

Customer Satisfaction & Customer Loyalty at Islami Bank Bangladesh Ltd.

SUBMITTED BY

Sonia Islam

ID- 07104057

BRAC Business School

BRAC University

SUBMITTED TO

Farhana Nur Malik

Course Instructor, Internship Program

BRAC Business School

BRAC University

Letter of Transmittal

December 9, 2010

Farhana Nur Malik

Lecturer, BRAC Business School

BRAC University

Subject: Submission of term paper regarding internship program at “Islami Bank Bangladesh Ltd.”

Dear Madam,

With much pleasure and contentment, we submit to you my report titled “Internship Program at Islami Bank Bangladesh Ltd. as per your requirement.

The purpose of this report was for me to determine the nature of the job/s, specific responsibilities of the job, different aspects of job performance and finally critical observations and recommendations.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I truly hope that you too would genuinely enjoy learning about my Internship Program at Islami Bank Bangladesh Ltd.

Yours Sincerely,

Sonia Islam

Acknowledgement

The preparation of this report involves the invaluable assistance and cooperation of a number of people, without capitalizing on whose knowledge, the formidable task of completing this assignment could not have been accomplished. To start off with heartiest thanks to customers at Badda branch of Islami Bank Bangladesh Ltd. for allowing me to steal a portion of their valuable time and catering to my barrage of answering questions for the survey. I also appreciate the staffs of the bank to cooperate me. I also grateful to the vice president, branch manager and my supervisor, Mr. Akhter Hossain, for giving me permission for conducting the survey and sharing some important insight with me for the report. In addition, I must acknowledge the contribution of my dear parents with food, networking, finances, tolerance, and of course, encouragement. Lastly, my gratitude extends to our course instructor, Farhana Nur Malik, who helped me most.

TABLE OF CONTENTS

CHAPTER 1: INFORMATION OF IBBL.....	01
1.1 Islamic Banking	02
1.2 Company Background of IBBL.....	03
1.3 Product/Service offerings.....	04-05
1.4 Values of the IBBL	06
1.5 Aims and Objectives of IBBL.....	07
1.6 Special Features of IBBL	07
1.7 Functions of IBBL.....	07
1.8 Goals of IBBL.....	08
1.9 Missions of IBBL.....	08
1.10 Visions of IBBL.....	08
1.11 Organization Structure of IBBL	09
1.12 Management of IBBL	10
1.13 Corporate Information of IBBL.....	10
CHAPTER 2: JOB AT IBBL.....	11
2.1 Nature of Job.....	12
2.2 Specific Responsibilities of Job	12
2.3 Different Aspects of Job Performance	13
2.4 Critical Observations and Recommendations	14

CHAPTER 3: PROCEDURE OF CONDUCTING SURVEY.....	15
3.1 Summary.....	16
3.2 Description of the Project.....	16
3.2.1 Objective of the project.....	16
3.2.2 Methodology.....	16
3.2.2.1 Outline of Methodology.....	16
3.2.2.2 Data Collection.....	17
3.2.2.3 Data Analysis.....	17
3.2.3 Limitations of the Study.....	17
CHAPTER 4: ANALYSIS & RESULT OF SURVEY.....	18
4.1 Analysis.....	19
4.2 Result and Discussion.....	39-40
4.3 Recommendation.....	41
4.4 Conclusion.....	42
APPENDIX.....	43-47

LIST OF FIGURES

Fig. 1.1 Organization structure of IBBL	09
Fig. 4.1 % of customers according to the Gender.....	19
Fig. 4.2 % of customers according to the age.....	19
Fig. 4.3 % of customers according to the occupation.....	20
Fig. 4.4 % of customers according to the approximate monthly income.....	20
Fig. 4.5 % of approximately how often a customer visits this branch.....	21
Fig. 4.6 % of how satisfied a customer is with the products of IBBL.....	22
Fig. 4.7 % of how satisfied a customer is with the services of IBBL.....	.23
Fig. 4.8 % of how satisfied a customer is with the cleanliness.....	24
Fig. 4.9 % of how satisfied a customer is with the length of time it takes to receive requested service from the branch.....	25
Fig. 4.10 % of how secure a customer feels in transacting from bank.....	26
Fig. 4.11 % of why a customer selects this bank.....	27
Fig. 4.12 % of how satisfied a customer is with the product features of loan and deposit account.....	28
Fig. 4.13 % of how satisfied a customer is with the fees and charges.....	29
Fig. 4.14 % of how satisfied a customer is with the ATM services.....	30

Fig. 4.15 % of how satisfied a customer is with complaint resolution..... 31

Fig. 4.16 % of how often person in information desk is able to fully answer 32

Fig. 4.17 % of how satisfied a customer is with IBBL overall..... 33

Fig. 4.18 % of how likely a customer is to purchase new services..... 35

Fig. 4.19 % of how likely a customer is to recommend IBBL’s product / 36
service to others.....

Fig. 4.20 % of how likely a customer is to recommend IBBL to others..... 37

Fig. 4.21 % of how likely a customer is to switch to a different bank..... 38

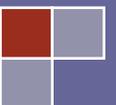
Executive Summary

This work is the extension of my internship program at the Human Resource Division of Islami Bank Bangladesh Limited (IBBL) for a period of twelve weeks from October 27, 2010 to January 19, 2010. The works describe the satisfaction and loyalty of the customers of the concerned bank. The customer satisfaction and customer loyalty at the bank is examined carefully and included in the book. I tried to perform my jobs perfectly to learn diverse things that are related to different human resource management and banking issues. Firstly, I attempted to give an overall view about IBBL. Secondly, I mention what I have done in the bank – my duties, responsibilities, observations, job performance and different other aspects. And finally, from my experience and relationship with the customers of this bank I tried my best to complete my report. Here I surveyed the customers to know their feelings, experiences, preferences and suggestions about this bank. More I tried to distinguish how much the customers are satisfied with their product, services, overall bank and different other things.

2010

CHAPTER – 1

INTRODUCTION OF IBBL



Chapter 1: Introduction of IBBL

1.1 Islamic Banking

The General Secretariat of the OIC defines “An Islamic Bank is a financial institution whose statutes, rules and procedures expressly state its commitment to the principles of Islamic Shariah and to the banning of the receipt and payment of interest on any of its operations.”

Islamic banking refers to a system of banking or banking activity that is consistent with the principles of Islamic law (*Sharia*) and its practical application through the development of Islamic economics. Sharia prohibits the payment or acceptance of interest fees for loans of money for specific terms, as well as investing in businesses that provide goods or services considered contrary to its principles (forbidden). While these principles were used as the basis for a flourishing economy in earlier times, it is only in the late 20th century that a number of Islamic banks were formed to apply these principles to private or semi-private commercial institutions within the Muslim community.

Bangladesh is one of the largest Muslim countries in the world. The people of this country are deeply committed to Islamic way of life as enshrined in the Holy Qur'an and the Sunnah. Naturally, it remains a deep cry in their hearts to fashion and design their economic lives in accordance with the precepts of Islam. The establishment of Islami Bank Bangladesh Limited on March 13, 1983, is the true reflection of this inner urge of its people, which started functioning with effect from March 30, 1983. This Bank is the first of its kind in Southeast Asia. It is committed to conduct all banking and investment activities on the basis of interest-free profit-loss sharing system. In doing so, it has unveiled a new horizon and ushered in a new silver lining of hope towards materializing a long cherished dream of the people of Bangladesh for doing their banking transactions in line with what is prescribed by Islam.

1.2 Background of IBBL

Islamic banking has the same purpose as conventional banking except that it operates in accordance with the rules of Shariah, known as “Fiqh al-Muamalat” (Islamic rules on transactions). The basic principle of Islamic banking is the sharing of profit and loss and the prohibition of riba (usury). The word "Riba" means excess, increase or addition, which according to Shariah terminology, implies any excess compensation without due consideration (consideration does not include time value of money). Considering the necessity of Islami Banking in Bangladesh, Islami Bank Bangladesh Limited started their journey to help the people to diminish the poverty. Though at the starting point, they had a very poor capital for the investment, with the active co-operation and participation of Islamic Development Bank (IDB) and some other Islamic banks, financial institutions, government bodies and eminent personalities of the Middle East and the Gulf countries, Islami Bank Bangladesh Limited has by now earned the unique position of a leading private commercial bank in Bangladesh. The numbers of their regular branches are 224 and SME Service Centers are 20. Approximately 9588 people are now working in this company.

The Bank introduced projects like Rural Development Scheme, an investment project that conforms to social responsibility for the downtrodden in rural areas as its prime priority. The Rural Development Scheme has been designed to help improve the living standard of people, particularly the women in rural areas. The Rural Development Scheme is an unprecedented success in social upliftment by means of empowering the downtrodden through economic emancipation. The bank uses depositors' funds in interest-free ways in rural areas where downtrodden people are susceptible to several evil designs of interest groups. About 86 thousand people in rural areas, 90 per cent of whom are women, are now being covered under the Rural Development Project. Among them, about 72 thousand have already fully adjusted the disbursed fund. The recovery rate is about 99.7 per cent. The bank disburses Tk 3000-15,000 under the project per person. More than Tk 90 crore has been disbursed so far under the Rural Development Scheme. The project is now being operated in about 2200 villages in 45 districts through 21 branches.

1.3 Product/Service Offerings

Under the products and services, Islami Bank Bangladesh Ltd. has seven categories –

1. Deposit scheme

- Al-Wadeeah Current Account
- Mudaraba Savings Account
- Mudaraba Special Savings (Pension) Scheme
- Mudaraba Muhor Savings Deposit Scheme
- Mudaraba Hajj Saving Scheme
- Mudaraba Term Deposit Receipt
- Mudaraba Monthly Profit Deposit Scheme
- Mudaraba Savings Bond Scheme
- Mudaraba Special Notice Account
- Mudaraba Waqf Cash Deposit Account
- Foreign Currency Account
- Mudaraba Foreign Currency Deposit (Savings) Scheme
- Non-Resident Investor Taka Account (NITA)

2. Investment Modes

- Bai- Muajjal
- Bai- Murabaha
- Hire purchase under Shirkatul Meelk
- Mudarabah
- Bai- Salam
- Bai- Salam
- Equity and entrepreneurship Fund of Bangladesh Bank

3. Special Schemes

- Household Durable Scheme
- Housing Investment Scheme
- Real State Investment Program
- Transport Investment Program
- Car Investment Scheme
- Investment Scheme for Doctors
- Small Business Investment Scheme
- Agriculture Implements Investment Scheme
- Micro Industries Investment Scheme
- Mirpur Silk Weavers Investment Scheme

4. Rural Development Services

5. ATM Services

- Facilities
- Getting IBBL ATM Card
- Cash withdrawal procedure
- Issuing Branches
- Location of ATM booths
- BTTB bill payment procedure
- IBBL schemes- installment payment procedure

6. Special Services

- Locker Service
- Reuter
- SWIFT

7. Foreign Exchange Business

1.4 Values of the IBBL

Important values of the IBBL are:

- Trustworthy
- Dependable
- Reliable
- Professional
- Dynamic
- Fair
- Religious.

1.5 Aims and Objectives of IBBL

- To replacement of interest by profit sharing.
- To establish justice in the economy.
- To ensure full utilization of resource.
- To minimize rich and poor gap.
- To establish participatory banking instead of banking on debtor-creditor relationship.
- To invest on profit and risk sharing basis.
- To accept deposits on Mudaraba & Al-Wadeah basis.
- To establish a welfare-oriented banking system.
- To extend co-operation to the poor, the helpless and the low-income group for their economic upliftment.
- To play a vital role in human development and employment generation.
- To contribute towards balanced growth and development of the country through investment operations particularly in the less developed areas.
- To contribute in achieving the ultimate goal of Islamic economic system.

1.6 Special Features of IBBL

Special features of IBBL are given below.

- All activities are conducted on interest-free system in accordance with Islamic Shai'ah principles.
- Investment is made through different modes as per Islamic Shari'ah.
- Investment-income of the Bank is shared with the Mudaraba depositors according to an agreed upon ratio ensuing a reasonably fair rate of return on their deposits.
- The bank aims to introduce a welfare-oriented system and also to establish equity and justice in the field of economic operations.
- Extends socio-economic and financial services to individuals of all economic backgrounds with strong commitment in rural advancement uplift.
- Plays a vital role in human resources development and employment-generation particularly among the educated unemployed youths.
- Portfolio of investment and investment policy has specially tailored to achieve balanced growth and equitable development through diversified investment operations particularly in the priority sectors and the less developed areas of the national economy.
- Ensures Shari'ah compliance through regular and effective guidance of powerful and highly esteemed shari'ah Council consisting of 13 members representing Shari'ah scholars.

1.7 Functions of IBBL

The functions of Islami Bank Bangladesh Limited are as under:

- To maintain all types of deposit accounts.
- To make investment.
- To conduct foreign exchange business.
- To extend other banking services.
- To conduct social welfare activities through Islami Bank Foundation.

1.8 Goals of IBBL

The goals of IBBL are:

- Its goal is to establish and maintain the modern banking technique, to ensure the soundness and development of the financial system based on Islamic principles and to become the strong and efficient organization with highly motivated professionals, working for the benefit of people, based upon accountability, transparency and integrity in order to ensure stability of financial systems.
- The bank is promise bound to encourage savings in the form of direct investment.
- They also try to encourage investment particularly in projects, which are more likely to lead higher employment.

1.9 Mission of IBBL

The missions of IBBL are:

- To establish Islamic banking through the introduction of a welfare oriented banking system and also ensure equity and justice in the field of all economic activities, achieve balanced growth and equitable development through diversified investment operations particularly in the priority sectors and less developed area of the country.
- To encourage socio-economic uplift and financial services to the low income community particularly in the rural area.

1.10 Vision of IBBL

The vision of IBBL is to always strive to achieve superior financial performance, be considered a leading Islamic bank by reputation and performance.

1.11 Organization Structure of IBBL

Figure 1.1 shows the present organization chart of IBBL:

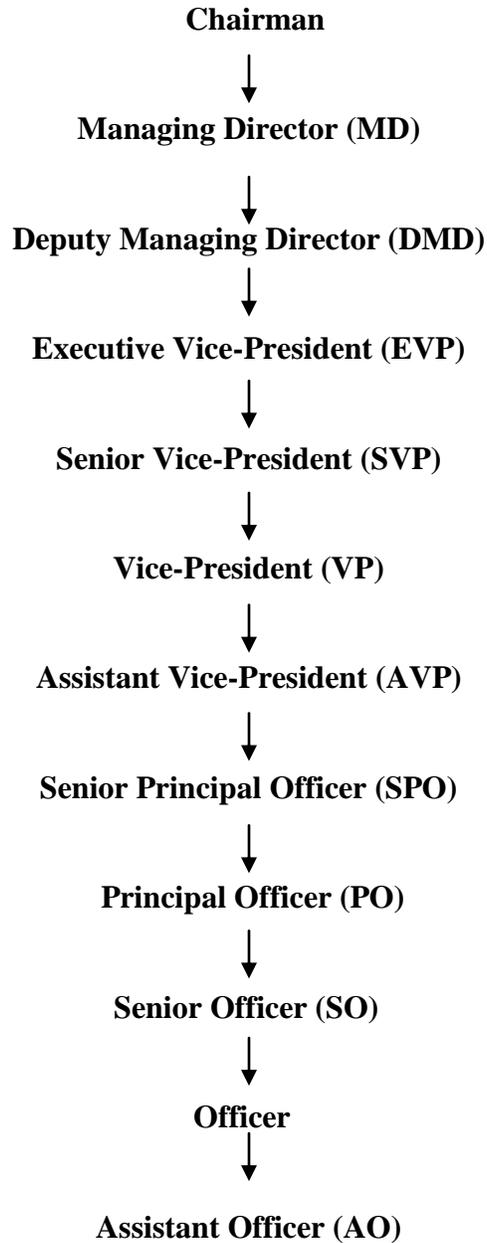


Figure 1.1: Organization structure of IBBL

1.12 Management of IBBL

Islami Bank Bangladesh Limited is being managed by Board Directors comprising foreigners and local. An Executive committee is formed by the Board of Directors for efficient and smooth operation of the Bank. Besides, a Management Committee looks after the affairs of the Bank.

1.13 Corporate Information of IBBL

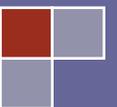
The corporate information of IBBL is given as on June 30, 2010:

Date of Incorporation	13th March 1983
Inauguration of 1st Branch (Local office, Dhaka)	30th March 1983
Formal Inauguration	12th August 1983
Share of Capital	
Local Shareholders	41.77%
Foreign Shareholders	58.23%
Authorized Capital	Tk. 10,000.00 million
Paid-up Capital	Tk. 7,413.00 million
Deposits	Tk. 265,193.00 million
Investment (including Investment in Shares)	Tk. 255,178.00 million
Foreign Exchange Business	Tk. 277,739.00 million
Branches	
Total number of Branches	244
-Regular Branches	224
-SME Service Centers	20
Number of AD Branches	43
Number of Shareholders	52164

2010

CHAPTER – 2

**JOB AT
IBBL**



Job at IBBL

2.1 Nature of Job

In the Islami Bank Bangladesh Ltd. I have to perform a variety of jobs. As I declare my major in Human Resource Management and minor in Accounting, my jobs were also related to these subject matters.

2.2 Specific Responsibilities of Job

The duties and responsibilities, I had to perform in the bank are given below:

- Before joining in the branch, having an eight days training in the Islami Bank Training and Research Academy.
- After joining in the branch, performing any kind of duties that is ordered by the manager and the senior principal officer.
- Explaining different message and issues to the supervisor.
- Additionally, sitting in the Account Opening desk to help the customers to open an account.
- Besides, being in the cash counter.
- Solving different problems of computers.
- Typing different papers
- Checking different e-mails.
- Entering data in the computer.
- Reading different books of Islami Bank Training and Research Academy.
- Putting seal in different papers.

2.3 Different Aspects of Job Performance

Before joining in the branch, I have an eight days training in the Islami Bank Training and Research Academy and after conducting the training, I have to participate in an examination. I have scored good marks on the examination. When I join in the branch, I have to perform different duties that were ordered by the manager and the senior principal officer and they are very pleased on my performance. I have to explain different message and issues to the supervisor. In addition, I sat in the Account Opening desk to help the customers to open an account. There I have to write the forms and give information about what is required to open the account. Besides, I was in the cash counter to collect cash from the customers. I also solve different problems of computers. Moreover, I typed different papers of agreements of loan and investment. I also check different e-mails of the bank. Sometimes, I entered data of account opening form in the computer. I read different books of Islami Bank Training and Research Academy too which are written by different Islamic researchers.

2.4 Critical Observations and Recommendations

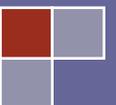
From my observations in the bank, I notice that the customers are as much as satisfied with this bank. People are willing to open account and take different services from the bank. The customers are also having new products and services. But I also have some recommendation for the bank from my observations those are given below:

- The bank needs to work to remove the confusion of the customers.
- The bank can open more ATM booths in different places.
- It can employ woman employee in this branch.
- The bank can make a clear picture of difference between Profit and Interest.
- They can decorate the branch more attractively.
- They can be more flexible to grant loan to the customers.
- It can provide training on internet to the employees.
- They can also introduce more products and services.
- They can make an understandable to different Islamic terms, they are using in their bank.

2010

CHAPTER – 3

PROCEDURE OF CONDUCTING SURVEY



Procedure of Conducting Survey

3.1 Summary

From my familiarity and association with the customers of this bank I tried my best to complete my report. Here I surveyed the customers to be acquainted with their feelings, experiences, preferences and recommendations about this bank. More I tried to distinguish how much the customers are satisfied with their product, services, overall bank and many other diverse things. The survey I have done includes some basic questions which categories in gender, age, occupation and income level of the customers. Moreover, I have also added some more questions in my survey to identify the satisfaction and loyalty of the customers of the Islami Bank Bangladesh Ltd. I have also tried to note down the results of my survey which may be helpful to the bank as well.

3.2 Description of the Project

3.2.1 Objective of the project

- To know how much the customers of Islami Bank Bangladesh Ltd. are satisfied with the products and services of it.
- To know how much the customers are loyal to this bank.
- To identify what are their expectations
- To identify the dissatisfactions of the customers and way to reduce those.

3.2.2 Methodology

3.2.2.1 Outline of Methodology

The whole report is carried out through several steps. Methodology exposes all those steps that have been taken to cease the report effectively.

3.2.2.2 Data Collection

As my main objective was to know the customer satisfaction and customer loyalty of the customers of Islami Bank Bangladesh Ltd., I conduct survey with 50 customers of the Badda Branch for this purpose.

The data/ information have been collected from basically surveying the customers of Islami Bank Bangladesh Ltd. at Badda Branch. 15 questions were offered to the customers for customer satisfaction and 5 questions were for customer loyalty. In addition, I took 4 basic questions too.

The source of information has been very useful for completing the report. Besides, when I conducted the survey I got some more information from the customer about their dissatisfactions and expectations to the Islami Bank Bangladesh Ltd. The questionnaires, offered to the customers for the survey, are presented bellow:

3.2.2.3 Data Analysis

The collected information from primary and secondary sources was statistically analyzed. In order to analysis the information collected from the survey, I used table.

3.2.3 Limitations of the Study

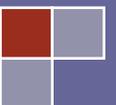
Every article written about certain topics have some limitations. Nothing is perfect in this world because there is always a scope of improvement in everything we do. This report also has certain precincts that we were unable to evade.

Because of the availability of almost an infinite amount of information on the internet about the Islami Bank Bangladesh Ltd., it was almost unattainable for me to go through and analyze each and every one of them. Still I have managed to find the best available resources related to the topic, and used them for the preparation of this report.

2010

CHAPTER – 4

ANALYSIS & RESULT OF SURVEY



Analysis & Result of Survey

4.1 Analysis

For the survey, I asked four basic questions to the surveyed customer to justify their satisfaction and loyalty and from those questions the following reacts are found.

From the surveyed customer 30 answered male and 20 answered female. Therefore 60% of the surveyed customers are male and 40% were female.



Figure 4.1: Percentage of customers according to the Gender

According to the survey, 5 customers are below 20 years old, 10 customers are 21 to 30 years old, 17 customers are 31 to 40 years old, 10 customers are 41 to 50 years old and 8 customers are over 50 years old. As a result 10% of the surveyed customers are below 20 years old, 20% are 21 to 30 years old, 34% are 31 to 40 years old, 20% are 41 to 50 years old and 16% are over 50 years old.

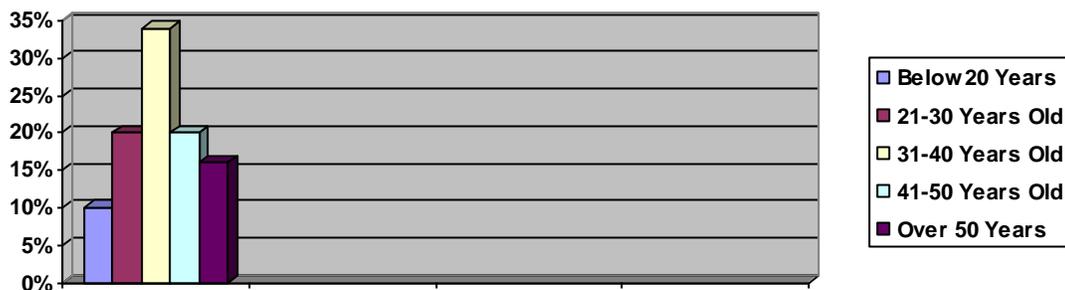


Figure 4.2: Percentage of customers according to the age

Moreover, for the survey, 25 customers are businessman, 12 customers are service holder, 4 customers are retired and 9 customers are of other occupations. Subsequently 50% of the surveyed customers are businessman, 24% are service holder, 8% are retired and 18% are of other occupations. Point to be noted that the percentage belongs to other occupations are the female customers who are basically housewives, garments workers and students.

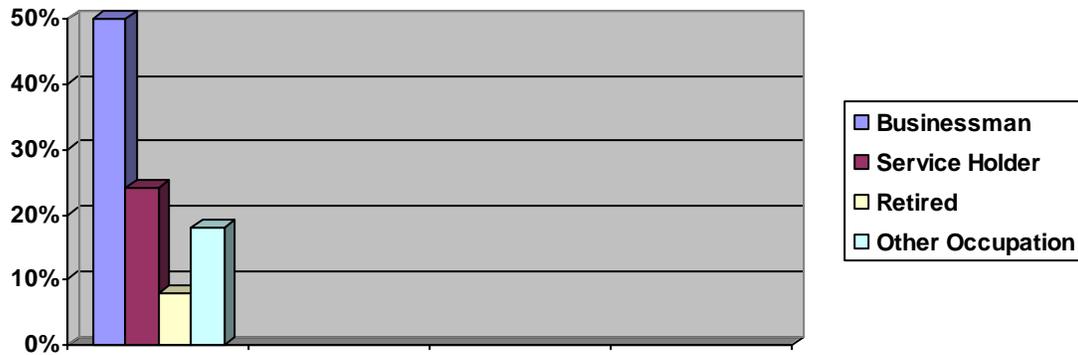


Figure 4.3: Percentage of customers according to the occupation

In support of the survey, 25 customers have approximate monthly income of below Tk 20,000, 15 customers have Tk 20,000 to Tk 40,000, 7 customers have Tk 40,000 to Tk 60,000 and 3 customers have over Tk 60,000. As a consequence 50% of the surveyed customers earn approximately below Tk 20,000 per month, 30% customers earn Tk 20,000 to Tk 40,000, 14% customers earn Tk 40,000 to Tk 60,000 and 6% customers earn over Tk 60,000.

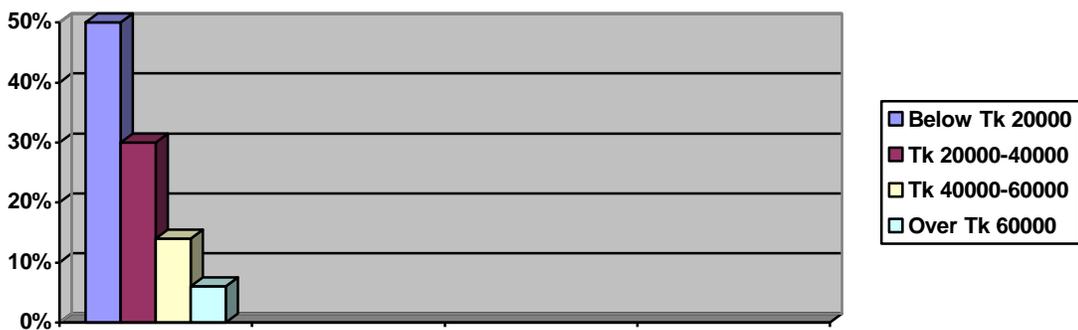


Figure 4.4: Percentage of customers according to the approximate monthly income

To rationalize the customer satisfaction, I asked fifteen questions to the surveyed customers and from those questions the following responses are found.

When I asked the customers approximately how often they visit the Badda branch of IBBL, 22 customers reply that they daily visit this branch to keep money on their current account from them all are businessmen as they have to keep the money from their day to day transaction. Thus they visit daily in the bank. 9 customers reply that they visit this branch once a week as they have current account but they need not to come every day. They just come when they need. 12 customers reply that they visit this branch once a month to pay their monthly deposit as they have a deposit scheme for 5 years or 10 years. 7 customers reply that they visit this branch when they need, it may be regular or irregular. Finally there is none who visits this branch once a year from the surveyed customers as they have to come more or less in the bank. So, 44% of surveyed customers daily visit this branch to keep money, 18% visit this branch once a week, 24% visit this branch once a month, 0% visit this branch once a year and 14% visit this branch when they need. Thus, from the analysis of the first question to the customers to identify customer satisfaction, the responses I got from them are shown in the following diagram:

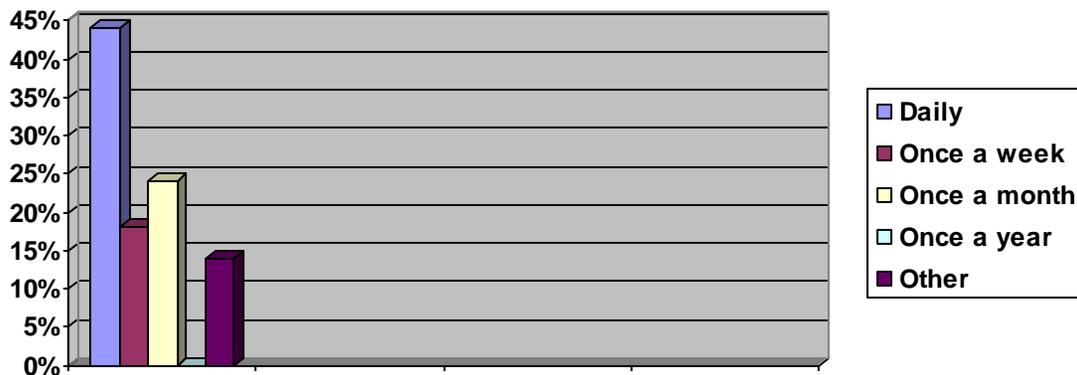


Figure 4.5: Percentage of approximately how often a customer visits this branch

When I asked the customers how satisfied they are with the products they are getting from IBBL, only 2 of the surveyed customers respond that they are extremely satisfied with the products they are getting from IBBL as they want that their money will be used in a Islamic way and they are getting it from IBBL as the bank is 100% Shariah based. 31 customers respond that they are satisfied with the products they are getting from IBBL and they are also satisfied for the 100% Shariah based products and also for the reputation of the bank. 17 customers reply that they are neutral with the products they are receiving from IBBL as they have some confusion about the products, the bank is offering to them. And there is nobody who is dissatisfied or extremely dissatisfied with the products they are receiving from IBBL as the customers are more or less satisfied with the products they are getting through some confusion also arises in the mind of the customers. As a result, 4% of the surveyed customers are extremely satisfied with the products they are receiving from IBBL which is a very poor percentage as they are a very reputed bank in the banking industry of Bangladesh, 62% are satisfied which is satisfactory number, 34% are neutral and 0% is dissatisfied and extremely dissatisfied which is a good sign for the bank. Consequently from the analysis of the second question to the customers to recognize customer satisfaction, the responses I obtained from them are shown in the next diagram:

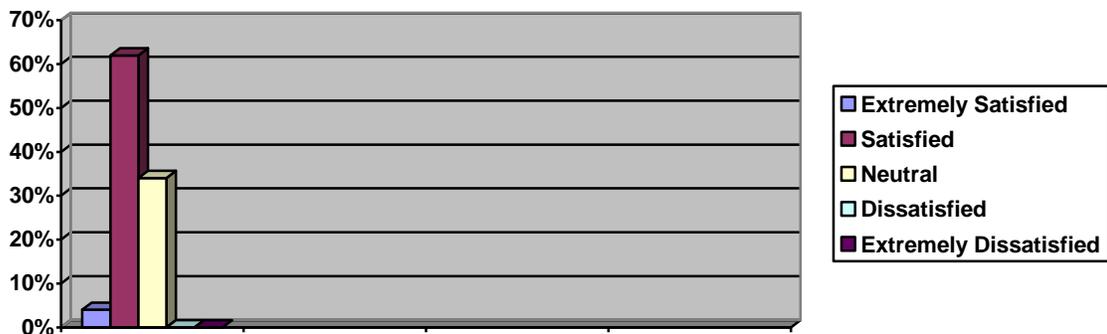


Figure 4.6: Percentage of how satisfied a customer is with the products of IBBL

When I asked the customers how satisfied they are with the services they are receiving from IBBL, 5 of the surveyed customers respond that they are extremely satisfied with the services they are receiving from IBBL because they believe that the bank has a good number of cooperative, well-behaved and helpful employees. 29 customers act in response that they are satisfied with the services they are getting from IBBL as their best choice in the banking sector is IBBL. Besides they think that the services they get from IBBL is pleasing to them. 14 customers respond that they are neutral with the services they are receiving from IBBL because they think sometimes the employees behavior are not satisfactory which disturbs the customers. 2 customers respond that they are dissatisfied with the services they are getting from IBBL as the employees of the bank do not want to hear any problem from the customers though they say – “Customer is always right”. So in practical the bank is not doing the justice with the customers. And finally there is nobody who is extremely dissatisfied with the services they are receiving from IBBL as the bank has a strong brand image in the banking sector for their Islamic views. As a result, 10% of the surveyed customers are extremely satisfied with the services they are receiving from IBBL, 58% are satisfied with the services, 28% are neutral about this matter, 4% are dissatisfied as they think the bank is not doing justice with them and 0% is extremely dissatisfied as the bank a strong brand image. So from the analysis of the third question of the survey to the customers to categorize customer satisfaction, the replies I got from them are given in the following diagram:

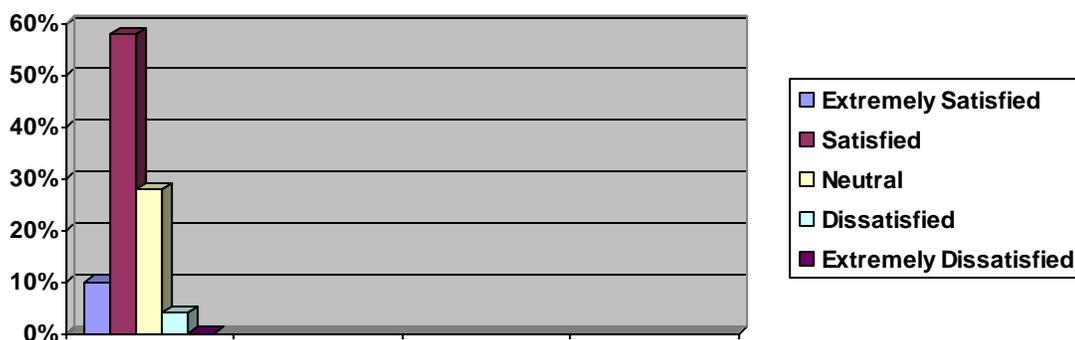


Figure 4.7: Percentage of how satisfied a customer is with the services of IBBL

As I asked the customers how satisfied they are with the cleanliness of premises of this branch of IBBL, 12 of the surveyed customers respond that they are extremely satisfied with the cleanliness of premises of this branch of IBBL as the bank is 100% Shariah based and all the employees have their prayers from Johar to Asa in the branch, they keep their branch very neat and clean. Mainly this group of customers has their prayer, sometimes in the bank. 27 customers respond that they are satisfied with the cleanliness of premises of this branch of IBBL for the reason that they believe the employees are virtuous and like to have neat and clean atmosphere in the bank but they are not extremely satisfied as sometimes they notice dirty in the bank. 11 customers respond that they are neutral about this matter as sometimes in front of the Account Opening desk there is a lot of dirt. Besides they told that the stairs in front of the bank sometimes remains very dirty. And there is nobody who is dissatisfied or extremely dissatisfied with the cleanliness of premises of this branch of IBBL as the customers believe that the bank remains more or less clean but there is no substance for being dissatisfied or extremely dissatisfied about this issue. Hence, 24% of the surveyed customers are extremely satisfied with the cleanliness of premises of this branch of IBBL for being 100% Shariah based and having prayer in the bank, 54% are satisfied as employees are of religious mind, 22% are neutral as they think the bank sometimes remains dirty, and 0% is dissatisfied and also extremely dissatisfied as the bank remains more or less clean. Thus, from the investigation of the forth question of the survey to the customers to identify customer satisfaction, the replies I got from them are given in the following diagram:

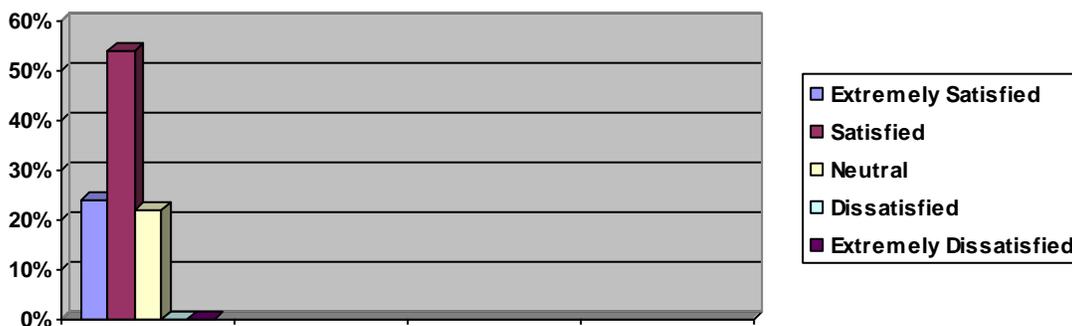


Figure 4.8: Percentage of how satisfied a customer is with the cleanliness

While I asked the customers how satisfied they are with the length of time it takes to receive requested service from the branch, 3 of the surveyed customers react that they are extremely satisfied with the length of time it takes to get the requested service from the branch because they think if one's all papers are all right then the bank fathom no pain to deliver the requested service to customers. 12 customers respond that they are satisfied with the length of time it takes to receive requested service from the branch since they also believe if one's all papers are all right then the bank fathom no pain to deliver the requested service to customers but they could not be extremely satisfied as sometimes for the change of employees in the higher level position, the bank delay to deliver the requested service to customers showing different vague reasons. 32 customers respond that they are neutral with the length of time it takes to receive requested service from the branch because they think that sometimes it is timely and sometimes it becomes very late to deliver the requested service to the customers. 3 customers respond that they are dissatisfied because the bank demand a lot of papers and the bank do not give anything to the person who has nothing. And there is nobody who is extremely dissatisfied with the length of time it takes to deliver the requested service from the branch as more or less all believe that the bank has to follow rule of the Head Office and also Bangladesh Bank. Thus, 6% of the surveyed customers are extremely satisfied with the length of time it takes to receive the requested service from the branch, 24% are satisfied, 64% are neutral, 6% are dissatisfied and 0% is extremely dissatisfied. Therefore, from the study of the fifth question of the survey to the customers to classify customer satisfaction, the reacts I got from them are given in the following diagram:

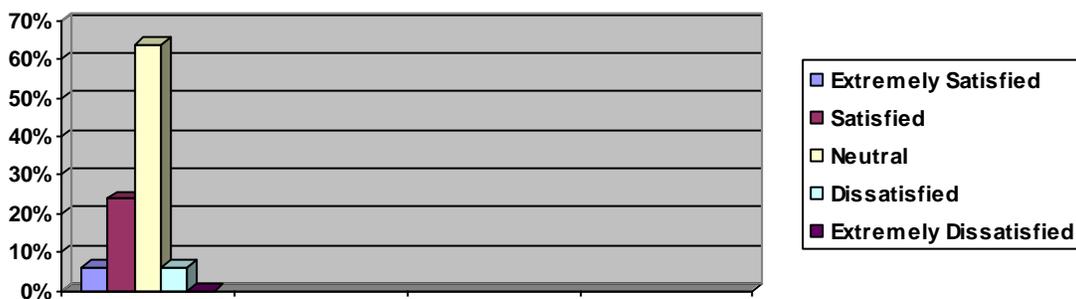


Figure 4.9: Percentage of how satisfied a customer is with the length of time it takes to receive requested service from the branch

As I asked the customers how secure they feel in transacting from this bank, 47 of the surveyed customers respond that they mostly feel secure in transacting from this bank because the security of the bank is very strict. There are several CC cameras in the bank and the security guards are always ready to save the people's wealth, standing with guns. 3 customers respond that they rarely feel secure in transacting from this bank as they think that the security guards are not very suitable and strong to save their money and wealth. And there is nobody who never feels secure in transacting from this bank, because more or less all the customers have trust on the bank that the bank will provide with security to their customers if needed. Therefore, 94% of the surveyed customers mostly feel secure in transacting from this bank, 6% rarely feel secure and 0% never feels any security in transacting from this bank. Accordingly, from the investigation of the sixth question of the survey to the customers to categorize customer satisfaction, the responses I searched out from them are given in the next illustration:



Figure 4.10: Percentage of how secure a customer feels in transacting from the bank

While I asked the customers for what reason they select this bank, 11 of the surveyed customers respond that they select this bank for the reputations and brand image, the IBBL has in the banking sector. According to this group of customers, the IBBL bank is number one Islamic bank in Bangladesh and as a Muslim country; most of the Muslim people want to have their account in an Islamic bank. 24 customers respond that they choose this bank because the branch is close to their home as Badda is a very huge area and it is also a Thana, so the people willing to open an account in an Islamic bank, come

to IBBL as it is the only one branch of IBBL in this Thana. 4 customers respond that they prefer this bank because the bank is based on Shariah and they want that their money will be used in a Halal way. 2 customers act in response that they select this bank for the reason that it provides good services to the customers since the bank has a good number of helping employees to deliver the best services to the customers. 1 customer responds that he picked this bank because the bank offers low fees and charges to their customers because for different things like – Account opening, online banking, money transferring etc the bank charge very little amount of money and offers low fees to the customers. And 8 customers respond that they prefer this bank because the bank offers low interest on loan and high interest on savings as people always thinks about their profit. Consequently, 22% of the surveyed customers reply that they select this bank for the reputations and brand image, 48% customers respond that they select this bank because the branch is close to their home, 8% customers respond that they choose this bank since the bank is based on Shariah, 4% customers respond that they select this bank for the reason that it provides good services to the customers, 2% customers respond that they select this bank as the bank offers low fees and charges to their customers and 16% customers respond that they choose this bank because the bank offers low interest on loan and high interest on savings. Thus, from the study of the seventh question of the survey to the customers to recognize customer satisfaction, the replies I got from them are given in the following illustration:

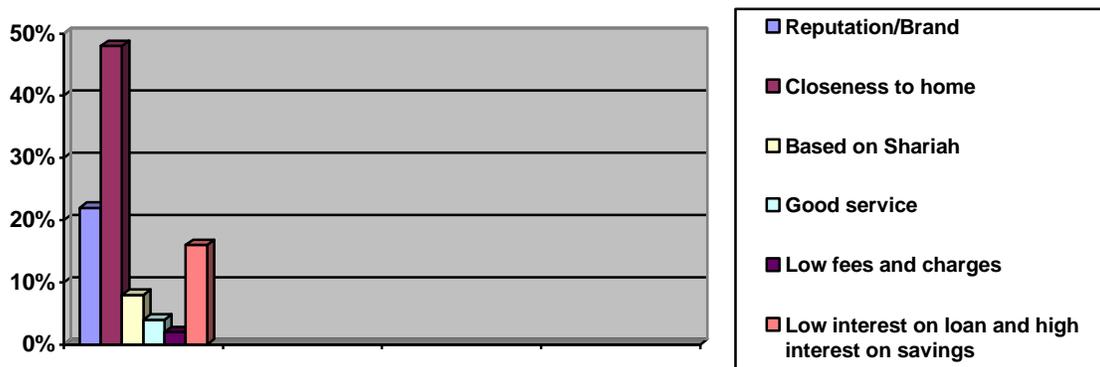


Figure 4.11: Percentage of why a customer selects this bank

When I asked the customers how satisfied they are with the product features of loan and deposit account such as interest rates, 1 of the surveyed customers respond that they are extremely satisfied with the product features of loan and deposit account. According to him the bank is investing money not giving loan to the customers and it is investing deposited money of the customer, so the bank is mainly making profit not interest. As a result, whatever the amount of profit, it does not matter for him and that is why he is extremely satisfied. 35 of the surveyed customers answer that they are satisfied with the product features of loan and deposit account because the profit they get from deposit scheme is about half of the deposited money and the interest on loan is less than the other bank. But they are not extremely satisfied as the bank takes interest but declares it as profit which confuses the customers. 14 customers act in response that they are neutral about this matter as they have some confusion between IBBL's profit and interest rate. There is not a soul who is dissatisfied or extremely dissatisfied with the product features of loan and deposit account as the customers think that the features the bank is offering is more or less satisfactory. As a result, 2% of the surveyed customers are extremely satisfied, 70% are satisfied, 28% are neutral, and 0% is dissatisfied and extremely dissatisfied with the product features of loan and deposit account. Thus, from the investigation of the eighth question of the survey to the customers to identify customer satisfaction, the replies I got from them are specified in the following diagram:

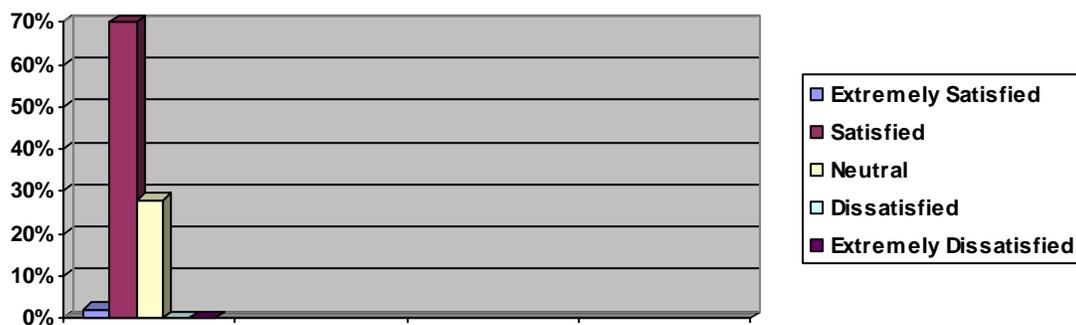


Figure 4.12: Percentage of how satisfied a customer is with the product features of loan and deposit account

When I asked the customers how satisfied they are with the fees and charges of IBBL, 7 of the surveyed customers answer that they are extremely satisfied with the fees and charges as they think that the bank needs to make profit to operate their business. 32 customers act in response that they are satisfied with the fees and charges as the bank require making revenue and maybe there are some products which require to be offered by a higher price, however all the time the bank is not doing so. But the customers are not extremely satisfied as sometimes the bank charges unexpectedly higher. 9 customers reply that they are neutral about this matter because the fees and charges, the bank receives sometimes very poor amount and sometimes it is high. Thus it varies time to time. 2 customers answer that they are dissatisfied since they believe that the bank is charging too much from customers. And there is no one who is extremely dissatisfied with the fees and charges because more or less all agree that the bank need to operate their business profitably. Consequently, 14% of the surveyed customers are extremely satisfied, 64% are satisfied, 18% are neutral, 4% are dissatisfied and 0% is extremely dissatisfied with the fees and charges of IBBL. Therefore, from the study of the ninth question of the survey to the customers to categorize customer satisfaction, the responses I acquire from them are given in the following diagram:

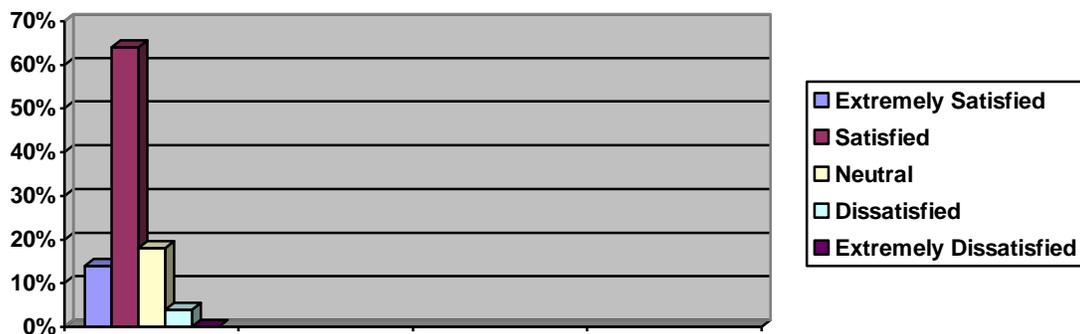


Figure 4.13: Percentage of how satisfied a customer is with the fees and charges

As I asked the customers how satisfied they are with the ATM services of IBBL, none of the surveyed customers respond that they are extremely satisfied with the ATM service as the bank does not have adequate ATM booth and every one hardly ever can take their money from the ATM booth but they can take money from the bank. 7 customers respond that they are satisfied with the ATM services of IBBL since this group of people are mainly service holders and they think ATM services IBBL is same like the other bank but they are not extremely satisfied as the ATM booth are insufficient. 43 customers respond that they are neutral about this matter because they do not have any ATM cards, for this reason they do not know anything about the ATM services of IBBL. But as IBBL is one of the leading bank of Bangladesh, they believe that the service maybe good. And lastly there is nobody who is dissatisfied or extremely dissatisfied with the ATM services of IBBL since people think that the branches of the bank is very available so they do not need to have an ATM card. They can receive their money from any branches through online banking. So there is no issue to be dissatisfied or extremely dissatisfied with the ATM services of IBBL. Hence, 0% of the surveyed customers are extremely satisfied, 14% are satisfied, 86% are neutral, and 0% is dissatisfied and extremely dissatisfied with the ATM services of IBBL. Thus, from the investigation of the tenth question of the survey to the customers to identify customer satisfaction, the replies I got from them are given in the following diagram:

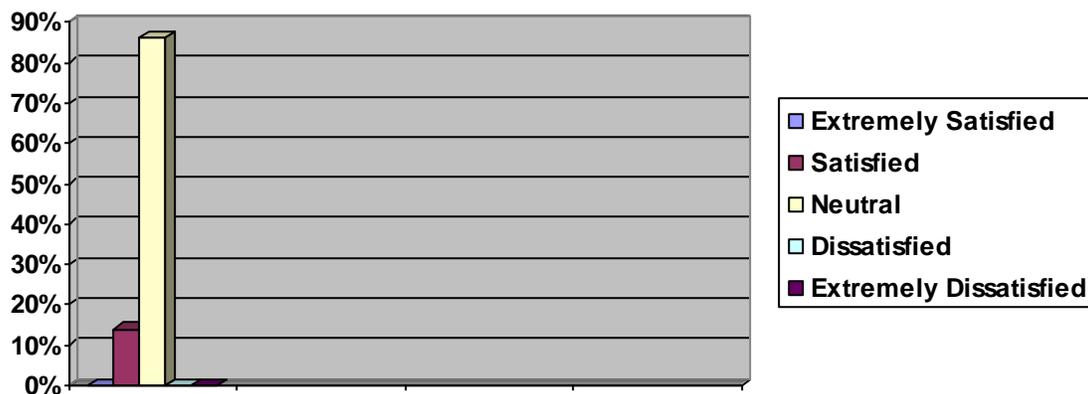


Figure 4.14: Percentage of how satisfied a customer is with the ATM services

As I asked the customers how satisfied they are with the complaint resolution of this branch, 4 of the surveyed customers respond that they are extremely satisfied with the complaint resolution because they think that the bank take immediate steps if there is any problem. 27 customers act in response that they are satisfied with the complaint resolution of IBBL, since the bank take instant steps if any problem rises but they are not extremely satisfied as the employees forget to resolve the complaint. 16 customers respond that they are neutral with the complaint resolution as sometimes the bank is very instant and sometimes it is slow top solve a complaint. 3 customers respond that they are dissatisfied about this matter as whenever they go with a complaint to the bank either the bank was not hearing or create more complication which is very disappointing. And there is no one who is extremely dissatisfied with the complaint resolution of IBBL as most of the customers believe that the bank at least tries to solve complaint immediately. Thus, 8% of the surveyed customers are extremely satisfied, 54% are satisfied, 32% are neutral, 6% are dissatisfied and 0% is extremely dissatisfied with the complaint resolution of IBBL. Therefore, from the analysis of the eleventh question of the survey to the customers to identify customer satisfaction, the replies I got from them are given in the following illustration:



Figure 4.15: Percentage of how satisfied a customer is with the complaint resolution

While I asked the customers how often the person in information desk is able to fully answer their questions, 12 of the surveyed customers respond that the person in information desk is often able to fully answer their questions, 22 customers reply that sometimes the person in information desk is able to fully answer their questions, 22 customers reply that sometimes the person in information desk is able to fully answer their questions, 13 customers reply that they rarely feel that the person in information desk is able to fully answer their questions as he seems confused most of the times. And there are only 3 customers who feel that the person in information desk is never able to fully answer their questions since when he is asked something, he goes here and there to avoid the question. Therefore, 24% of the surveyed customers respond that the person in information desk is often able to fully answer their questions, 44% customers reply that sometimes the person in information desk is able to fully answer their questions, 26% customers reply that the person in information desk is rarely able to fully answer their questions and 6% customers respond that the person in information desk is never able to fully answer their questions. As a result of the investigation of the twelfth question of the survey to the customers to categorize customer satisfaction, the replies I got from them are given in the following diagram:

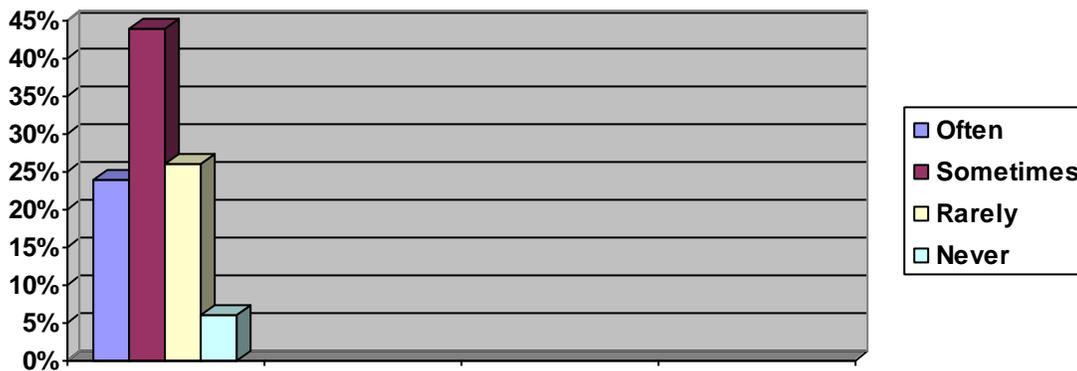


Figure 4.16: Percentage of how often the person in information desk is able to fully answer the questions

As I asked the customers how satisfied they are with Islami Bank Bangladesh Ltd. overall, 9 of the surveyed customers respond that they are extremely satisfied with Islami Bank Bangladesh Ltd. overall as this is the bank they like most and it is 100% Shariah based company. 38 customers act in response that they are satisfied with Islami Bank Bangladesh Ltd. overall for its reputation and brand image for being Shariah based company. But they are not extremely satisfied, because they prefer the Shariah rules rather than helping the people and sometimes the bank do not want to realize one's problem, they just think of their profit. 3 customers respond that they are neutral about this matter because they just need to have account in a bank and that is why they choose IBBL as it is a reputed bank. There is nobody who is dissatisfied or extremely dissatisfied with Islami Bank Bangladesh Ltd. in general because all the customers relatively like the IBBL. So, 18% of the surveyed customers are extremely satisfied, 76% are satisfied, 6% are neutral, and 0% is dissatisfied and extremely dissatisfied. Thus, from the investigation of the forth question of the survey to the customers to identify customer satisfaction, the replies I got from them are given in the following diagram:

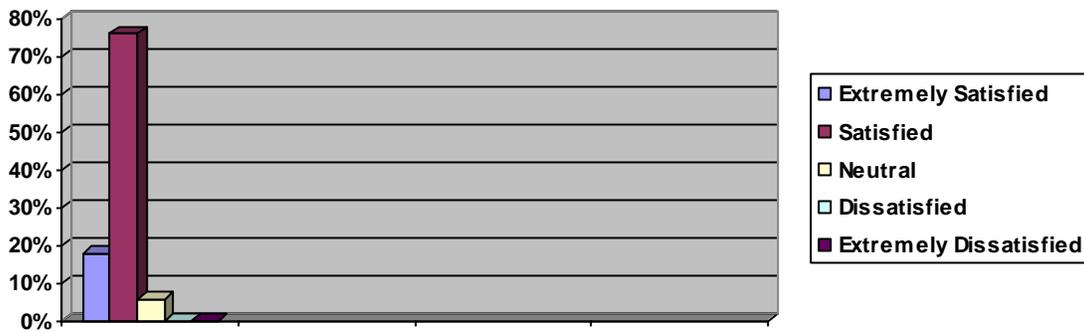


Figure 4.17: Percentage of how satisfied a customer is with IBBL overall

As I asked the customers to tell what they like most about their visits to this branch, different customers react in different manners. But most customers reply that the employees working in the branch of IBBL is very cooperative, well behaved and friendly and one thing is very important that they never take any help of falsehood. Additionally, some customers said about the security the branch has. Some customers spoke about the Islamic way the bank follows. Some customers stated about the availability of the information and support from the bank.

When I asked the customers to tell what can be done to improve the services at this branch. Some women customers recommend employing some women in the branch. Some of them told to decorate the branch more attractively. Some of them suggest not being very strict to give loan to the customers. Some suggest lessening the charge for transferring money from one district to another without online banking.

To recognize the customer loyalty, I asked five questions to the surveyed customers and from those questions the following comebacks are arranged.

As I asked the customers how likely they are to purchase new services from IBBL again, 12 of the surveyed customers act in response that definitely they would like to purchase new services from IBBL again as the bank provide them good service through following Islamic rules. 24 customers reply that maybe they will purchase new services from IBBL again as in future if they can afford to purchase any new product, they will do so. And 14 customers answer that they never will purchase any new services from IBBL again as this group of people are mainly women who are housewives or garments workers. They can not purchase the thing they want any time. So they will never buy any new product. Therefore, 24% of the surveyed customers are definitely likely to purchase new services from IBBL again, 48% answered maybe and 28% replied that they will never purchase any new services. Thus, from the investigation of the first question of the survey to the customers to identify customer loyalty, the replies I got from them are given in the following diagram:

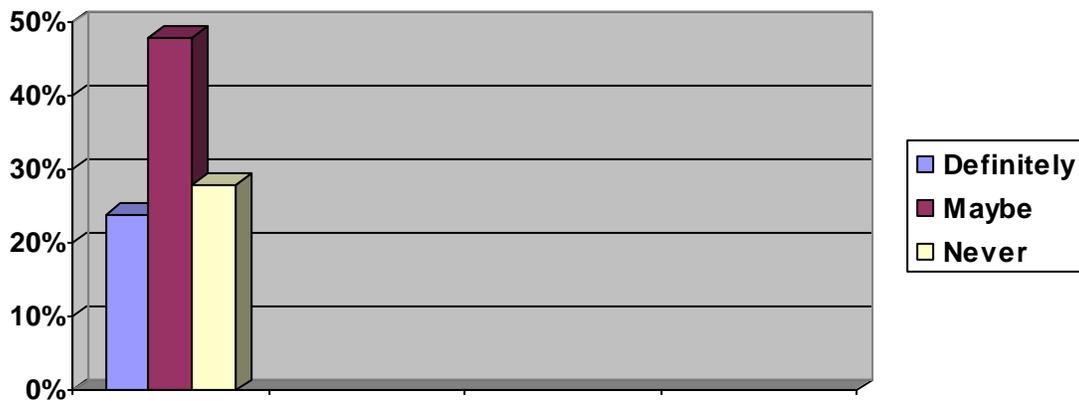


Figure 4.18: Percentage of how likely a customer is to purchase new services

While I asked the customers how likely they are to recommend IBBL's product/service to others, 7 of the surveyed customers respond that definitely they would like to recommend IBBL's product/service to others as they are getting good services from IBBL so the other people will also get good service and will be benefited. 34 customers act in response that maybe they will suggest IBBL's product/service to others if they get change and 9 customers reply that they never will suggest any IBBL's product/service to others as most of the people acquainted to them, have account in IBBL, so they already know about this branch. Therefore, 14% of the surveyed customers are definitely likely to suggest IBBL's product/service to others, 68% answered maybe and 18% answered back that they will never give advice to purchase any IBBL's product/service to others. Thus, from the investigation of the fourth question of the survey to the customers to identify customer loyalty, the replies I got from them are given in the following diagram:

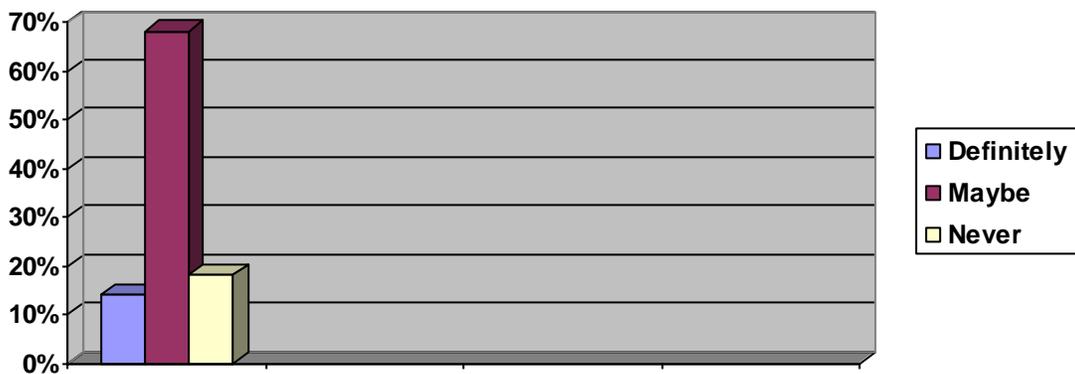


Figure 4.19: Percentage of how likely a customer is to recommend IBBL's product/service to others

As I asked the customers how likely they are to recommend IBBL to others, 18 of the surveyed customers act in response that definitely they would like to recommend IBBL to others as they are getting good services from IBBL thus the other people will also obtain good service and will be benefited. 26 customers reply that maybe they will recommend IBBL to others if they get change and 6 customers reply that they never will suggest IBBL to others as most of the people acquainted to them, have account in IBBL, so they already know and relation with this bank. As a result, 36% of the surveyed customers are definitely likely to suggest IBBL to others, 52% answered maybe and 12% answered back that they will never advise to purchase IBBL to any one. Thus, from the analysis of the third question of the survey to the customers to identify customer loyalty, the replies I got from them are given in the following illustration:

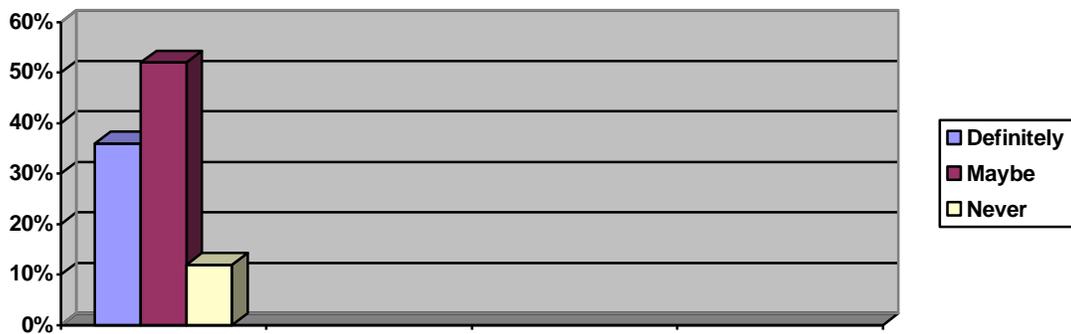


Figure 4.20: Percentage of how likely a customer is to recommend IBBL to others

Since I asked the customers how likely they are to switch to a different bank, 3 of the surveyed customers answer that definitely they may switch to a different bank for more flexibility but they will also stay continuous with IBBL. 10 customers answer back that maybe they will switch to a different bank in future but not now and 37 customers answer that they never will switch to any different bank as this is the bank which they like most. Accordingly, 6% of the surveyed customers definitely switch to a different bank, 20% answered maybe and 74% answered back that they will never switch to any different bank. Thus, from the investigation of the forth question of the survey to the customers to identify customer loyalty, the replies I got from them are given in the following diagram:

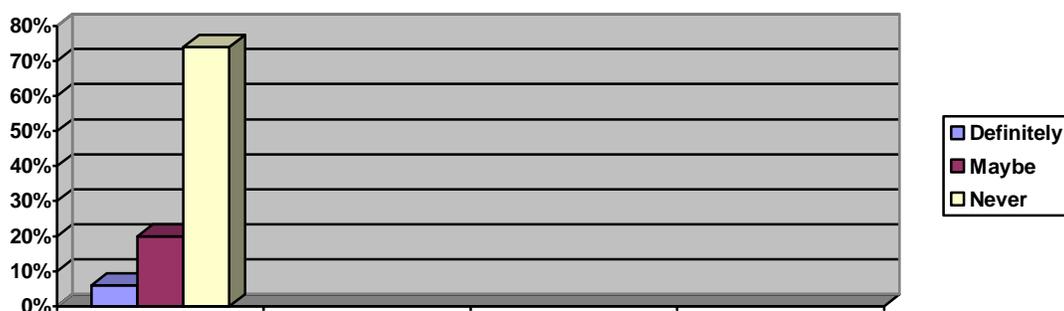


Figure 4.21: Percentage of how likely a customer is to switch to a different bank

While I asked the customers which their most preferred bank is, most of them have same answer that Islami Bank Bangladesh Ltd. though it has some insufficiency. Their first choice in the banking sector is Islami Bank Bangladesh Ltd. and they like to be closed with this bank. This preference may grow up from this bank's reputation, brand image, Islamic views, good service or any other thing.

4.2 Results and Discussion

From the analysis of the survey, I came to know that most customers of the Islamic Bank Bangladesh Ltd. more or less like this bank from different aspects or attributes. From the analysis following findings are found:

- Most of the customers like this bank as their money are used according to the Islamic rules.
- Though I surveyed male customers rather than female, the main customers of IBBL are women who are garments worker or working household jobs. Besides, different families open account for the students to marry off them.
- Most of the customers are mainly of business group as most of the people doing business in the Badda area have at least one account in the IBBL.
- The customers are mostly 31 to 40 years old. As this group of people mainly are income savers.
- As most of the customers are mainly of business group, they have to come daily in the bank. So, the number of daily comer is high.
- 62% of the surveyed customers satisfied with the products they are receiving from IBBL which is acceptable number.
- 58% of the surveyed customers are extremely satisfied with the services they are receiving from IBBL.
- 54% of the surveyed customers are satisfied with the cleanliness of premises of this branch of IBBL for being Shariah based and the employees are very religious.
- 64% of the surveyed customers are neutral with the length of time it takes to receive the requested service from the branch because they think that sometimes it is timely and sometimes it becomes very late to deliver the requested service to the customers.
- 94% of the surveyed customers respond that they mostly feel secure in transacting from this bank because the security of the bank is very strict. There are several CC cameras in the bank and the security guards are always ready to save the people's wealth, standing with guns.

- 48% of the surveyed customers answer that they choose this bank because the branch is close to their home as Badda is a very huge area and it is also a Thana, so the people willing to open an account in an Islamic bank, come to IBBL as it is the only one branch of IBBL in this Thana.
- 70% of the surveyed customers reply that they are satisfied with the product features of loan and deposit account as the profit they get from deposit scheme is about half of the deposited money and the interest on loan is less than the other banks. But they are not extremely satisfied as the bank takes interest but declares it as profit which confuses the customers.
- 64% of the surveyed customers act in response that they are satisfied with the fees and charges as the bank require making revenue and maybe there are some products which require to be offered by a higher price, however all the time the bank is not doing so.
- 76% of the surveyed customers respond that they are satisfied with IBBL as a whole for its reputation and brand image for being Shariah based company.
- 86% of the surveyed customers reply that they are neutral about the ATM services of IBBL as they do not have any ATM cards of IBBL, for this reason they do not know anything about the ATM services of IBBL.
- 54% of the surveyed customers reply that they are satisfied with the complaint resolution of IBBL, as the bank takes immediate steps if any problem rises.
- Some believe that their good services and helping hands towards the poor people are main reason to prefer the bank.
- Some of the customers believe that this bank is some how helping the *Jangi* for which they are going to switch to a different bank in future.
- The person, in the information desk is not proper for the bank.
- Some customers think that they are giving chance to the people of Islamic religion rather than other religions.

Therefore, these are the results, are brought from the analysis of the survey.

4.3 Recommendation

When conducting my survey, the customers suggest some recommendations to the Islami Bank Bangladesh Ltd. the suggestions, the customers offer are given below:

- People have some confusion about this bank. So the bank needs to work to remove that confusion.
- Most of the customers recommend that the bank can open more ATM booths.
- Some customers spoke out about woman employees in the bank as there is no woman employee in this branch. Even there are a very little number of woman employees in the other branches of IBBL too.
- The bank can offer diversity of products and services to people of different religions.
- The bank can make a clear picture of difference between Profit and Interest. As some people think that this bank is taking interest which they are declaring as *PROFIT* according to the Islamic views.
- Moreover, they can provide special training to the person in the information desk to help the customers with more accurate and instant information.
- Some of the customers suggest decorating the branch more attractively.
- Some of them suggest not being very harsh to grant loan to the customers.
- Some propose to reduce the charge for transferring money from one district to another without online banking.
- Some recommend for making the customers more acquainted with the online banking system of the bank.

Consequently, these are recommendations the customers offer to the bank. The customers are also recommending the bank that if the bank can focus a little attention in the above aspects, they will be able to attract the customers more.

4.4 Conclusion

The first choice of the customers in the banking sector in Badda Thana is Islami Bank Bangladesh Ltd. and they like to have a strong bonding with this bank. This preference may grow up from this bank's reputation, brand image, Islamic views, good service or any other thing. The bank is now targeting small investment rather than large investment to help the poor people of Bangladesh. They are offering new and new products and services to the customers. They are always in the way of improvement to facilitate the people of Bangladesh. They are in the basis of 100% Shariah and always will be in that tract. They have made a trust in the mind of the customers by providing good services. They also want to see a green Bangladesh and are working for that purpose.

Though there is some confusion in the customers about IBBL, they are attempting to be the 150 million people's bank. Their vision of the New Year 2011 is to reach 10 million customers. So, they are working according to that way to fulfill their vision. They want reach each and every customers in the banking industry. Therefore, we can believe that they will be able to recover their lacking in the banking sector and will be number one bank of Bangladesh.

Appendix

The sample of the questionnaires, offered to the customers for the survey, is presented below:

Dear Sir/Madam,

I am a student of BRAC University and as part of my internship I am conducting a survey on customer satisfaction. For this purpose, I require your assistance in filling out the below questionnaire. The exercise will not take more than 10 minutes of your time. All information collected will be kept completely confidential and used for education purposes only. Thank you.

Please tick the appropriate option where applicable.

- a. Gender: a) Male b) Female
- b. Age: a) Below 20 b) 21-30 c) 31-40 d) 41-50 e) Over 50
- c. Occupation: a) Businessman b) Service Holder c) Retired d) Others(please state)
- d. Approximate monthly income: a) Below Tk 20,000 b) Tk 20,000-40000
c) Tk 40,000-60,000 d) Over Tk 60,000

Customer Satisfaction:

1. Approximately how often do you visit this branch?

- i) Daily
- ii) Once a week
- iii) Once a month
- iv) Once a year
- v) Other (please state)

2. How satisfied are you with the products you are getting from IBBL?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

3. How satisfied are you with the service you received?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

4. How satisfied are you with the cleanliness of premises?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

5. How satisfied are you with the length of time it takes to receive requested service from the branch?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

6. Do you feel secure in transacting from this bank?

- i) Mostly
- ii) Rarely
- iii) Never

7. Why did you select this bank?

- i) Reputation/Brand
- ii) Closeness to home
- iii) Based on Shariah
- iv) Good service
- v) Low fees and charges
- vi) Low interest on loan and high interest on savings

8. How satisfied are you with the product features of loan and deposit account (such as, interest rates)?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

9. How satisfied are you with the fees and charges?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

10. How satisfied are you with the ATM services?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

11. How satisfied are you with the complaint resolution?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

12. How often is person in information desk able to fully reply questions?

- i) Often
- ii) Sometimes
- iii) Rarely
- iv) Never

13. How satisfied are you with Islami Bank Bangladesh Ltd. overall?

- i) Extremely Satisfied
- ii) Satisfied
- iii) Neutral
- iv) Dissatisfied
- v) Extremely Dissatisfied

14. Please tell us what you like most about your visits to this branch.

15. Please tell us what, if anything, can be done to improve the services at this branch.

Customer Loyalty:

1. How likely are you to purchase new services from IBBL again?

- i) Definitely
- ii) Maybe
- iii) Never

2. How likely are you to recommend IBBL's product/service to others?

- i) Definitely
- ii) Maybe
- iii) Never

3. How likely are you to recommend IBBL to others?

- i) Definitely
- ii) Maybe
- iii) Never

4. How likely are you to switch to a different bank?

- i) Definitely
- ii) Maybe
- iii) Never

5. Which is your most preferred bank? Why?