

**UNIVERSITI TEKNOLOGI MALAYSIA**

**FACULTY OF COMPUTING**

**INDUSTRIAL TRAINING REPORT**

**INTERNSHIP ADVENTURES: DIVING INTO THE  
WORKING WORLD**

By

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## **ABSTRACT**

Embarking on an internship at SummitNext Technologies Sdn. Bhd., the initial chapter provided an overview of the organization's standing in the Business Process Outsourcing (BPO) industry, highlighting its commitment to innovation and technological solutions. The immersive involvement in projects, including the "Shaping the BPO Industry" survey and the "Unlocking Opportunities" webinar, revealing insights into the challenges faced during survey initiation and the intricacies of webinar preparation. Chapter 3 delved into the lessons learned from supervisors, staff, and reference materials, offering constructive comments on overall task performance across projects such as recruitment automation, ChatBot manual refinement, and involvement in various operational reports like Shopee, AtPace, Leadgen, and India Operation. The issues and challenges encountered throughout the internship journey highlighted the lack of initial practical knowledge, unveiling the transformative nature of overcoming unfamiliar aspects of the corporate world and the BPO industry. The narrative progressed expressing an opinion on the internship experience and suggesting improvements for future training programs. The overall achievement showcased meaningful contributions to diverse projects and an evolution from theoretical understanding to hands-on application. The abstract encapsulates this holistic internship journey, emphasizing the transformative growth, the bridge between theory and practice, and the dynamic exposure to the BPO industry and corporate intricacies at SummitNext Technologies Sdn. Bhd.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Industrial Training Organization**

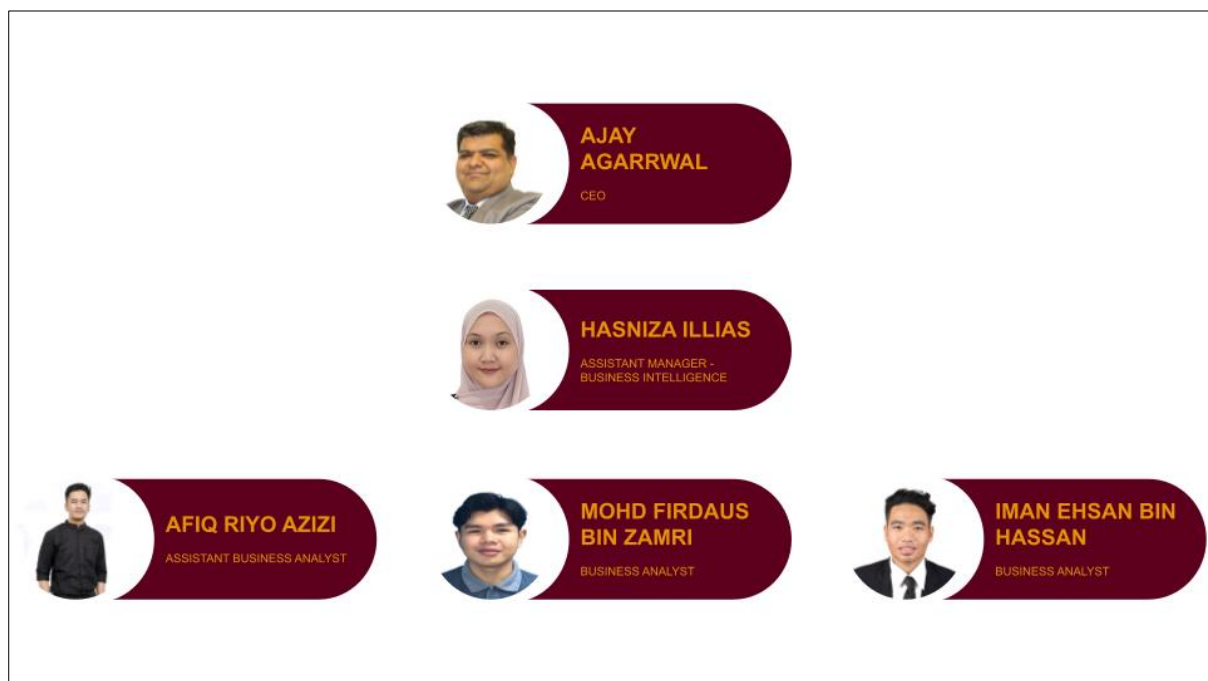
SummitNext Technologies Sdn. Bhd. is a dynamic and innovative organization that excels in the business process outsourcing (BPO) industry in Malaysia. Their core business revolves around delivering a diverse range of services to cater to the ever-evolving needs of their clients. At its heart, SummitNext is committed to providing best-in-class customer experiences. They specialize in Business Process Management (BPM) services, which not only enhance operational efficiency but also support the digital transformation of their clients' customer experiences. The company has carved out a niche in the industry by offering BPO consulting services that extend beyond standard practices. SummitNext assists in the establishment of efficient, multilingual BPO operations in Malaysia, complete with necessary governmental approvals and cash incentives. Moreover, their strategic partnerships with universities and government agencies have allowed them to develop comprehensive training programs aimed at equipping individuals with the skills required to excel in the BPO industry.

In the realm of technology, SummitNext stands out by providing innovative solutions, notably the IPM+ Endpoint. This AI-enabled software suite, backed by multiple U.S. patents, consolidates various endpoint functions into a single product, offering capabilities in energy management, patch management, health management, productivity management, security and compliance management, and print management – all through a single agent installed on endpoints. The company takes pride in its commitment to non-intrusive methodologies, as validated by industry standard performance index scores. Furthermore, SummitNext extends its technological expertise to smart building management, offering automation and centralized management of electrical appliances, electrical power quality monitoring, and proactive issue resolution, contributing to significant cost savings. Their expertise extends into data center energy management, promising reduced costs, improved uptime, and predictive analysis to

prevent emergencies. The company even caters to personal computing with the IPM+ Personal Edition, which integrates their patented PowerMind AI technology to enhance laptop and desktop performance while safeguarding personal networks.

## 1.2 Organization Structure

Figure 1.1 Organization Structure of the Business Intelligence Team



The organizational structure of SummitNext Technologies Sdn. Bhd. is characterized by a hierarchical framework that reflects the company's commitment to efficient management and decision-making processes. At the apex of the organizational chart is the Chief Executive Officer (CEO), Mr. Ajay Agarrwal, the highest-ranking executive responsible for setting the company's strategic vision and overseeing its overall operations. Below the CEO, the management department houses the critical Business Intelligence team, led by Ms. Hasniza, who holds the position of Assistant Manager within the organization.



The team led by Ms. Hasniza consists of three members. The first one is Afiq, the Assistant Business Analyst, complements the team's efforts by aiding in data collection, maintaining data quality, and supporting various analytical tasks. Afiq plays a crucial role in ensuring data accuracy and enhancing the team's analytical capabilities. Next, me and my fellow intern, Iman, serve as Business Analyst Interns within the team. Our roles are pivotal in assisting with data collection, analysis, and reporting, as well as contributing to ad hoc querying and data visualization. Our work directly supports the organization's drive for data-driven decision-making.

### **1.3 Practical Training Department**

The business intelligence team, situated within the management department at SummitNext Technologies Sdn. Bhd. plays a pivotal role in enhancing the organization's overall efficiency and decision-making processes. This unit is dedicated to harnessing the power of data to improve the company's performance and drive strategic initiatives. The team specializes in data collection, analysis, and reporting, using a range of business intelligence tools and techniques to transform raw data into valuable insights. These insights are instrumental in shaping the company's strategies, optimizing processes, and enhancing overall efficiency. The team's responsibilities include, but are not limited to, ad hoc querying, predictive analytics, and creating data visualizations to aid in the decision-making process.

Ms. Hasniza, the assistant manager, is the leader of the business intelligence team. In her role, she provides guidance and strategic direction, overseeing the team's projects and ensuring that the data-driven insights generated align with the company's goals and objectives. The team consists of me and a fellow intern, Iman, both serving as business analyst interns. My roles involve assisting in data collection, analysis, and reporting, as well as contributing to ad hoc querying, data visualization, and other tasks aimed at improving the company's decision-making processes. Additionally, Afiq serves as the assistant business analyst, working closely

with the team to support data collection, analysis, and reporting activities. Afiq plays a crucial role in maintaining data quality and assisting in various analytical tasks.

The business intelligence team is responsible for gathering and processing data from various sources within the organization. We conduct in-depth analysis to identify trends and patterns and create meaningful reports and dashboards that empower decision-makers. The team also engages in ad hoc querying to address specific questions or issues as they arise. By providing predictive analytics and data visualizations, the team contributes to the company's overall strategy and performance optimization. The work of the business intelligence team is essential for SummitNext Technologies Sdn. Bhd., as it enhances decision-making, streamlines processes, and ensures that the organization remains competitive and adaptive in a fast-paced business environment. My role as an intern within this team allows me to gain practical experience in the dynamic field of business intelligence and contribute to the company's ongoing success.

## **1.4 Training Program**

As part of the internship at SummitNext Technologies Sdn. Bhd., the training program is designed to provide hands-on experience in several key areas that directly contribute to the organization's growth and success. The program encompasses various projects aimed at enhancing different aspects of the company's operations. The timeline for the programs can be seen in Figure 1.2.

Figure 1.2 Gantt Chart for Training Program

Project	Week																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Shaping the BPO Industry: Insights from University Students (Survey)																				
Unlocking Opportunities: Exploring Careers in the BPO Industry (Webinar)																				

As an integral part of my internship at SummitNext Technologies Sdn. Bhd., I am actively engaged in two primary projects that significantly contribute to the organization's growth and development. These projects, "Shaping the BPO Industry: Insights from University Students" (Survey) and "Unlocking Opportunities: Exploring Careers in the BPO Industry" (Webinar), encapsulate a comprehensive training program designed to provide hands-on experience in diverse facets of organizational enhancement.

One central project within this training program is the "Shaping the BPO Industry: Insights from University Students" survey. The primary objectives of this survey are to understand student expectations, identify attraction factors for a career in the BPO industry, and enhance recruitment strategies. The overarching goals involve collecting a substantial dataset from university students, conducting thorough quantitative and qualitative analysis, and ensuring the entire survey process, from data collection to reporting and action planning, adheres to the established schedule.

This survey conduction unfolds in four distinct phases, commencing with project initiation and planning, followed by survey design and testing, subsequent survey distribution and collection, and culminating in comprehensive data analysis. Leveraging Google Forms for survey creation, Google Sheets for documentation and record-keeping, Python programming language for advanced analysis, and Google Docs for summarizing survey outcomes, this

meticulous approach ensures a robust and insightful exploration of student perceptions and expectations.

Concurrently, the "Unlocking Opportunities: Exploring Careers in the BPO Industry" webinar is a dynamic component of my internship. This project's objectives include introducing participants to SummitNext Technologies and the BPO industry, showcasing job opportunities at SNT, and providing insights into career development within the BPO sector.

The webinar conduction encompasses promotional and blasting activities, involving the creation of promotional materials such as posters, slides, and e-certificates. Documentation and record-keeping are efficiently managed using Google Sheets, while LinkedIn and other social media platforms serve as avenues for effective webinar promotion. Google Forms facilitate registration and attendance tracking, and the design of webinar materials is streamlined using Canva and Microsoft PowerPoint. Additionally, email communication is employed for both invitation distribution and e-certificate delivery.

This comprehensive training program allows me to gain practical experience and actively contribute to the organization's projects, fostering an environment of continuous improvement and informed decision-making.

## **CHAPTER 2**

### **SPECIFIC DETAILS ON PROJECT**

#### **2.1 Introduction**

As the business process outsourcing (BPO) industry keeps developing, SummitNext Technologies Sdn. Bhd. is dedicated to remaining at the forefront of creativity and flexibility. Aligned with this dedication, a significant internship project takes shape. It is a survey study project named "Shaping the BPO Industry: Insights from University Students." The purpose of this survey is to learn more about university students' expectations and perceptions of the BPO industry. Considering our company's extensive history in the business process outsourcing (BPO) industry, it is crucial to comprehend the views of the younger generation to shape our internal work culture and create an atmosphere that appeals to emerging talent. This survey, which was thoughtfully designed to investigate a variety of topics, including work culture, has the potential to not only direct the future direction of our business but also provide insightful information to the larger discussion about university students' impressions of careers.

On the other hand, SummitNext Technologies Sdn. Bhd. stands committed to continuous innovation. Aligned with this dedication, my internship encompasses a significant project—the engaging "Unlocking Opportunities: Exploring Careers in the BPO Industry" webinar. This strategic endeavor aims to introduce participants to SummitNext Technologies (SNT) and the diverse opportunities within the BPO sector. By showcasing job opportunities and providing insights into career development, the webinar is designed to be an insightful exploration of possibilities. Embracing a multi-faceted approach, the conduction involves promotional activities, creation of impactful media such as posters, slides, and e-certificates, and leveraging platforms like LinkedIn and other social media channels for maximum reach. With Google Forms facilitating registration and attendance, and tools like Canva and Microsoft PowerPoint enhancing promotional materials, the project is a seamless blend of technology and creativity. Through this initiative, SummitNext Technologies Sdn. Bhd. not only aims to

unlock opportunities for participants but also contributes valuable insights to the broader discussion on career exploration within the dynamic landscape of the BPO industry.

## **2.2 Objectives**

"Shaping the BPO Industry: Insights from University Students" Survey:

1. **Understanding Student Expectations:** Gain a holistic understanding of the expectations and perceptions of university students as they prepare to embark on their professional journey, providing invaluable insights for aligning company practices with the aspirations of the emerging workforce.
2. **Identifying Attraction Factors:** Uncover the factors that render a corporate career more appealing to university students, enabling the refinement of company offerings and work environments. This knowledge serves as a cornerstone for tailoring recruitment strategies to resonate with the expectations of potential talent.
3. **Enhancing Recruitment Strategies:** Utilize the survey as a strategic tool to enhance recruitment strategies. Rigorous analysis of the collected data, both quantitative and qualitative, will guide action plans, ensuring recruitment approaches align seamlessly with the expectations of university students entering the corporate world.

"Unlocking Opportunities: Exploring Careers in the BPO Industry" Webinar:

1. **Introduction to SummitNext Technologies (SNT) and the BPO Industry:** Aim to provide participants with a comprehensive introduction to SummitNext Technologies and insights into the dynamic landscape of the Business Process Outsourcing (BPO) industry. This objective sets the stage for participants to gain a nuanced understanding of the company's role in the BPO sector.
2. **Showcasing Job Opportunities at SNT:** Spotlight the array of job opportunities available at SummitNext Technologies, offering participants a firsthand look at potential career paths within the organization. By showcasing diverse roles, this

objective aims to provide clarity on the breadth of opportunities for individuals considering a career in the BPO industry.

3. **Insights into Career Development and Growth within the BPO Sector:** Provide valuable insights into the possibilities for career development and growth within the BPO sector. This objective seeks to empower participants with a deeper understanding of the professional pathways available, fostering informed decisions and career planning within the dynamic landscape of the BPO industry.

## **2.3 Workflow**

For the "Shaping the BPO Industry: Insights from University Students" survey, in Phase 1, the project initiation and planning stage, the groundwork was laid for the survey. This involved defining comprehensive objectives and goals, conducting thorough research on Google, and gathering insights from the company to understand its specific requirements, expectations, and targets for the survey. The identification of the target audience was a crucial step, focusing on students from various majors and fields of study in public universities across Malaysia. Utilizing Google and other AI tools, a set of questions was prepared, and the survey form was structured. To ensure precision and relevance, feedback was sought from Ms. Hasniza and Mr. Ajay, leading to the finalization of the survey questionnaire.

Moving into Phase 2, the online survey form was created using Google Forms. A pilot test was conducted within the identified target audience, yielding initial data and insights. A feedback form was concurrently created to facilitate adjustments as needed.

Transitioning to Phase 3, the survey distribution and data collection commenced. Leveraging personal social media platforms, the survey reached the identified audience over a period of weeks. Continuous monitoring of survey responses and progress ensured real-time adjustments to maximize participation.

As the survey reached its conclusion, Phase 4, data analysis, was initiated. The survey was closed to halt further responses, accumulating a total of 40 valuable responses. Data obtained was exported to the analysis tool, Google Collab, where Python programming was employed for quantitative and qualitative analysis. Research on Google and YouTube enhanced coding techniques. Post-analysis, a comprehensive summary report was crafted and submitted to the supervisor, encapsulating key findings and actionable insights derived from the survey data.

For the "Unlocking Opportunities: Exploring Careers in the BPO Industry" webinar, the project commenced with initial preparations in Phase 1, involving the meticulous identification of essential elements such as title, objectives, proposed date, duration, target audience, and program details. Collaborative discussions with Ms. Hasniza led to the finalization of these key components. Subsequently, a Google Sheet was created for documentation and record-keeping purposes.

In Phase 2, the groundwork for the webinar's promotional activities was laid. This included scripting for blasting the webinar on the company's LinkedIn profile and other social media platforms. Simultaneously, a registration form was prepared to track participant interest. The promotional poster, a visual centrepiece for marketing, was crafted using Canva, drawing inspiration from various sources.

Phase 3 marked the active promotion of the webinar. Upon receiving responses, an email invitation was sent, incorporating a customized email template and an attached invitation poster created with Canva. Leveraging the Yet Another Mail Merge (YAMM) extension facilitated personalized email communication with a diverse audience. The process continued until the registration form was closed.



Transitioning to Phase 4, preparations intensified with the creation of the webinar poster using Canva and the development of presentation slides using Microsoft PowerPoint. The content for the slides was curated by Ms. Hasniza and Ms. Kaysa, the designated speakers for the webinar. Concurrently, arrangements for the E-certificate for participants were finalized.

In Phase 5, a meticulous approach was taken to ensure a seamless webinar experience. A quick dry run-on Google Meet preceded the live session. Acting as the moderator throughout the webinar, responsibilities included managing the flow and addressing technical aspects. Post-webinar, the E-certificates were finalized, and a post-webinar email was sent to all participants, concluding the webinar project on a comprehensive note.

## 2.4 Hardware and Software

Table 2.1 List of Hardware Utilized for Projects

Hardware	Description
Laptop	Utilized for research, survey design, and data analysis.
Smartphone	Used for social media engagement during survey distribution.

Table 2.2 List of Software Utilized for Projects

Software	Description
Google Workspace	Central for collaborative planning, documentation, and communication throughout both projects.
Google Forms	Used for creating the online survey form and registration form for the webinar.

Google Sheets	Employed for documentation, record-keeping, and data export in both projects.
Google Calendar	Used for scheduling and creating an event meeting for both projects.
Google Meet	Utilized for the dry run and live webinar session in the webinar project.
Google Collab	Used for Python programming and collaborative data analysis in the survey project.
Python Programming Language	Applied for data analysis using Google Collab during the survey project.
AI Tools	Utilized for insights and question generation in the survey project.
Canva	Employed in creating promotional materials, including posters for the survey and webinar.
Microsoft Excel	Used for advanced data analysis and report preparation in the survey project.
YouTube and Google Search	Referenced for research on data analysis techniques.
Yet Another Mail Merge (YAMM) Extension	Facilitated personalized email communication in the webinar project.
Email Client	Used for sending invitations and post-webinar communications in the webinar project.

## 2.5 Gantt Chart

Figure 2.1 Gantt Chart for "Shaping the BPO Industry: Insights from University Students" Survey

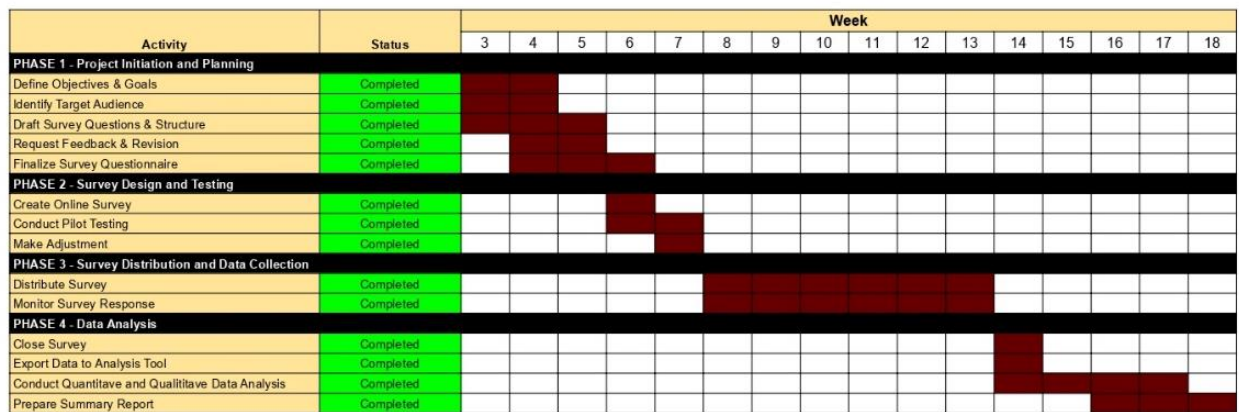
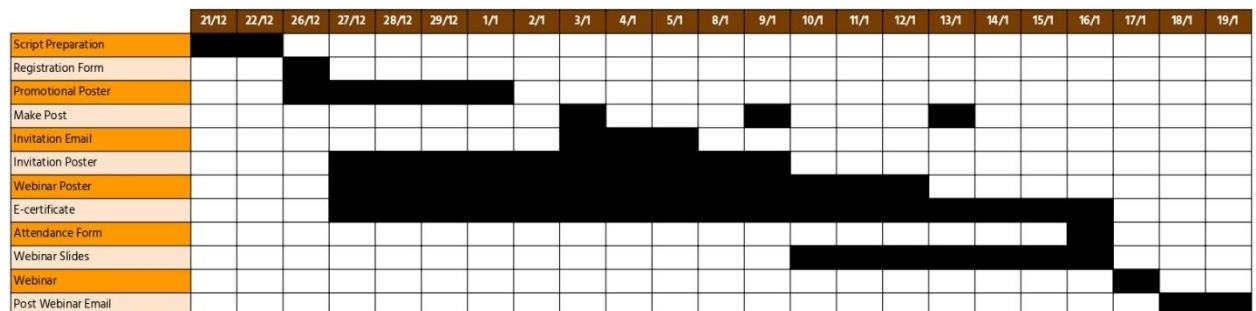


Figure 2.2 "Unlocking Opportunities: Exploring Careers in the BPO Industry" Webinar



## 2.6 Theoretical and Practical Knowledge

In summary, the integration of theoretical and practical knowledge from Computer Science and Information Technology was integral to the successful planning, execution, and analysis of both projects. Theoretical foundations provided the conceptual framework, while practical skills were effectively applied to bring these concepts to life in practical, real-world scenarios.

### **2.6.1 Theoretical Knowledge**

In both the Survey and Webinar projects, foundational theoretical knowledge from Computer Science and Information Technology played a pivotal role. In the Survey Project, a deep understanding of data analysis techniques guided the formulation of survey objectives, ensuring that questions were structured to extract meaningful insights. Theoretical expertise in research methods was applied to define clear project goals and identify the appropriate target audience, ensuring the survey's effectiveness. Algorithmic thinking, a core theoretical concept, shaped the design of the survey questionnaire, providing logical flow and coherence for participants.

Similarly, in the Webinar Project, theoretical knowledge of communication protocols was employed to establish seamless interactions among stakeholders. Principles of Human-Computer Interaction (HCI) informed the design of user-friendly elements, exemplified by the intuitive registration forms, ensuring an optimal user experience.

### **2.6.2 Practical Knowledge**

In the Survey Project, practical skills took centre stage with the application of Python programming for data analysis using Google Collab. This showcased hands-on proficiency in employing theoretical concepts in a real-world scenario. Additionally, practical knowledge of AI tools enhanced the survey design, demonstrating the application of cutting-edge technologies for efficient data collection and analysis. Collaborative tools like Google Workspace were practically employed for real-time planning, communication, and documentation, showcasing adept project management skills.

For the Webinar Project, practical skills in graphic design using Canva were applied to create visually appealing promotional materials, exemplifying multimedia design proficiency.

The practical implementation of email automation through YAMM facilitated efficient and personalized communication with participants, streamlining the registration process. Practical knowledge of virtual meeting platforms, notably Google Meet, was crucial for conducting dry runs and live webinar sessions, illustrating adept usage of real-time collaboration tools.

## **2.7 Problem Faced**

Overall, the challenges faced in both projects contributed to skill development and highlighted the importance of effective implementation management in achieving project goals.

### **2.7.1 During Task Execution**

During the execution of the Survey Project, one significant challenge was the formulation of suitable survey questions. The process involved extensive research and readings to identify relevant and insightful inquiries. Refining and finalizing these questions presented additional hurdles, requiring multiple sessions of discussion and review to ensure clarity and effectiveness. Another obstacle emerged during the data collection phase, where unforeseen ad-hoc projects caused a delay, forcing a temporary pause on the survey project. Once the distractions subsided, resuming and catching up with the project timeline became a challenge that required strategic time management.

In terms of data analysis for the survey, implementing theoretical knowledge into practical applications posed difficulties. Deciding on the appropriate programming language, analysis tools, and methodologies presented confusion initially. Through persistent research and revisiting old notes, the challenge was overcome, allowing for the successful application of data analysis techniques to extract meaningful insights.

For the Webinar Project, challenges surfaced in the pre-webinar phase. The task involved extensive preparation and the creation of a comprehensive checklist, particularly challenging for someone with limited prior experience in webinar execution. With the guidance and support of the supervisor, overcoming these challenges became possible, highlighting the importance of mentorship in navigating unfamiliar territories.

### **2.7.2 General Skills**

The challenges encountered during the projects honed various general skills. Research skills were vital in sourcing relevant information for the survey questions, while effective communication and collaboration skills were crucial during discussions and review sessions. Time management skills became paramount during the data collection phase to overcome delays caused by unexpected ad-hoc projects. Problem-solving skills were pivotal in adapting theoretical data analysis knowledge to practical scenarios, leading to successful project completion.

In the Webinar Project, organizational skills played a key role in preparing and executing a seamless webinar session. Creating a checklist and adhering to it showcased meticulous planning and attention to detail. Adaptability and a willingness to learn were essential to navigate the unfamiliar terrain of webinar execution, emphasizing the importance of acquiring new skills when faced with novel challenges.

### **2.7.3 Implementation Management of Task**

Both projects required effective implementation management to address challenges and ensure successful outcomes. In the Survey Project, strategic planning was crucial to overcome delays caused by external factors. The project had to be temporarily put on hold, and a well-thought-out plan was necessary to resume and catch up on the missed timeline.

For the Webinar Project, successful implementation management involved creating a thorough checklist and adhering to a predefined schedule. Collaboration with the supervisor played a pivotal role in overcoming challenges, emphasizing the significance of a collaborative and supportive work environment.

## **2.8 Conclusion**

In conclusion, Chapter 2 delves into the dynamic initiatives undertaken by SummitNext Technologies Sdn. Bhd., aiming to stay at the forefront of innovation and responsiveness in the evolving Business Process Outsourcing (BPO) industry. The projects discussed, "Shaping the BPO Industry: Insights from University Students" survey and "Unlocking Opportunities: Exploring Careers in the BPO Industry" webinar, exemplify the organization's commitment to understanding emerging talent and fostering a conducive work environment.

The survey project serves as a strategic tool to explore the expectations and perceptions of university students regarding the BPO industry. The well-thought-out objectives encompass understanding student expectations, identifying attraction factors, and enhancing recruitment strategies. The subsequent phases, from initiation and planning to data analysis, reflect a meticulous workflow that ensures the precision and relevance of the insights gained from the survey.

Parallely, the webinar project, "Unlocking Opportunities: Exploring Careers in the BPO Industry," is an innovative approach to introduce SummitNext Technologies (SNT) to a diverse audience. The objectives of the webinar—providing a comprehensive introduction to SNT, showcasing job opportunities, and offering insights into career development—align seamlessly with the organization's dedication to continuous innovation. The project unfolds in a systematic manner, from meticulous planning and promotional activities to the actual live

session and post-webinar communication, highlighting the integration of technology and creativity.

The Gantt Chart provides a visual representation of the timeline and phases of both projects, emphasizing the structured approach adopted for successful execution. This timeline not only ensures the timely completion of tasks but also allows for effective project monitoring and adjustment.

Theoretical and practical knowledge, as discussed in Section 2.6, play a pivotal role in the success of both projects. The theoretical foundations from Computer Science and Information Technology provide the conceptual framework, guiding the formulation of survey questions and the design of user-friendly elements in the webinar. Practical skills, such as Python programming for data analysis and graphic design using Canva, showcase the application of theoretical concepts in real-world scenarios, adding a layer of depth to the projects.

Despite the challenges faced during task execution, the projects contribute to skill development and emphasize the importance of effective implementation management. Challenges in formulating survey questions, unexpected disruptions during data collection, and the complexities of data analysis highlight the need for adaptability, problem-solving, and time management skills. The general skills honed during these challenges, from research and communication to organizational and problem-solving skills, showcase the multidimensional growth achieved through hands-on experiences.

In summary, Chapter 2 not only outlines the intricacies of the projects undertaken by SummitNext Technologies Sdn. Bhd. but also emphasizes the organization's commitment to innovation, talent development, and responsiveness to the ever-evolving BPO landscape. The integration of theoretical and practical knowledge, coupled with effective implementation management, positions these projects as valuable contributions not only to the organization's



internal growth but also to the broader discussions on industry perceptions and career exploration.

## **CHAPTER 3**

### **Overall Information of The Industrial Training**

#### **3.1 Overview**

During the industrial training at SummitNext Technologies Sdn. Bhd., a wealth of knowledge and experience was gained through interactions with the supervisor, staff, and reference materials. The insights gathered from these sources have significantly contributed to skill development, enhanced understanding of industry practices, and overall professional growth.

#### **3.2 Knowledge Acquisition from Supervisor**

Ms. Hasniza, the Assistant Manager leading the Business Intelligence team, played a pivotal role in guiding and shaping the learning journey. Her mentorship provided valuable insights into the nuances of data analysis, project management, and effective communication within a professional setting. The supervisor's wealth of experience in business intelligence became an invaluable resource for understanding the intricacies of data-driven decision-making. Constructive feedback from Ms. Hasniza consistently contributed to refining analytical skills and adopting best practices in the field.

#### **3.3 Collaboration with Staff**

Working closely with team members, including Afiq and Iman, provided a collaborative environment that fostered knowledge exchange. Afiq's role as the Assistant Business Analyst introduced perspectives on data quality maintenance and analytical tasks, enriching the understanding of comprehensive business intelligence practices. Collaboration with fellow intern Iman offered shared experiences and diverse viewpoints, enhancing

problem-solving capabilities. Engaging in regular discussions and team meetings allowed for a holistic understanding of the organization's objectives and how the business intelligence team contributes to achieving them.

### **3.4 Reference Material Utilization**

The use of reference materials, including industry publications, research papers, and online resources, played a crucial role in augmenting theoretical knowledge. These materials were instrumental in staying updated on industry trends, data analysis techniques, and emerging technologies. Regular consultations with relevant reference materials facilitated the integration of theoretical concepts into practical applications, ensuring a well-rounded approach to project execution.

### **3.5 Constructive Comments on Overall Task Performance**

The overall task performance was characterized by a commitment to excellence and a proactive approach to challenges. The internship involved actively engaging in projects like the "Shaping the BPO Industry: Insights from University Students" survey and the "Unlocking Opportunities: Exploring Careers in the BPO Industry" webinar. Constructive feedback from the supervisor and team members consistently emphasized the importance of attention to detail, meeting project timelines, and ensuring data accuracy. The iterative nature of the feedback loop fostered continuous improvement, leading to a refined understanding of project requirements and an enhanced ability to contribute effectively to the organization's objectives.

### **3.6 Conclusion**

In conclusion, the industrial training at SummitNext Technologies Sdn. Bhd. has been a transformative experience, combining theoretical knowledge with hands-on practical skills. The guidance received from the supervisor, collaboration with the team, and utilization of reference materials have collectively contributed to a well-rounded understanding of business

intelligence practices within the dynamic landscape of the BPO industry. The constructive feedback received has not only refined task performance but also laid the foundation for continued growth in the professional realm. The ensuing chapters will delve deeper into specific tasks, challenges faced, and the outcomes achieved during the internship period.

## CHAPTER 4

### Conclusion

#### 4.1 Overall Achievement

The industrial training at SummitNext Technologies Sdn. Bhd. has been a multifaceted journey, involving active participation in various projects and collaborative efforts with the team. The overall achievement is encapsulated through a range of diverse tasks and projects, each contributing to a holistic learning experience and professional growth.

Table 4.1 List of Industrial Training Achievements

Project	Achievement
"Shaping the BPO Industry: Insights from University Students" Survey	The survey project, aimed to understand university students' perceptions of the BPO industry. The successful execution of the survey, from meticulous planning and design to data analysis, resulted in a comprehensive report. The insights gained will contribute significantly to shaping the company's strategies and fostering a work environment aligned with the expectations of emerging talent.
"Unlocking Opportunities: Exploring Careers in the BPO Industry" Webinar	The webinar project successfully introduced participants to SummitNext Technologies and the diverse opportunities within the BPO sector. Leveraging technology and creativity, the webinar not only unlocked opportunities for participants but also contributed valuable

	insights to the broader discussion on career exploration in the BPO industry.
Recruitment Automation	Initial research, planning, and coding implementation for recruitment automation demonstrated a proactive approach to streamlining processes. Collaboration with team member Iman showcased effective teamwork and problem-solving during the initial stages of the project.
ChatBot Manual Book	The contribution to refining the ChatBot Manual Book exhibited attention to detail and an understanding of the importance of clear communication. The effort aimed at enhancing the document's presentation and usability.
Shopee Project	Active involvement in the Shopee Project, from blasting and recruiting agents to real-time reporting during training sessions, showcased adaptability and efficient collaboration within a dynamic project environment.
AtPace Project Report	Consistent updating of the AtPace report demonstrated diligence in data management. Daily activities involving exporting data from Salesmate and updating reports in Microsoft Excel highlighted proficiency in handling real-time reporting tasks.
Leadgen Project Report	Weekly updates to the Leadgen report, including data export from Apollo and Google Sheet updates, demonstrated commitment to regular reporting and contributed to the overall project management efforts.

India Operation Project	Collaborative work on the India Operation Project involved researching coworking spaces in Haryana and providing a structured list, showcasing initiative and effective collaboration with Ms. Izyan.
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The overall achievement reflects a well-rounded experience that combines project management, technical skills, collaboration, and effective communication. Each task and project have contributed to the intern's growth and provided tangible contributions to the organization's objectives. The learning experiences outlined in this chapter have not only enriched the intern's skills but also contributed to the continued success and innovation within SummitNext Technologies Sdn. Bhd.

## 4.2 Issue and Challenge

Embarking on the industrial training journey at SummitNext Technologies Sdn. Bhd., I encountered a spectrum of challenges that, while initially daunting, became integral components of my learning experience. Having entered the internship with a lack of practical and hands-on knowledge, the process of formulating suitable survey questions for the "Shaping the BPO Industry" survey posed an early challenge. Crafting questions that resonated with the target audience required a depth of understanding that was still developing. Additionally, the interruption in data collection due to unforeseen ad-hoc projects emphasized the importance of strategic time management in adapting to unexpected disruptions.

The implementation of data analysis techniques during the survey project presented another hurdle. Deciding on the appropriate programming language and methodologies for effective analysis required persistent research and a revisit to theoretical knowledge. The unfamiliarity with such practical applications highlighted the gap in my pre-internship hands-

on experiences. The extensive preparation and execution of the webinar introduced me to the complexities of organizing promotional activities, scripting, and coordination, reflecting challenges in organizational and time management.

Navigating the initial stages of the recruitment automation project, including research and coding implementation, reinforced the significance of collaborative efforts. Working alongside Iman and seeking assistance during team meetings became essential for overcoming these challenges. Refining the wording and structure of the ChatBot Manual Book showcased the importance of careful review and iterative refinement, skills that were in the process of development.

The real-time reporting demands during the Shopee Project required efficient collaboration and multitasking, presenting a dynamic challenge. Working with team members, including Iman, Ms. Izyan, and Sheng Zong, was essential in managing reporting tasks within the working hours of the Shopee Project. Additionally, conducting research on coworking spaces in Haryana for the India Operation Project introduced me to unfamiliar territories, emphasizing the need for adaptability and teamwork in addressing corporate and BPO industry nuances that were previously unknown.

In essence, these challenges, rooted in the unfamiliarity of practical applications and corporate intricacies, transformed into invaluable learning opportunities. They not only filled the gap in practical knowledge but also equipped me with problem-solving skills and adaptability crucial for navigating the dynamic landscape of the corporate world and the BPO industry. The resolution of these challenges stands as a testament to the transformative nature of the industrial training experience.



### **4.3 Opinion and Suggestion**

Reflecting on the industrial training experience at SummitNext Technologies Sdn. Bhd., it has been an enriching journey that has significantly enhanced my practical skills, industry knowledge, and adaptability. The exposure to various projects and challenges has provided invaluable insights into the corporate world and the intricacies of the BPO industry. However, the opinion is that a more structured orientation program at the beginning of the internship, focusing on foundational concepts and tools relevant to the company's operations, would better prepare interns, especially those with limited practical exposure prior to the internship. This orientation could bridge the knowledge gap and accelerate the integration of interns into ongoing projects, fostering a more seamless and efficient learning curve.

Considering the industrial training experience, a suggestion for future training programs at SummitNext Technologies Sdn. Bhd. would be the implementation of mentorship programs. Assigning mentors to interns would provide personalized guidance, facilitating a smoother transition into the corporate environment and the specific workings of the BPO industry. A structured mentorship program could offer interns a designated point of contact for questions, guidance on projects, and insights into the company culture. This approach would not only enhance the learning experience but also foster a supportive and collaborative work environment, ultimately contributing to the professional growth of interns within the organization.

## REFERENCE

Address: B-12-13 Menara B, Prima Avenue (The Tube), Jalan PJU 1/39 Dataran Prima, Petaling Jaya 47301, Selangor, Malaysia.

Contact Number: +6011 2980 0SNT

Email: [info@summitnext.my](mailto:info@summitnext.my)

Website: <https://www.summitnext.my/index.html>

## APPENDIX

### Analysis Coding Source Code

(File name: Survey\_Analysis\_Coding.ipyb, attach in the GDRIVE)

### Dataset

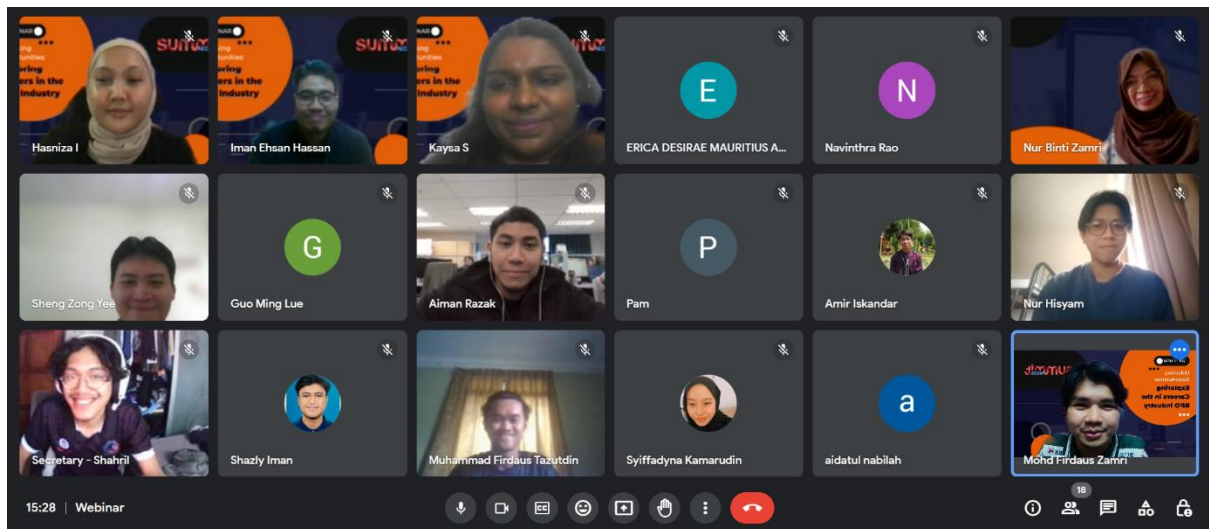
(File name: Data.csv, attach in the GDRIVE)

### Summary Report

(File name: Survey\_Summary\_Report.docx, attach in the GDRIVE)



Official Poster for the Webinar

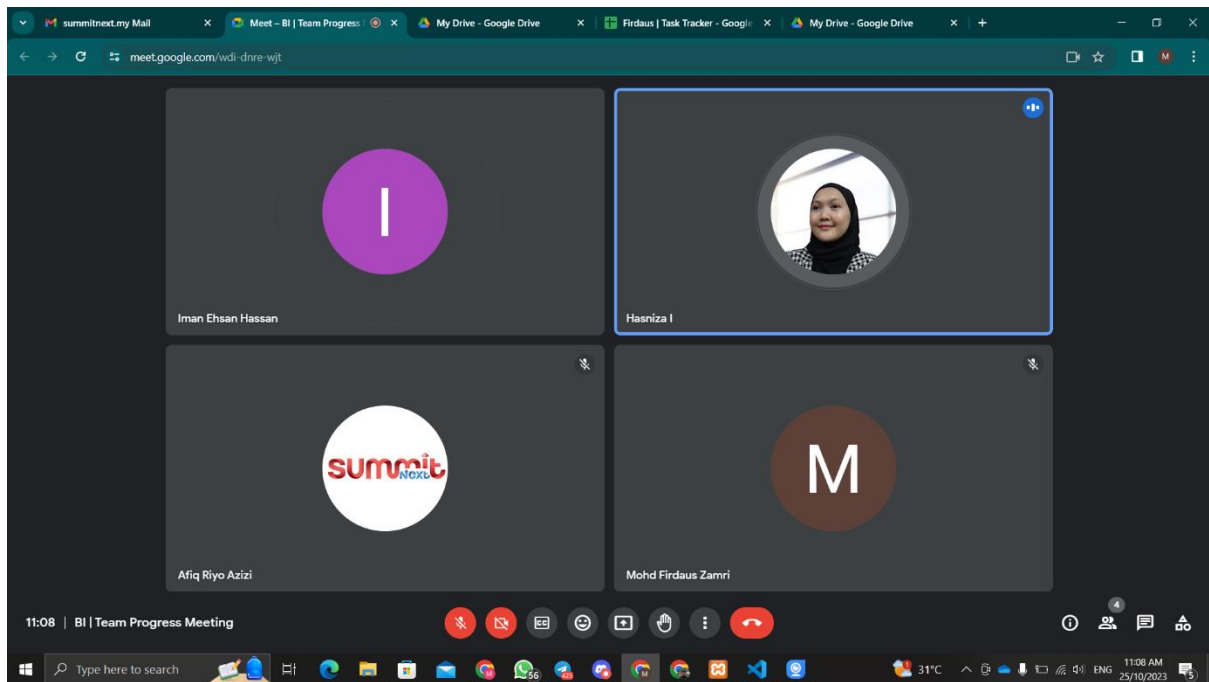


Webinar Session

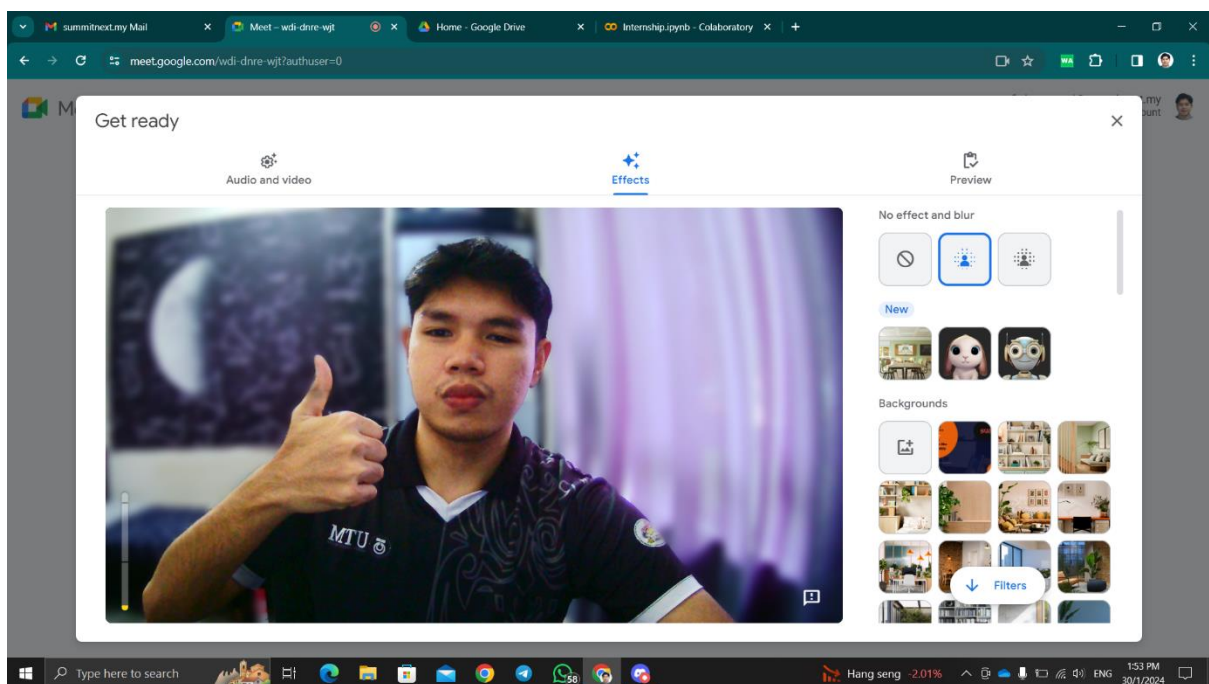


Business Intelligence Team

From left: Afiq, Me, Ms. Hasniza, Iman and Sheng Zong (ex-intern)



Weekly Team Meeting with Business Intelligence Team



Getting Prepared Before Entering the Meeting Room

## INDUSTRIAL TRAINING ACHIEVEMENT



**Sekretariat Latihan Industri**  
**Sekolah Komputeran,**  
**Universiti Teknologi Malaysia, 81310 SKUDAI, JOHOR**  
**Fax: 07-5565044 Tel: 07-5532008**

### CHAPTER 5 INDUSTRIAL TRAINING ACHIEVEMENTS

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(This form must be filled by student and must be attached in the Industrial Training report)

Student's Name : Mohd Firdaus Bin Zamri

Organisation : SummitNext Technologies Sdn. Bhd.

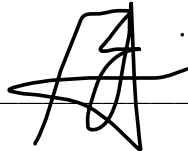
No.	Task (List all tasks have been completed)	Month of Task Achieved				
		Month 1	Month 2	Month 3	Month 4	Month 5
1.	"Shaping the BPO Industry: Insights from University Students" Survey	✓	✓	✓	✓	✓
2.	"Unlocking Opportunities: Exploring Careers in the BPO Industry" Webinar			✓	✓	✓
3.	Recruitment Automation	✓	✓			
4.	ChatBot Manual Book					✓
5.	Shopee Project		✓	✓		
6.	AtPace Project Report	✓	✓	✓		
7.	Leadgen Project Report		✓	✓	✓	✓
8.	India Operation Project					✓

### **Deliverable/Training reflection**

(Outcomes that have been achieved)

The overall achievement reflects a well-rounded experience that combines project management, technical skills, collaboration, and effective communication. Each task and project have contributed to my growth and provided tangible contributions to the organization's objectives. The learning experiences have not only enriched my skills but also contributed to the continued success and innovation within SummitNext Technologies Sdn. Bhd.

Student Signature: \_\_\_\_\_



Date: 2 FEBRUARY 2024

### **1.1 Approval**

Organisation's Supervisor:

Faculty Supervisor :

.....  
*hasniza.i*  
(Signature)

.....  
(Signature)

Name: Hasniza Ilias  
Date: 02/02/2024

Name:  
Date:



## INDUSTRIAL TRAINING CHECKLISTS

### INDUSTRIAL TRAINING CHECKLISTS (PLACEMENT)

No	Activities/Tasks	Tick (√)	Endorse by and date
1.	Report Duty To The Organization Approved by faculty	√	29 September 2023
2.	E-mail Report Duty Verification (BLI-1D) to faculty supervisor.	√	2 October 2023
3.	Upload Report Duty Verification (BLI-1D) in e-learning for course code SCS*4114.	√	1 February 2024
4.	Contact faculty supervisor to inform the job scope and organization information	√	2 October 2023
5.	Fill in organization supervisor information survey in ITS	√	2 February 2024



6.	<i>Update of Industrial Training site (address). Inform faculty supervisor and JKL, if any changes.</i>		
7.	Updating Industrial Training Logbook online – daily basis	√	2 February 2024
8.	Ensure that organization supervisor able to login to ITS successfully (Organization supervisor get ITS userid and password).		
9.	Faculty Supervisor Visit. Date:	√	1 February 2024
10.	Industrial Training Presentation.	√	1 February 2024
11.	Performance evaluation by organisation supervisor. Online or <i>submission BLI-2B during supervisor visit.</i>	√	1 February 2024
12.	Submission of Industrial Training Logbook.	√	2 February 2024
13.	Submission of Industrial Training Report with checklist and achievement form as Appendix.	√	2 February 2024

14.	Fill in Industrial Training Performance Evaluation by student (BLI-1E) in ITS.	√	2 February 2024
15.	End Industrial Training	√	9 February 2024

*Note:*

*1. Italic activities are optional depending on student situation.*

Prepared by Industrial Training Committee, Faculty of Computing, UTM

16 August 2016