 2025	Aug 26, 2025	Aug 27, 2025	Aug 28, 2025	Aug 29, 2025
-*Morning* :Made the information and translated English into Thai for Srinakharinwirot University (2 weeks ago). -*Afternoon*: Joined an online meeting with my supervisor and the partner team in China to follow up on going procedures.	-Designed and structured PowerPoint slides, organizing content related to customer service processes, operational issues	-Continued refining the presentation slides by revising content clarity, adjusting visual layout, and incorporating feedback from internal discussions with team members.	-Finalized all presentation materials, ensuring accuracy, consistency, and readiness for formal presentation.	Delivered the presentation to the team and presenting outcomes, identified problems.

Supervisor Signature)Han Deng(	HanDeng

Sep 1, 2025	Sep 2, 2025	Sep 3, 2025	Sep 4, 2025	Sep 5, 2025
-Reviewed and organized student consultation records and application documents in preparation for the upcoming trip to Dalian. -Prepared supporting materials and reference documents for coordination with partner universities.	-Prepared and organized all documents in order to get ready for the trip to Dalian University with my supervisor and senior colleague. (for tomorrow)	-Participated in on-site coordination activities at Dalian University together with the supervisor and senior colleague.	-Translated materials between Thai, English, and Chinese for the updated presentation and related documents. Submitted the first translation drafts for supervisor review.	-Incorporated feedback from the supervisor and senior colleague into the revised slides. Prepared supplemental charts and supporting documents for future use. -Submitted weekly report to supervisor.

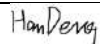| Sep 8, 2025	Sep 9, 2025	Sep 10, 2025	Sep 11, 2025	Sep 12, 2025
-Joined a follow-up meeting with the supervisor and senior colleague to review recent university visits. -Coordinated with partner universities and prospective clients to maintain relationships and clarify service expectations, as student placements have not yet begun. -Updated key discussion points for internal records.	-Drafted emails and proposals based on the meeting outcomes. -Assisted with translating sections of these documents where needed.	-Compiled a mini progress report summarizing tasks completed since September 3. -Reviewed and finalized outstanding documents for archiving and future reference.	-Handled incoming translation tasks (Chinese to Thai) for new documents and correspondence. -Proofread earlier translated texts to ensure accuracy and consistency.	-Completed translation work and finalized all documents produced during the week.

Supervisor Signature)Han Deng(	HanDeng

Sep 15, 2025	Sep 16, 2025	Sep 17, 2025	Sep 18, 2025	Sep 19, 2025
-Attended internal meeting to review partner university requirements. -Summarized notes for supervisor.	-Translated academic materials for use in client presentations. -Edited and formatted documents.	-Assisted supervisor in preparing proposals for university cooperation. -Checked details for accuracy.	-Proofread translations and updated project files. -Coordinated with colleagues on upcoming tasks.	Completed translation backlog and prepared a short status update report. - Submitted the weekly progress report to the supervisor and prepared a preliminary plan for the following week. -At evening (Met customers together with my supervisor.)

Week11				China, Dalian

Sep 22, 2025	Sep 23, 2025	Sep 24, 2025	Sep 25, 2025	Sep 26, 2025
-Drafted outlines for new tasks. -Organized feedback from supervisor into report format.	-Worked on English to Chinese translation. -Examine tasks and submitted to supervisor.	-Updated documentation for university visits. -Assisted with background research on partner institutions.	-Attended coordination meeting with supervisor. -Took detailed notes and revised proposals accordingly.	-Prepared final drafts of revised documents. -Submitted progress report for review.

Supervisor Signature)Han Deng(	HanDeng

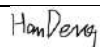| Week12				China, Dalian
Sep 29, 2025	Sep 30, 2025	Oct 1, 2025	Oct 2, 2025	Oct 3, 2025
-Reviewed materials in preparation for October cooperation meetings. -Organized and archived September tasks.	-Completed final translation assignments for the month. -Summarized September activities and prepared draft for monthly report. Routines	*National Day Holiday*	*National Day Holiday*	*National Day Holiday*

Week13				China, Dalian
Oct 6, 2025	Oct 7,2025	Oct 8, 2025	Oct 9, 2025	Oct 10, 2025
National Day Holiday	*National Day Holiday*	*National Day Holiday*	-Joined a coordination meeting with the supervisor and team members to review the current workflow. -Shared input on improving communication with partner universities.	- Worked with the supervisor to draft partnership outlines for upcoming negotiations. -Supported the team in organizing materials for next week's client visits.

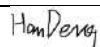| Week14				China, Dalian
Oct 13, 2025	Oct 14, 2025	Oct 15, 2025	Oct 16, 2025	Oct 17, 2025
-Assisted the supervisor in organizing partnership documents and updating contact lists for university representatives.	-Helped prepare presentation materials and translated short texts (Chinese–English–Thai) for internal use.	-Attended an online meeting with the supervisor and team to discuss ongoing university cooperation progress.	-Drafted follow-up messages to partner universities and updated the database with recent communication records.	-Compiled a short weekly report and assisted the supervisor in planning next week's meeting schedule.

Supervisor Signature)Han Deng(	HanDeng

Oct 20, 2025	Oct 21, 2025	Oct 22, 2025	Oct 23, 2025	Oct 24, 2025
-Reviewed updated admission requirements and scholarship information for partner universities offering Master's and PhD programs. Summarized details for internal use.	-Assisted the supervisor in contacting university representatives to discuss cooperation details for postgraduate admissions. -Helped arrange meeting schedules and updated key contact information for future follow-ups.	-Participated in an internal meeting to discuss new recruitment channels and strategies to attract more qualified international students.	-Contacted partner universities to confirm available postgraduate seats and updated data for ongoing student applications.	-Compiled a short progress report summarizing recruitment updates, confirmed university responses, and pending applications.

Oct 27, 2025	Oct 28, 2025	Oct 29, 2025	Oct 30, 2025	Oct 31, 2025
-Assisted the supervisor in reviewing the final list of postgraduate applicants who received university offers. -Checked and organized students' admission documents for visa processing.	-Contacted the visa agent to confirm document requirements and submission timelines for the final group of students. -Recorded necessary details for internal tracking.	-Helped students prepare missing paperwork and translated supporting documents (Thai–Chinese–English) as needed for visa applications.	-Followed up with the visa agent and universities regarding application status. -Updated the internal progress sheet with confirmed and pending cases.	-Compiled a summary report of visa progress for the last group of students and discussed next month's planning and improvements with the supervisor.

Supervisor Signature)Han Deng(	HanDeng

Nov 3, 2025	Nov 4, 2025	Nov 5, 2025	Nov 6, 2025	Nov 7, 2025	Nov 8, 2025 (Saturday)
-Contacted local coordinators in Shandong regarding potential postgraduate candidates. -Assisted in compiling a contact list and summarizing feedback for the supervisor.	-Helped prepare preliminary documents for government-affiliated student cases and confirmed application timelines with relevant university departments.	-Joined the supervisor in a short meeting about upcoming students. -Helped update student lists and wrote down a few notes about government-supported applicants.	*Personal leave *	*Personal leave *	-Attended a customer meeting from 14:30 to 21:00

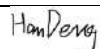| Nov 10, 2025	Nov 11, 2025	Nov 12, 2025	Nov 13, 2025	Nov 14, 2025
-Attended a briefing with the supervisor about upcoming tasks and new project planning. -Reviewed current student data and identified areas for improvement in tracking applicants	-Assisted the supervisor in outlining the structure and objectives of the new CRM project. -Collected preliminary information about potential CRM software solutions suitable for international student recruitment.	-Helped input student data into the newly set up CRM system for testing purposes. -Checked and verified information accuracy for Master's and PhD applicants from partner universities.	-Participated in a meeting to discuss CRM workflow and user roles within the company. -Drafted a simple guide for internal staff on how to use the CRM for tracking student inquiries and applications.	-Conducted a trial run of CRM processes with sample student data. -Reported findings and suggested minor improvements to the supervisor to optimize tracking and follow-up.

Supervisor Signature)Han Deng(	HanDeng

Nov 17, 2025	Nov 18, 2025	Nov 19, 2025	Nov 20, 2025	Nov 21, 2025
-Started organizing all existing student data (Master's and PhD applicants) to prepare for CRM input. -Identified missing or inconsistent information for follow-up.	-Input student records into the CRM system, tested basic features such as tagging applicants by program, university, and application status.	-Assisted supervisor in creating workflow templates for student communication and document tracking. And Noted suggestions for improving the CRM structure and ease of use for staff.	-Conducted a trial run of the CRM workflow using sample student cases. -Documented issues and reported feedback to the supervisor for adjustments.	-Continued refining the CRM system, organizing applicant information, and preparing reports for internal review.

Nov 24, 2025	Nov 25, 2025	Nov 26, 2025	Nov 27, 2025	Nov 28, 2025
-Continued updating and verifying student records in the CRM system. -Followed up on incomplete applicant information identified earlier.	-Assisted in maintaining and organizing CRM data for Master's and PhD applicants. -Reviewed data accuracy and consistency for internal use.	-Continued supporting CRM workflow adjustments based on supervisor feedback. -Assisted with internal coordination related to applicant tracking.	-Supported routine administrative tasks related to student data management. -Observed and learned CRM usage in daily consultation preparation.	-Assisted in summarizing CRM data status for internal reference. -Reflected on CRM workflow efficiency and recorded observations for improvement.

Supervisor Signature)Han Deng(HanDeng

Internship Supervisor Feedback

Intern Name: Kodchaphorn Audyana

Position: Customer Relationship

Supervisor Name: Han Deng

Date of Evaluation: 5 Dec 2025

Period: July 2025

Comments:

Kodchaphorn demonstrated an excellent understanding of the tasks assigned, including managing student documents and engaging in marketing activities. She consistently met deadlines and handled documents with great attention to detail, ensuring accuracy in the work. Her willingness to adapt to new tasks such as learning how to create student forms and marketing content was notable. Throughout the month, she showed a proactive attitude in assisting with various research and operational tasks.

Sections	1-5 Points Rating
Work Performance	3.5
Problem solving ability	4
Communications and Interpersonal	4
Adaptability and Cultural Awareness	4

Period: August 2025

Comments:

Kodchaphorn continued to excel in her role, particularly in handling client follow-ups and coordinating meetings with universities. She showed strong organizational skills while preparing reports and supporting materials for meetings. Additionally, she successfully learned to manage student forms and provide follow-up communication efficiently. Her proactive approach and ability to handle multiple tasks at once were impressive, as was her commitment to the company's goals and values.

Sections	1-5 Points Rating
Work Performance	4
Problem solving ability	4
Communications and Interpersonal	4
Adaptability and Cultural Awareness	4

Period: September 2025

Comments:

In September, Kodchaphorn continued to demonstrate outstanding performance, particularly in data management and client relationship building. Her work with the customer database and the preparation of marketing content was highly efficient and well-received. She demonstrated excellent communication skills, especially when drafting customer feedback surveys. Her adaptability to different tasks and eagerness to learn was key to her consistent performance.

Sections	1-5 Points Rating

Work Performance	4
Problem solving ability	5
Communications and Interpersonal	5
Adaptability and Cultural Awareness	4

Period: October 2025

Comments:

Kodchaphorn's performance remained strong in October. She continued to contribute effectively to the company's operations, ensuring that communication with students and universities was smooth and organized. Her ability to adapt to new tasks, such as preparing reports and coordinating meetings, stood out. She remained reliable and focused on ensuring that her work was done to the highest standard, often going above and beyond what was expected.

Sections	1-5 Points Rating
Work Performance	4
Problem solving ability	5
Communications and Interpersonal	5
Adaptability and Cultural Awareness	4

Period: November2025

Comments:

Kodchaphorn has maintained a high standard of performance throughout her internship. She demonstrated excellent problem-solving abilities, particularly when addressing customer needs and ensuring that all administrative tasks were handled efficiently. Her communication with clients, both internal and external, was consistently clear and professional. She has shown excellent adaptability and cultural awareness, especially when engaging with international students and universities.

| Sections	1-5 Points Rating
Work Performance	5
Problem solving ability	5
Communications and Interpersonal	5
Adaptability and Cultural Awareness	5

Recommendations for Students Kodchaphorn has shown exemplary performance throughout her internship. She is highly dependable, a fast learner, and always takes initiative in improving her skills. I recommend that she continue to focus on developing her communication and interpersonal skills, especially in more complex negotiations and client engagements. Her future prospects are very promising, and she would be a valuable asset in any customer relations or operational role.

	1-10 Rating Performance
Over Rating Of the Student	9

…………………… HanDeng…….

Dr. Han Deng
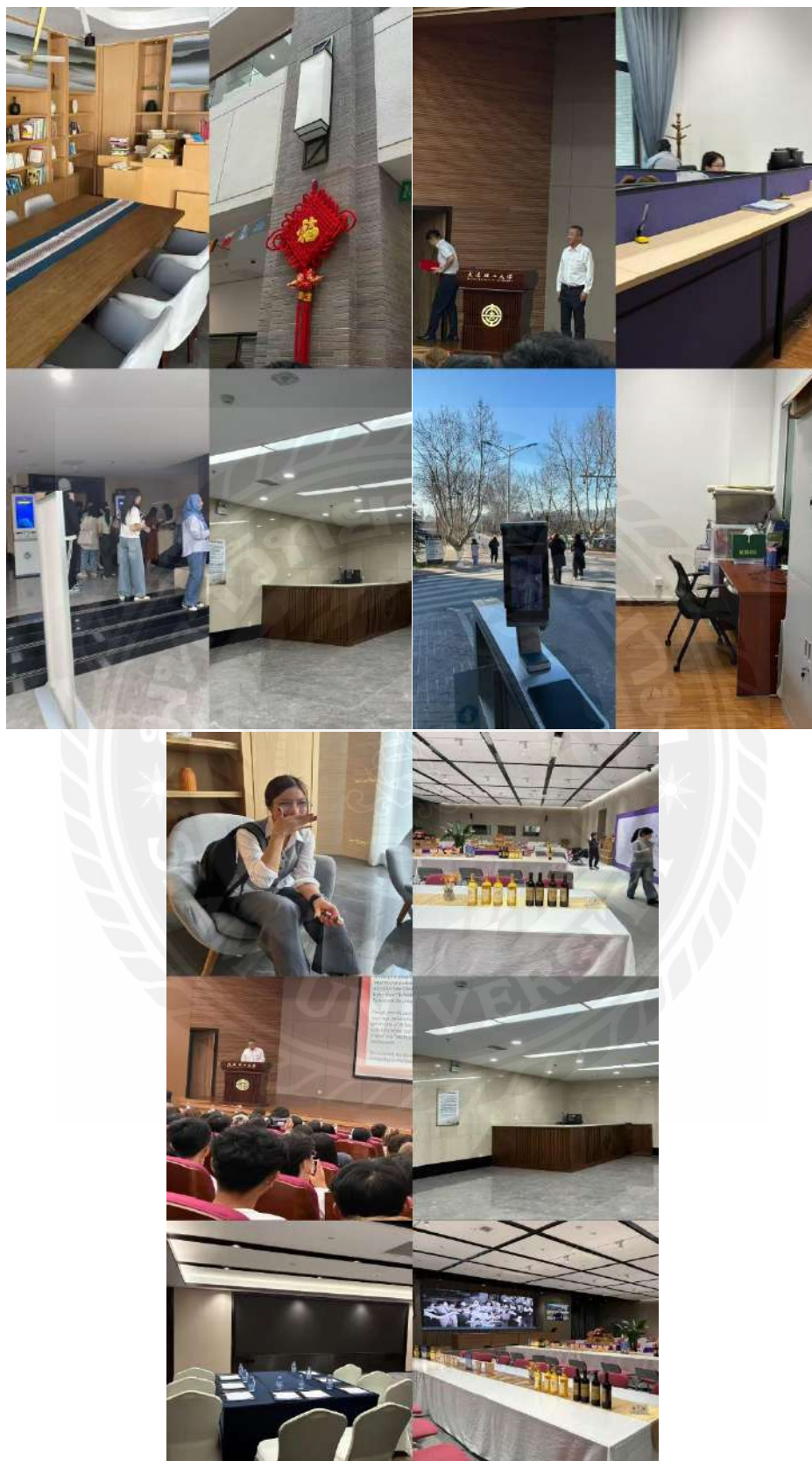
KODCHAPHORN AUDYANA

Marketing and Branding Assistant

📍 Bangkok, Thailand
✉ Nijiwa.saori@gmail.com
📞 +66) 92-884-5625

elepho

ABOUT ME

Passionate about marketing, brand management, and consumer psychology. Skilled in market research and advertising strategy through academic projects. Eager to apply my knowledge in a real-world marketing environment and gain hands-on experience from industry professionals.

EDUCATION

2021 – 2025

SIAM UNIVERSITY | BACHELOR OF BUSINESS ADMINISTRATION (BBA) – INTERNATIONAL BUSINESS

Focused on international business operations, marketing, and consumer behavior. Developed strong foundations in brand management and market research through academic coursework and projects.

WORK EXPERIENCE

2022 – 2023

RAMBUTTRI RUNG RUANG | ASSISTANT MANAGER (F&B)

Managed staff training to strengthen brand image and ensured service excellence through real-time problem-solving.

Apr–Jul 2022

KINGSFORD | ADMINISTRATIVE OFFICER

Analyzed customer financial statements, processed stock account openings, and ensured accurate financial documentation

July- Nov 2025

QINGDAO YICHUANG ZHIXING EDUCATION CONSULTING CO.;LTD | CUSTOMER RELATIONSHIP OFFICER

Assisted marketing activities and customer service support.

COMPETENCIES

- Negotiation
- Problem-Solving
- CapCut, Canva
- Microsoft Office
- Altair ai studio
- Creative Sketching
- Report writing
- Consumer Psychology

LANGUAGES

- **THAI**
  Fluent
- **ENGLISH**
  Fluent
- **CHINESE**
  Intermediate
- **JAPANESE**
  Basic