



Inspiring Excellence

Internship Report

On

Customer Satisfaction of Janata Bank Ltd

Submitted to

K.M. NafiulHaque

Lecturer

BRAC Business School

Submitted by

TASFIN IFTEKHARUL HAQUE

13204050

Submission Date: 02/12/2018

**Comparison of Customer Service between Janata Bank Ltd
and BRAC Bank Ltd**

Letter of Transmittal

28th November, 2018

K.M. NafiulHaque

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka- 1212

Subject: Submission of the internship report on “Comparison of Customer Service between Janata Bank Ltd and BRAC Bank Ltd”

Dear Sir,

It is a great pleasure for me to present my internship report titled “Comparison of Customer Service between Janata Bank Ltd and BRAC Bank Ltd” authorized under your observation, as a requirement to complete BUS400 course. The report has been completed by the knowledge that I gathered from my job. I tried my level best to complete this report as accurate as possible. I hope this report will provide you an idea about the importance of customer satisfaction and its necessity to develop a business.

I am thankful to you for your great supervision while preparing this report. If any question arises in your mind, it will be a great pleasure for me to clarify you regarding this report.

Sincerely Yours,

TASFIN IFTEKHARUL HAQUE

ID: 13204050

BRAC Business School

BRAC University

Acknowledgement

At the very outset I would like thank to the Almighty for special blessing in completing this report. There are also few people whose support have given me the strength and confidence to complete this report with perfection.

First of all I would like to thank the Janata Bank Ltd for giving me the opportunity to complete my intership.

Secondly, I deeply thank my internship supervisor Mr. K.M. NafiulHaque for his tremendous support and supervision. His guidelines showed me a clear way to complete this report more accurately.

I am very much grateful to my supervisors and the manager of Janata Bank Ltd. All the other coworkers who supported me in the tough situation and during the work pressure.

Lastly I am thankful to the Janata Bank Ltd and the coworkers that they provided me with all the information to complete my report.

BBA Program
K.M. Nafiul Haque, Lecturer
BRAC BUbusiness School
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Letter of Endorsement

17/12/2018

K.M.NAFIUL HAQUE
Lecturer
BRAC Business School
BRAC University

RE: Endorsement of Internship Program Participation for BRAC Business School

Dear Sir:

Tasfin Iftekharul Haque has been employed as an intern to work in the company Janata Bank Ltd. Thus, he will be able to complete his internship program under this organization with proper assessments.

Janata Bank Ltd understands the time required away from work to successfully complete Mr. Haque's internship program and has reached an agreement to support and assist him. Janata Bank Ltd further understands that MR. Haque attending this program will benefit him by absorbing the valuable lessons that will provide immediate value to the organization. Consequently, we are pleased to provide all the support and logistics required for him to complete this program.

Sincerely,

Tasfin Iftekharul Haque
ID: 13204050
BRAC Business School

K.M. Nafiul Haque
Lecturer
BRAC Business School
BRAC University

Executive summery

I am doing my internship in the Janata Bank Ltd. From the very first time I was in doubt with their customer satisfaction. Their service quality was low and that is why they might be losing revenue. Then I scrolled through the internet and found out that BRAC Bank is earning equivalent to Janata bank ltd by investing almost half than JBL. Then I thought customer satisfaction might impact the situation here in any of the ways. That is why I have prepared some question papers and chased some respondents to collect the evidence about the customer satisfaction matter of JBL. The report will discuss the method I have applied for measuring the customer satisfaction of the banks. Then I have measured two of the banks taking responses from both of the customers and their officials so that I get the exact output. So, the report discusses the finding of the analysis. The report also gives a logical recommendation to the JBL by the findings of the report.

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Introduction

Customer satisfaction happens to be one of the prior elements for holding a useful position in the market. Expectations of a customer on a product tell us his anticipated performance for that product. As it is suggested in the literature, consumers may have various "types" of expectations when forming opinions about a product's anticipated performance. For example, four types of expectations are identified by Miller (1977): ideal, expected, minimum tolerable, and desirable. While, Day (1977) indicated among expectations, the ones that are about the costs, the product nature, the efforts in obtaining benefits and lastly expectations of social values. Perceived product performance is considered as an important construct due to its ability to allow making comparisons with the expectations.

It is considered that customers judge products on a limited set of norms and attributes. Olshavsky and Miller (1972) and Olson and Dover (1976) designed their researches as to manipulate actual product performance, and their aim was to find out how perceived performance ratings were influenced by expectations. These studies took out the discussions about explaining the differences between expectations and perceived performance." (ŞENSOY, 2010)

Questionnaires

Reliability

- Is Credit Rating available to the customers?
- Founding members information is available enough to the consumers
- Volumes of assets are properly maintained?
- Minimum equity is maintained?
- Age and Dynamics of development properly exposed to the customers?

Responsiveness

- Identifying customer's needs?
- Are customers able to use online banking without problems?
- Innovation in payments available?
- Technology used to reduce time to deal with problems?
- Is website design easy to understand?

Assurance

- Are the employees knowledgeable and courteous?
- Are they able to convey trust and confidence?
- Do they keep confidentiality?

Empathy

- Do the employees provide helping attitude?
- Do employees listen to customer's needs with care?
- Has access to services?

Tangible

- Modern decorated offices and employee tables?
- Employees are well dressed?

Reputation

- Do employees keep promises?
- Is the Bank popular?
- Does the Bank have a good image?(Ali, 2011)

Why BRAC Bank

BRAC Bank received the best bank award for three categories in Asiamoney awards 2018. The award was given for 7 positions and BRAC Bank won three of them. For example:

Best domestic bank: Brac Bank

Best corporate and investment bank: Eastern Bank

Best international bank: Standard Chartered

Best digital bank: Brac Bank

Best bank for SMEs: HSBC

Best bank for CSR: Brac Bank

Best for premium banking services: The City Bank/Citygem(Asiamoney best bank awards 2018: Bangladesh, 2018)

As the bank received a good honor by that competition and it has already a good honor that is why I have chosen BRAC Bank.

Also, BRAC Bank has listed down by the Dhaka Tribute as it is earned a record number of profits. They made the best use of their capability and also per share value is also increasing. (BRAC Bank earns record profit in H1, 2018) That is why BRAC Bank is ahead from all the other banks in my list.

Review of literature

Service quality: Service quality is the basic element of customer satisfaction. Based on the service quality customer satisfaction change. Therefore it is prerequisite to study the service quality in the first place for measuring the customer satisfaction. According to Wang and Wang, service quality is a form of an attitude, related but not equivalent to satisfaction that results from the comparison of expectation with performance. The customers generally use certain criteria to evaluate service quality by examining reliability, responsiveness, assurance, empathy and physical aspects. (Wang Chun, 2006)

Customer Loyalty: Customer loyalty means the relationship between the relative attitude toward an entity (service) and patronage behavior. Loyalty involves a psychological bond to the service provider and means you are at a certain high degree of customer satisfaction and commitment. (Gafen, 2002)

Service characteristics: The qualities of administrations are regularly portrayed as four interesting characters: intangibility, inseparability, heterogeneity, and perishability, which make administrations not the same as physical items and difficult to assess. (A. Parasuraman, 1985)

Administrations said to be elusive in light of the fact that they can be seen, tasted, felt, heard, or smelled before they are acquired. They are execution instead of articles. (A. Parasuraman, 1985)

It implies that administrations are more similar to a procedure than a thing; more an execution than a physical question, and are experienced as opposed to expended Inseparability of administrations alludes to that administrations are created and devoured at the same time. In contrast to administrations, physical items are first created, at that point sold and afterward devoured. (Suda Suwannapirom., 2001) Heterogeneity alludes to the administration execution are exceptionally factor starting with one administration exchange then onto the next and one an opportunity to another since administrations rely upon who give them, when and where they are given. (Suda Suwannapirom., 2001) At long last, perish ability implies benefit can't be put away or spared. It very well may be comprehended as administrations won't exist on the off chance that they are not devoured at their delegated time. It likewise mirrors that benefit advertisers have less control for taking care of free market activity changes. (Suda Suwannapirom., 2001) With

exceedingly development of new innovation, the expanded utilization of Internet has huge effect on these four administrations attributes (in the same place) (K. Douglas Hoffman, 2001)

Customer Satisfaction: Customers satisfaction is considered to be one of the competitive advantages these days. Big companies take customer satisfaction as their advantages. For customer satisfaction companies keep their customers happy and loyal. As a result, customers purchase their products often times and that is why those companies gain a lot of profit. (Suda Suwannapirom., 2001)

Customer satisfaction renders companies a lot of revenue. Companies take a research in the market then they understand how customers react to a particular product ad what is the highest degree of them to keep the product. Customer satisfaction can be counted as one of the major selling techniques. (Suda Suwannapirom., 2001)Big companies or the multinational companies use customer satisfaction as their competitive advantage.

Service quality and customer satisfaction: Service quality and the customer satisfaction have an important connection. (Suda Suwannapirom., 2001) If the service quality is high then the customer satisfaction will also increase. For example, in a hotel if a customer is served food with a decent quality then the satisfaction will increase. (Suda Suwannapirom., 2001) Similarly, service quality has no limits. It always keeps changing. In this place companies keep colliding a lot.

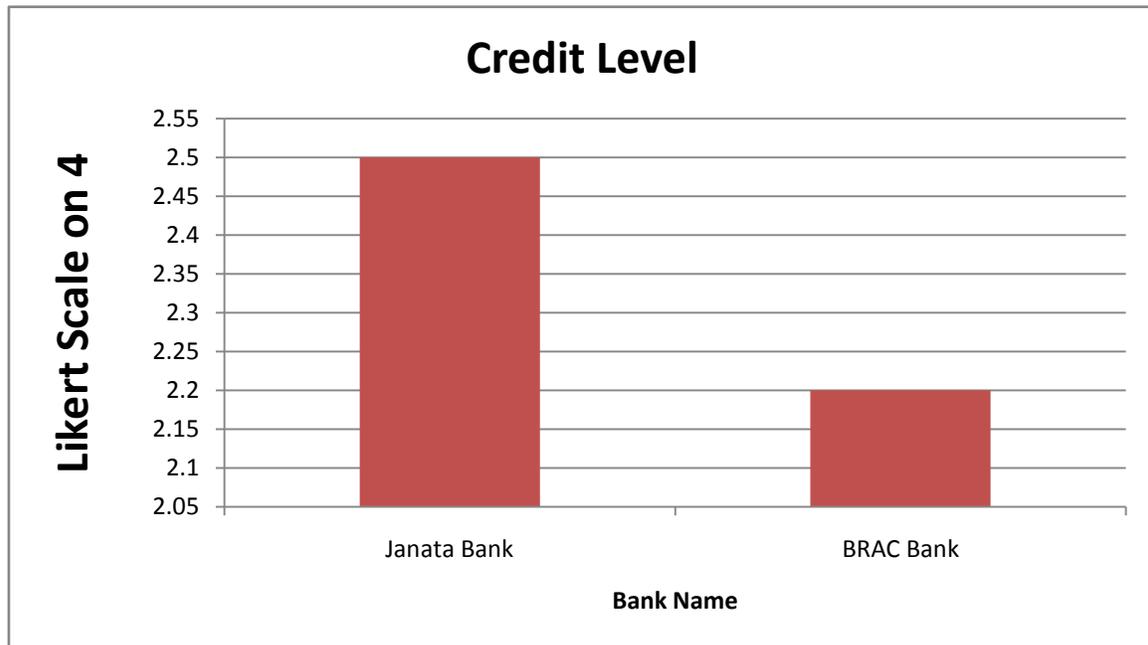
Methodology

To compare the customer satisfaction in the two banks and providing the comparison between the two banks the study has gone through some variables. Those are used in SERVQUAL model which the scholars use to measure the customer satisfaction. Firstly, the study compares the two banks and their difference between customer satisfactions. Then it recommends based on the difference to implement changes in order to improve the level of customer satisfaction.

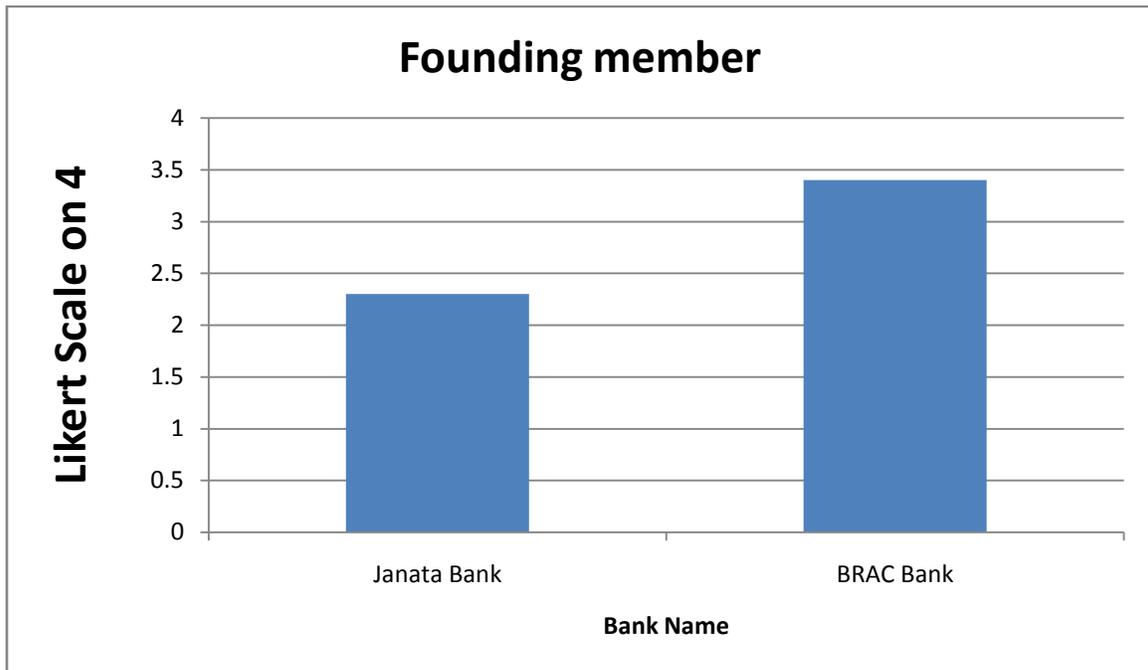
Some handful questionnaires were created which is mentioned in this report. The questionnaires were given to the customers of the bank and the employees of the both of the banks too so that we get a big picture and quality data. As a result the primary data collection happened. Then browsing the online and going through a lot of research paper and database the secondary data is gathered.

Finally, consulting with the scholars and observing their interview I have found out many senses for the paper.

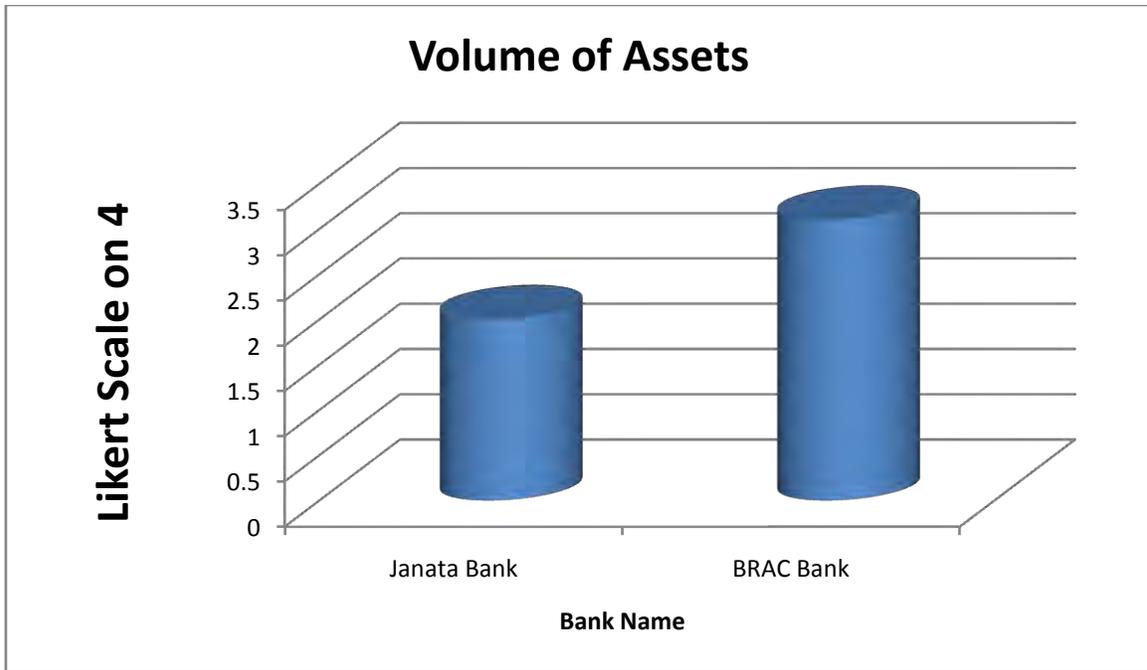
Data Analysis and Presentation



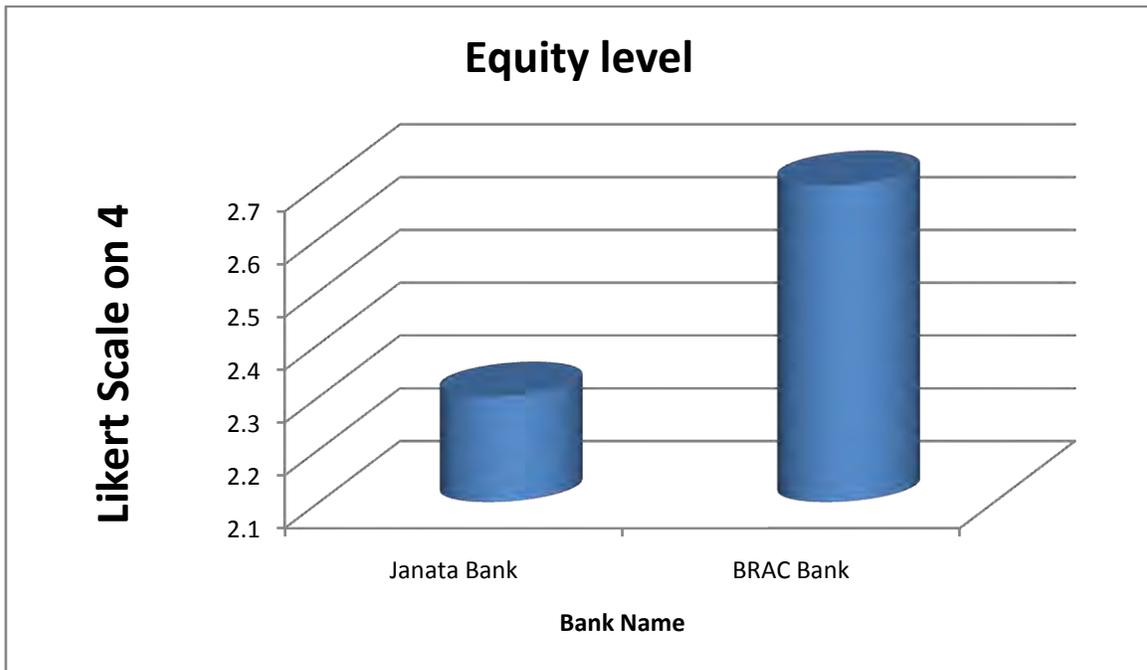
The first question was based on the availability for the customers of the credit levels. Employees of the Janata Bank responded as 3 in the likert scale whereas customers on an average gave it 2. On the other hand employees of BRAC Bank on an average responded as 2 and the customers responded as 2.4. An average between the employee and customers responses combined the result stands for JBL 2.5 which interprets as low level and for BRAC 2.2 which also interprets as low level. JBL is 0.3 points behind. At this scenario JBL should not make any differences as it is already ahead of BRAC Bank at this measure of customer satisfaction.



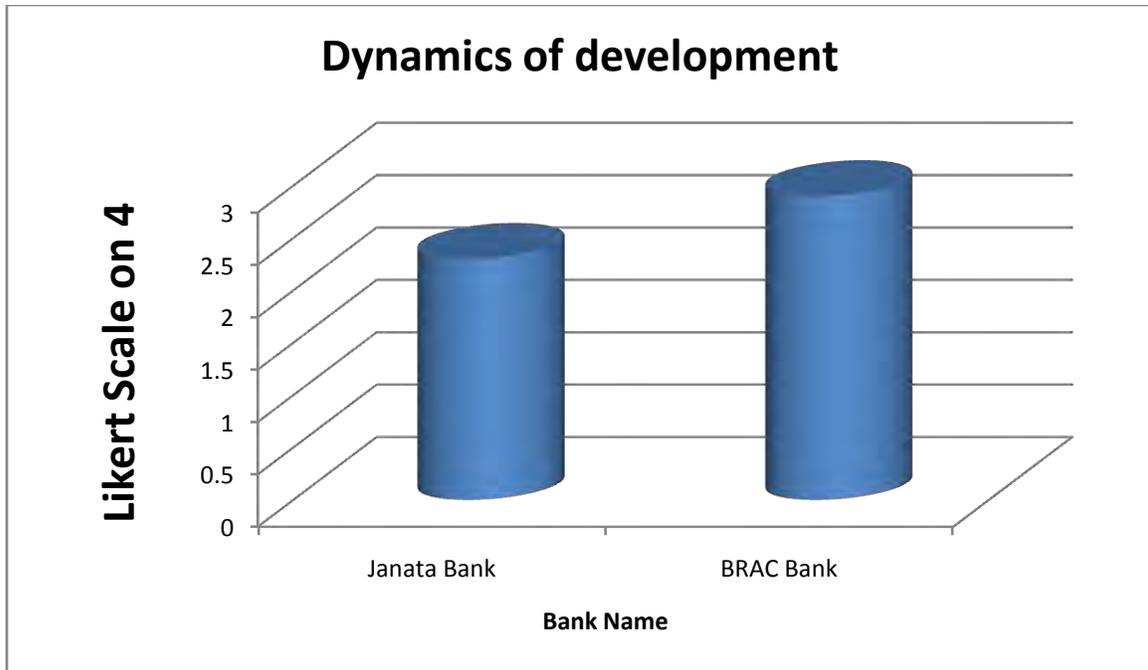
The second question is based on the availability of the founding member information. In other words it stands for, are the customers able to know each details of the founding information and are they easy to get and open to everyone? At this, the employees of the JBL responded as 2.3. which interprets as high level. On average customers responded as 1.8. On the other hand, BRAC Bank's employees responded the question with 3.8 and the customers replied with 3. The average between the employees and customers stand for Janata Bank Ltd 2.3 and for BRAC Bank 3.4. The difference between the two banks is in 1.1 points. In this case BRAC Bank is ahead of JBL by 1.1 points. JBL should make it a concern.



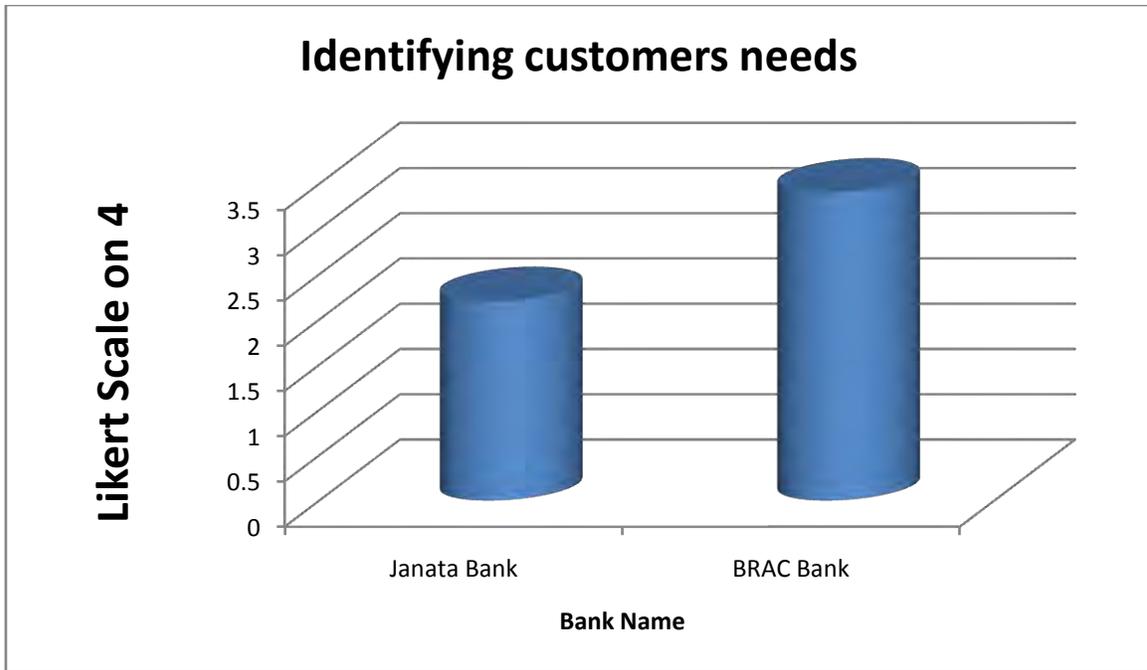
The third question was based on maintaining the volume of assets. The question was asked to know whether the banks have the ability to repay the debts of the customers at any given situation. JBL on an average both by employees and the customers responded as 2 for the question which interpretation is low level. Whereas BRAC Bank's employees and customers responded as 3.1 which is high level. The gap between the two banks is about 1.1 points. So, JBL may take it as the most priority.



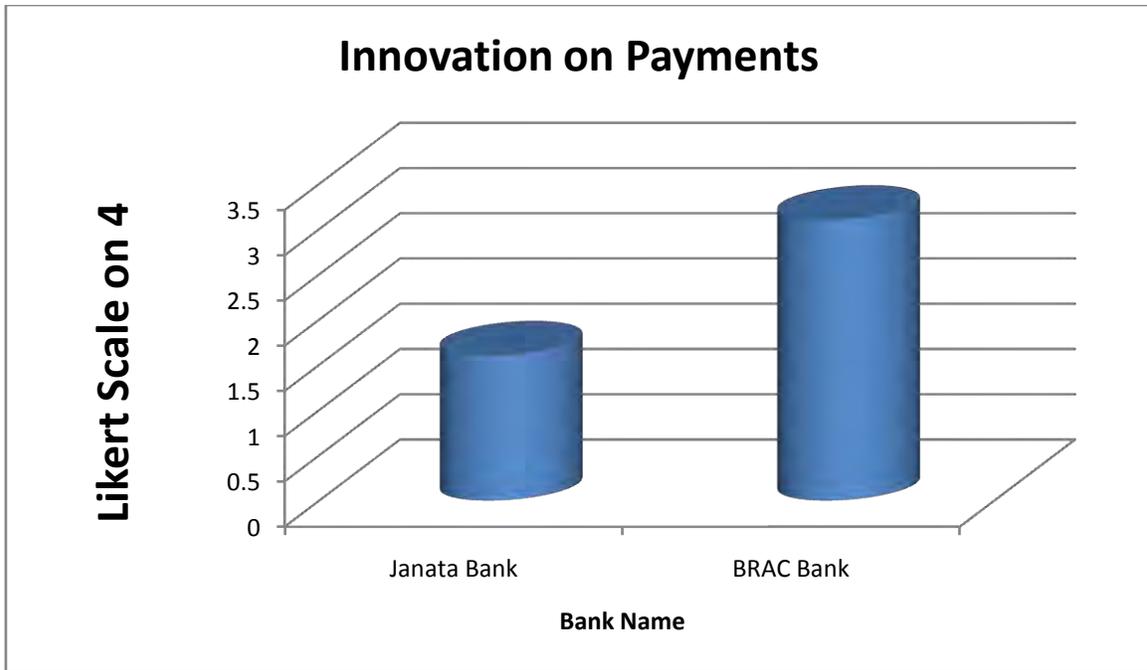
The fourth question is based on the minimum equity level. High equities are troublesome for the customers of the banks and they cause problems in terms of getting loan. In other words, the question identifies the easiness of getting loans for the customers. In this variable the BRAC bank and JBL scored 2.7 and 2.3 respectively on an average. The interpretation for JBL is at low level and BRAC Bank is high level. The gap between the two banks is about 0.4 points. So, JBL may count it as the most important factor to improvise for a better customer satisfaction.



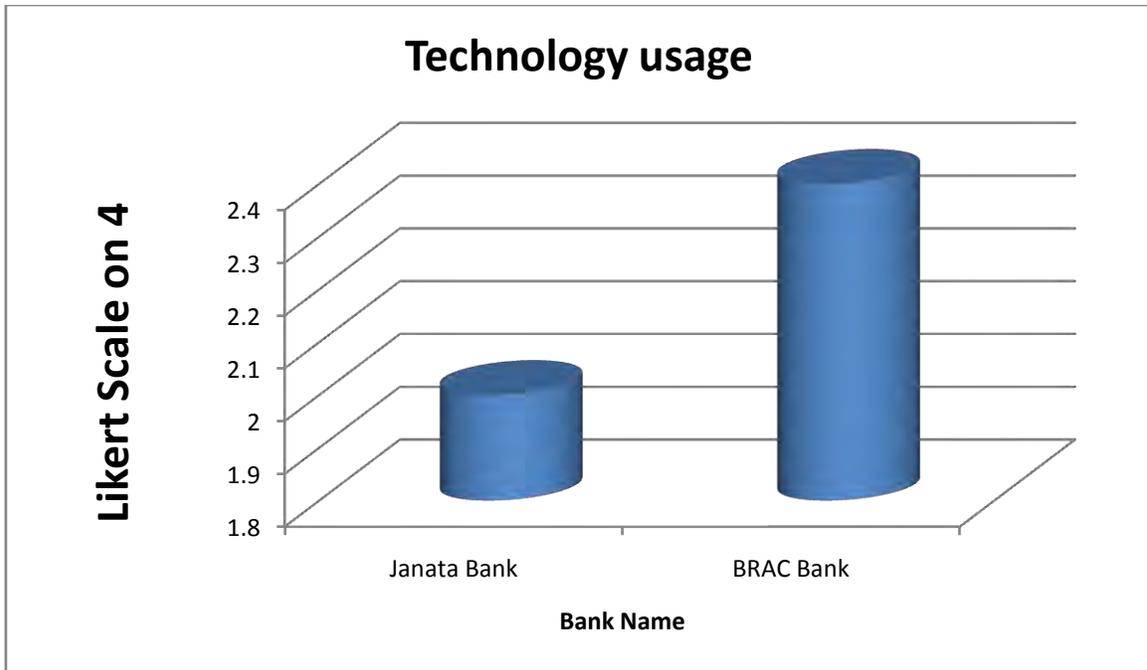
The fifth question is based on the awareness of the ages and dynamics of development. The variable identifies how a bank is revealing their information to the customers. As a result customers feel connected with the bank. However, employees of JBL scored 2.8 in this case and the customers on an average responded only 1.8. So, the total average of the number for this scenario is 2.3 which is low level as interpreted. On the other hand, BRAC Bank scored 2.9 its interpretation is high level on an average. The difference between the two banks do not seem that much different but the customers of JBL responded it 1.8 only which is lacking behind by 1.5 points and by 0.6 points from BRAC Bank and JBL's employee response respectively.



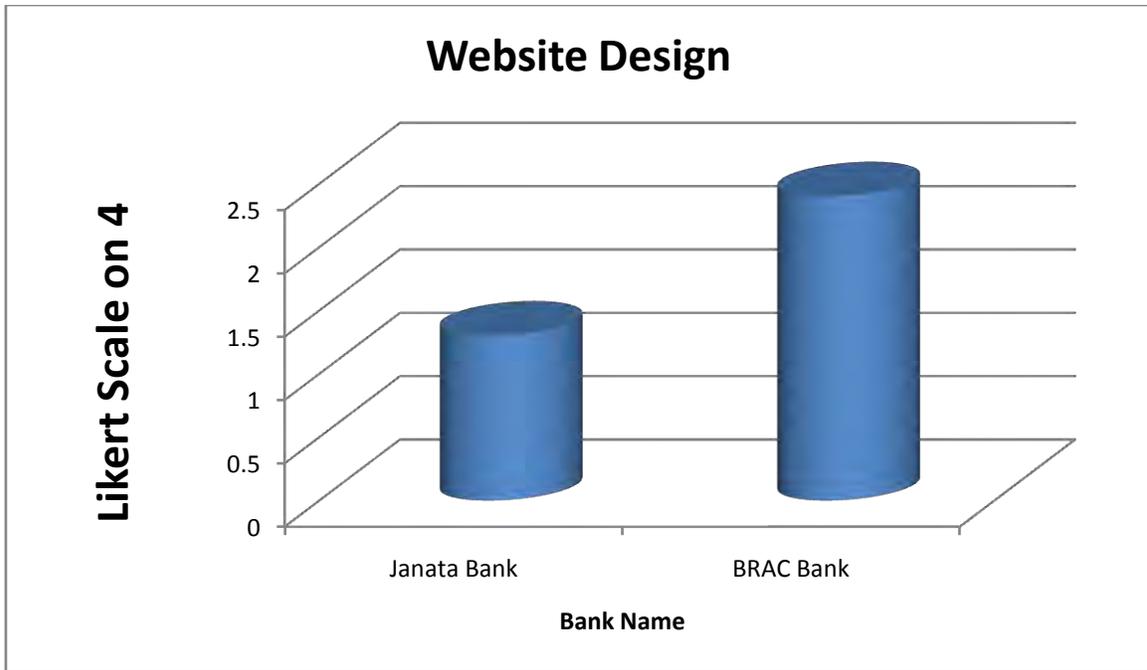
The sixth question is based on identifying the customer needs. The variable is focused on the capability of the banks whether they are able to identify the customer needs and respond accordingly. JBL got 2.2 points on average at this question. However, the employees of JBL responded with 3.2 points for this question but the customers responded 1.2. On the other hand, BRAC Bank got 3.4 points on an average for this variable. The interpretation of JBL for this variable is low level. Whereas the interpretation of the customer response is very low level. On the other hand the interpretation of BRAC Bank is high level. The employees of BRAC Bank ticked 3.8 at this variable and the customers gave it 3 points. The difference between the banks is with 1 point. JBL is 1 point behind than BRAC Bank. They have to make a change in this sector as the customers gave it only 1.2 points.



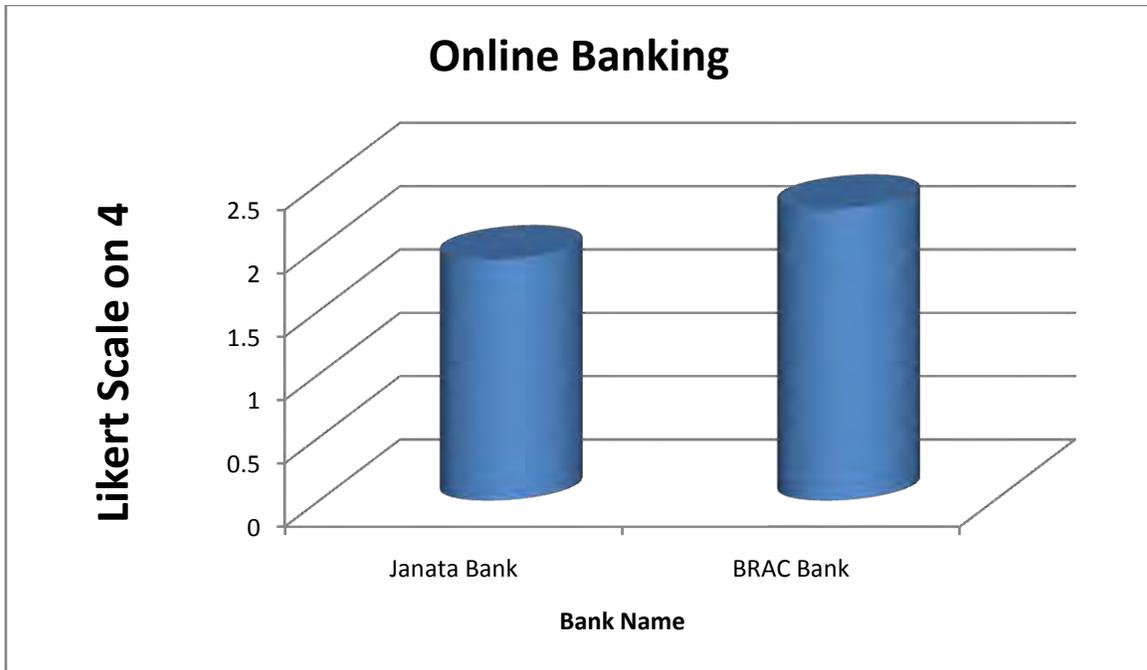
The seventh question is based on the innovation on payments. The variable deals with the usage of technology to make payment system easier and safer. JBL got 1.6 points in this variable. The customers of JBL gave it 1.2 points and the employees gave it 2 points. Whereas BRAC Bank got 3.1 points at this case. The employees of BRAC Bank gave it 3.8 points and the customers of BRAC Bank gave it 2.4 on an average. The average score of the BRAC Bank is 3.8 points. The interpretation of the variable is very low level for JBL and high level for BRAC Bank. So, JBL is 1.6 points behind BRAC Bank. They should make a quick change here as the difference is high.



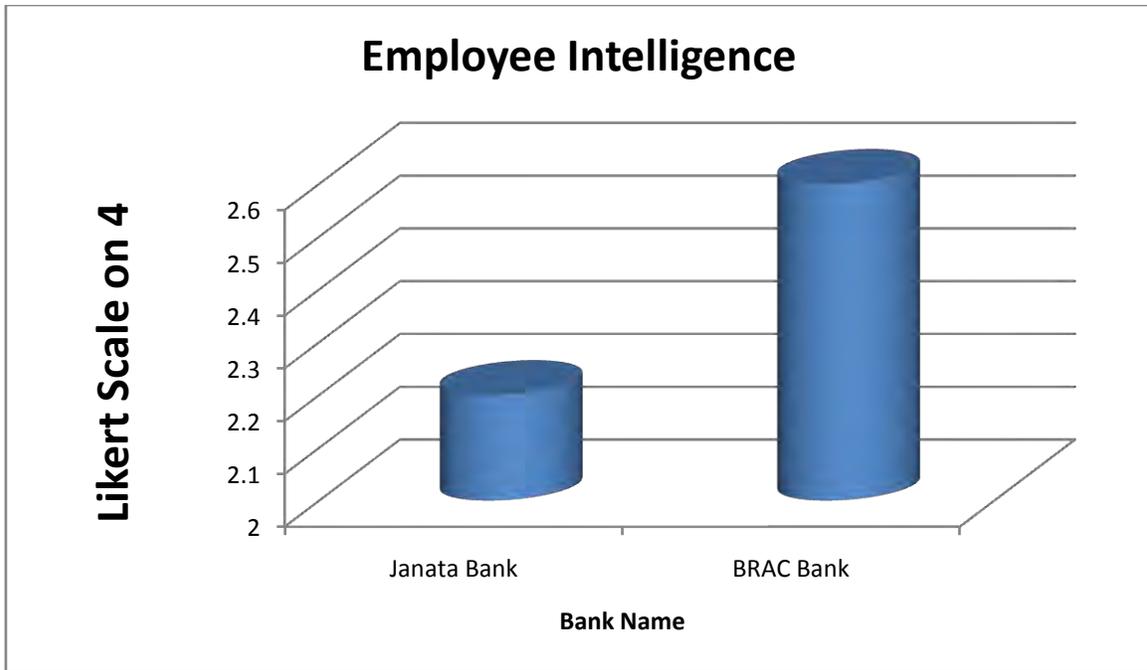
The eighth question is based on the effective usage of technology to reduce the time for solving the problems. The variable is focused on the quick problem solving to the customers. JBL got 2 points for this variable. Customers of JBL gave it 1.4 points on an average and the employees gave it 2.4 points. Whereas BRAC Bank received 2.4 for the variable. Employees of BRAC Bank gave it 2 and the customers gave it 2.8. The interpretation of the variable for JBL is low level. On the other hand, the interpretation of the variable for BRAC Bank is high level. JBL is 0.4 points behind BRAC Bank. The difference is high so the Bank should take necessary changes for this variable.



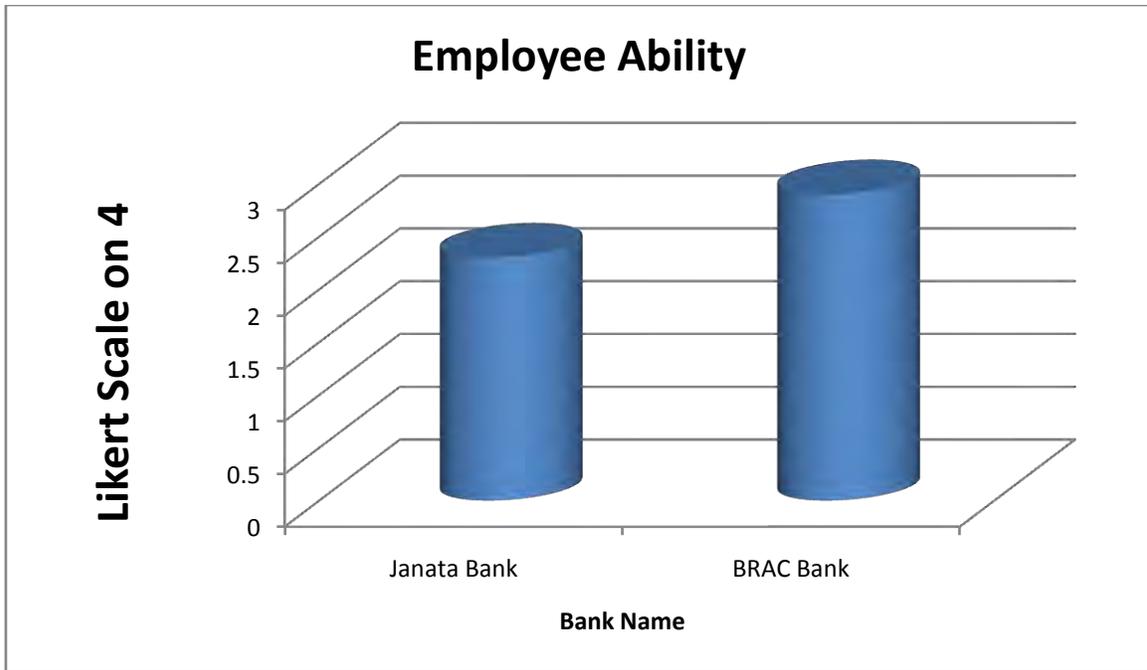
The ninth question is based on the website design. The variable is focused on how easily a customer gets information to find his query. JBL received 1.3 points for this occasion. Customers of JBL gave it 1.2 points in total whereas the employees of JBL gave it 1.4 points. At the same time BRAC Bank received 2.4 on an average for the variable. The interpretation of the variable for JBL is very low level on the other hand BRAC is operating low level here.



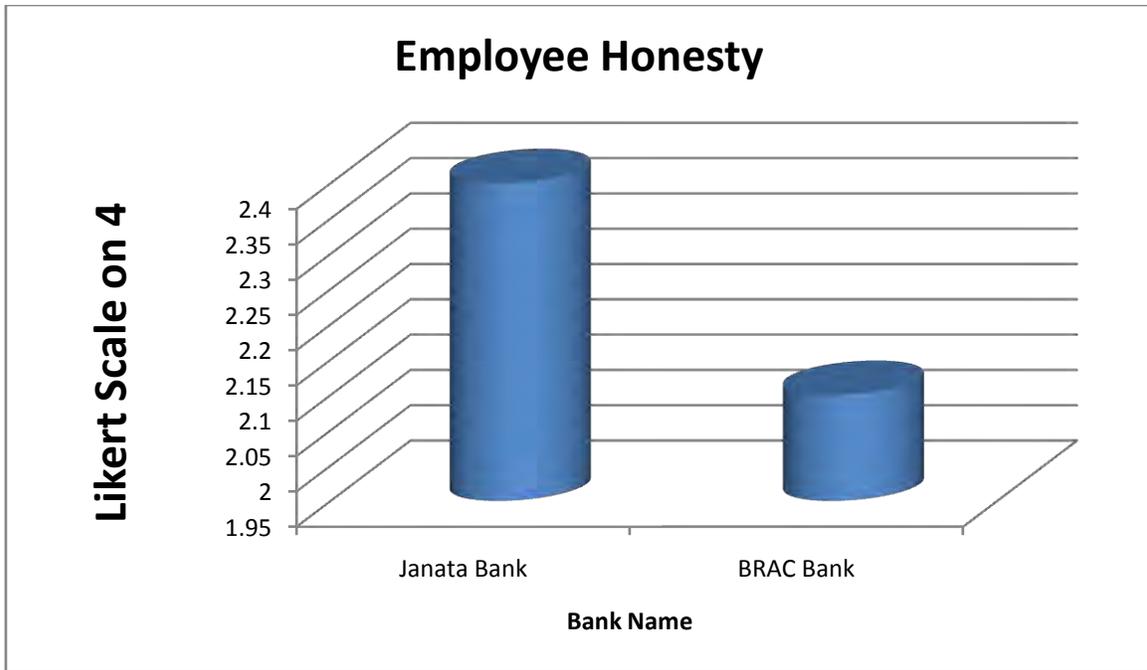
The tenth question is based on the usage of online banking. The variable defines the easiness of using the online banking for the customers. JBL got 1.9 points for the variable and BRAC Bank got 2.3 for the same variable. The interpretation of the variable for JBL and BRAC Bank both is low level. The difference between the banks is of 0.4 points. JBL is 0.4 points away from BRAC Bank.



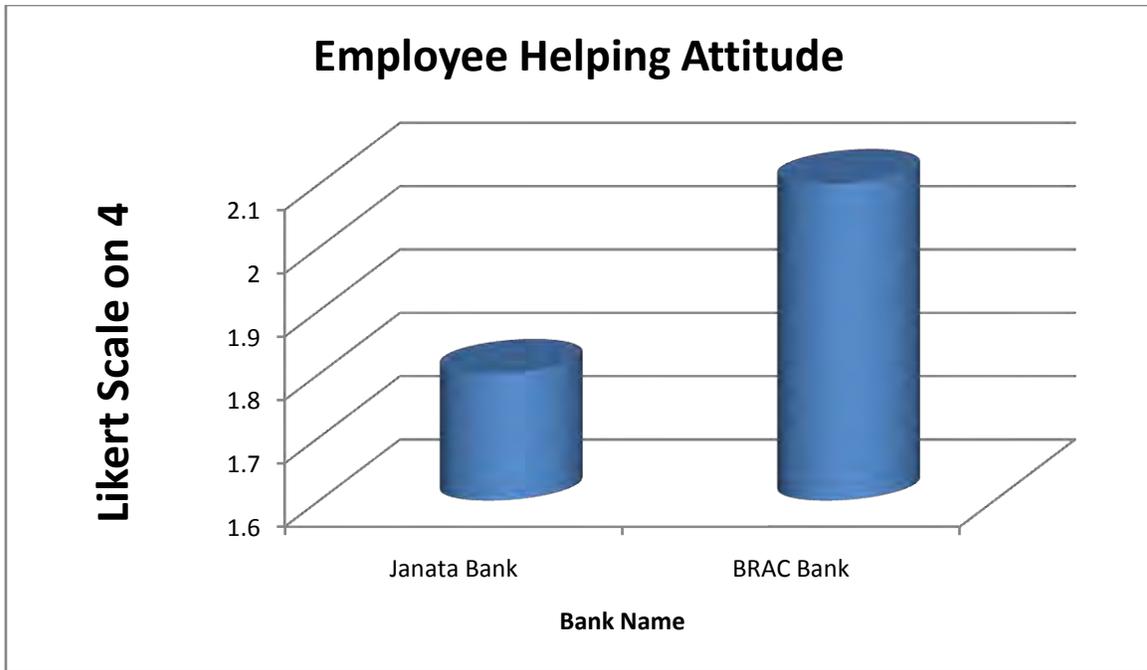
The eleventh question is based on the intelligence and courtesy of the employees. The variable is focused on how effectively and empathetically an employee listens to a customer and gives him a piece of advice or instruction. JBL received 2.2 on an average. The employees of the JBL gave it 2.6 points on an average and the customers gave it 1.8 points. Whereas, BRAC Bank received 2.6 points on an average at the same variable. The interpretation of the variable for JBL is low level and for BRAC Bank is high level. The difference between the banks is JBL is 0.6 points behind BRAC Bank.



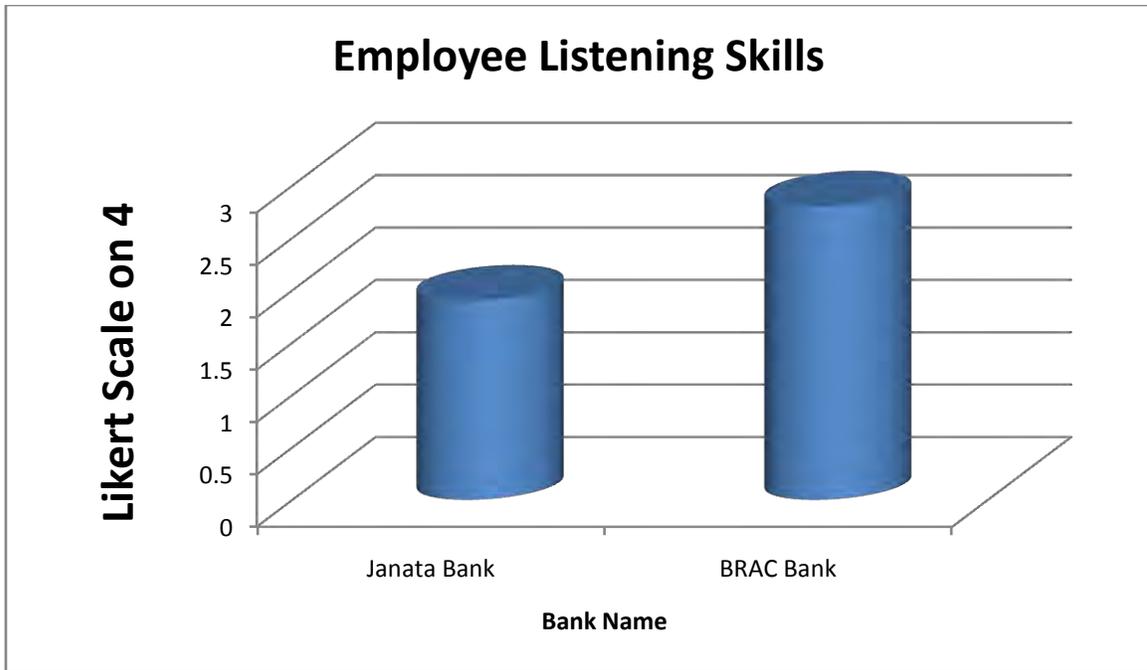
The twelfth question is based on the employee's ability to convey trust and confidence. The variable measures whether the employees are conveying trust and confidence both in each communication they make with their clients. JBL received 2.3 points in this variable. Whereas BRAC Bank received 2.9 points altogether. The interpretation of the variable for JBL is low level and high level for BRAC Bank. The difference between the banks is about 0.6 points. JBL is 0.6 points behind BRAC Bank.



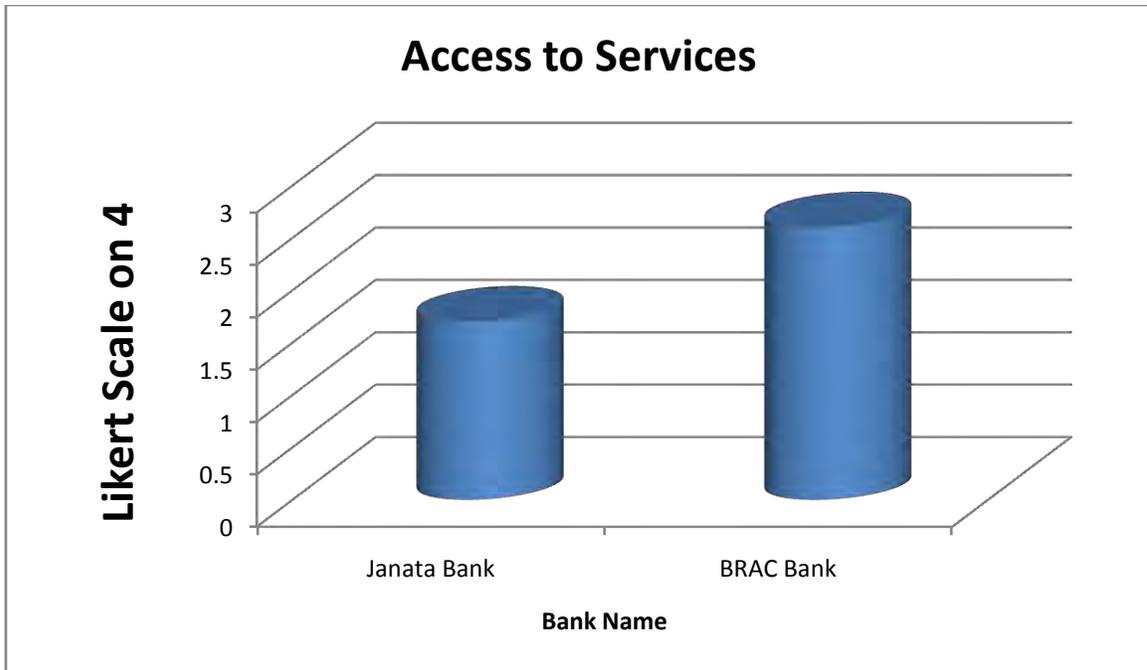
The thirteenth question is based on how an employee keeps confidentiality of the customer's financial information. In this variable JBL received 2.4 points in total which is low in interpretation. However, customers of JBL gave it 1.6 points in total which falls in very low level. On the other hand, BRAC Bank received 2.1 points which interpretation is high level. However, the customers of BRAC Bank gave it 1.6 points which interprets also as very low level.



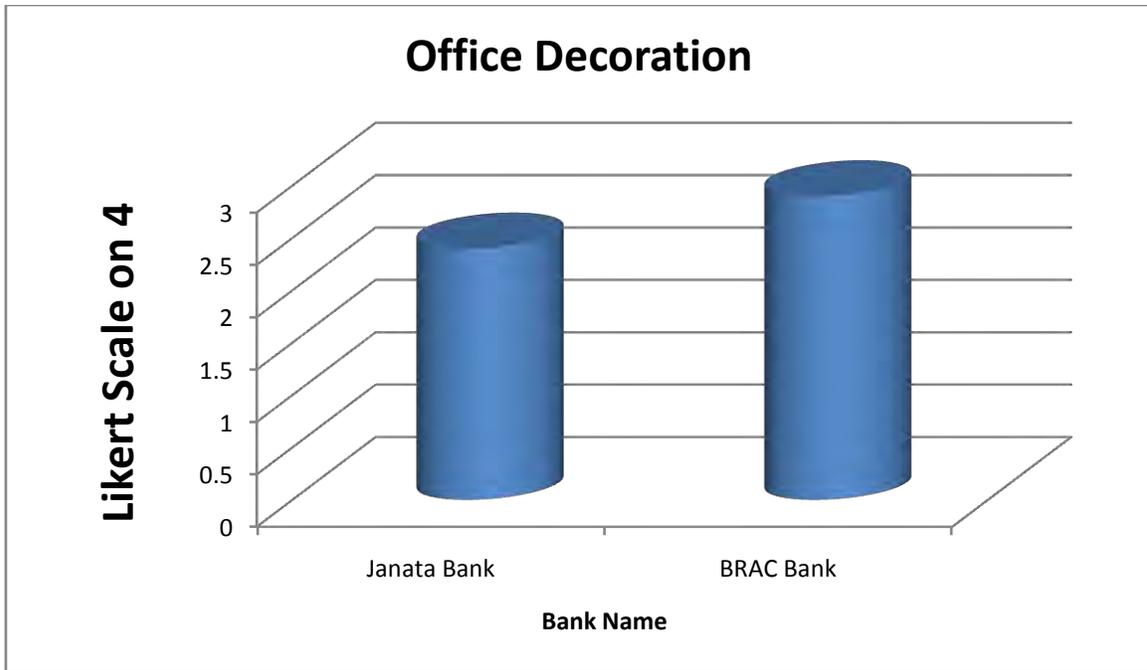
The fourteenth question is based on the helping attitude of the employees towards the customers. The variable focuses on how much care a customer receives by the employees when he or she needs help. JBL got 1.8 points on an average. Which interpretation is low level. However, the customers of JBL gave it 1 point on an average the interpretation of the number is very low level. On the other hand, BRAC Bank received 2.1 for the variable the interpretation of the number is low level. Also, the customers of the bank gave it 2 points in total the interpretation of their points is also in low level.



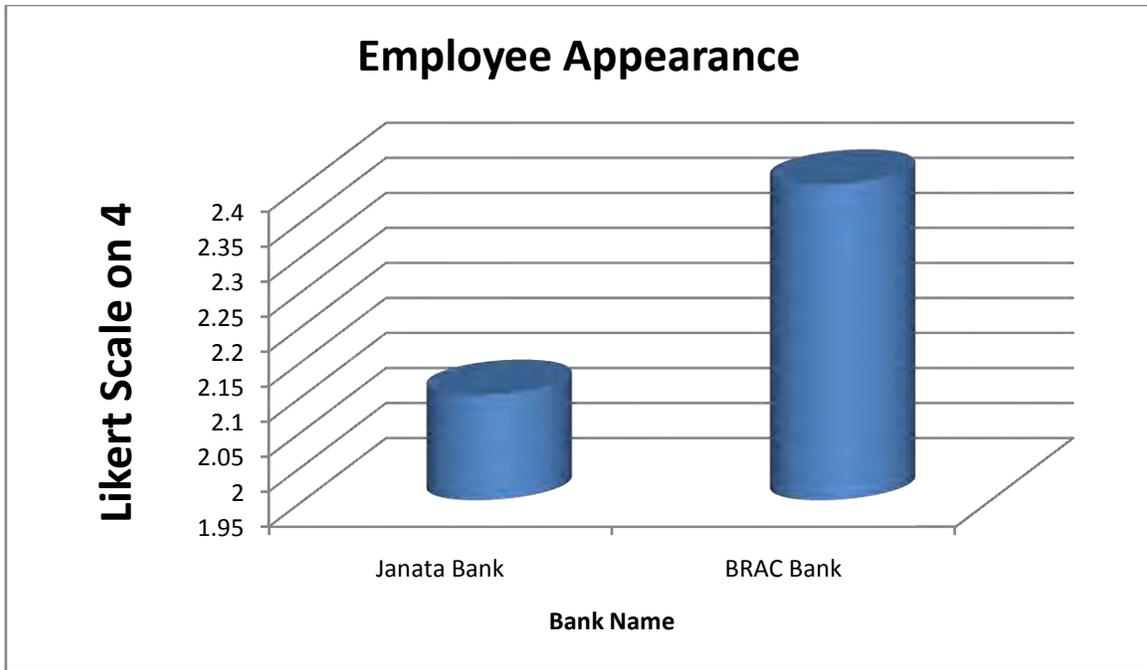
The fifteenth question is based on whether the employees listen to the needs of the customers with care or not. The variable measures how much satisfied are the customers with the front line employees. JBL got 1.9 on an average which interprets as the low level number. Customers of JBL gave it 1 point on an average which interprets as very low level. On the other hand, BRAC Bank got 2.8 points for the variable which interprets as high level. The difference between the banks is about 0.8 points.



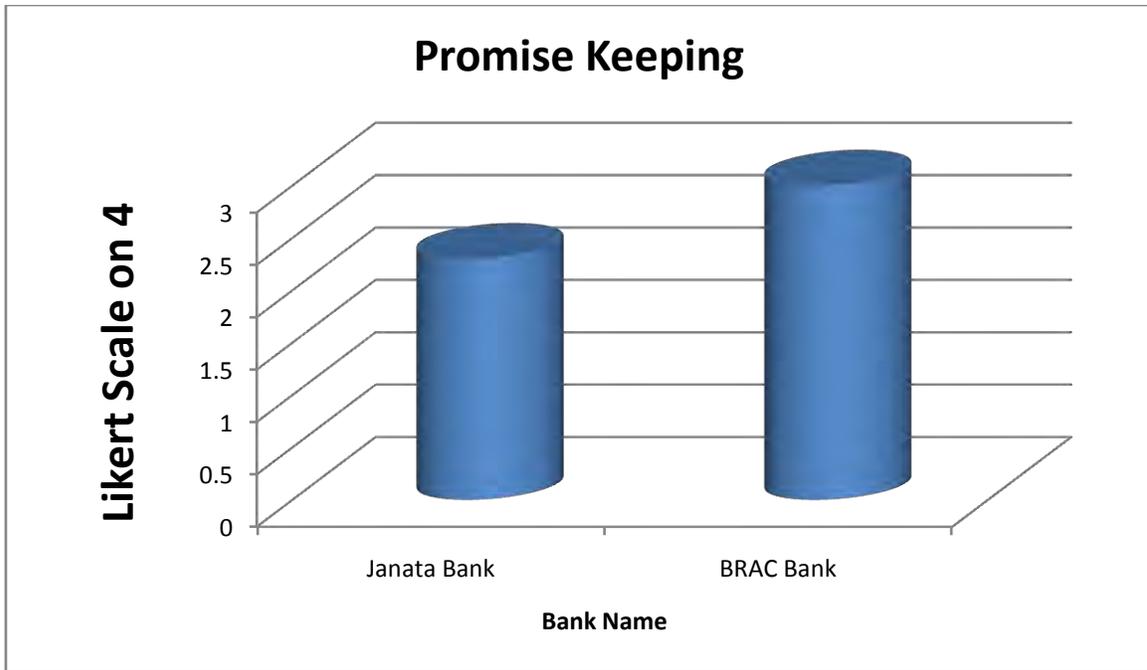
The sixteenth question is based on the easy access to all services provided by the banks for the customers. JBL received 1.7 points for the variable which interprets as very low level. However, the customers of the bank gave it 1 point on an average which interprets as very low level. On the other hand, BRAC Bank received 2.6 points on an average which stands for very high level. The difference between the banks is about 0.9 points. JBL has to make changes here in order to overcome their lacking behind customer satisfaction.



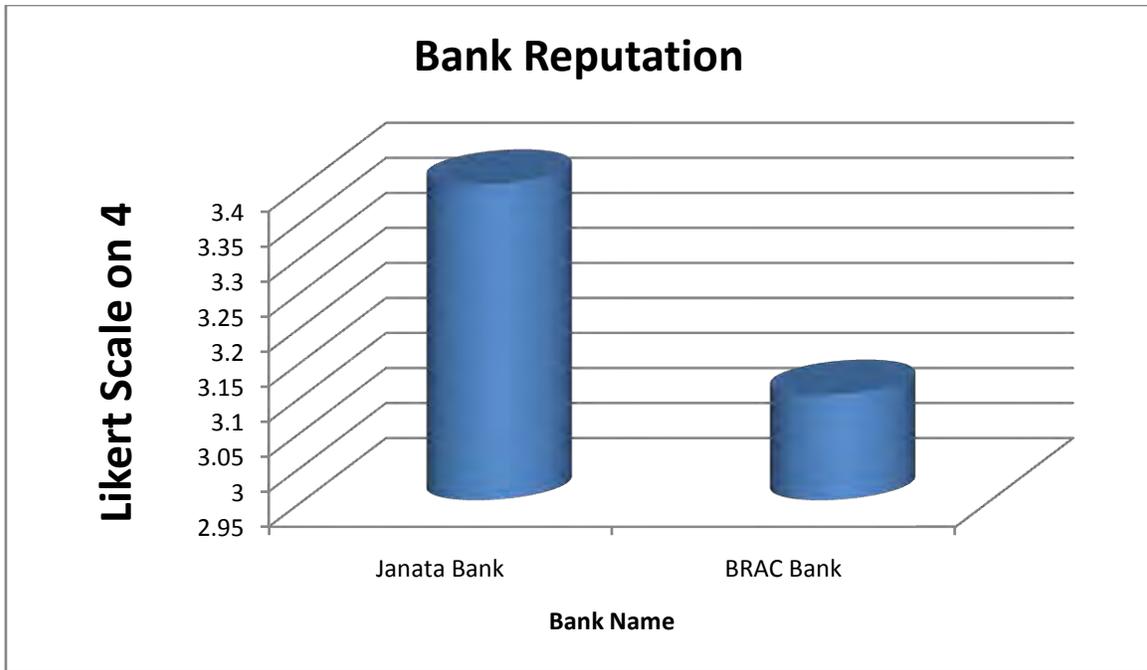
The seventeenth question is based on the tangibility of the banks. The variable defines the decoration of the office and how impressive it is to the customers. JBL received 2.4 points on an average which interprets as the low level. On the other hand BRAC Bank got 2.9 in this variable which interprets as the very high level. The difference between the banks is about 0.5 points. JBL is 0.5 points behind the BRAC Bank.



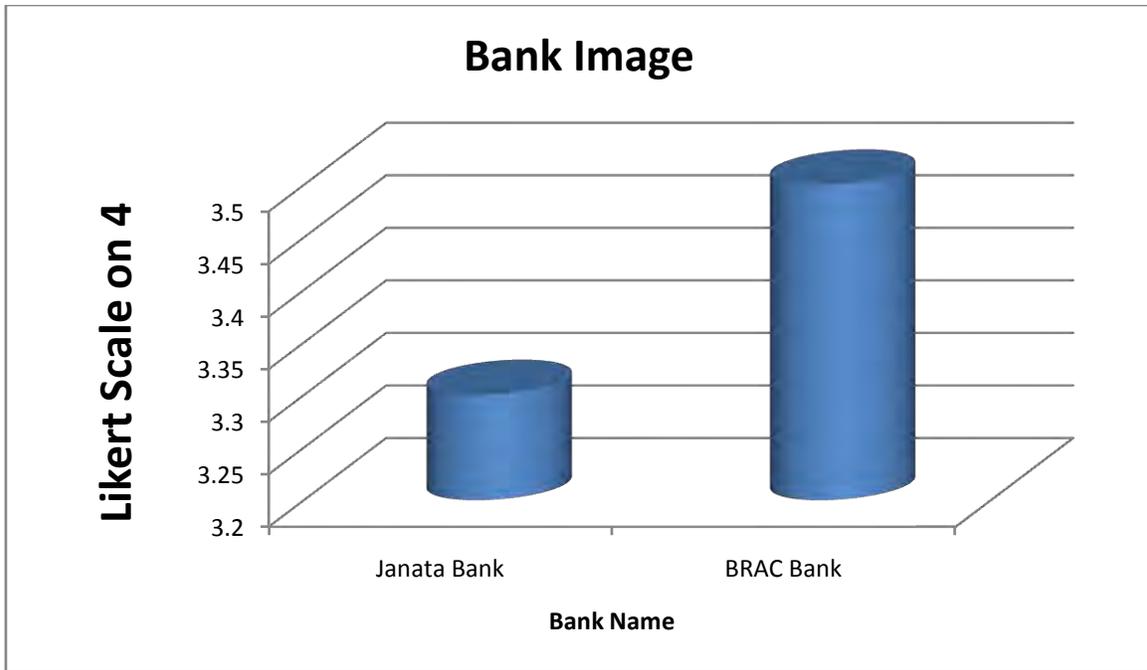
The eighteenth question is based on the tangibility again. The variable defines how attractive the employees look in front of the customers. JBL received 2.1 points on an average which interprets low level whereas the customers gave it 2.4 points on an average which interprets low level. On the other hand BRAC Bank got 2.4 points which is also in low level. So, the difference between the banks is about 0.3 points.



The nineteenth question is based on the promise keeping of the employees of the banks. The variable defines how effectively the employees are keeping their promises and taking action regarding to that. JBL received 2.4 points on an average which stands for low level. The customers of JBL gave it 1.6 points which stands for very low level. On the other hand, BRAC Bank received 3 points on an average which stands for high level. The difference between the banks is about 0.6 points. JBL is 0.6 behind BRAC Bank.



The twentieth question is based on the reputation of the banks. The variable identifies the popularity of the bank. JBL received 3.4 points in this variable which stands for very high level. On the other hand, BRAC Bank received 3.1 points on an average which stands for high level. The difference between the banks is 0.3 points. JBL is 0.3 points ahead of the BRAC Bank.



The last question is based on the reputation of the banks. The variable identifies how useful the image is holding a bank. JBL received 3.3 points which stands for very high level. On the other hand, BRAC Bank got 3.5 points here which also stands for very high level. The difference between the banks is about 0.2 points. JBL is 0.2 points behind BRAC Bank.

Recommendation

The overall points that the BRAC Bank received is 2.724 which stands in the high level of customer satisfaction according to the study. On the other hand JBL got 2.214 points which stands in the low level of customer satisfaction. In order to get a high level customer satisfaction JBL should undertake seven variables to improve. If they would get the equivalent score the BRAC Bank received on those seven variables then their average score would be 2.571 which is accounted for high level customer service. The variables are founding member information, volume of assets in reliability, customer needs identification and innovation in payments and website designs in responsiveness, listening to customer needs with care and easy access to all services are from empathy. Keeping the other variables same JBL can get a raise in their points by 0.3 points in the customer satisfaction. Also they will move to high customer satisfaction level from low level customer satisfaction provider.

Limitation of the study

The first limitation of the study is lack of primary data. The organizations do not want to share the primary data as a result it impacts on the result. The second limitation of the study is that the study was done in the local residence. In other words it does not get the overall picture of the respondents. The respondents from the rural areas are ignored. That is why the study does not give an overall picture for two of the banks. Thirdly, the study was done for educational purpose. So, I had no monetary resource. As a result, it was a problem for every phase. Finally, I have gone through the six variables to measure the customer satisfaction in SERVQUAL model. (Ali, 2011) If any researcher wants to measure with other variables then it would be more proper.

Conclusion

In conclusion the study discusses about the customer satisfaction measurement. The findings of the study concludes that The variables are founding member information, volume of assets in reliability, customer needs identification and innovation in payments and website designs in responsiveness, listening to customer needs with care and easy access to all services are from empathy. Keeping the other variables same JBL can get a raise in their points by 0.3 points in the customer satisfaction. Also they will move to high customer satisfaction level from low level customer satisfaction provider.

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