



**United International University**  
*QUEST FOR EXCELLENCE*

**INTERNSHIP REPORT ON-**  
**MARKETING**

**EVALUATING THE EFFECTIVENESS OF**  
**THE 7PS IN DIGITAL SERVICE**  
**MARKETING IN-**  
**“Quantanite”**





# UNITED INTERNATIONAL UNIVERSITY

## **Bachelor of Business Administration Internship Report**

### **Submitted To**

Dr. Md. Shariful Alam

Professor

School of Business & Economics  
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### **Submitted By**

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Date of submission: September 28, 2025



## Letter of Transmittal

September 28, 2025

Dr. Md. Shariful Alam  
Professor  
School of Business & Economics  
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Subject: Submission of Internship Report on “**Evaluating the Effectiveness of the 7Ps in Digital Service Marketing**”

Dear Sir,

With due respect, I am pleased to submit my internship report titled “Evaluating the Effectiveness of the 7Ps in Digital Service Marketing in **Quantanite**” as a part of the requirements for the completion of my BBA degree in Marketing.

Although categorized as an internship, this report is based on my more than one year of full-time professional experience at **Quantanite**, a global digital service marketing company. During my tenure, I served in various roles including **Associate, Data Analyst, Quality Assurance Specialist, and Team Lead**, and was promoted twice in recognition of my performance and dedication. My core responsibilities involved annotation-related work using specialized tools for self-driving car data, ensuring data quality, managing teams, and maintaining service excellence for international clients. Throughout this period, I observed how **Quantanite** strategically implements the 7Ps of Marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in its digital service delivery. My role as a Data Analyst gave me direct insight into measuring promotional effectiveness and pricing strategies, while my experience in Quality Assurance and team management illuminated the critical importance of the 'Process' and 'People' components in delivering a high-quality digital service.

I have made every effort to reflect my practical insights and align them with theoretical marketing concepts to ensure this report is both academically sound and professionally relevant. I hope that you will take any mistake with your kind consideration.

I would be grateful for your kind acceptance of this report. I am confident that this report will meet the required standards, and I am eager to discuss my findings with you at your convenience.

Thank You.

Sincerely Yours

*Sumandrita Sarasi*

Sumandrita Sarasi

ID: 111 151 014



## Acknowledgement

First and foremost, I would like to express my heartfelt gratitude to the **Almighty** for granting me the strength, patience, and perseverance to complete this internship report successfully. I am deeply grateful to everyone who helped me to complete this report specially the **Department of Marketing, United International University**, for providing me with the opportunity to conduct this internship and submit this report as part of my academic requirements. I am profoundly grateful to my academic supervisor, **Dr. Md. Shariful Alam**, for his invaluable guidance, constructive feedback, and unwavering support.

My heartfelt appreciation extends to my professional family at **Quantanite**. I am thankful for the incredible one-year journey, which provided me with far more than a typical full-time job experience rather than internship experience. I want to thank the management for entrusting me with responsibilities that allowed me to grow from an Associate to roles in Data Analysis, Quality Assurance, and Team Management. A special thanks to my manager, **Kabir Alamgir** and team lead, **Zahiduzzaman Tutul**, whose leadership and encouragement were pivotal to my two promotions and overall professional development. The collaborative spirit of my colleagues created a friendly environment where I could truly learn and thrive. Their practical insights, real-world challenges, and strategic implementations of the 7Ps of marketing gave me invaluable exposure to digital service delivery in a fast-paced, client-centric environment.

Finally, I am immensely thankful for my family and friends, whose constant encouragement and patience were my pillars of strength throughout this entire process.

Thank you all for being a part of this significant chapter in my academic and professional life.



## Executive Summary

This internship report examines the effectiveness of the 7Ps of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in the digital service marketing industry, with a particular focus in **Quantanite**. The study integrates both academic perspectives on service marketing and practical insights derived from my one-year professional experience at **Quantanite**, I worked with several global clients on their **self-driving car annotation project, menu generation and digital content management**.

The analysis highlights that the 7Ps framework remains a robust and relevant tool for understanding and evaluating digital service marketing strategies. In terms of **Product**, **Quantanite** delivers value through specialized digital solutions, including high-quality menu data management for global food delivery platforms and advanced annotation services for autonomous vehicle technologies. **Pricing** strategies emphasize flexibility and scalability, ensuring affordability for start-ups while accommodating the complex needs of multinational clients. The digital nature of the business defines **Place**, as services are delivered seamlessly across global markets through online platforms. While **Promotion** primarily relies on reputation, client referrals, and consistent service quality rather than mass campaigns, this approach has proven effective in building long-term partnerships with major international brands.

The **People** element stands out as a cornerstone of **Quantanite's** success. Employee expertise, continuous training, and recognition for high performance, including my own progression from Associate to Data Analyst and Quality Assurance roles which directly contribute to client satisfaction and service excellence. **Processes** are structured around data accuracy, timely delivery, and scalable workflows, which are crucial for meeting the standards of high-profile clients such as international food delivery company and autonomous vehicle company's projects. Finally, **Physical Evidence** is reflected in the company's digital platforms, quality certifications, client success stories, and measurable outputs, which collectively reinforce credibility in the competitive digital services market.

In the beginning, the introduction of this report is discussed which includes the background of the report, scope, objectives, methodology, limitations, and so on. Afterwards, a brief history of the company named **Quantanite** where I have completed my internship period has been mentioned. Then, the report comes to the crux of the matter- **Evaluating the Effectiveness of the 7Ps in Digital Service Marketing in Quantanite**. At the end, some conclusive remarks and a set of recommendations are discussed.



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# Chapter: 01

## Introduction



## 1.0 Background of the Report

The global economy is undergoing a rapid digital transformation, placing digital service providers at the forefront of business innovation. Companies like **Quantanite**, which specialize in delivering high-volume, high-accuracy data services, are critical partners for major global corporations in sectors ranging from logistics to autonomous technology. This report is prepared based on my internship at **Quantanite**, a global outsourcing and digital service marketing company.

In today's competitive business environment, digital service marketing has gained immense importance, as companies increasingly rely on technology-driven services such as data annotation, customer support, digital content management, and business process outsourcing. To evaluate service delivery effectiveness, the 7Ps of marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) provide a structured framework for assessing organizational strategies.

I joined **Quantanite** on **12th January 2021** and continued my service until **7th March 2022**. During this period, I worked in multiple roles including Associate, Data Analyst, Quality Assurance, and Team Management. I had the opportunity to contribute to projects for international clients like autonomous vehicle company for their autonomous vehicle annotation projects and international food delivery company for their digital menu content generation projects. These practical experiences provided me with valuable insights into how the 7Ps are applied in real-world digital service marketing, which serves as the foundation of this report.

## 1.1 Scope of the Study

The study is limited to evaluating the effectiveness of the 7Ps marketing mix model in the context of digital service marketing at **Quantanite**. It covers the following areas:

- Analysis of **Quantanite's** digital service offerings.
- Evaluation of its pricing, service delivery, and process management strategies.
- Observation of employee contributions (People) and their impact on service quality.
- Identification of tangible and intangible elements (Physical Evidence) used to build client trust.
- Assessment of the organization's strengths and areas for improvement in service marketing.
- The study does not cover the entire outsourcing industry in Bangladesh but focuses specifically on **Quantanite** as a case study.



### 1.2 Objectives of the Study

The broad objective of this report is to evaluate the effectiveness of the 7Ps in digital service marketing” among of these some specific objectives are given below:

- To examine how **Quantanite** applies the 7Ps in its service delivery.
- To analyze the effectiveness of each marketing mix element in achieving client satisfaction.
- To connect academic theories of service marketing with practical industry applications.
- To identify challenges faced in implementing the 7Ps in digital service organizations.
- To provide recommendations for improving **Quantanite’s** service marketing practices.

### 1.3 Methodology of the Study

This report is based on both **primary and secondary data**:

- **Primary Data:** Gained from my internship experience at **Quantanite**. This includes direct observation of work processes, participation in client projects, team discussions, and performance evaluation.
- **Secondary Data:** Collected from company’s official website, relevant academic books, research journals, and industry publications on digital service marketing and outsourcing.

### 1.4 Limitations of the Study

Despite best efforts, the study faced certain limitations:

- **Time constraint:** The learning period was limited, restricting deeper exploration of all projects.
- **Confidentiality issues:** Certain company name, data and client-specific information could not be disclosed for confidentiality reasons.
- **Narrow scope:** The analysis is restricted to one company (**Quantanite**) and does not represent the entire digital service provider industry.
- **Workload pressure:** Heavy client project responsibilities sometimes limited the opportunity for in-depth observation and documentation.
- **Access limitations:** Direct communication with international clients was restricted, limiting insights to internal perspectives.



# **Chapter: 02**

## **An Overview of Quantanite**



## 2.0 Company Profile

**Quantanite** is a global outsourcing and digital service marketing company, headquartered in London, United Kingdom, with major operational hubs in Bangladesh, South Africa, and other regions. The company specializes in delivering customer experience management, digital content services, data annotation, and business process outsourcing (BPO) for clients across technology, e-commerce, automotive, and food delivery industries.

Founded with the vision of making digital transformation accessible and efficient, **Quantanite** focuses on combining human expertise with technology to provide cost-effective, scalable, and high-quality digital solutions. The company is particularly recognized for serving autonomous vehicle projects and digital menu management for their high-profile global clients.

## 2.1 Overview of the Company

**Quantanite** is a global Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) provider that specializes in delivering technology-enabled digital services. The company functions as a strategic partner for global enterprises, helping them to innovate, scale, and optimize their operations. By leveraging a combination of skilled human talent and advanced technology, **Quantanite** offers a suite of services designed to manage complex, data-intensive processes. The company positions itself not merely as a vendor, but as a seamless extension of its clients' teams, enabling them to focus on their core business objectives while **Quantanite** manages critical operational tasks with efficiency and precision.





## 2.2 Quantanite's Purpose

At the heart of **Quantanite's** philosophy is its core purpose: **"To Build Better, Together."** This is more than a motto; it is the practical approach that anchors the company's strategy for sustainable growth and client satisfaction. It reflects a commitment to simultaneously improving client outcomes, investing in the professional development of its employees, and making positive contributions to the communities in which it operates.

## 2.3 Quantanite's Core Values

**Quantanite's** values are central to how the company operates, supports its clients, and builds its culture. These guiding principles shape everything from daily operations and decision-making to client relationships, service quality, and innovation. Based on the "About Us" section of **Quantanite's** official website, the following values are key:

Values	Description & Marketing Implication
<b>We Are Super Driven</b>	<b>Quantanite</b> sets high performance standards. Being "super-driven" means pushing boundaries, seeking continuous improvement, and striving to deliver more than what clients expect. In marketing, this translates to surpassing service quality benchmarks, reducing turnaround times, and maintaining high levels of accuracy, factors that strengthen brand image and client trust.
<b>We Hold Ourselves Accountable</b>	Accountability means taking ownership of outcomes, good or bad and being responsible for delivering results. For clients, this value assures reliability and consistency. From a marketing standpoint, this reinforces <b>Quantanite's</b> promise to deliver on service level agreements (SLAs) and KPIs, which helps maintain reputation, client retention, and referrals.
<b>We Are Entrepreneurial</b>	<b>Quantanite</b> encourages innovation and proactiveness, introducing new ideas, developing them, and sharing value. Entrepreneurial behavior fosters agility and responsiveness. For marketing, this means staying ahead of market trends (for example, incorporating AI + human collaboration), adapting service offerings, and tailoring solutions to client needs. This value supports competitive differentiation.
<b>We Deliver a Unique Service</b>	This value speaks to problem-solving, customization, and going beyond generic outsourcing. <b>Quantanite</b> strives to find solutions that fit client challenges, to help clients, their customers, and their own teams. From marketing's perspective, uniqueness in service becomes a key differentiator, it's part of their "product" (in the 7Ps), helping to build a strong value proposition.



## 2.4 Integration of Values with Marketing

Core values and their integration with the 7Ps **Quantanite's** marketing effectively uses its values to enhance each element of the 7Ps marketing mix for digital services.

Some of those are given below:

- **Brand Messaging & Positioning:** These values support **Quantanite's** positioning as a premium, performance-oriented service provider. “Super driven,” “Accountable,” “Entrepreneurial,” and “Unique” become strong messages in their branding and B2B marketing.
- **Customer Expectations:** Clients expect reliability, innovation, and solutions specific to their needs. These values help **Quantanite** align operations with what clients value most: quality, delivery, flexibility.
- **Internal Culture & Service Quality:** To deliver effective marketing (especially in services), the internal culture must reflect these values. Accountability ensures QA doesn't slip, entrepreneurial thinking leads to process improvements, and uniqueness ensures services are not commoditized.

## 2.5 Vision Statement of Quantanite

**Quantanite's** vision is to be a global leader in the digital service and outsourcing space by continuously pushing the boundaries of what AI and human collaboration can achieve. They envision a future where businesses do not settle for incremental improvements but instead pursue transformative changes in how they engage with customers, manage data, and scale operations.

Key elements of their vision include:

- Leading through innovation, particularly via their “QLabs” innovation center, which aims to break industry norms and keep the blend of AI & human intelligence at the cutting edge.
- Fostering trust and long-term partnerships by consistently improving client outcomes, such as faster handling times, stronger SLA and QA performance, and more efficient customer operations.
- Empowering enterprises in varied industries (eCommerce, logistics, financial services, etc.) to transform their customer-facing and back-end operations into sources of competitive advantage.



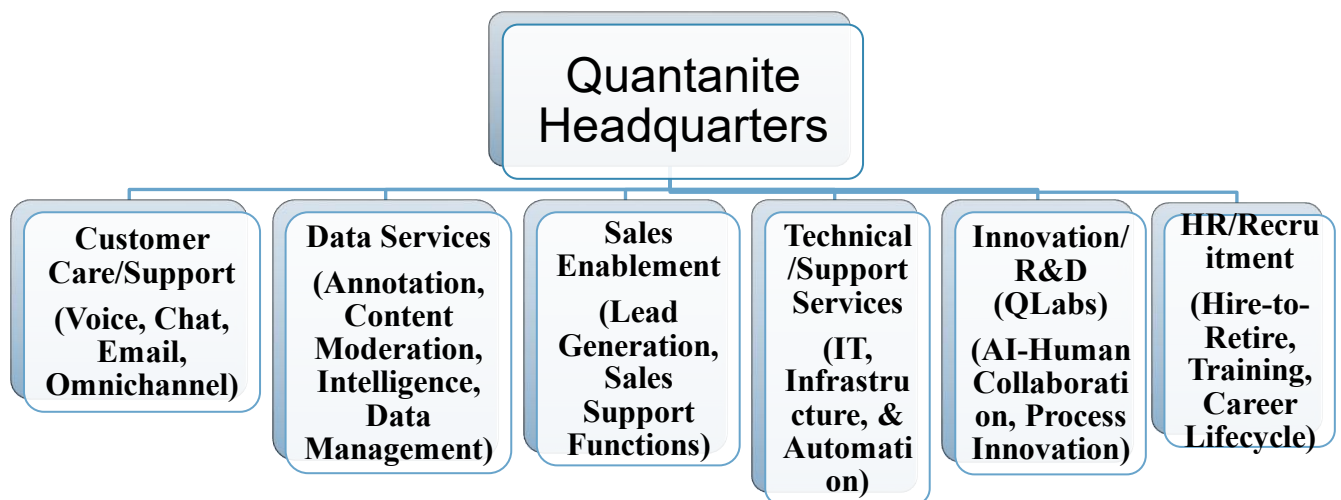
## 2.6 Mission Statement of Quantanite

**Quantanite's** mission is to transform enterprise operations by integrating human expertise with AI-driven technologies to deliver measurable growth, competitiveness, and value. They aim to help clients excel in customer care, data intelligence, sales enablement, and operational support, ensuring each service becomes an engine for conversion, retention, and revenue growth.

In doing so, **Quantanite** commits to:

- Elevating customer experiences through intelligent automation supported by expert human intervention.
- Converting complex data and processes into actionable intelligence that clients can leverage.
- Ensuring operational excellence and scalability via optimized workflows and innovative solutions.

## 2.7 Departments of Quantanite





## 2.8 Services of Quantanite

<b>Service Type</b>	<b>Core Components</b>	<b>Key Marketing Mix Ps Impacted</b>
Customer Care	Voice, Email, Chat, Omnichannel	People, Product, Physical Evidence, Promotion
Data Services	Annotation, Moderation, Intelligence, Transcription, Data Management	Product, Process, Physical Evidence
Sales Enablement	Lead conversion, pipeline tools, growth support	Promotion, Product, Price
Technical / Support / HR / Recruitment	IT support, HR life-cycle, recruitment, retail process support	Process, People, Price
Back-Office / BPO	Data entry, order management, finance admin, etc.	Price, Process, Product



# **Chapter: 03**

## **Literature Review**



### 3.0 The 7Ps Framework of Service Marketing Mix

The 7Ps framework is a foundational model in marketing that expands upon the traditional 4Ps of the marketing mix. It provides a comprehensive structure for businesses to develop and refine their marketing strategies, ensuring a holistic approach that addresses the complexities of the modern marketplace, particularly for service-based industries. The seven components of this framework are **Product, Price, Place, Promotion, People, Process, and Physical Evidence**.



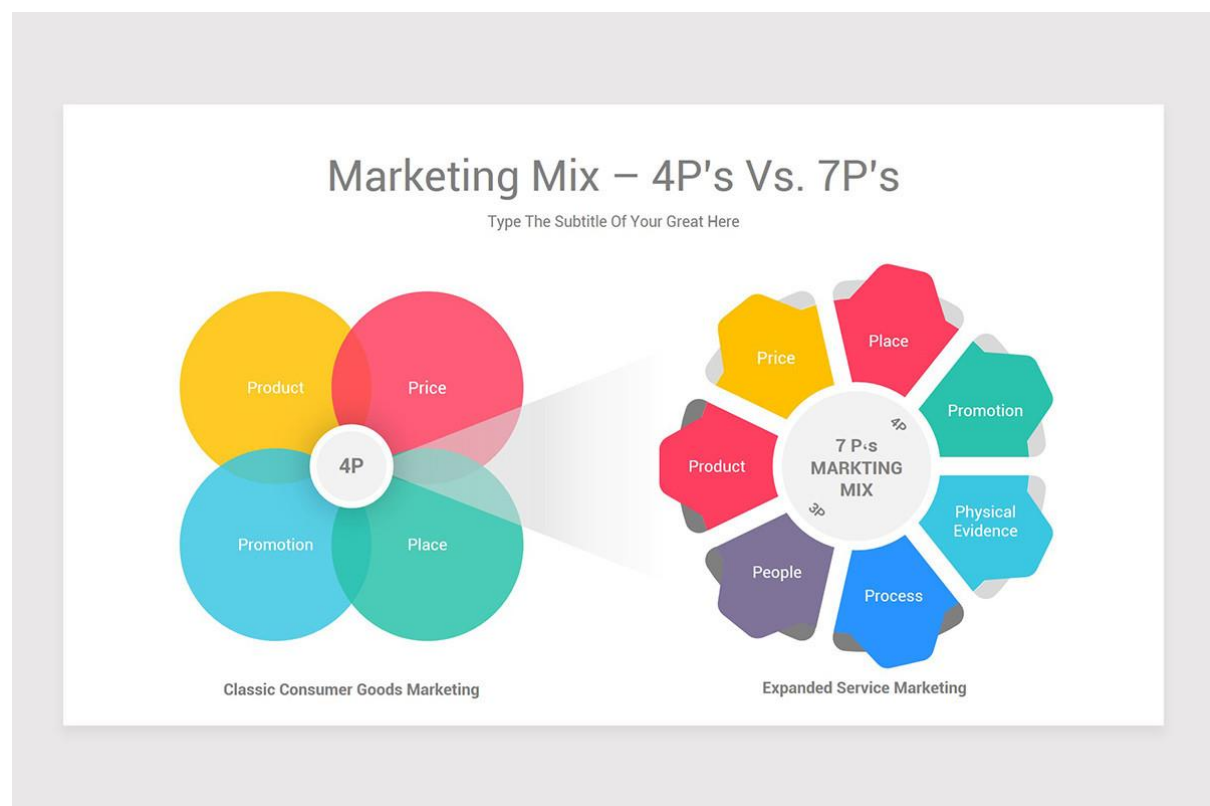


### 3.1 The Evolution of the Marketing Mix: From 4Ps to 7Ps

The concept of the marketing mix was first introduced by Borden (1964) and famously distilled into the "4Ps" (Product, Price, Place, Promotion) by McCarthy (1960). This foundational framework provided managers with a toolset to strategically position a product in the market. However, as the global economy shifted towards a service-dominant logic, particularly with the rise of the digital age, the traditional 4Ps proved insufficient for capturing the unique characteristics of service offerings (Lovelock & Wright, 2007).

Booms and Bitner (1981) extended the 4Ps to the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) to specifically address the intangible, inseparable, heterogeneous, and perishable nature of services. This expanded framework is widely accepted as more appropriate for analyzing service industries, especially those operating in the digital realm (Grönroos, 1990; Zeithaml, Bitner, & Gremler, 2009). Each additional 'P' acknowledges that service delivery is not just about the tangible output but also the human element, the operational flow, and the environmental cues.

The core principles of the 7Ps persist in the digital realm, but their manifestation and strategic implementation have evolved significantly. The intangible, inseparable, and perishable nature of services is amplified online, making a robust framework more crucial than ever (Kotler & Keller, 2016).





### 3.2 The 7Ps in Service and Digital Contexts

The service sector differs from goods-based industries due to four key characteristics: intangibility, inseparability, heterogeneity, and perishability (Zeithaml, Bitner & Gremler, 2018). The 7Ps framework has been widely recognized for capturing these complexities. With the rise of digital platforms, each element of the 7Ps requires adaptation to online environments, where customer interactions are increasingly technology-driven (Lovelock & Wirtz, 2016).



- I. Product:** In digital services, the "product" is not a physical offering but a service experience delivered through applications, websites, or cloud-based systems. Research highlights the importance of innovation, personalization, and reliability in sustaining competitive advantage in digital contexts (Kotler, Kartajaya & Setiawan, 2017). Unlike tangible products, digital services are continuously updated, which requires firms to focus on service quality and adaptability to meet evolving consumer needs. The focus shifts from physical attributes to the user experience (UX), interface design (UI), features, and continuous updates (Constantinides, 2006). The product is no longer static but a dynamic entity that evolves based on user data and feedback.





- II. Price:** Digital services have revolutionized pricing strategies. Traditional cost-plus models are often replaced by dynamic and flexible options like subscription models, freemium tiers, pay-per-use, and in-app purchases. The literature highlights the importance of perceived value and transparency in pricing, as online comparison is effortless for consumers (Grewal & Levy, 2019).



- III. Place:** "Place" is no longer a physical location but a digital ecosystem. It encompasses the company's website, mobile app, social media profiles, and presence on various online platforms. For digital services, accessibility and availability are paramount. The key is to be present where the target audience is active, ensuring a seamless and device-agnostic experience (Ryan, 2021).





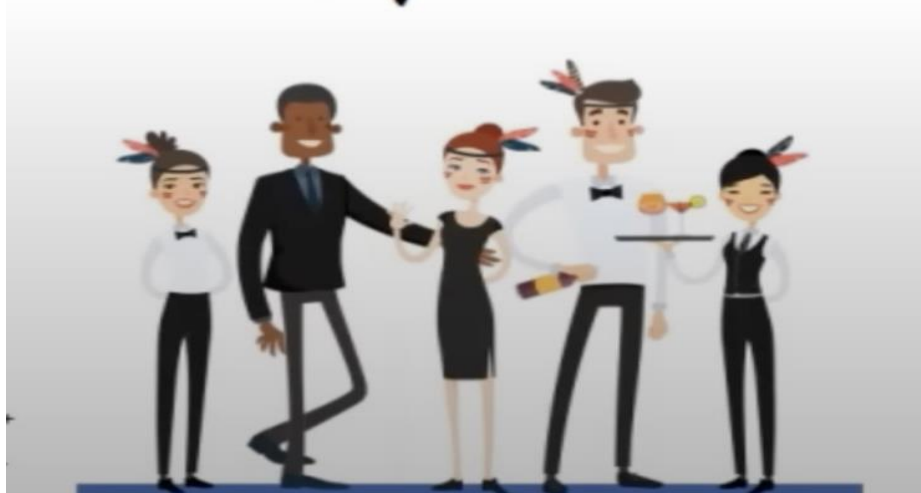
- IV. **Promotion:** Digital promotion has diversified beyond traditional advertising into a multi-channel strategy. Key tools include Search Engine Optimization (SEO), content marketing, social media marketing, email marketing, and influencer collaborations. The emphasis is on creating two-way communication, building communities, and delivering personalized messages at scale (Chaffey & Ellis-Chadwick, 2019).

## Promotion :



- V. **People:** While automation and AI handle many interactions, the "People" element remains critical. It extends beyond direct employees to include online community managers, customer support agents, and even the user community itself through reviews, testimonials, and user-generated content. The human element in providing support and building relationships can be a significant competitive differentiator (Zeithaml, Bitner, & Gremler, 2017).

## People :





- VI. Process:** The service process is central to digital service marketing, encompassing onboarding, service usage, complaint handling, and after-sales support. Research highlights that customers expect efficiency, transparency, and security in digital transactions (Rust & Kannan, 2003). Streamlined processes not only enhance satisfaction but also reduce service failures, improving long-term loyalty. Key aspects include the simplicity of the sign-up process, the ease of navigation, and the speed of service delivery and support. A flawed process can lead to high customer churn (Hollensen, 2019).



- VII. Physical Evidence:** In the absence of a tangible product, digital services rely on "digital evidence" to build trust and credibility. This includes a professionally designed website, a clean user interface, customer testimonials, case studies, security badges (e.g., SSL certificates), and transparent privacy policies. These elements create a perception of a reliable and professional organization (Lovelock & Wirtz, 2011).





### 3.3 Positioning My Study within the Academic Conversation

The review of existing scholarly sources confirms that the 7Ps framework remains a relevant and widely recognized tool for analysing service marketing strategies, particularly when adapted to digital contexts. Researchers consistently emphasize that the rise of digital platforms has not eliminated the importance of the marketing mix but rather reshaped how each element operates in practice. For instance, *place* is now represented by online platforms, *physical evidence* is signalled through website design and user interface quality, and *people* includes both service staff and online communities.

However, the literature also highlights critical gaps and limitations. Most existing studies are fragmented, often focusing on only a subset of the Ps rather than the full framework. Many rely heavily on cross-sectional surveys and perceptual outcomes, with limited integration of behavioural or longitudinal data. This has left important questions unanswered, particularly concerning the relative effectiveness of each P in driving customer satisfaction, trust, and retention in digital-only service environments.

This is where my study on my topic “*Evaluating the Effectiveness of the 7Ps in Digital Service Marketing for a digital service company*” fits into the ongoing conversation. By examining all seven elements of the mix in a real-world digital service context, my research addresses the call for comprehensive, empirical evaluations of the 7Ps. Furthermore, by incorporating both qualitative insights and quantitative measures, my research seeks to move beyond conceptual repetition and contribute to a more holistic understanding of how the marketing mix operates in digital service companies today.

In doing so, my study not only situates itself within established scholarship on service marketing and digital marketing transformation but also aims to provide practical managerial insights for firms navigating increasingly competitive online environments. This dual contribution, academic and practical, allows me to establish a strong position for my arguments and supports the relevance of the 7Ps as a framework for evaluating digital service marketing strategies.



# **Chapter: 04**

## **Analysis, Interactions and Findings**



#### 4.0 Statements and Analysis of Data

In this section I have tried to analyse the effectiveness of the 7Ps framework in digital service marketing within the context of **Quantanite**, a digital service company where I completed my internship from **12th January 2021** to **7th March 2022**. The company provides specialized digital solutions such as data annotation for self-driving car technology for international autonomous vehicle company and digital menu modification for international clients. During my internship and later I got promoted twice and become permanent employee, I worked in multiple roles (e.g. associate, data analyst, quality assurance specialist, team lead, and annotation expert) which allowed me to directly observe and contribute to how the 7Ps were applied in practice specially in digital service company like **Quantanite**. The following findings connect theoretical insights with my firsthand experience:

**Product (Service):** My roles in Quality Assurance and the modification of digital menus are directly tied to the digital 'Product'. When I performed QA, I was ensuring the final digital service was functional, accurate, and met client standards. When I modified digital menus, I was directly shaping the client's product and the end-user's experience.

At **Quantanite**, the “product” was not tangible but consisted of data-driven services like annotation for AI-driven cars and digital menu management for food delivery platforms. As a data analyst and annotation associate, I contributed to ensuring service accuracy, innovation, and customization, which clients demanded for high-stakes projects such as autonomous driving systems.

My work validated that the product strategy emphasized quality and precision, aligning with client needs and reinforcing the firm's competitive advantage.

**Price:** **Quantanite** adopted a value-based pricing strategy, particularly for large-scale B2B clients. As part of quality assurance and analytics, I saw how pricing was justified by demonstrating error-free outputs, efficiency, and scalability. For instance, ensuring 99% accuracy in annotations for autonomous vehicle company justified premium pricing compared to lower-quality competitors.

Pricing effectiveness was closely tied to my team's ability to deliver consistent, reliable, and high-quality outputs, supporting the firm's premium positioning.

**Place:** The company's operations were digitally distributed, serving clients remotely through cloud-based tools and dashboards. While working as an associate and later team lead, I experienced how digital platforms made collaboration with international clients seamless. Tasks like updating global food delivery company menus or delivering annotation for autonomous vehicle company results were completed online with no geographical limitations.

I directly observed how digital “place” strategies enabled global client servicing, enhancing efficiency and accessibility.



**Promotion:** “Promotion” at **Quantanite** relied more on reputation, referrals, and client success stories than traditional advertising. While I was not directly in the marketing team, I noticed that successful project outcomes (like my team’s high-quality delivery to premium high valued international clients) became internal case studies and testimonials for client acquisition.

Promotion was effective at a B2B level, but my observation is that expanding digital branding (e.g., LinkedIn campaigns) could further strengthen visibility.

**People:** “People” were central to **Quantanite’s** success. As I progressed from associate to team lead, I experienced the emphasis on employee development, collaboration, and client communication. My promotion and responsibility for guiding teammates reflected the firm’s recognition of skilled personnel as a driver of service quality. This directly aligns with academic perspectives that people are key in-service trust-building.

As an Associate doing annotation, I was part of the human engine delivering the service. As a Team Lead, I managed that engine-handling training, performance, and motivation to ensure high-quality output.

Strong human resource practices and continuous training improved both employee motivation and client confidence, proving “people” as one of the strongest Ps at **Quantanite**. 'People' component in a digital service company isn't just customer-facing support. It's also the skilled team behind the scenes. The quality of the AI in a self-driving car is entirely dependent on the accuracy of the human annotators. My leadership experience allows me to evaluate how a company trains and empowers its people to deliver a superior digital service.

**Process:** **Quantanite** implemented standardized workflows for annotation and menu management, ensuring efficiency and minimal errors. In my role as quality assurance specialist, I was directly involved in checking accuracy, streamlining workflows, and resolving inconsistencies. These processes created trust with global clients who relied on timeliness and precision.

Nearly all my roles, especially as a Data Analyst and Team Lead, are centered on 'Process'. As a Data Analyst, I likely measured the efficiency of workflows. As a Team Lead, I was responsible for managing my team's process to ensure timely and accurate delivery of services like data annotation or menu modifications.

I experienced firsthand how well-defined processes enhanced efficiency, accuracy, and transparency, making process management a core strength of the company.



**Physical Evidence:** My roles in Quality Assurance and the modification of digital menus are also directly tied to its 'Physical Evidence'.

Even though services were intangible, clients interacted with reports, dashboards, and deliverables that served as “evidence” of quality. As part of my role, I prepared and delivered digital outputs and performance summaries for clients. Polished dashboards and structured reports gave clients confidence in the reliability of services.

My contributions to creating professional, error-free deliverables demonstrated how digital evidence strengthens client trust and reduces uncertainty. Any error degrades the product's perceived quality. My QA experience gives me a deep understanding of how crucial a bug-free product is for building trust.

#### 4.1 Overall Cross-Cutting Insights

Key points are as following:

- The most effective elements of the 7Ps for **Quantanite** were People, Process, and Product, which I directly contributed to in my roles.
- Promotion was less emphasized, relying heavily on client reputation rather than digital outreach, an area I observed as needing improvement.
- My experience showed that combining team management, quality assurance, and innovation not only sustained client relationships but also supported the company's value-based positioning.

At the end of this analyse and finding section I can conclude that the analysis confirms that the 7Ps framework provides an effective lens for understanding digital service marketing at **Quantanite**. From my internship, I observed that Product quality, People, and Process were the strongest drivers of success, while Promotion and Physical Evidence offered areas for strategic improvement. These findings bridge the gap between theory and practice, highlighting that the 7Ps remain highly relevant in digital service industries, particularly when adapted to B2B global service models.



# **Chapter: 05**

## **Recommendations and Conclusion**



## 5.0 Recommendations

Based on the evaluation of the 7Ps framework at **Quantanite** and my direct involvement in service delivery, the following recommendations are proposed:

- **Strengthen Digital Promotion Strategies:** While **Quantanite** benefits from referrals and established client relationships, my experience showed that promotional activities were less emphasized compared to service delivery. The company could leverage its success stories from projects I contributed to such as annotation for self-driving cars and menu management for global food delivery company by showcasing them through LinkedIn campaigns, SEO(Search Engine Optimization) strategies, and thought leadership content. This would enhance visibility in competitive global markets.
- **Enhance Physical Evidence through Professional Deliverables:** As a data analyst and quality assurance specialist, I often worked on preparing polished dashboards, reports, and outputs for clients. Strengthening the branding and design consistency of these deliverables would further reinforce trust and professionalism, turning outputs into powerful marketing assets.
- **Invest in Continuous Employee Development:** Having experienced growth from associate to team lead, I realized how crucial training and career progression were in motivating teams. By expanding leadership development programs, cross-functional training, and performance incentives, **Quantanite** can ensure its people remain its strongest competitive advantage.
- **Leverage Process Innovation with Technology:** In my QA and team management roles, I observed how standardized workflows improved accuracy and reduced service failures. However, greater use of automation, AI-based quality checks, and predictive analytics could make processes more scalable and efficient, meeting the demands of high-volume clients.
- **Differentiate Pricing with Value-added Services:** Working on projects for international clients taught me that clients value not only accuracy but also speed and added insights. By introducing tiered pricing models with premium features (e.g., faster delivery, real-time updates, or analytical insights), the company could maximize profitability while retaining flexibility for diverse client needs.



## 5.1 Conclusion

This internship study demonstrates that the 7Ps framework is a highly effective tool for evaluating digital service marketing strategies in companies like **Quantanite**. From my first-hand experience, the most effective elements were Product, People, and Process—which I directly contributed to through roles such as annotation specialist (ensuring accuracy in product/service), data analyst and QA (streamlining processes and ensuring quality), and team lead (enhancing people management and performance).

At the same time, I observed that Promotion and Physical Evidence were relatively underdeveloped compared to other Ps. Strengthening these dimensions through improved digital marketing initiatives and polished deliverables would allow **Quantanite** to build a stronger brand identity and competitive advantage.

Overall, my experience at **Quantanite** showed that the combination of skilled people, reliable processes, and high-quality services has been central to its success with global clients. The internship also reinforced the continuing relevance of the 7Ps framework, proving that while some Ps remain the backbone of digital service companies, others need to evolve to meet the challenges of global competition.

On a personal level, progressing from associate to team lead allowed me to apply classroom knowledge in real-world contexts and develop critical skills in data analysis, quality assurance, team management, and client service. This has not only deepened my understanding of service marketing frameworks but also prepared me for future career growth in the marketing and digital service industries.



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