



“Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”



Internship Report
on

“Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”

Prepared For:

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Letter of Transmittal

2nd August 2018

Raisa Tasneem Zaman
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Subject: Submission of Internship Report on “Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”.

Dear Miss,

This is my gratification to submit my internship report entitled “Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”.

By this report I got a prospect to gain a realistic understanding to the working behavior of the Banking Sector through National Bank Ltd, Mirpur Branch. In the report, I tried to point out in brief about general Banking, Foreign Exchange and described about improving customer service of National Bank Ltd.

With your supervision, I hope that the report will meet all your requirements.

Sincerely,

Safa Sadia
ID: 14104056

Letter of Endorsements:

This is to certify that Safa Sadia, ID: 14104056, BRAC Business School, BRAC University has done this report for the purpose of fulfilling BBA internship program. This report is entitled on “Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”. I accept this as her final internship report.

Raisa Tasneem Zaman

Lecturer

BRAC Business School

BRAC University

Acknowledgment

I want to thank Almighty Allah for enabling me to complete this report. This report is entitled, “Improving Customer Service and Satisfaction of National Bank Limited (NBL): A study on Mirpur Branch”. The study has been effectively completed with the kind supervision of few people.

First, I would like to convey my thanks to my honorable faculty supervisor **Raisa Tasneem Zaman**, Lecturer, BRAC Business School BRAC University for her guidance to complete this research.

Above all, I would like to admit gratefulness to **MD. Rakib Uddin** (Senior Executive Officer) **Mr. Salahuddin Parvez** (Officer), **Mr. Khondoker Mahmudur Rahman** (First Executive Officer), **Md. Shahadat Hossain Tito** (General officer) who helped me to learn banking activities by giving instructions, information and suggestion about various banking systems and procedures from time to time.

I am grateful to all persons who provided valuable guidance, suggestions in collecting information, analyzing and preparing the report. Finally, I would like to thank my family for supporting me throughout this internship period.

Executive Summary:

National Bank Limited is established at March 28, 1983 and from then executing its business activities effectively in Bangladesh. NBL service and facilities are the latest to convince all of its customers. To hold its customers and reach the preferred company goal is only possible by satisfying its customers. Customer service & satisfaction has become fundamental object in all the business sectors. A bank must have to keep best relationship with their clients. In the 21st century the bank must need to understand and apply about the one main thing KYC which means “know your customer”.

Improving Customer service is desirable to take hold of the most customers in this era it is because customers are more conscious about the product or services.

The aim of this term paper is to assess quality of service that is offered by the National Bank Limited. I used the acknowledged and applied method SERVQUAL Model to recognize the service quality of NBL and to improve the customer service. Both primary and secondary data were used for the term paper. I used Simple Random sampling procedure to obtain 25 respondents from customer of National Bank Limited, Mirpur Branch.

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1.1 Organization Overview:

National Bank Limited is the first private sector bank which is established by Bangladeshi entrepreneurs on March 28, 1983. NBL has been thriving as the largest private sector Bank since it's beginning. NBL, as a financial institution, keeping pace with the time programmed all its branches with computer networks. The expectation from NBL is high of all class businessmen, entrepreneurs and general public. NBL has taken preparations to open 12 new branches and 5 SME centers by the year 2018 to meet the expectations. NBL has been moving on business through its 127 branches and 12 SME / Agriculture Branches spread all over the country. It has put much emphasis on overseas operations and handled a foreign remittance. It has 37 overseas Exchange Companies located in 13 countries. NBL was the first domestic bank who established agency arrangements with the world famous Western Union.

NBL was also the first among domestic banks to introduce international Master Card in Bangladesh, has also introduced the Visa Card and Power Card. The Bank has in its use the latest information technology services of SWIFT and REUTERS. NBL is responsive in the Corporate Social Responsibility. NBL is associated with the development of education, healthcare and has sponsored sporting and cultural activities. During times of natural disasters, they try to take the edge off the sufferings of victims. It established the National Bank Foundation in 1989 to remain involved with social welfare activities. In 1999 and 2000 NBL was awarded by Crest and Certificate of Appreciation in 2001 by the Institute of Chartered Accountants of Bangladesh.

1.2 National Bank Limited, Bangladesh:

Head Office:

18 Dilkusha Commercial Area,

Dhaka, Bangladesh

Phone: 88-02-956-3081, 88-02-966-6584

Fax: 88-02-956-3953, 88-02-966-9404

SWIFT: NBLBDDDH:

Email: ho@nblbd.com

1.3 Brief Overview of the Mirpur Branch, National Bank Limited:

Mirpur Branch of NBL is an approved dealer Branch. The branches having foreign exchange department are known as authorized dealer.

1.4 Mission & vision of NBL:

NBL is giving highest Efforts for expansion of their activities at home and abroad while maintain highest priority in ensuring transparency, accountability, and improved customer service to serve the society. The vision of NBL is ensuring utmost standard of customers services with latest information technology while establishing themselves at home and abroad as a best bank of the country.

1.5 Objectives of the Organization: The objective of National Bank Limited is specific and targeted to its vision. The objectives of National Bank Limited are as follows:

- i. To create an honest, open and enabling environment of banking.
- ii. To make an effort for profit & sound growth for the national economy.
- iii. To reduce unemployment problem across Bangladesh.
- iv. To motivate people for savings and make it out as loan or advance.
- v. To expand the standard of living.
- vi. To promote the new entrepreneurs for investment business sector.

1.7 Services and Products of NBL:

i. Special Deposit Scheme:

Under this scheme, customers can deposit money for a term of 5 years. The deposited money is fully refundable at the expiry of the term.

ii. Credit Card:

NBL Credit Card is in both local and worldwide forms by this customers can buy all over the World.

iii. Monthly Savings Scheme:

This scheme is designed for limited income group members.

iv. NBL ATM Service:

NBL ATM Card gives our Clients the prospect to withdraw cash at any time, even in holidays, 24 hours a day, and 7 days a week.

v. Western Union Money Transfer:

NBL has introduced Bangladesh by western union. Now money transfer between Bangladesh and any other part of the globe is safer and faster.

1.8 My roles and responsibilities during internship:

I worked in general banking and foreign exchange in my internship period. My roles are described below:

- i.* Account opening: NBL has account opening forms for each client. My duty was to help the customers to fill up the form. If the customer was not able to fill up the form, I had to fill it.
- ii.* Giving check books to the customer: My responsibility was to give the customers check books.
- iii.* Sorting transaction voucher: My job was to sorting the clients voucher in appropriate file before leaving the desk.
- iv.* Giving information to the clients: My responsibility was to give the proper information about products and services to the clients when they need.
- v.* Cash section: I did not work for this section as it was not permitted for the interns.

2.0 Research part:

2.1 Introduction of the report:

Being a student of Business Background I always have a interest in banks. So I did my internship at National Bank Limited, Mirpur Branch. This started from May 08, 2018. To complete the BBA program, it is required to submit this report, which contains an overview of the organization, my responsibility, observation that I have during the internship period. In this report I discussed about the service quality and the customer satisfaction of the bank and came up with some customers recommendation which will create more customer and will make revenue higher for NBL.

2.2 Statement of the problem:

I have done the research part to measure customer perception about the banking services whether it is perfect or not. Some of the main challenge in customer in banking includes poor database management of customer, illiteracy level of customers, lack of adequate infrastructure and technology on which customer satisfaction is dependent. I think that technology is one the most crucial thing in the banking sector.

2.3 Purpose of the study:

The purpose of this study is to boost their operations for the client's by using reliability, quality, willingness to help etc. This report will help the management of the bank.

2.4 Limitation of the study:

- Time limitation is one of the main problems.
- The employees were not able to provide all information to the interns as it is prohibited.
- The study focuses only Mirpur branch of National Bank Limited which may differ from other branches.
- Many clients were not willing to fill the questionnaire due to lack of time, interest etc.
- The sample size is also very small due to time constraints which may not represent all clients.

2.5 Objectives of the study:

Broad Objectives:

- i. To achieve a broad knowledge on banking sectors.
- ii. To progress the services and giving solutions from the clients observation

Specific Objectives:

- i. To explore clients views about satisfaction level.
- ii. To find out if the target market is responsive of the offerings of NBL or not.

Literature Review:

Service quality and customer satisfaction are related to each other.

Service quality consists of five dimensions:

- a. Reliability
- b. Responsiveness
- c. Assurance
- d. Empathy
- e. Tangibles

Reliability:

From my survey it is cleared that most of the customers chose NBL because they think it is reliable. Customers have a opinion that NBL is capable to provide all the services they offered. For National Bank those reliabilities can be,

- i. Keeping promises.
- ii. caring and friendly customer service.

Responsiveness:

The customers of NBL said that NBL responses punctually according to my research. These are:

- i. Ensuring quality service.
- ii. Ensuring customer satisfaction.

Assurance:

National Bank assures the customer through:

- i. Secure transaction of money
- ii. Maintaining privacy of all customers.

Empathy:

NBL has active employees that interact with customers nicely The main empathies of National Bank are:

- i. Efficient customer service.
- ii. Carefully solved customer problem

Tangibles:

NBL has confirmed well interior decoration in all their branches and they try to keep the standard of their services cape same all over the world.

Measuring customer satisfaction provides a result on how the organization is providing products or services to the marketplace. The concept of customer satisfaction is putting the customer first, to meet with all their expectations.

Methodology:

MY objective was to look at the quality of the services with the customer satisfaction level of the same sector. I collected data by using both sources.

Primary Sources: For Primary Sources data collection have been done by survey questionnaires. I did informal discussion with the bank's staff and the officers of NBL. I have collected data from the bank's reports, presentations and other documents to gain a complete idea.

Secondary Sources: for Secondary sources I have used Annual reports of NBL, *local websites*

Population: The population targeted for this research was the clients of the local segment of the bank.

Sample size: The sample size consisted of 25 respondents. For this research, I chose those clients who have maximum possibilities of answering the survey questions.

Data Collection Method: for this report data was collected through survey questionnaires from clients. Respondents were asked questions over the telephone and also directly. Also, I have done discussions with the relationship managers that provided important data for the report.

Analysis and interpretation of the study:

The analysis of my survey is given below:

1. First impression of customers:

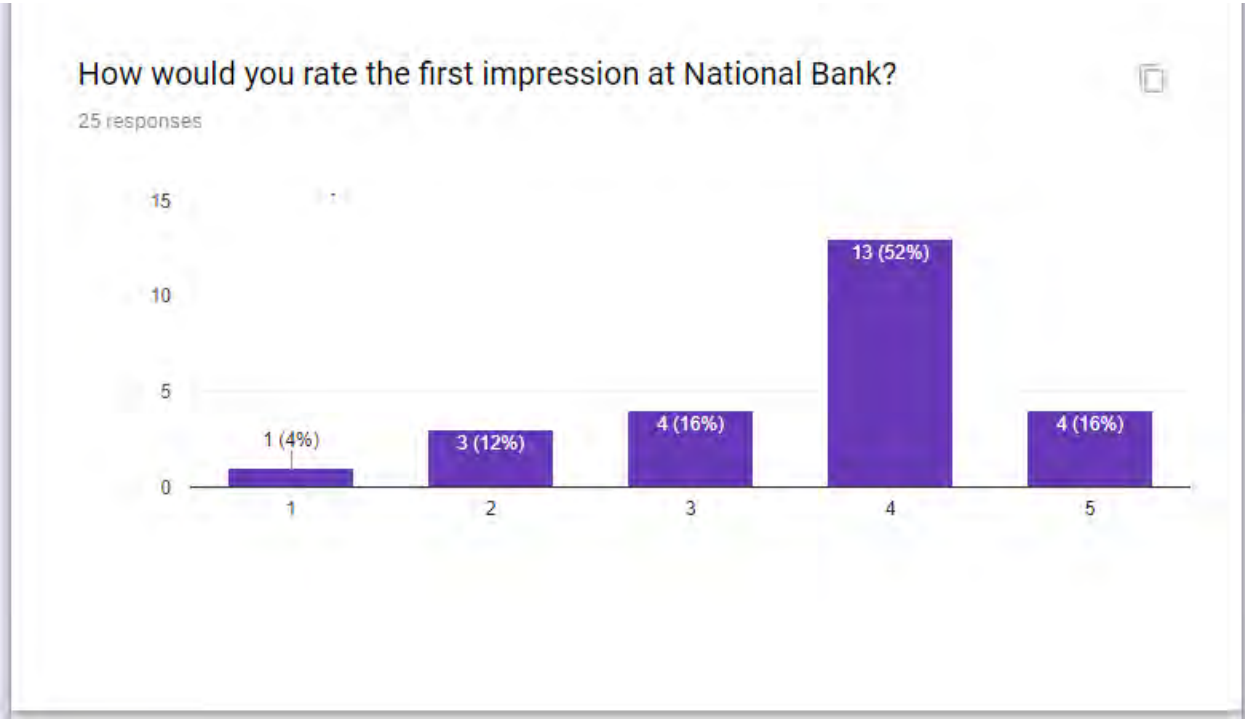


Chart 1. First impression Of NBL

Impression from customers is one of the important factors for the customer to be satisfied. In my survey there was a questionnaire about this. From the survey, we can see that at most of the customers said “Good”. 52% respondents marked good according to my survey. It means that they are somewhat satisfied.

2. Sincerity of the bank towards their customer:

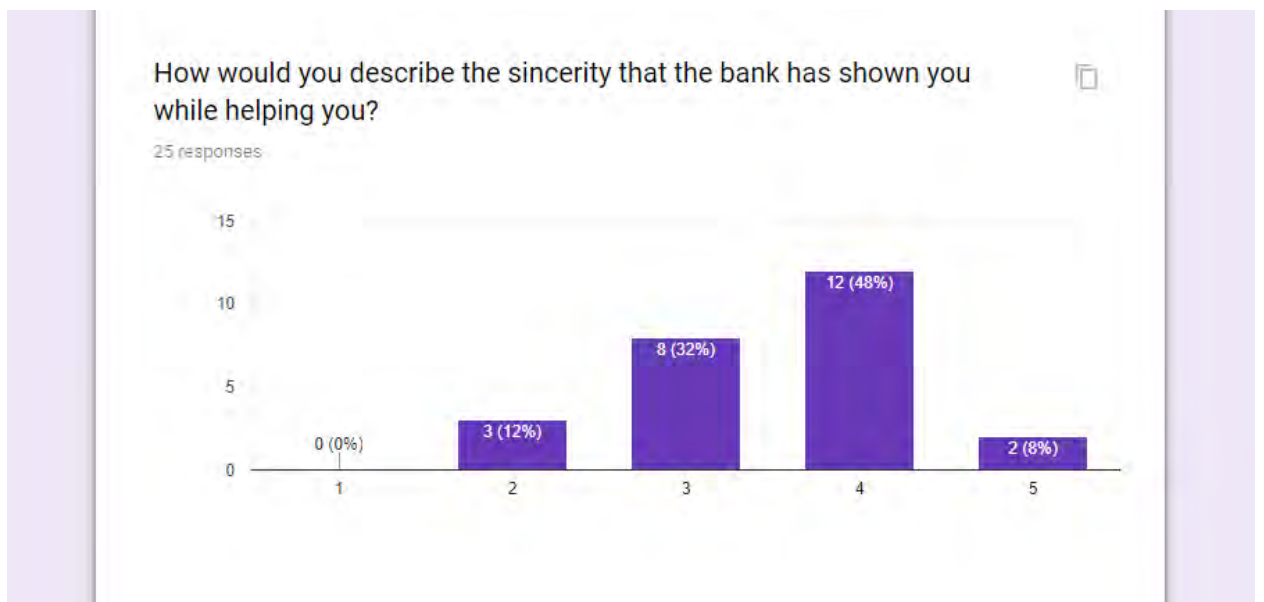


Chart 2: sincerity of the bank

In my survey there was a questionnaire about sincerity of the bank. From the survey, we can see that most of the customers said that NBL is “Sincere”. It means that they are satisfied with their sincerity. NBL is The first private Bank in Bangladesh. It is serving customers since 1983. Customers feel NBL is sincere that is why they come here again & again.

3. Providing service security:

Did they make you feel safe and secure regarding any matter while attending to provide you service

25 responses

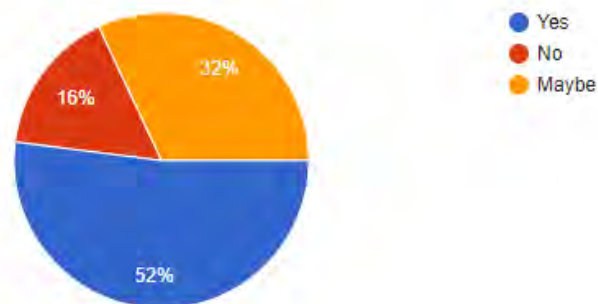


Chart 3: providing service security

From the survey, it is cleared that most of the customers said “YES”. Rest of 16% doesn’t feel safe in NBL. As majority is YES that means that they are satisfied with NBL security.

4. Decoration of the Branch:

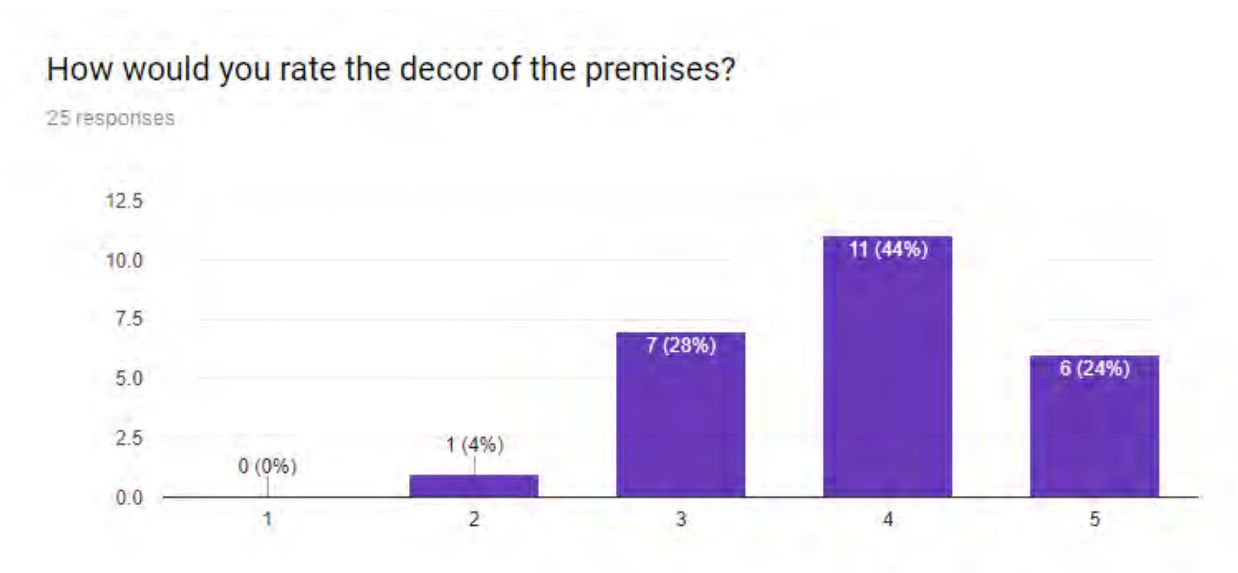


Chart 4: decoration of the bank

From the survey, it is shown that most of the customers said “delightful”. It means that they are satisfied with office decoration. But NBL Mirpur Branch needs some more decoration to grab more customers. 24% think that they need to ensure more space for better working condition.

5. **Customers perception:**

How would you respond to the time take for them to cater to your needs?

25 responses

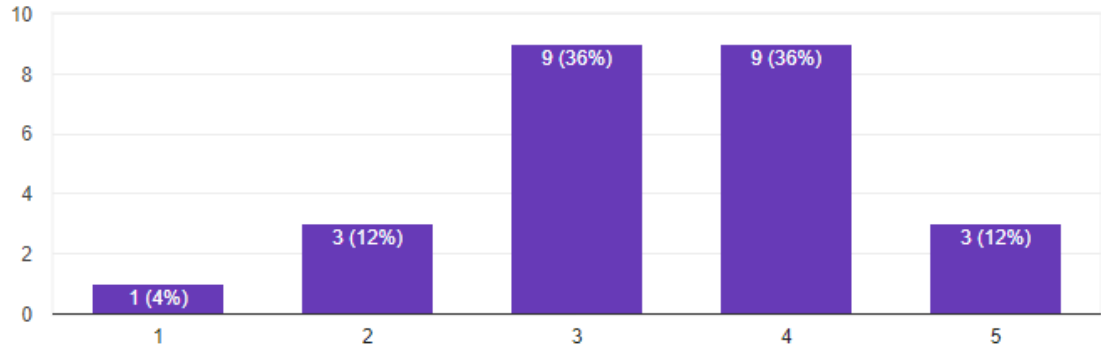


Chart 5: customer's perception

According to my survey half of the respondents think they take time too much to solve their problem and half think it's moderate. So, we can assume that service is good of NBL.

6. Knowledgeable Employees:

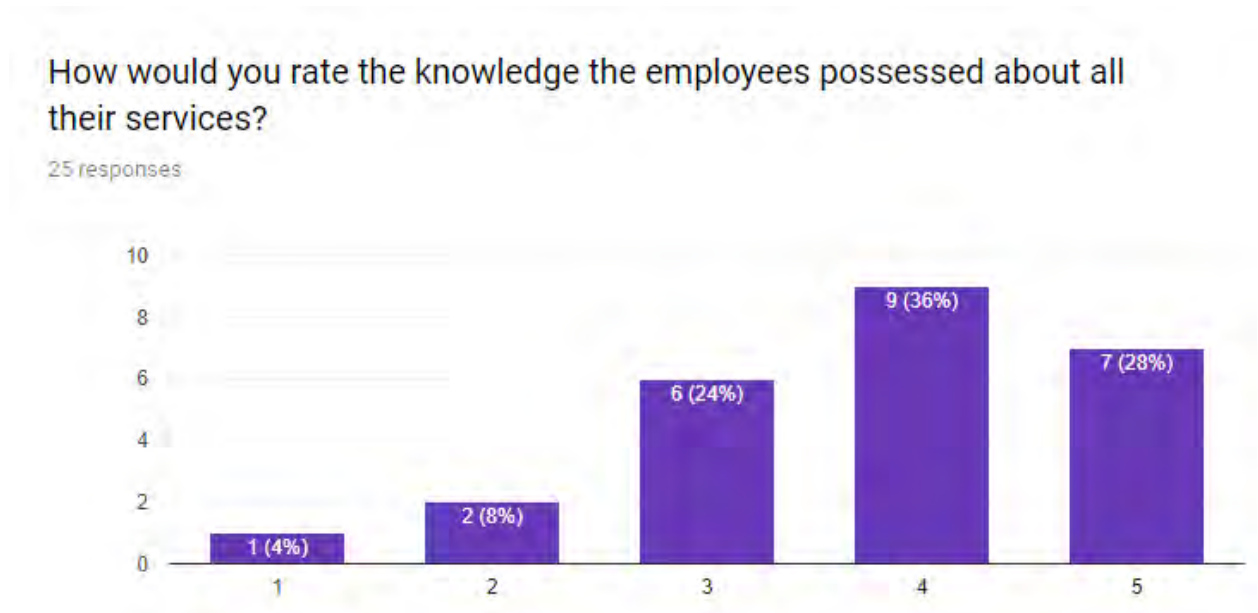


Chart 6: knowledgeable employees

Most of the employees are experienced according to the responses. Customers get the best service from the NBL team. 28% think officers need more training on skill development for more satisfaction.

7. Satisfactory features of NBL:

Which features would you rate as satisfactory, meaning that you were pleased with these!

23 responses

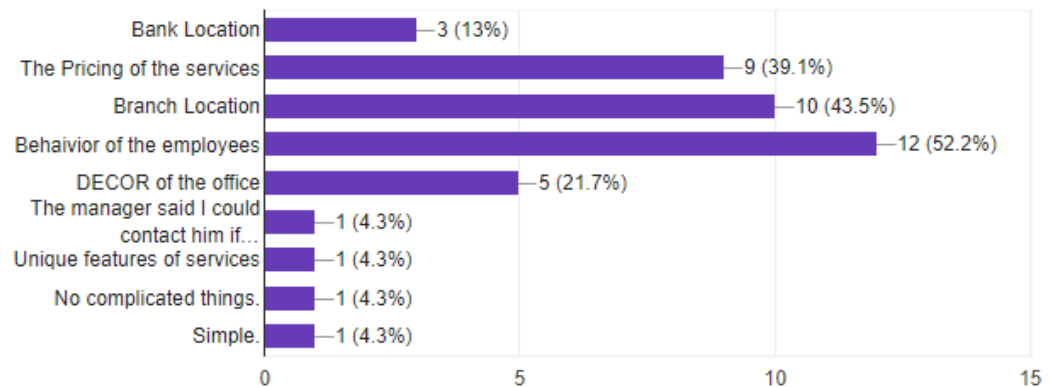


Chart 7: satisfactory feature of NBL

The responses that I got, according to that the satisfactory feature of NBL are the employee's behavior. Therefore, customers go there again and again to take services. I have added more features to rate from customers. Customers are somewhat satisfied with the branch location and the pricing of the services. The decoration must be more attractive according to the survey.

8. Overall rating of NBL:

How would you rate the overall service you received from NATIONAL Bank LTD

25 responses

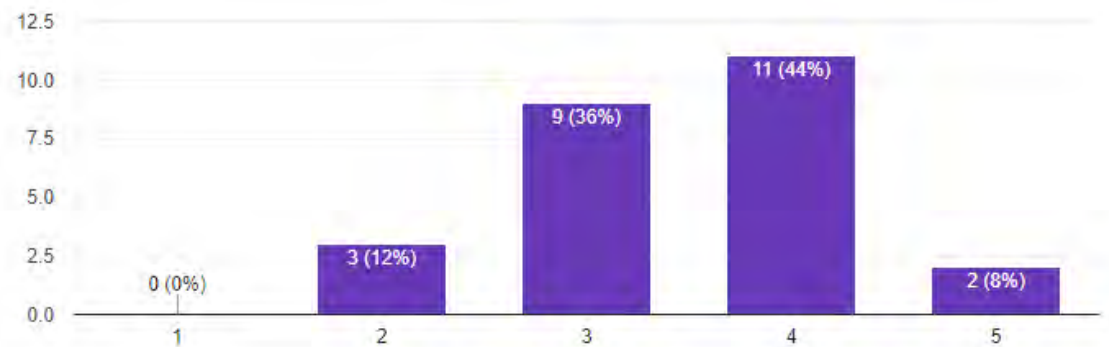


Chart 8: overall rating of NBL

From the survey, it is shown that most of the customers are satisfied with NBL. Among 25 respondents 44% are pleased with their service. They want to make long term relationships with NBL. The technology factor of service quality of NBL is moderate. If it becomes higher, then the number of clients would increase. In fact they have very few ATM booths. It is their drawback in the technological factor. And 8% disagree with a view to technological supporting drawback. But they would be more satisfied if they improve the technological sector.

Findings:

While doing the report, analyzing the customer satisfaction I have found out some positive and negative findings. Those findings are described below:

1. As analyzed in the first question on the impression of NBL the responses gave an impression of good category. NBL needs to make it best. The aim of NBL is providing the best service towards their customers. NBL Mirpur Branch is always trying to satisfy their customers.
2. The strongest areas of National Bank Limited, Mirpur Branch are location and reliability. As NBL is the first private Bank customers consider it as a secured bank. In the survey it gave an impression that customers feel secured while doing transaction through NBL.
3. NBL has to improve their technology to make customers satisfied and to beat their competitors. A lot of data entry procedures are still manually done which affects the agility of the working process. Due to restrictions I was unable to add the question in the survey. I asked personally to the respondents about this. As per discussion NBL needs to improve their technology.
4. As analyzed in the particular question on knowledgeable employees it gave an impression that there are some sectors where NBL officers must be given proper training. NBL should give training on customer support to their officers, software execution, professional skill development and officers should have enough knowledge on products of NBL.

Recommendation:

While doing the report I came up with some recommendations which may help the organization to beat some of its drawbacks in this competitive market by growing its efficient business operation.

1. Management can increase the branch space by developing a new floor to ensure better customer experience.
2. It is high time to set up modern IT section using updated technology.
3. Bank can introduce the printed Pay Order and Demand Draft.
4. They must be careful about the swiftness of providing service towards customers as customers look ahead to more quick service. Like time requirement of opening accounts should be minimized so that customers feel blissful.

5. NBL should provide more ATM booth which will create more customer devotion.
6. The employees should be given proper training on operating the various banking software's more efficiently and they should give proper job satisfaction to motivate.

Conclusion:

In the conclusion, National Bank Ltd is one of the most potential banks in the banking sector. Every organization has some drawbacks. The services which are provided by the young active officials of the National Bank Limited is very satisfactory. During my internship in this Mirpur branch general banking section seems efficient but it needs to be more efficient. General banking & foreign exchange department plays the most important role in the overall profitability of the branch and to the Bank as a whole. While measuring the customer satisfaction of NBL I came to know that, most of the clients are satisfied with services that NBL provides. But they are moderate in technological sector. On the other hand, NBL provides all types financial services, online banking and other financial stuff to satisfy their customers.

References:

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Appendix:

Section 1:

Survey Questionnaire National Bank Limited, Mirpur Branch, Dhaka.

This research is conducted for academic purposes only.

Please put tick on the appropriate place

1. How would you rate the first impression at National Bank LTD?

Mark only one oval.

1 2 3 4 5

_____ _____

Very Poor

Very good

2. How would you describe the sincerity that the bank has shown you while helping you?

Mark only one oval.

1 2 3 4 5

_____ _____

Extreme SINCERITY

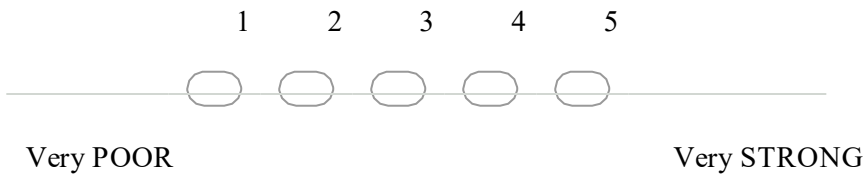
High SINCERITY

3. Did they make you feel safe and secure regarding any matter while attending to provide you service?

Mark only one oval.

Yes/No

Maybe



8. Which features would you rate as satisfactory meaning that you were pleased with these?

Check all that apply.

- Bank Location
- The Pricing of the services
- Branch Location
- Behavior of the employees
- DECOR of the office
- _____
Other:

Section 2:

For coming up with some recommendations I put some open ended questions in front of the respondents. They suggested some recommendations for NBL Mirpur Branch.

1. How can the management increase the operational area to satisfy the customers?
2. In what ways they can follow to improve their technology?
3. Is the bank service swift?

Assessment of the open-ended questions:

According to my survey, the customers have given some recommendations. NBL should improve their office decoration. They should increase their office space. The customers think that it is high time to improve their technology. They should improve IT section. NBL has not many ATM booths which a major drawback for is 21st century. To beat their competitors, they need to open more ATM booths. NBL should use printed pay orders. Lastly NBL employees must be swifter to grab the customers. According to the respondents the employees should be given proper training to make services swift.