Internship report about a 4 month long internship at LiveseySolar Practice Builders in London, UK

Company: LiveseySolar Practice Builders (LSPB)

Location: London, UK


Working Field: Healthcare Marketing

From March to June 2014 I completed a 4 month internship at LiveseySolar Practice Builders in London, UK. I found the internship by searching on the website of ‘Student und Arbeitsmarkt’ on the LMU homepage in autumn 2013. As the job description sounded quite interesting and fitted my criteria for an internship, I decided to send an application. Soon they contacted me and invited me to a Skype / phone interview. After that I still had to take an English test as well as a StrengthsFinder test and the Myer Briggs test. Those tests were quite interesting for me and were used during my internship to identify and intensify my strengths. Not long after sending the results I received an offer letter for the internship.

Before actually flying to London I procured a well priced combi insurance through ‘DAAD’ for being safe if anything happened during my time abroad.

LiveseySolar is a small company specialised in marketing for private healthcare companies. They’re offering various services to grow a medical healthcare business. Some of their services I was quite involved in were Consultation Skills Training, Telephone Sales Training and SEO (Search Engine Optimisation) Internet Marketing.

My expectations of the internship were quite mixed. Having never worked in marketing before, I didn’t really have an idea what exactly the company was doing. Of course I got an idea by looking at their website but still I wasn’t sure about the tasks I would be doing there. Also I wasn’t able to do the Business English course offered by “Student und Arbeitsmarkt’ that I would have loved to do but couldn’t make the time when it was offered. My English was always pretty good but as I haven’t used it so much during the last couple of years, I was also a bit concerned that I would have some trouble with the language.

When arriving on my first day in the company I realised immediately that none of my concerns or worries were necessary. Rod and Laura, the business owners are really helpful and friendly. Also all the other members of staff were always happy to help if I had questions no matter how small or stupid they seemed and the atmosphere in the office was really amazing!

During my internship I could use some of the things I’ve learnt in my studies in Munich as background knowledge, but most of the things I did were more practical and therefore pretty new to me. So I really learnt a lot about the various tasks that were performed.
As the company is quite small, I was actually able to get to know all the different tasks of a project from start to end and either do them myself or at least watch what others did to complete a task.

In the first month I was the only intern at the company and also one of the employees left two weeks after I started. Her successor only started in May, which was the reason why quite a lot of responsibility was given to me. That was probably one of the best parts of the internship. I was able to work independently and take responsibility for special tasks. Of course, when I didn’t know how to complete a special task there was always someone available who was happy to help or assist me and to answer my questions.

As I mentioned above I did many different tasks, so I will only give a short overview about the main things. During my first two days I completed my induction training. This means I was reading a lot of documents, watching videos and doing tests about the company itself, the programmes they are using and the tasks they are doing. That was really helpful and gave a good first impression of what I will help with during my internship.

There were some tasks that I did on a monthly or weekly basis. Those were for example uploading and publishing blog posts via Wordpress and using Scribe, a programme for doing Search Engine Optimization (SEO). Furthermore I created weekly reports for some of our clients using Google spreadsheets. These reports were showing a client’s team and individual scores of their adherence to the process they’ve learnt in the training. These reports were also the basis for weekly follow up calls with the team’s manager to talk about their scores and to discuss possible challenges or problems. I was able to take part on quite a few of those calls, creating an agenda beforehand and taking minutes during the call.

There were a lot of other tasks that occurred more than once but not really on a regular basis. I was able to take part at trainings with 4 different clients, which was quite interesting for me because I actually met the client and got an idea of what they are doing in their business. I accompanied Rod to two Kick Off Meetings for the trainings, where we discussed which questions would be covered during the training and what the biggest challenges are for the telephone team. Another task regarding the training and also the sales process was performing some mystery calls. This helped us to understand how the telephone team was doing in regards of our process and where there was the need to do improvements.

In addition to that I also went to three recruiting events, two for a client where we were looking for a new customer service member for the telephone team and one for LiveseySolar itself. For the recruiting events as well as the Training days there were several things to prepare and to do after the actual event that I was involved in.

Another example that I performed was to do research on various tasks, for example looking for different services or getting quotes from vendors. We also constantly worked on improving the processes at LiveseySolar. LSPB uses a special programme to assign to do’s to the individual employees, so there were always to do’s assigned to me and if I’ve finished them faster than expected I could do some of the ones for the next day / week or just ask for some more. For every completed to do everyone tracked his time with a special programme called ‘Harvest’,
which gave value to what I did and also value to the client and LSPB.

It was really nice to work with the LSPB team, as everyone was friendly and happy to help. Every Friday we had our ‘Friday Team Lunches’, where it was possible to get to know each other better and to actually have some great conversations.

As my working hours were from 9 am to 5 pm from Monday to Friday, I still had quite a lot of time to do a lot of things in London and meet other people. In the beginning I found it quite hard to get to know people, I think this is much easier if you’re actually doing a semester abroad than an internship. But nevertheless I found some international groups on facebook that were quite helpful. There are plenty of those organisations and people in those groups are often looking for someone to do some activities with or organising big meetings in the park or pub crawls. I found those groups very useful as there are young people who are also new in London and are therefore looking for new people and also have similar interests. I really made some good friends through this way and would recommend those groups to anyone who considers doing an internship in London.

A really hard thing in London is finding a place to live. First of all it’s quite expensive and secondly there are a lot of flats that are quite dirty and where the landlord is not very engaged in keeping the flat nice. I was lucky because I was given the contact details from a person living here by a friend in Germany and she recommended me to her landlady, so I actually moved into her room because she left exactly when I was moving to London. That was quite nice and made it really easy, especially as the flat was at London Bridge, so I was able to walk to work. But in general I can recommend the website sparerooms.co.uk, as far as I’ve heard it’s one of the best platforms to find a good place to live.

In general London is a great place to live and you can do a lot of different activities here. It’s still normal to go for some drinks after work, so around 5 pm the pubs are full of people. Also the British people are still very friendly, so that cliche is actually true. There are a lot more parks in the city than I thought there would be, so that’s really nice especially during summer. In spite of all those positive things, London is also really expensive, so that should be considered before doing an internship here.

I think the 4 months I lived in Great Britain my English really improved, I am more fluent now and actually able to understand the British accent a lot easier than before. Also I’ve learnt some really useful and functional vocabulary that I am sure will help me in my future working life as well. And not only my English improved but I think the 4 months living abroad helped me a lot to become more self confident and to develop my personality.

I really enjoyed my internship, because I was given a lot of responsibility and also was able to actually have a lot of contact to the clients, which I didn’t expect before. After my 4 months here I could really imagine working in the field of marketing in the future. I would recommend the internship at LiveseySolar to anyone who is interested in Marketing, wants to have some challenges in an internship and isn’t scared of asking questions and making suggestions to improve things or finding solutions and LiveseySolar is always looking for international interns.