

Internship Report

On

CONSUMERS PERCEPTION ABOUT THE SERVICES OFFERED IN SOUTHEAST BANK LIMITED





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Date of submission 26th December, 2011



LETTER OF TRANSMITTAL

December 26, 2011
Samina Haque
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Sub: Submission of Internship Report.

Dear Madam,

It is my great pleasure to submit the Internship report entitled “Consumers Perception about the Services Offered in Southeast Bank Limited” to you. As per requirement of BBA, I have completed the Internship in Southeast Bank Limited. I have tried to exert all the knowledge that I gathered through my working with this branch of SEBL.

Working for three months in the Southeast Bank Limited, Gulshan Branch helped me to fulfill the requirements of obtaining practical learning and subsequently prepare of this report. My internship in Southeast Bank Limited. was a worthwhile experience and the exposure of such an organization would be valuable for me. Before facing the real business world, I have gathered prior knowledge about the organization culture.

Thank you very much for your kind co-operation without which this Internship Report cannot be completed. I like to take every opportunity to express my gratitude of indebtedness to you.

Thank you very much for your kind co-operation.

Sincerely yours,

.....

Shahanaz Akhtar
ID#08104124



ACKNOWLEDGEMENTS

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my Internship Advisor, Samina Haque, Senior lecturer, Faculty of Business Administration, BRAC Business School whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in Southeast Bank Limited (Gulshan Branch) as an intern. I thank all the employees for being friendly and cooperative. I was taught lots of important things through-out my internship career because of their proper attention and co-operation.

My deepest appreciation and special thanks goes to Mr. Atiq ur Rahman the executive officer of Southeast Bank Ltd Gulshan Branch, for extending his support in compiling this report. I would specially like to thank Mr.Imtiaz Khaled, officer of Southeast Bank, Gulshan Branch who helped me a lot during my Internship days with valuable advices, guidance and necessary information.

At last I must mention the wonderful working environment and group commitment of this bank that has enabled me a lot deal to do and observe the banking activities during my internship period of three months.Finally I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well



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EXECUTIVE SUMMARY

This report is conducted on “Consumers perception about the services offered in “Southeast Bank Limited.” Southeast Bank Limited (SEBL) is one of the private sector commercial banks of the country in terms of asset quality, profitability, market diversification, and capital adequacy. By conducting this research, it has been tried to identify the consumer’s perception and attitude towards the services offered in Southeast Bank Limited and whether the customers are satisfied by having the services or not. This report has been divided into four parts. In the first part of the report a brief discussion on the organization is given, vision, missions, the history, their competitors and other things.

The second part is all about the job that was assigned. The third part is the findings and analysis part. The analysis and recommendation part has been based on the respondent of Gulshan branch. The readers of this research paper will be able to understand about the services of Southeast Bank Limited, the views of customers towards the different services, the level of customer satisfaction, the products and services offered for customers, reasons behind customer dissatisfaction and lots of other issue related to the services offered. In this report, a survey has been done to find out the perception of consumers regarding the services offered in Southeast Bank Limited. The analysis has been done considering the three main factors demographic segment, perception section and the satisfaction section. In the demographic segment analysis has been on customer’s opinion based on their gender, age, education, length of involvement with the bank. In the perception section it has been focus on the consumers views of the services offered that are popular in Southeast Bank Limited and in the satisfaction section the analysis has been done on the reasons for customer dissatisfaction.

Finally, after reading this report one would easily understand the consumer’s perception about the services of Southeast Bank Limited and also the reasons for customer’s dissatisfaction level. Some recommendation is given at the end of the report to improve and maintain the efficiency of customer service and help to increase more customer satisfaction of Southeast Bank Limited.



CHAPTER – 1

Organization





Background of the Study

As a student of Bachelor of Business Administration every student has to conduct a practical orientation in any organization for fulfilling the requirements of the 12 weeks Internship Program, where they are exposed to challenges often met in the real life business organizations At BRAC University- Bangladesh, internship program is a must criterion for Bachelor of Business Administration (BBA) students, designed to put them in a challenging environment of the relevant field, where the students get ample opportunity to apply their theoretical knowledge into practical applications. During the internship training, students have the opportunity to adopt themselves into the particular environment of the organization. It provides a unique opportunity to see the reality of business during student life, which enables them to building confidence and working knowledge in advance of the start of their career. This report contains details of internship program in Southeast Bank Limited. During this period I tried to get familiarize myself with the theoretical concept and practical process of customer service in Southeast Bank Limited.

Origin of the Report

Dimension of banking all over the world has been changing rapidly due to the deregulation of globalization and technological innovation. Now-a-days banking business has been facing more competition locally as well as globally. Today's modern banks are not only providing traditional banking, rather banks are expanding the menu of financial services and banks are making the untouchable service touchable for their customers.

As a student of the BRAC University-Bangladesh, this report is a partial requirement of BBA course. In order to fulfill the requirement of the Internship program I chose Southeast Bank Limited.. The main purpose of the program is to expose the students to the real world situation. The topic of my report is “**Consumers perception about the services offered in Southeast Bank Limited.** I have done my internship in Southeast Bank Limited, Gulshan Branch. This report has been completed based on my practical experiences starting from 19th September to 19th December, 2011 in Southeast Bank Limited of Gulshan branch.



Objective of the Study

The primary objective of this report is to find out the consumer perception level to the services of consumer banking in Southeast Bank Limited. My internship report will consist of the organizational part. The objective of my project part is that basically I am going to analyze the data which I will get from my targeted area or sample population.

Scope of the Report

The report is based on the overall description of in Southeast Bank Limited, its services, products, operation, organizational setup, functions, and its marketing strategies. The scope of the study is to analyze to the consumers perception about the services offered only in Southeast Bank Limited of Gulshan branch.

Methodology of the Study

I have collected primary and secondary data for my research paper.

Primary Sources

I designed a structured questionnaire for the customer of the Southeast Bank Limited I made a questionnaire for the customers of Southeast Bank Limited and collected primary data by survey method and also by interviewing clients of Southeast Bank Limited.

Secondary sources

I have collected secondary data for my research paper. I have collected secondary data for my research paper from: Bank records and Website of the Bank.

Limitation of the study

- ❖ Time period was the other limitation for collecting information, which was only three month long but where I tried my best to make it the effective report.
- ❖ The bank's customers were very busy in banking hours. So, sometimes it was difficult to make them fill up the questionnaire
- ❖ To protect the organizational loss in regard of maintaining confidentiality, some parts of the report are not in depth.
- ❖ The research only covers the customers of Gulshan Branch, Dhaka.



Introduction

Southeast Bank Limited (SEBL) is one of the private sector commercial banks that started its operation on May 1995 in Dhaka. Southeast Bank Limited has a long and relishing heritage. Southeast Bank Limited is a service industry. It is a second generation Bank that was established in 1995 as a Public Limited Company, with the vision to stand out as a pioneer banking institution in Bangladesh. To contribute significantly in the national economy of Bangladesh is an important vision of the Southeast Bank Limited.

Southeast Bank Limited has a long and relishing heritage. Southeast Bank Limited is a service industry. It is a second generation Bank that was established in 1995 as a Public Limited Company, with the vision to stand out as a pioneer banking institution in Bangladesh. To contribute significantly in the national economy of Bangladesh is an important vision of the Southeast Bank Limited. Now SBL has built a financial institution in the financial sector of Bangladesh and earned the reputation of providing quality services to its customers. The bank's motto "A Bank with Vision" has the essence of legend success in the SAARC boundaries. The Bank has been sponsored by a group of eminent entrepreneurs of the country headed by Mr. Ragib Ali, Chairman of the board of Directors (present chairman is honorable Mr. Alamgir Kabir, FCA). Currently it has 78 branches operating at the strategic location of the country.

During the short span of time, Southeast Bank Limited had been successful to position itself as a progressive and dynamic financial institution in Bangladesh. The experience of the prosperous economies of Asian countries and in particular of South Asia has been the driving force and the strategic operational policy option of the Bank. The company philosophy- "***A Bank with Vision***" has been precisely the essence of the legend of bank's success. Southeast Bank had been widely acclaimed by the business community, from small entrepreneurs to large traders and industrial conglomerates, including the top rated corporate borrowers for forward-looking business outlook and innovative financing solutions. Thus within this very short period of time it has been able to create an image for itself and has earned significant reputation in the country's banking sector as a Bank with Vision.



Company Profile at a glance

COMPANY PROFILE	
Name	Southeast Bank Limited.
Head Office	Eunoos Trade Center 52-53, Dilkusha, C/A (Level-2,3, 4 & 16) Dhaka - 1000, Bangladesh.
Date of Incorporation	12 th March 1995
Principal Activity	Commercial Banking
Legal Status	Public Limited Company
Chairman	Mr. Alamgir Kabir, FCA
Managing Director	Mr. Mahbubul Alam
Website	www.southeastbank.com.bd
Authorized Capital	Tk. 10,000.00 million
Year of Initial Public Offer	1999
Market Lot	50 Shares
LOGO	

Competitive conditions

The main competitors of Southeast Bank Limited are the followings:

- ◆ Dutch Bangla Bank Limited
- ◆ Prime Bank Limited
- ◆ Dhaka Bank
- ◆ BRAC Bank
- ◆ HSBC
- ◆ Standard Chartered Bank

Among all these banks Dutch Bangla Bank Limited and Prime Bank Limited are the main competitors of SEBL. As Dutch Bangla Bank Limited is having lots of ATM booths and ATM service is good compare to SEBL. Similarly the service in Prime Bank Limited is better and it has a brand name, this bank is known to the customers. Multinational Banks like HSBC and Standard Chartered Bank are also their competitors



Historical Background

Privatization of Banking is an outcome of the deliberate policy change by the government of Bangladesh in late 70's. The emergence of Southeast Bank Ltd. was at the juncture of liberalization of global economic activities, after the URUGUAY ROUND has been an important event in the financial sector of Bangladesh. The company slogan "**A Bank with Vision**" has been exactly an essence of the legend of success in the Asian countries.

The bank had been widely acclaimed by the business community, from small entrepreneurs to large traders and industrial conglomerates, including the top-rated corporate borrowers for its forward - looking business outlook and innovative financial solutions. Presently, it has thirty branches. During the year 2005 the Bank envisaged to open more branches in important financial centers of the country.

Southeast Bank Limited has been licensed by the Government of Bangladesh as a Scheduled commercial bank in the private sector in pursuance of the policy of liberalization of banking and financial services and facilities in Bangladesh. In view of the above, the Bank within a period of 10 years of its operation achieved a remarkable success and met up capital adequacy requirement of Bangladesh Bank.

It has been growing fast as one of the leaders of the new generation banks in the private sector in respect of business and profitability as it is evident from the financial statements (will be described later) for the last 10 years. Southeast Bank Limited is focused on the established and emerging markets of Bangladesh. In Dhaka, the first branch was launched in 1995 and the bank has been growing ever since. The organization's aim is to be the leading bank in the country's principal markets.

The bank by concentrating on the activities in its area of specialization has achieved good market reputation with efficient customer service. The Bank is committed to providing continuous training to its staff to keep them up to date with modern practices in their respective fields



Vision of Southeast Bank Limited

“To be a premier banking institution in Bangladesh and contribute significantly to the national economy”

Missions of Southeast Bank Limited

- Balance growth strategy
- High quality financial services with the help of the latest technology
- Steady return on shareholders' equity
- Innovative banking at a competitive price
- Firm commitment to the society and the growth of national economy.
- Attract and retain to the society and the growth of national economy
- High standard business ethics.
- Fast and accurate customer service

Objectives

- To be the market leader both in terms of deposits and good loans among private commercial banks

Goals

- Become the most profitable bank
- Provides highest level of satisfaction to customers
- Enhance the value of shareholders investments and optimize return on their investment

Core Values

- Integrity
- Respect.
- Fairness
- Harmony
- Insight and Spirit
- Commitment
- Enthusiasm for work



- Service Excellence
- Courtesy
- Team spirit
- Business Ethics

Core Competencies

- Knowledge
- Experience and Expertise
- Customer Focus
- Transparency
- Determination
- Zeal for Improvement
- Reliability

Commitment to Clients

- Provide service with high degree of professionalism and use of modern technology
- Create long - term relationship based on mutual trust
- Respond to customer needs with speed and accuracy
- Share their values and beliefs
- Grow as our customers grow
- Provide products and service at competitive pricing
- Ensure safety and security of customers' valuables in trust with us

Structure

The Authorized Capital of the Bank is Tk. 10,000.00 million .The banks will be manned and managed by experienced officers committed to provide highly efficient, personalized and quality services. There will be no conventional system of clerk, guard and peon in the Bank. The security aspect will be looked after and managed through private security agencies. The bank has a good number of professional managers to manage competitive and complex situation efficiently and effectively. The Bank had set up a network of 78 Branches in Dhaka, It has no overseas branch.



Products and Services

Deposit Products

Conventional banking:

- ❖ Savings Bank (SB) Account
- ❖ Current Deposit (CD) Account
- ❖ Special Notice Deposit (SND) Account
- ❖ Fixed Deposit Receipt (FDR) Account
- ❖ Double Benefit Scheme (DBS) Account
- ❖ Millionaire Deposit Scheme (MDS) Account
- ❖ Pension saving Scheme
- ❖ Education saving Scheme
- ❖ Monthly Savings Scheme (MSS) Account
- ❖ Monthly Income Scheme
- ❖ Multimillionaire Gold Deposit Scheme

Islamic Banking:

- ❖ Mudaraba Savings Bank (SB) Account
- ❖ Al - Wadiah Current (CD) Account
- ❖ Mudaraba Special Notice Deposit (MSND) Account
- ❖ Mudaraba Term Deposit Receipt (MTDR) Account
- ❖ Mudaraba Double Benefit Scheme (MDBS) Account
- ❖ Mudaraba Monthly Savings Scheme (MMSS) Account
- ❖ Mudaraba Hajj Sanchay Prokalpa
- ❖ Mudaraba Millionaire Deposit Scheme (MMDS) Account



Loan and Advances Products

- ❖ Working Capital Finance
- ❖ Overdraft (OD)
- ❖ Project Finance
- ❖ Syndicated Loan Packing Credit
- ❖ Loan Against Export Bill
- ❖ Loan Against Trust Receipt

Services of Southeast Bank Limited

- ❖ SME Banking
- ❖ Dual Currency VISA Credit Card
- ❖ Virtual Card
- ❖ Remittance Business
- ❖ Western Union
- ❖ SWIFT Services
- ❖ Locker Services
- ❖ ATM Services
- ❖ Internet Banking Services
- ❖ Bill Payment Services
- ❖ E-Statement Services



Operational network Organ gram of SEBL

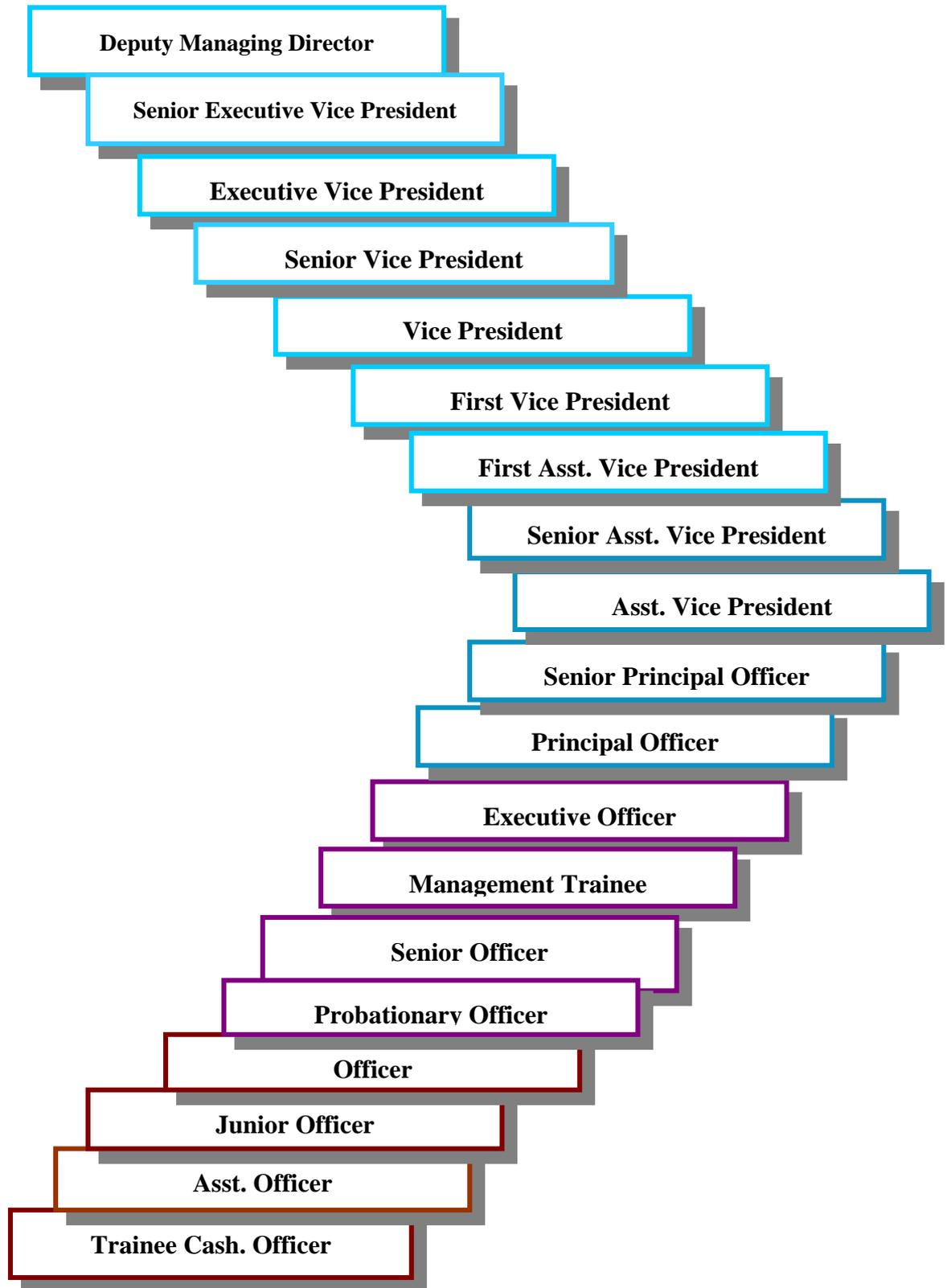


Figure 01: Hierarchy of Southeast Bank Limited



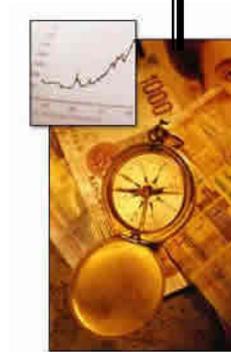
SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ❖ Transparent and quick decision-Making ❖ Satisfied customers ❖ Skilled risk management ❖ Efficient team of performers ❖ Internal control and compliance ❖ Diversification to perform business operation 	<ul style="list-style-type: none"> ❖ Limited branch network ❖ High concentration on large loan ❖ Less concentration on advertising and promotion ❖ No research and development facilities for innovating new products. ❖ Long management hierarchy
Opportunities	Threats
<ul style="list-style-type: none"> ❖ Expansion of Branch network ❖ Attraction of more customers through sophisticated service quality ❖ Further diversification of product ❖ Bank can introduce a training center for its employees to make the employees more effective and efficient 	<ul style="list-style-type: none"> ❖ The upcoming private local banks can also pose a threat to the existing to private commercial banks ❖ The emergence of the multinational banks and their rapid expansion poses a potential threat ❖ Threat of Bank Loan default



CHAPTER – 2

Job Part





I started my internship at Southeast Bank Limited on 19th September, 2011 and it was completed on 19th December. I was assigned to the Gulshan Branch. Working for three months in the Southeast Bank Limited, Gulshan Branch helped me to fulfill the requirements of obtaining practical learning. My internship in Southeast Bank Limited. was a worthwhile experience and the exposure of such an organization would be valuable for me. Before facing the real business world, I have gathered prior knowledge about the organization culture

Nature of the job

In the first week my organization supervisor assigned me that I have to work in the General banking department and Foreign exchange department throughout the three months. Southeast Bank Limited has a total of currently 78 branches operating all over the country. The overall branch activities of SEBL can be primarily divided into three departments. These are:

- ⇒ General Banking Department
- ⇒ Accounts and Credit Department
- ⇒ Foreign Exchange Department

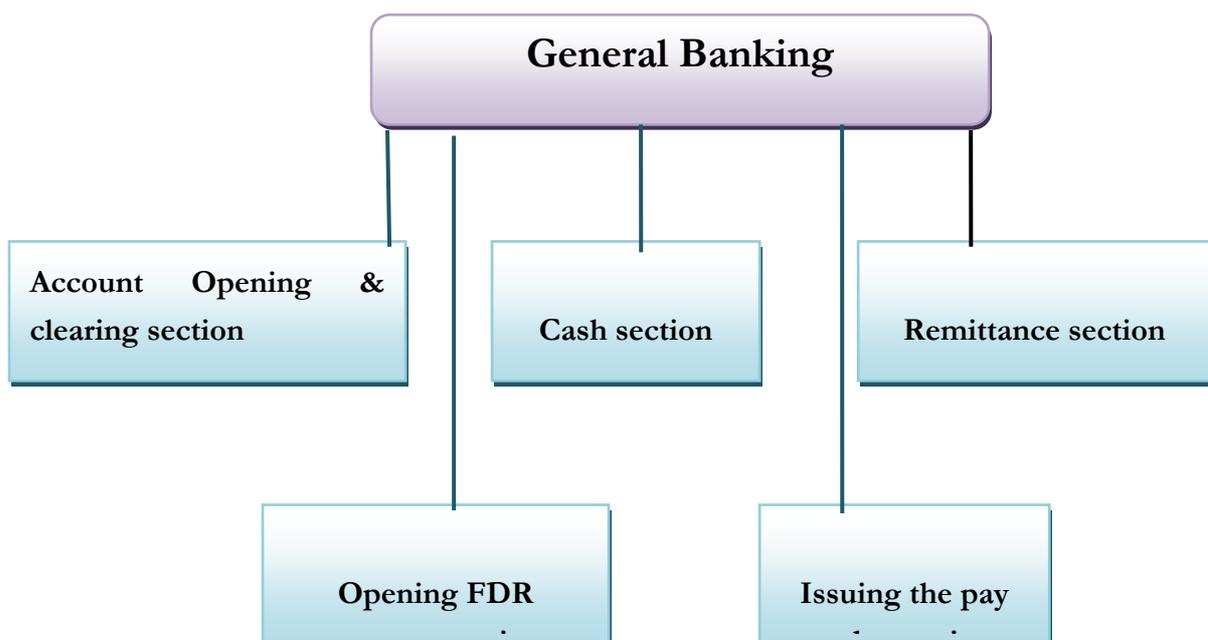


Figure02: Different sections of the General Banking Department



General Banking Department

This department deals with the general activities of the bank that is the Account opening, Cash receive and Cash payment, Dealing with the clearing house, Opening FDR account, Issuing the pay order, responding the letters of different government and private organizations. In account opening desk the customers may open many different kind of accounts for example they can open Savings account, Current account, Special Notice Deposit account, Foreign Currency Account, Different kind of Scheme account like Monthly Income scheme, Pension scheme, Monthly Saving scheme, Double Benefit Scheme and many others.

Foreign Exchange Department

We do the exchange all time. But foreign exchange is not like the regular exchange. Banks work as a transaction agent for both the parties. There are some rules and regulations in foreign trade. You just can't buy or sell what ever you like. Foreign exchange can be divided in two parts: Export and Import.

Accounts and Credit Department

As I was not assigned in this department so I don't know much about this department of Southeast Bank Limited.

Specific responsibilities of job

In The first week my supervisor told me that I have to work in the General banking department and Foreign exchange department. In the general opening department I had mainly worked in the accounts opening section,

At first I was assigned in the General Banking for two months and the tasks which I was assign are:

- ✓ Giving the customers the information what type of documents will be required to open an account. I used to tell them they need two copies of their photograph and two copies photograph of the nominee and the photocopy of the client's and nominees national ID
- ✓ Help the customers in opening new accounts as some of the customers were not that much educated



- ✓ Many Customers used to come for cheque deposits and I used to receive the accounts payable cheque
- ✓ Putting seals like “payees account credited” and “received for clearing” seals for clearing
- ✓ Writing the pay orders
- ✓ Sometimes I used to give the customers their cheque book for which i have to take their signature in the register book and verify their signature
- ✓ I had to put the customer files of deposit forms serially
- ✓ I used to print, type and photocopy the documents

The last month I was in the foreign exchange department. Over there. I did not have to interact with the customers but there were also responsibilities that I have done are:

- ✓ Receiving the required documents from customers such the photocopy of National ID, photocopy of Passport and the Trade License etc
- ✓ Have to do a lot of photocopy in this departments
- ✓ Distributing the Western Union forms to the clients
- ✓ Receiving the phone and telling the customers to come for the missing information
- ✓ Picking up the phone, calling up customers for missing information
- ✓ Putting different typed of seals on the documents

Different aspects of job performance

In my internship period was going on I was assigned many responsibilities as I was the only intern at that time in the general banking department. In general banking department I was working in the account opening and clearing section. These two services were performing from the same desk. The different aspects of my job are summarized below:

I was assigned to give all the related information needed to open an account to the new customers. Each day it was tough for me but still as it was my responsibility to capture new as well as existing information to open an account opening and then give those information to the customers who are willing to open an account in this bank. Again on the other hand I was also assigned to give the cheque books to the clients



whenever they were coming to receive it .Beside this, I used to fill up the fill up the new as well as existing customers deposit form

Critical observations and recommendations

It was a wonderful experience working at Southeast Bank Limited. The employees of the bank were very helpful and nice to me. Throughout the three months the things which I have observes are:

- ✓ The Bank employees face the following problems in rendering customer services as some customers do not understand form and refuse to provide introducer or photo for opening accounts.
- ✓ Individual attention can be given to customers in order to better understand the customer's needs and better satisfy them.
- ✓ In general banking department it is necessary to implement modern banking process instead of traditional system. It should be more computerized.
- ✓ The Cheques, deposit slips are not written properly by the customers so the employees have to do that
- ✓ Misbehavior by some customers due to the poor service of ATM booth
- ✓ In general banking department it is necessary to implement modern banking process instead of traditional system. It should be more computerized.
- ✓ The employees never left their work pending for the next day unless it is totally urgent.
- ✓ The management of the bank does not give much importance on the employees so the employees are not motivated



CHAPTER –3

Project





Description of the Project

Southeast Bank Limited is one of the private commercial banks in Bangladesh which has started its operation in 1995. Southeast Bank Limited positioned its services by ensuring faster customer service, provide service with high degree of professionalism and use of modern technology, safety and security of customers valuable in trust with SEBL, and respond to customers' needs with speed and accuracy etc. But some of the banks are offering at a lower price and some are offering almost the same price for the same sort of services. And for this recently SEBL has already lost a number of their potential customer's. The mid-level customers are holding strongly the Southeast Bank's deposit position. So in my sense, the existing customers or those who already closed their account from Southeast Bank are getting confused because for the various or same types of services which are served by other banks. The change is occurred because now in market there are available options to switch. Furthermore, the competitors might serve the consumers with different attributes or follow different techniques. So to get a clear knowledge and a better understanding I choose this topic as my internship project which is basically based on the consumers' perception about the services in Southeast Bank Limited, Gulshan branch.

For this project I have prepare a questionnaire to find out the perception of consumers of SEBL in Gulshan Branch and also have taken a face to face interview. I hope throughout my research I will find out the consumers best possible inner opinion or the real scenario by analyzing those perception of the consumers.

Objectives of the Project

The objective is basically met by remaining attached with a reputed organization and by gaining some real life experiences. Southeast Bank limited is one of the successful private banks in our country. The report is focused on the organizational structure and the services offered by SEBL. This report basically focuses on the study of customer services quality in Southeast Bank Limited, on the basis of a questionnaire and which was adorned on the basis of some parameters. Finally, I analyzed the findings from the questionnaire and came to a conclusion with some of my recommendations. In case of this report the objectives are as follows:



Broad Objective:

- To identify the consumers perception about the services offered in Southeast Bank Limited

Specific Objectives:

- To observe and understand the activities of the different departments of the host organization Southeast Bank Limited (SEBL)
- To identify the customers demand to Southeast Bank Limited
- To identify the customers perception or attitude towards the customer services of Southeast Bank Limited
- To provide suggestions to ensure better customer service

Research Methodology

To prepare this report I depend mostly on primary data collection and prefer the questionnaires as a tool for my primary data collection. The topic for the research is “Consumers perception about the services offered in Southeast Bank Limited”. The research design includes mainly primary data. In order to collect primary data, a survey questionnaire was prepared. The questionnaire consisted three sections.

1. Demographic
2. Perception &
3. Satisfaction

In the beginning portion of the questionnaire, customers were presented with questions related to their ‘demographics’ and was presented with check boxes to fill up personal information (i.e. age, gender, sex, monthly income, occupation, etc). In the perception section where the questions were mainly designed to gather information about consumers perception of the standard service quality of the bank. And in the satisfaction section where the respondents were asked whether customers really satisfied with the services related to consumer banking of the bank.

Data Collection and presentation Techniques

I designed a structured questionnaire for the customer of the Southeast Bank Limited. This structured questionnaire was the major tool of this research paper. Data Collection method consisted of primary method that is the questionnaire survey and also the face to face interview, the questionnaire was distributed to consumers of



Gulshan branch only. On the contrary, secondary data was collected solely from i.e. banks department files, forms of different deposit schemes and the annual reports. I analyzed and presented the data by percentage, graphical presentation techniques, used different types of charts. I tried to analyze the major or critical findings .Then, based on everything; I provided recommendations and conclude the research paper.

Sample size

The population for the project is all the customers of Southeast Bank Limited, which is significantly large .However considering our limited time frame, the sample was reduced to 60 participants of SEBL in Gulshan branch.



Findings and Analysis

I have done a survey to find out the perception of consumers regarding the services offered in Southeast Bank Limited. The analysis has been done considering the three main factors. The questions are related to the following factors:

- ❖ **Demographic segment-** age gender, education, occupation, length of Involvement
- ❖ **Perception section-** the questions were mainly designed to gather information about consumers perception of the standard service quality of the bank
- ❖ **Satisfaction section-** respondents were asked whether they were really satisfied with the services of the bank.

The results of this survey are presented according to the questions that were asked to the respondents with the help of a structured questionnaire. I have also taken a face to face interview

Customer service performs the core functions of the bank, operated the day-to-day transactions, all the functions of other department is linked with customer service. This is very difficult to satisfy a customer in banking sector because the customers usually make judgment about the quality of services depending on how much satisfaction they are getting from the customer services and the way of judgment varies from customer to customer. Therefore, the customer service providers should be concerned in giving their best effort to satisfy the need of each individual customer.

The answers of the questions are representing the customers' perception or attitude towards the services of the Southeast Bank Limited. According to the questions of the questionnaire the results of this study are as follows

Demographic Segment

For this survey I have prepared a questionnaire for the consumers of SEBL and besides this I have also taken a face to face interview to get clear idea about what they think about the services. Primarily, I have collected some personal information such as age, gender, occupation, education, length of Involvement from the respondents that are related to the study. The results of the questionnaire analysis are presented below:

Number of Respondents by Age group

From the survey I have found that that 53.33% of the respondents are in the age group of 26-40 years. The next largest group of the respondents is in the age group of above 41 years (36.67%). About 10% respondents are from the age group of above 20-25 years.

Table 01: No. of Respondent by Age Group

Age Group	No. of Respondents	Percentage(%)
20-25 years	6	10%
26-40 years	32	53.33%
Above 41 years	22	36.67%
Total	60	100

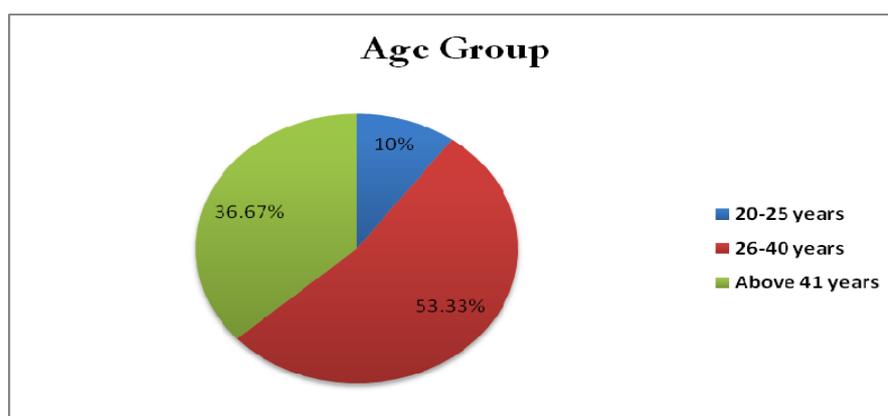


Figure 03: No. of Respondents by Age Group

People of different age groups were survey to complete this research and most of the customers are in the age group of 26-40 years are taking the services from SEBL. This age distribution of the customers indicate that the majority of them are middle age and between the age of 26 to 40 years.

Number of Respondents by Occupation

The respondents were given a wide array of options for selecting the occupation they are in. From the graph it is seen that most dominating group here is the service sector (job holder).

Table 02: No. of Respondent by Occupation

Occupation	No. of Respondent	Percentage(%)
Student	6	10%
Job holder	35	58.33%
Business	9	15%
Others	10	16.67%

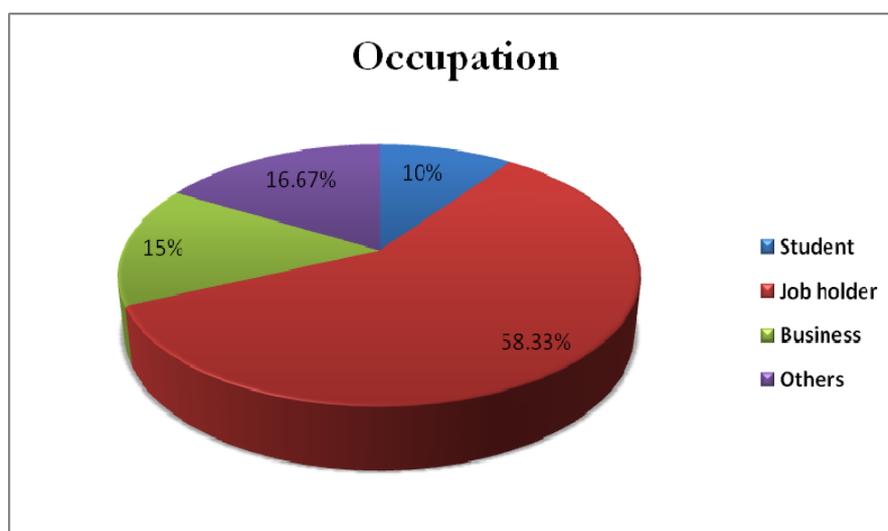


Figure 04: No. of Respondents by Occupation

Among the 60 respondents, 35 were job holders, which accounts for 58.33% of the total sample. Business professionals such as doctors, engineers and traders represent the next largest segment 15%. Others like retired persons and housewives are the third largest sample accounts for 16.67%. Students were 10%. The distribution is shown in the diagram. Besides this, it is also found that from the survey that the male customers are more compare to the female customers who are taking the services from SEBL.

Number of Respondents by Education

From the graph it can be seen that among the respondents 18% customers are post graduate, 27% are graduate and 17 % customers are undergraduate.

Table 03: No. of Respondents by Education

Education	No. of Respondents	Percentage (%)
Post Graduate	11	18.33%
Graduate	16	26.67%
Under Graduate	10	16.67%
Other	23	38.33%

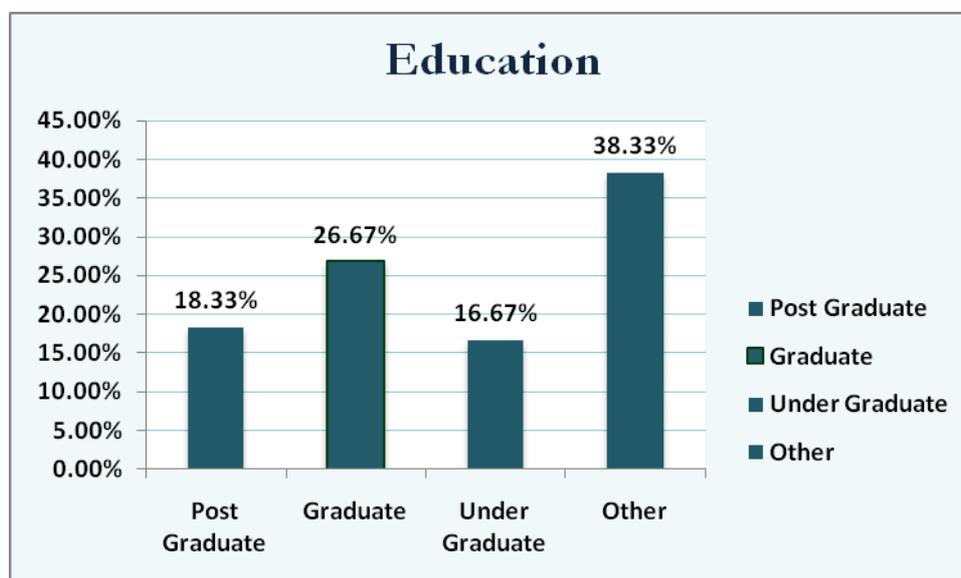


Figure 05: No. of Respondents by education

From the above analysis, it is found that most of the customers of Southeast Bank Limited belong to the other group who has completed SSC/ O' Levels or HSC/A level exams. Even there were some customers who didn't have any education level. The number in "Other group" is large as some of the customers are housewives, and other aged persons

Number of Respondents by length of involvement

From the graph it can be seen that the respondents of this survey were grouped into three different lengths of involvement levels, based on their duration of banking with SEBL in year. Customers having less than one-year experience with the bank represents 8% of the total respondents. However, 62% of them have 3 to 5 years experience with the bank. About 30% of the respondents have experience of 2 to 3 years.

Table 04: No. of Respondent by Length of Involvement

Length of Involvement	No. of Respondents	Percentage(%)
Less than 1 year	5	8%
2-3 years	18	30%
3-5 years	37	62%
Total	60	100

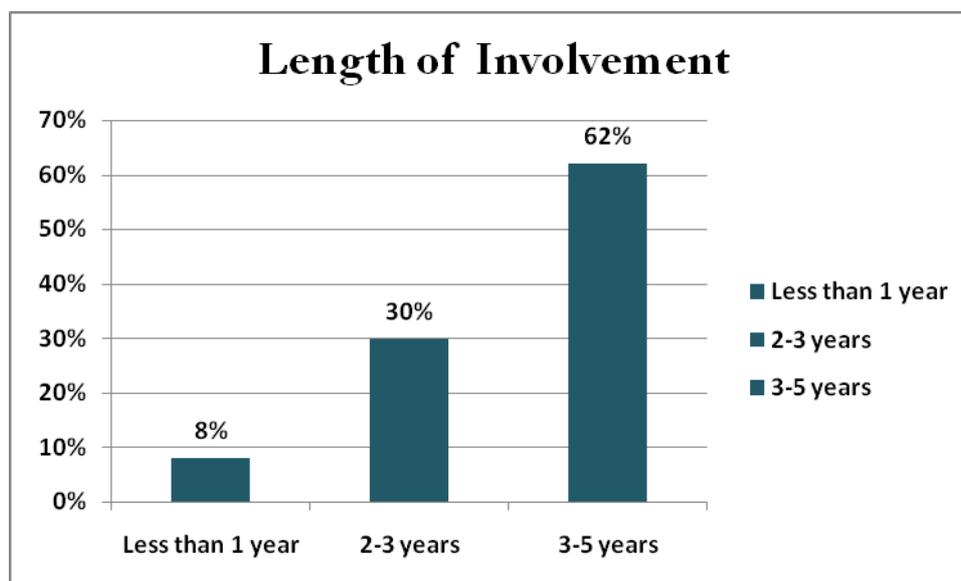


Figure 06: No. of Respondents by Length of Involvement

From the above analysis this indicates that most of the respondent customers have less than one-year of service experience with the bank. Most of the clients are involved with this bank since 3-5 years. The length of involvement level wise distribution of the respondents surveyed is given above in the table.



Perception of the consumers about the services in SEBL

To know and get a better understanding about the consumers' perception, behavior and their attitude towards the services offered in SEBL, the following questions have been designed for the consumers. I have done a questionnaire survey and also have asked several questions during the interview. SEBL has always tried to increase its efficiency in terms of service quality. For this a couple of years ago, SEBL took an ambitious objective of becoming the number one private commercial bank in Bangladesh. In order to achieve this goal, SEBL is still going through an immense renovation process and emphasizing a lot in its service quality level.

In the questionnaire the consumers were asked many questions related to the service quality of the bank. The questions were like the consumers were asked how did they know about this Southeast Bank Limited and the main reason for choosing the bank, whether they were having any account in this branch or not and if they have one then are they satisfied with the services which they are getting. In some banks the account opening process has become hazy and lengthy; the consumers of this bank were asked how they feel about the account opening process of this bank. Then the consumers were also asked what they think about the fees and service charges of the bank and whether it is reasonable in comparison to other banks. Then it is also an important question to know what the consumers think about the modern banking equipments, such as credit card, ATM booth, Modern Software etc of the bank services. To know in more details the consumers were also asked questions about the quality of the ATM services provided, the locker services, the service of WESTERN UNION as well as the deposit products and loan products. Beside all these services, the customers were asked some questions about the behavior of the employees of the bank. Last of all some of the questions were asked were related to the overall customer satisfaction.

According to the questionnaire the results of the each of the questions asked are presented below with the necessary charts and tables.

Question 01

The first question was merely an introductory question to give a glimpse of the topic to the respondents. This question was related about how the customers knew about Southeast Bank Limited. It was also to make sure how the respondent did know about Southeast Bank Limited. In the table below we can see that 22 of the consumers knew about this bank from their friends and colleagues, 16 from their relatives, 8 from self-interest, 4 from advertising and 10 from other sources.

Table 05: Showing how the consumers knew about Southeast Bank Limited

Comments	No. of Respondents	Percentage (%)
Relatives	16	27%
Advertising	4	7%
Self- Interest	8	13%
Friends /colleagues	22	36%
Others	10	17%

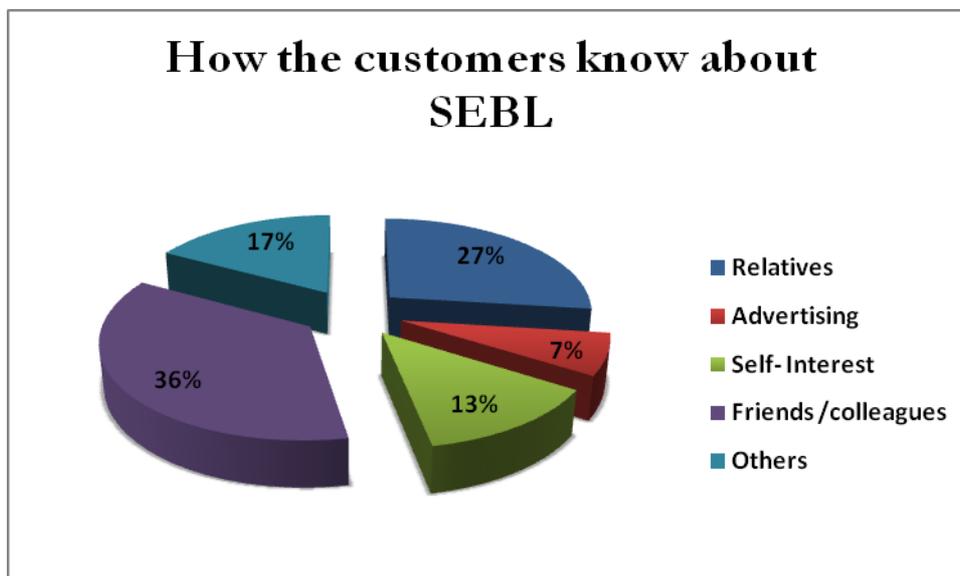


Figure 07: Consumers knew about Southeast Bank Limited from the sources

From the graph, it is seen that 27% of the respondent customers knew about this bank from their relatives and also have mentioned the service as very good. So the customers are very much satisfied with the service. Then 7% customers have known



about this bank from advertising, 13% from their self interest, and 36% knew from their friends and colleagues and the rest of the 17% customers knew from other sources.

From the graph analysis it is seen that most of the consumers knew about this bank or open an account in this bank hearing from their **friends or colleagues**. The employees of the bank tell their friends about this bank to open an account here. Some consumers know about this bank as they are interested to know about this bank.

Then 27% consumers know from their **relatives**. For example if the parents are having an account in this bank then they also open an account for their children or tell their sons/daughters about this bank and this happens only if the parents are satisfied with the particular services they are taking from this bank

Other group of the consumers knew about this bank as some of the consumers are coming to pay the tuition fees in this bank from there they know about this bank, then as SEBL has lots of branches in different areas so the people of that areas know about the bank from those places and get influenced to open an account in this bank.

Few consumers around 7% know about this bank from **advertising**. This is because Southeast bank does not go for any promotional activities like other banks. As in the same area there are other banks like DBBL, Mercantile Bank, IFIC, EXIM Bank etc and so they are the main competitors of Southeast bank here. These banks in the same surrounding area are doing huge promotional activities like they sponsor events, for beautification, give ads on billboards, they are doing all these because to get the consumers aware of their banks. After that then some of the people either visit the bank to know about the bank or they try to get information about the bank from their friends, relatives, neighbors etc. On the other hand compare to all these banks SEBL is doing nothing. So the more number of consumers doesn't know about this bank. If a consumer doesn't know about a bank then he or she will not come to get the service from this bank and will take it from other banks. So I think SEBL should go for some promotional activities to let the customers know about their bank and the services which they are offering.

Question 02

Reasons for choosing the Bank

From the graph, it is seen that the highest number of the sample customers (43%) of Southeast Bank Limited have chosen the bank for personal relationship. On the other hand, 38% customers have opened their account for the location of the bank. The rest of the clients have come for size of the bank, network of branches and the reputation of the bank. But the least number of the respondent customers have chosen the bank for the network of branches of the bank.

Table 06: Showing the reasons for choosing the bank

Reasons	No. of respondents	Percentage (%)
Size of the Bank	2	3%
Reputation of the Bank	3	5%
Location of the Bank	23	38%
Network of Branches	6	10%
Personal Relationship	26	43%

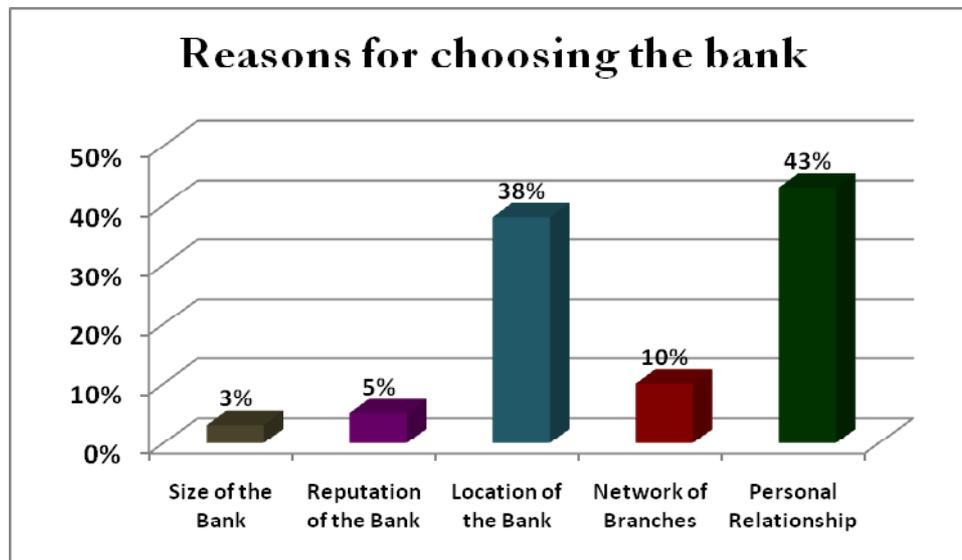


Figure 08: Reasons for choosing the bank

From the above analysis, we can see that personal relationship and location of the bank are the main priorities of the customers in choosing a bank. SEBL believes in personal relationship with the clients and most of the customers are satisfied with the steps that have taken by authority of SEBL bank for maintaining the personal relationship with customers. Then the second larger group of customers for choosing



the bank is for the location of the bank. Most of the customers visit the Gulshan branch as though they have their account in other banks but now SEBL is operating online transactions. So people can do their transaction from SEBL of any branch. Another reason for choosing the location of the bank is most of the respondents were private job holder so it is more comfortable for the respondents who were working in Gulshan, Banani and surrounding areas, So the location of the bank is quite suitable for them. As a result, if the bank can enhance its personal relationship and locate its branches in suitable places, it can attract more people to have an account with the bank. The banks should also be concerned about the network of branches.

Question 03

Type of account in SEBL

From the questionnaire it is found that in SEBL 48% customer are having savings account which is more compare to the current account (35%) and Fixed A/c (17%).

Table 07: Types of account in SEBL

Accounts	No. of respondents	Percentage (%)
Savings A/c	29	48%
Current A/c	21	35%
Fixed A/c	10	17%

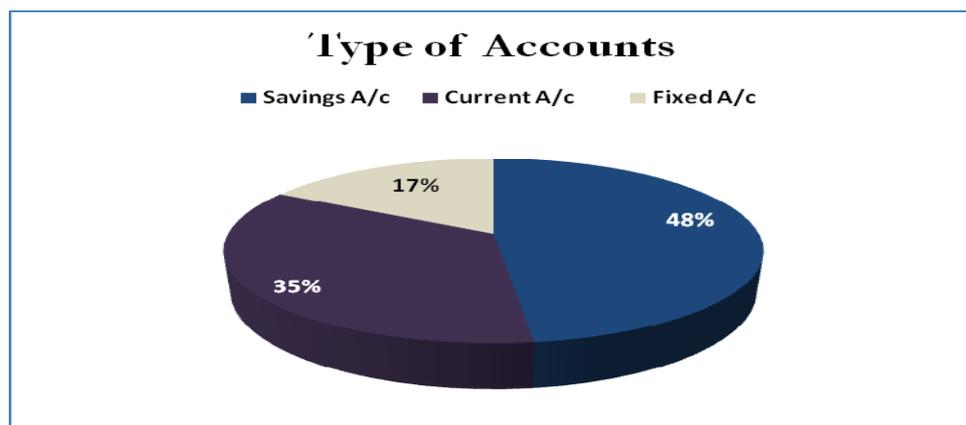


Figure 09: Types of account in SEBL

So the majority of the customers are having savings account .The customers of Savings Account are satisfied as they get more value than the other customers. And in



fact it true that Southeast Bank actually provides more interest to the customers under the savings accounts than the other accounts of this bank.

Question 04

Consumers perception by having the account in SEBL

From the graph it is seen that 26 customers are satisfied, and 7 are dissatisfied and 11 remain neutral to the question. As in the previous question it is found that 48% of the customers are having savings accounts in this bank.

Table 08: Consumers perception by having the account in SEBL

Reasons	No. of respondents	Percentage (%)
Strongly Satisfied	12	20%
Satisfied	26	43.33%
Neutral	11	18.33%
dissatisfied	7	11.67%
Strongly dissatisfied	4	6.67%

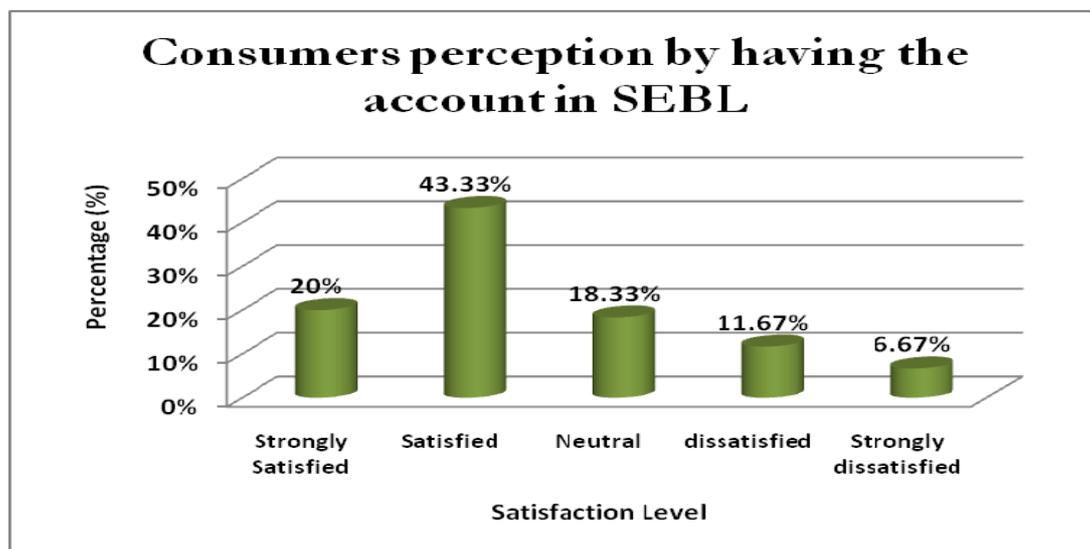


Figure 10: Consumers perception by having the account in SEBL

From the above analysis it is found that most of the customers of Savings Account are satisfied and few customers are dissatisfied who are having fixed account.

Southeast Bank provides more interest to the customers under the savings accounts than the other accounts of this bank. Customers of savings accounts can easily express their opinion to the management and management takes it very carefully. Employees



are more helpful to the customers of savings account. The employees understand the needs of customers of Savings account very carefully. The customers of Savings accounts get more facilities and opportunities than the other customers of this bank. For all these reasons the customers of savings account are satisfied.

Some of the customers of Fixed Account are dissatisfied. The customers think that the employees of SEBL think that customers of Savings account are more valuable than the other accounts' customers. So, as a result they do not properly care the customer and are not that much helpful and friendly to others. Beside this all rules and regulations of SEBL are not favorable to the customer of fixed account. So the relationship between the employer and customer is not that much good as like savings account customers. To keep the customers of fixed account satisfied the management can take the necessary steps to avoid the Account wise discrimination among their customers.

Question 05

Consumers view of the account opening process

From the diagram it is seen that 75% of the customers have graded the account opening process is not hazy & lengthy and 25% have said that it is hazy & lengthy.

Table 09: Consumers view of the account opening process

Comments	No. of Persons	Percentage (%)
Yes	15	25%
No	45	75%

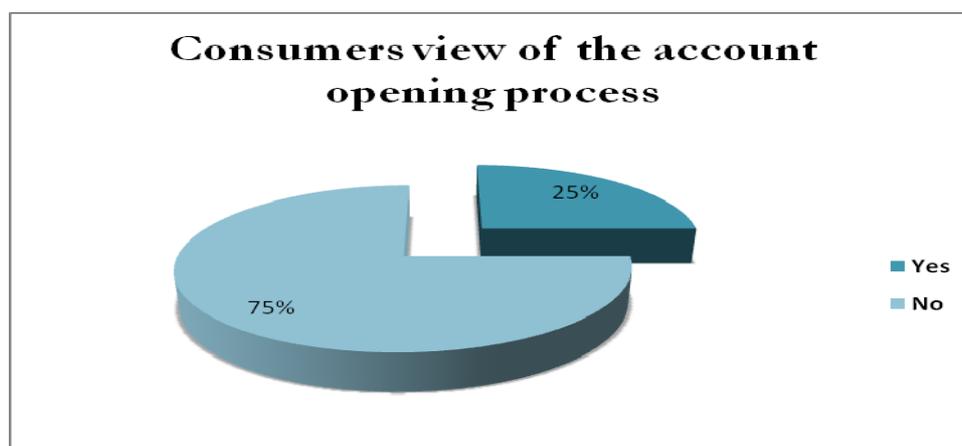


Figure 11: Consumers view of the account opening process



From the above analysis it shows that the most of the clients have agreed that the account opening process is not hazy & lengthy, they think the formalities that the bank asks for opening an account is very good and they are much satisfied with the asked formalities and very few said that the account opening process is hazy & lengthy. Since a person becomes a customer of a bank by opening an account with the bank, a bank should be very much cautious about asking formalities for opening an account so that the strictness of formalities for safety purpose does not discourage any person from opening an account with the bank.

Question 06

Important Factors which the consumers consider for marketing the bank products to improve customer service

From the graph it can be seen that 30% of the consumers said that the service quality is most important among other factors.

Table 10: Important Factor for marketing the bank products to improve customer service

Factors	No. of Respondents	Percentage (%)
Popularity	10	16.67%
Service quality	18	30%
A strong team of sales	9	15%
Increasing time hour	7	11.67%
Acceptable level of interest	16	26.67%

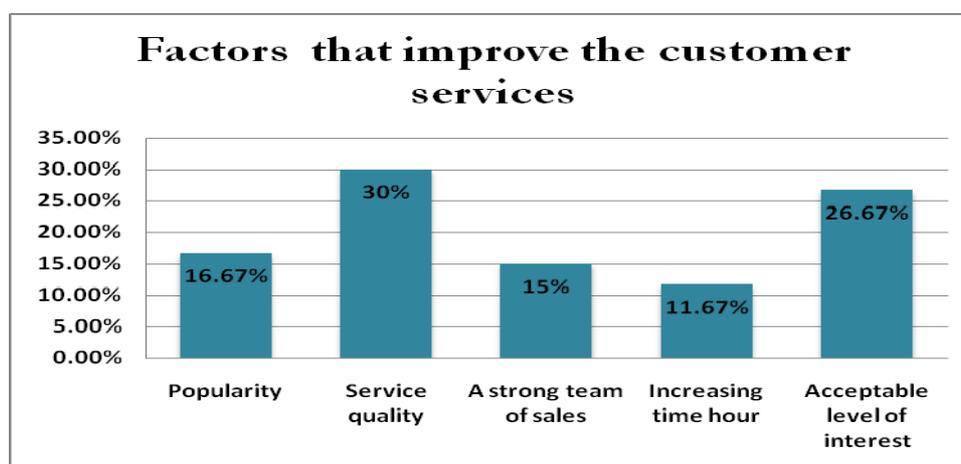


Figure 12: Important Factor for marketing the bank products to improve customer service

So it can be said that as the highest frequency of people think that the marketing of



the bank products depends mostly on the quality of the bank's service to its customers, and the lowest number of people think that there are some other important factors are responsible in marketing of the bank products to improve the bank's customer service.

Question 07

Consumers view of the fees and service charges of the bank

The fees and service charge of the Bank is reasonable in comparison with other Banks, with this statement 20% customers disagreed, 35% customers agreed and 30% customers are neutral.

Table 11: You think the fees and service charge of the Bank is reasonable in comparison with other Banks

Satisfaction level	No of respondents	Percentage(%)
Highly satisfied	5	8.33%
Satisfied	21	35%
Neutral	18	30%
Dissatisfied	12	20%
Highly dissatisfied	4	6.67%

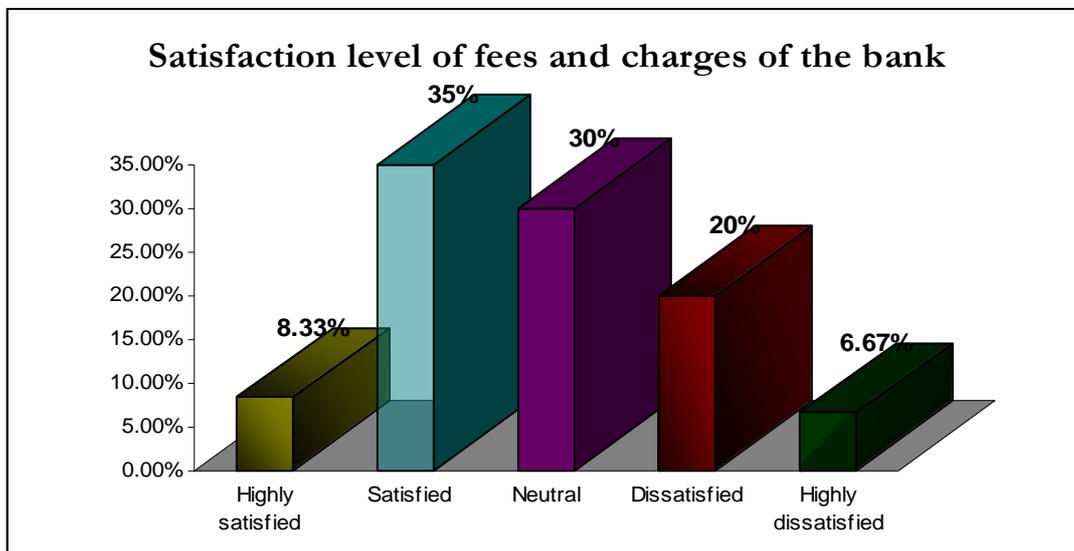


Figure 13:- Fees and services of PBL

From the above analysis, it is found that the customers are most satisfied with the fees and service charges of the bank. If compared with Dutch Bangla Bank Limited the fees and service charges of SEBL are not higher and hence SEBL customers are satisfied with this.

Question 08

Consumers view of using modern looking equipments

The graph represents that around 52% customers in Southeast Bank Ltd. have said that SEBL is not using modern banking and another 18% customers have said that the bank is using modern equipments. On the other hand 30% said that Southeast bank need modification.

Table 12: You think SEBL use modern looking equipment

Comments	No. of Persons	Percentage (%)
Yes	11	18.33%
No	31	51.67%
Need Modification	18	30%

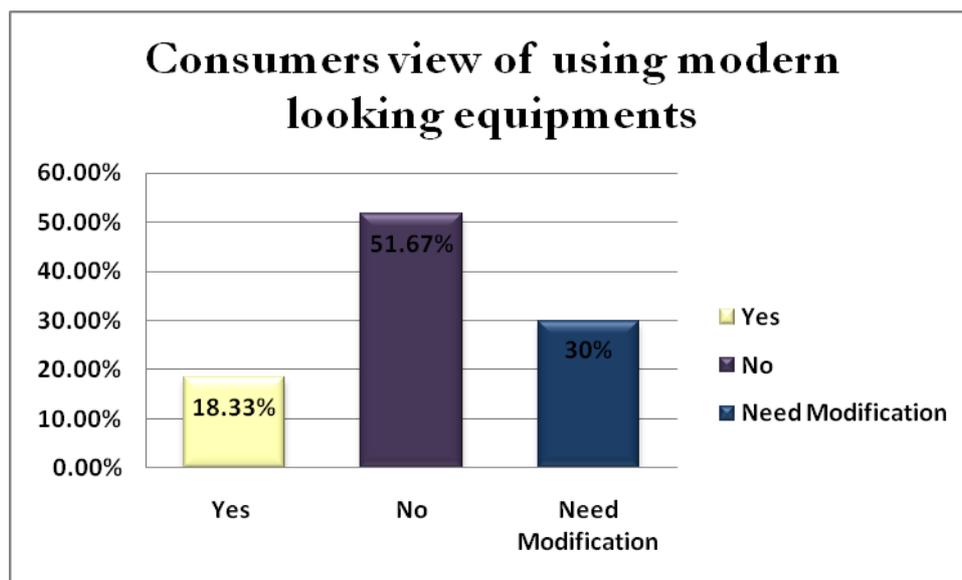


Figure 14-: Modern equipment of SEBL

From the analysis it is found that the customers are not satisfied because SEBL do not use modern equipment as like as other Bank to satisfy their customers. Data analysis shows that majority of the persons support that they should modernize their equipments for banking services. Very few customers are satisfied with SEBL’s technical support. The management of SEBL should be concerned about this matter and should take necessary steps to enhance its technical assistance.

Question 09
Services Received from SEBL

From the survey it is identified that 35% respondents are having Deposits in this bank, 45% respondents are taking the ancillary services like the ATM service, locker service, remittance service, cheque deposit, utility services/tuition fees, pay order etc and only 20% customers are taking the loan services.

Table 13: Services Received from SEBL

Services	No. of Respondents	Percentage (%)
Deposit services	21	35%
Small finances (loan)	12	20%
Other services (ATM, Remittance, locker services ,pay order, utility bills/tuition fees, cheque deposits etc)	27	45%

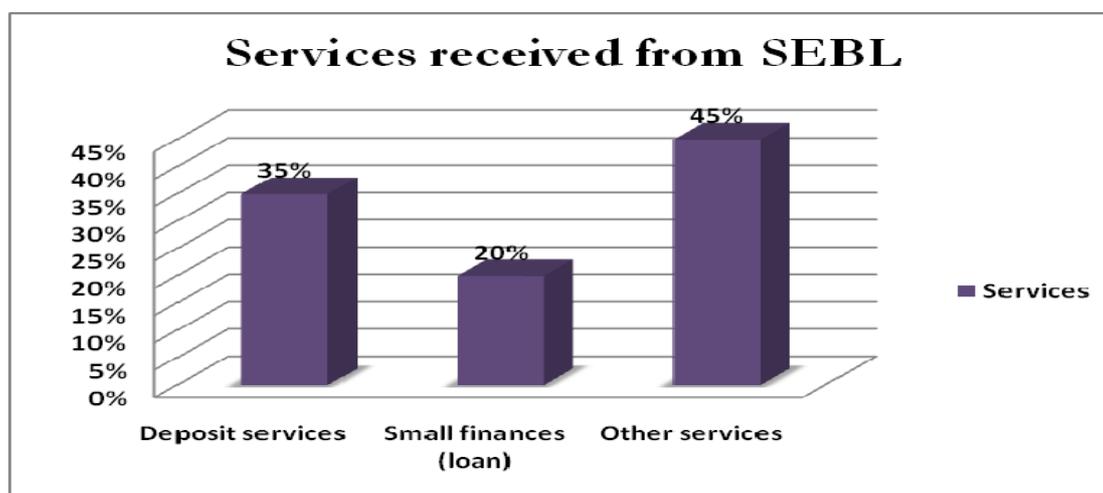


Figure 15:- Services received from SEBL

From the above analysis it is found that from all the services of Southeast Bank Limited, most popular is the Deposit Services. The mid-level customers are holding strongly the Southeast Bank’s deposit position. The second most popular service is the ancillary services like the check deposit, then the pay order, ATM service, Remittance service, locker service, account related. Customers are coming to take the locker service as the locker service of this bank which is good. Some customers come for account related problems .For example they have changed their sign and come to



inform the bank, some come to know their account balance, others come to open an account and for many other account related problems. Since the number of ATM booths is few and the service is also not up to the customer's expectation so some customers are coming for their ATM cards that do not work properly. Then other customers come to pay their tuition fees of their schools, universities as ordered by their institutions and some come to pay the car tax, utility bills and also come for pay order. And last of all is the small finance products (loan products) few customer compare to other services come to take the loan from this bank.

Question 10

Reasons to prefer the services from this bank

From the analysis it is found that among the services the customers are taking from this bank Check deposit is most popular among the consumers. The reason to prefer this service from this bank can be seen from the above chart.

Table 14: Reason to prefer from this bank

Reason to prefer from this bank	Number of respondents	Percentage (%)
Fast and Flawless service	26	43.33%
Well behaved employees	14	23.33%
Low fees and commission	20	33.33%

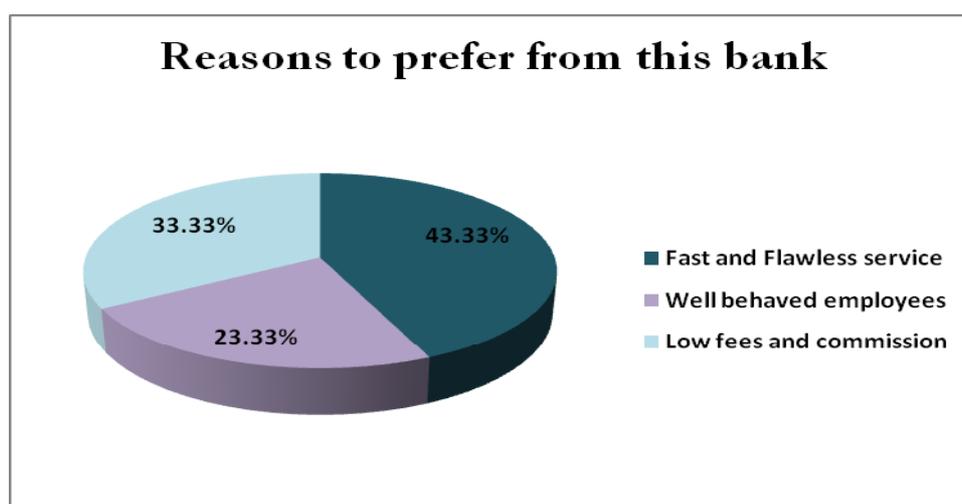


Figure 16-: Reasons to prefer from this bank



The data analysis shows that the feedback of the customers indicates that the customers are satisfied with the Check deposit service of the bank where I have found that,43% of the all respondents prefer this Southeast bank because of Fast and Flawless Service. Then 23% respondents prefer because of well behaved employees. 33% respondent prefer because of low service charge. And very few respondents are attracted to this bank because of good reputation and corporate image.

Question 11

Quality of the ATM services provided by the bank to the consumers

It is found from the survey that most of the consumers are not satisfied with the ATM services .From the table we can see that around 7% respondents have agreed that the ATM service is very good, 23% have said that it is good and most of the customers (43%) have said that the service is fair, 27% said poor service. Not a single respondent customer has agreed that the ATM service is excellent.

Table 15: Consumers view about the ATM service

Consumers view	No. of Respondents	Percentage (%)
Excellent	0	0%
Very Good	4	6.67%
Good	14	23.33%
Fair	26	43.33%
Poor	16	26.67%

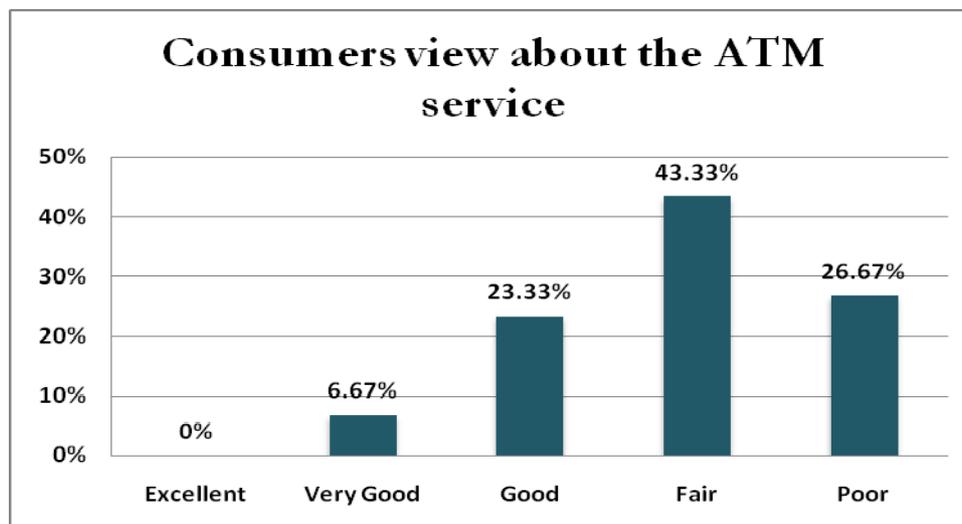


Figure 17:- Consumers view about the ATM service



From the above analysis the reasons why most of the consumers didn't like the service is that most of the time their ATM machine is not found in good working conditions. Their ATM card does not work properly and also does not work in their own ATM booth but works in other banks like Dutch Bangla, Standard Chartered Banks booth. When the customers came complaining about this matter they tell the customers to use other banks booth rather than trying to find out the problem with the ATM machine.

Another important reason why most of the consumers are displeased is the number of the ATM booths. SEBL does not have enough ATM booths for why the SEBL customers face problems. Dutch Bangla Bank which is their main competitor are having lots of ATM booths and all their booths are in the convenient places according to the customers.

Then some of the consumers have applied for their ATM card and they are given a day to collect their card. But when the consumers come to collect their card they are told that their card is not ready yet and it would take few days more which disappoints the consumers. So the consumers' perception about the ATM services of this bank is not good and they are not satisfied with the ATM service so it would be better for the bank if they try to improve the ATM service

Question 12

Consumers view about the WESTERN UNION

The graph represents that 28% customers have said that the service is very good, 17% said good and 35% said that the service is fair.

Table 16: Consumers view about the WESTERN UNION

Comments	No. of Persons	Percentage (%)
Excellent	12	20%
Very Good	17	28.33%
Good	10	16.67%
Fair	21	35%
Poor	0	0%

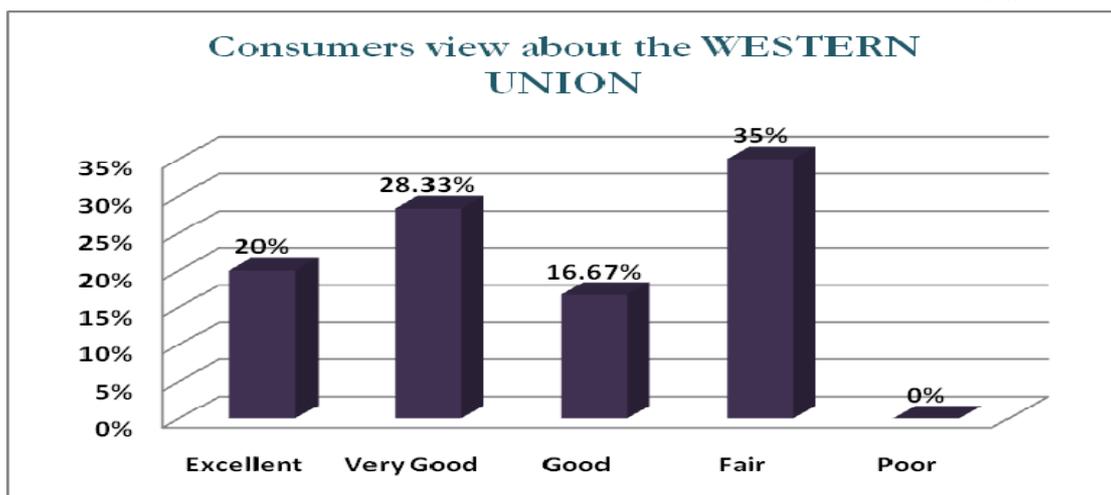


Figure 18: Consumers view about the WESTERN UNION

Data analysis shows that WESTERN UNION providing faster money transfer service is satisfactory to most of the consumers. It is ideal for transferring money at any time, anywhere with a high level of security. As they think it is yet less costly compare to other banks like EXIM Bank .The customers of Southeast bank Limited receive money from abroad from their relatives, parents or even from children quickly money in minutes by visiting any of the 56 branches of SEBL

Question 13

Consumers view about the deposit services

From the graph, it is seen that the 40% customers are satisfied with the deposit services offered in this bank, 12% have commended that they are not satisfied with the deposit services.

Table 17: Consumers view about the deposit services

Satisfaction Level	Number of responses	Percentage (%)
Very Satisfied	11	18%
Satisfied	24	40%
Moderate	12	20%
Dissatisfied	7	12%
Very Dissatisfied	6	10%

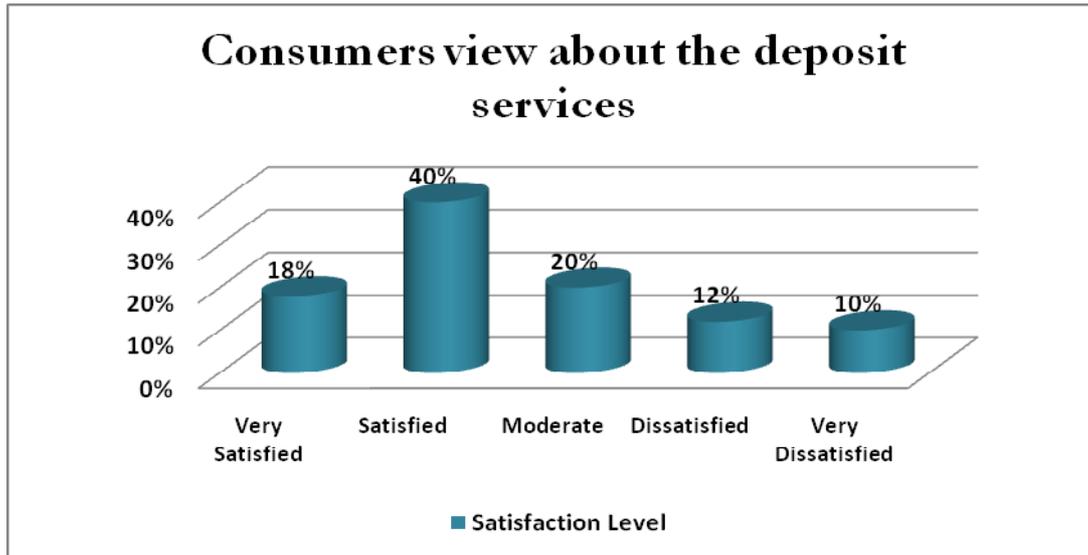


Figure 19: Consumers satisfaction level of the services in consumer banking

From the analysis it is found that most of the consumers are not satisfied with the different types of depository products available here and they are not happy with the depository services. The reason is that the customers do not know that the bank is having different types of deposit products and some of the customers know about the products but not informed about the benefits of these products. In the last week of October they have introduced a new product in their bank called “Multimillionaire Gold Deposit Scheme” which is a depository product. So in this case SEBL has customers but they are not aware of the new product as SEBL do not go for much marketing activities compare to other banks. Another reason is that compare to other banks SEBL is not having a wide range of products .Different customers have different needs and requirement. So, it can be said that SEBL should reconsider its service strategies and design deposit products that better satisfy customer needs and requirements. And also the bank should be more tactful in dealing with the customers and launch new products that fully meet customer expectations.

Question 14

Consumers view about the Loan or credit services

From the survey I have found that very few customers like the loan products of this bank. Consumers view about the Loan or credit services is that 12% said it is excellent.17% said very good,20% agreed it is ok that is the loan service is good,15% said it is poor service but 37% customers remarked the service is fair.

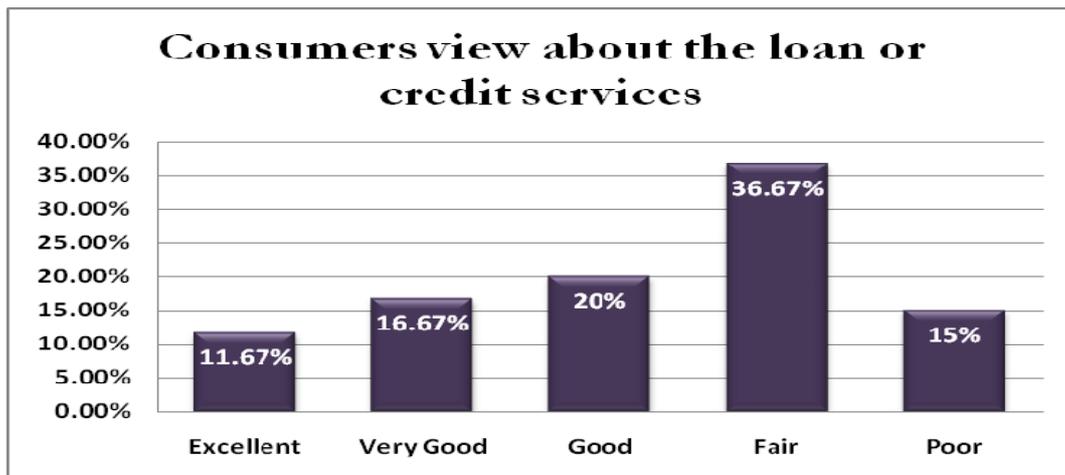


Figure 20: Consumers view about the Loan or credit services

From the above analysis it can be seen that most of the consumers said that the loan or credit service is fair and are dissatisfied with the services of loan products.

The reasons are:

- ❖ Consumers do not get the loans easily. The reason for consumers' dissatisfaction is that Southeast Bank's main target is to serve the mid level customers as well as the corporate customers like the garments industries. In case of giving loans they mainly deal with the corporate loans and give less focus on other consumer loan products. So the general consumers do not get the loans easily.
- ❖ SEBL don't have much loan products as required by the consumers and so the consumers switch to other banks for taking the loan .And when they get better services as well as varieties of loan products they became the loyal consumers of that bank.

So it can be recommended that Southeast bank should also give the same importance to these small loan products. To stay in the competitive market many other competitor banks are offering different kinds loan product and are bringing new loan products for their consumers benefit as well as trying to give a better service .Other local banks are offering loan products like travel loan, doctors loan, vacation loan etc but Southeast bank is not offering such kind of loan products .And the car loan which is offered in SEBL is only for the employees of this bank not for the consumers. The management should analyze this matter and take necessary action to make smaller loan products available in the bank

Question 15

Loan payment service of SEBL

But after doing the questionnaire survey it is found that that around 12% consumers are highly satisfied, and then 15% consumers are satisfied, 35% consumers are dissatisfied, that 10% consumers are highly dissatisfied, regarding the loan payment procedure of SEBL.

Table 18: Satisfaction level of loan payment service of SEBL

Satisfaction level	No of respondents	Percentage(%)
Highly satisfied	7	11.67%
Satisfied	9	15%
Neutral	17	28.33%
Dissatisfied	21	35%
Highly dissatisfied	6	10%

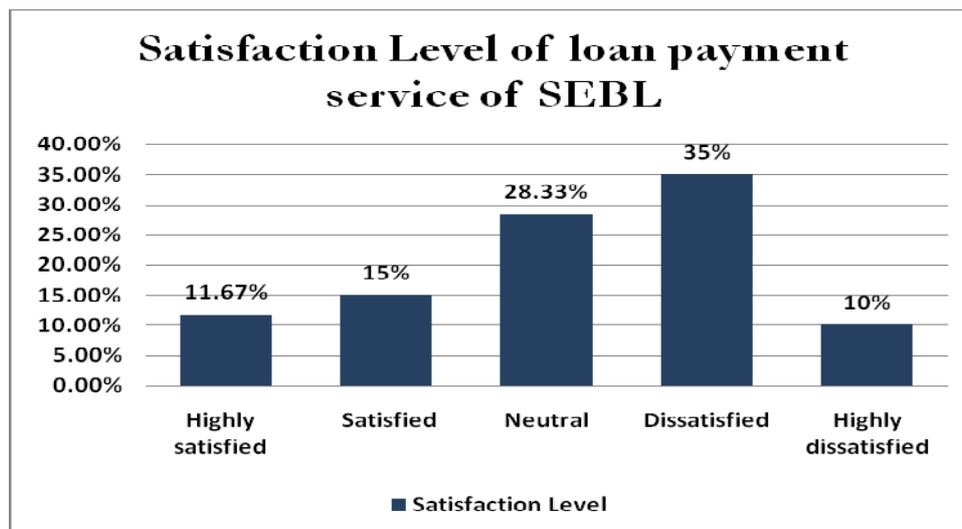


Figure 21: loan payment service of SEBL

From the above analysis it is seen that most of the consumers are dissatisfied with the loan payment services. SEBL do not have sufficient loan products for the general customers as like other local banks and also they give more importance to their corporate clients. Beside this the loan payment time is seven to eight days but actually it takes more than that. Hence that it can be concluded that the loan payment service of SEBL do not meet the consumer's expectation level. So the management should take care about reducing the loan payment time and can give some emphasis to improve the loan payment service

Question 16

Services that consumer think more focus should be given

Then regarding the overall services of banking, the consumers were asked which of the services they think more focus should be given to improve its service. From the graph it is seen that 14 (23%) consumers said to give focus on the deposit products, then 19 (32%) consumers said about the ancillary services and the large number of consumers said that the loan services should be given more given more emphasis.

Table 19: Services that consumer think more focus should be given

Consumer Services	Number of responses	Percentage (%)
Small deposit products	14	23.33%
Ancillary services (ATM ,Locker, remittance services etc)	19	31.67%
Loan services	27	45%

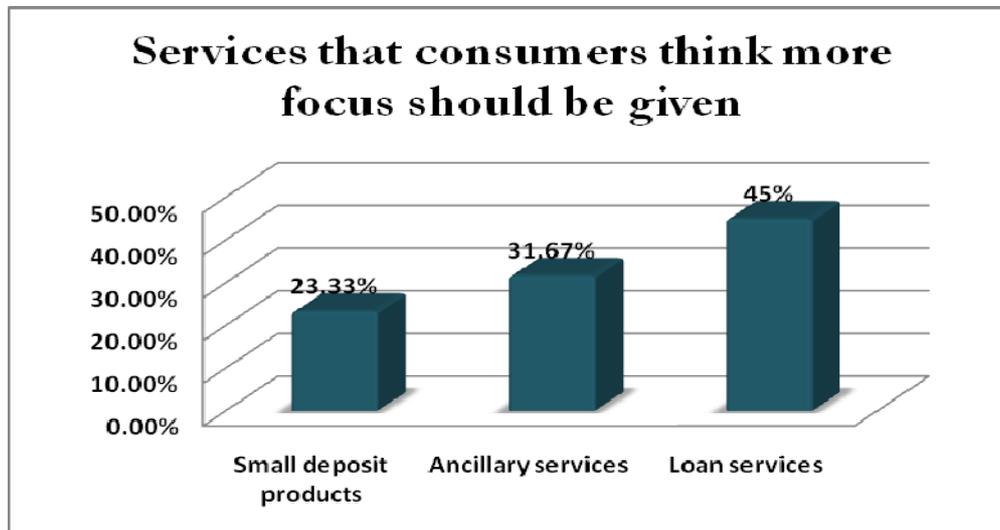


Figure 22: Services that consumer think more focus should be given

From the above analysis it is found that the consumers of this bank are very much dissatisfied with the loan products. As SEBL doesn't have much loan products for the general consumers like other banks are giving Travel loan, Home loan, Vacation loan etc to their consumers. And the loans like personal loan, educational loan or the marriage loan for which they also take much time and don't want to give easily. Then



the customers don't like some of the ancillary services like the ATM service, locker service etc. As the ATM card of their bank do not work in their own ATM booth but works in other banks like Dutch Bangla and Standard Chartered banks booth. The customers are much displeased with this type of services. They are not only displeased with this but also the number of ATM booths are not enough, they have only few ATM booths. But on the other hand we can see that Dutch Bangla Bank which have sufficient booths in all the convenient places so the customers don't have to face any difficulty. Then coming to the locker service, they have three different sizes of locker small, medium and large. The small locker yearly rent is Tk. 1500, the medium locker rent is Tk. 2,500 and the large locker rent is Tk. 5,000. Most of the consumers are coming to SEBL for the locker service but after seeing the different sizes of locker they are not satisfied with the size of the locker. Even the large size locker seems to be very small to them. Some of the consumers even have said that they wanted to take the service from Standard Chartered bank but all the lockers are booked over there so they came to this bank. In case of the services given through small deposit products few consumer are not happy with the services. The consumers are satisfied with the deposit services. It would be better if the management can make the lockers a bit larger and comfortable for the consumers. Among the services mentioned more concentration should be given to the loan services as most of the consumers are dissatisfied with the loan services the management should take care about it to improve the service.

Question 17

Consumers view about the behavior of the employees

To know the behavior of the employees of SEBL and the kind of services they give to their customers the following questions have been designed. The respondents were asked to rate.



Services given by the employees	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Southeast Bank performs the service at the right time	6%	40%	27%	15%	12%
SEBL employees are friendly and always willing to help you	18%	35%	23%	15%	9%
Employees of SEBL understands your specific need	10%	22%	38%	30%	
When a customer having problem, Southeast bank shows sincerity to solve those problem	18%	42%	25%	12%	3%

❖ **Southeast Bank performs the service at the right time:**

From the table it is seen that 40% customers of Southeast bank Limited have agreed with this statement. 15% of customer disagree that they do not get all the services that bank promised to do.

From the analysis it is found that most of the customers have agreed that SEBL provides the services that it promises to do. Some of the customers were also disagree because they do not get the service at the right time. The reasons for why they were displeased as some employees couldn't give the service at the right time when the customers needed it immediately. Most of the customer's come to issue pay orders are very much dissatisfied with the time it takes for issuing pay orders by the bank. They always express their anger by their rude behavior with the employees or at least show their anxieties about the time taken by the employees for issuing pay orders. Many of them remarks that the bank makes unnecessary formalities for issuing a pay order which waste their valuable time. Again most of the time the customers have to wait for a long time because there are some other people who came earlier and waiting for receiving a Pay Order. This makes the customers most dissatisfied since it takes more time to issue a pay order.

❖ **SEBL employees are friendly and always willing to help you:**

From the above table, it is seen that 35% of the respondents have remarked the behavior of the employees are very friendly and always willing to help them and 15% customers are dissatisfied and 23% customers remain neutral with the statement.



From the questionnaire survey it is found that most of the clients agreed that the employees are friendly and helpful and are well behaved with the clients and a very few has graded the behavior of the employees as dissatisfactory. They are very cooperative and are always willing to help the customers. There are some customers who do not understand form and refuse to provide introducer or photo for opening accounts. Even there are also some customers who cannot write the cheque, deposit slips, pay order voucher properly. The SEBL employees listen to their problems and help them to sort out their problems. Sometimes when the customers do not get their service on time they misbehave with the employees but the employees handle it very easily and they do not get angry at the behavior of the customers. So, it is clear that the employees are quite successful in satisfying the customers with their behavior. Rest of the customers who are dissatisfied with the behavior of the employees the management of the bank should take immediate measures to train their employees in organizational behavior so that they can satisfy their customers.

❖ **Employees of SEBL understands your specific need:**

With the statement 30% customers disagreed and 22% of customers agreed and 38% customers remain neutral.

Analysis shows that most of the clients agreed that SEBL do not understand the customer's specific needs. The customers are not getting better services as like other banks. For example the customers of Education Scheme Account are dissatisfied. Employees of SEBL don't show interest to solve the problem of the students. Behavior of employees of SEBL is not good because from student's accounts SEBL doesn't get huge profits. To keep their customers from switching to other banks SEBL should understand their customers' specific needs as like as other bank.

❖ **When a customer having problem, Southeast bank shows sincerity to solve those problem:**

With this statement 42% customers agreed and 12% customers disagreed they think that employees are not interested to serve them quickly and only 25% customers remain neutral .So it is found that whenever customers face any problem, employees of SEBL show interest to solve these problems and the problems was also solved promptly



Factors that determine the satisfaction level of the customers

To know the customers satisfaction level regarding the services some questions have been designed. After analyzing the feedback of the respondents, I have identified the following reasons responsible for customer dissatisfaction: The respondent while expressing their satisfaction views toward various attributes ranked some of the aspects of the service quality poorly. The poor ratings show that customer were dissatisfied with the services.

Areas of Dissatisfaction:

➤ **Overall environment of the bank**

With the statement most customers have agreed that the overall environment of the branch in terms of proper functioning of A.C., nit & clean floor, sitting arrangements is satisfactory. The customers are dissatisfied because the bank does not have sufficient sitting arrangements. When there are more customers some of the customers have to wait as they do not get any place to sit. Services providing desk that means check deposit, collecting check book, account opening, cheque issuing, desk are not sufficient in number. So, customers don't get service as much as they want. The management should be concerned about the service providing desk and also the sitting arrangements. Other than this the bank has a neat and clean floor and unlike other local banks it has proper functioning of air conditioner as well as sufficient parking space for the clients.

➤ **The service of the bank**

From the questionnaire survey it is found that very few people are satisfied with the service of the bank. The reason for their dissatisfaction is sometimes the customers do not get the right services at the right time or within their expected time. This makes them angry. They shouted saying that they are giving charge for the services, so why they won't get the service within reasonable time or the management of the bank is not at all concern about the customer satisfaction. Most often these situations are created when one or more employees of the customer service department is absent, or go to the washroom, for prayer, for lunch and so on. So, Southeast Bank Limited



should be more concerned about the services of the bank and about the customer satisfaction to build a long term relationship with their customers.

➤ **The Online banking service of the bank**

The customers are dissatisfied with the service of online transaction facility as sometimes problem in the server connection is created and it makes the employees unable to encash the customers' cheque. So, the customers have to wait for completing their transaction. Sometimes it takes a long time to make the server fit again. This wastes the customer's valuable time on one hand, and creates a lot of sufferings for those customers who have argent need for money on the other hand. So, this Online Transaction facility sometimes becomes a matter of dissatisfaction for the customers.

➤ **The number of ATM Booths**

Most of the customers of SEBL are dissatisfied with the number of ATM booths as the bank does not have sufficient ATM Booths available. At present compare to Dutch Bangla Bank which has most ATM booth in Bangladesh and all of their ATM booths are in the convenient places for the customers. The customers face many problems they have to wait in the long queues and have to waste a long time. Even some of the customers spend their entire day only to withdraw a small amount of money. This kind of problem arises due to the limited number of ATM booths. The management should be concerned about the limited number of ATM booths which makes their customers dissatisfied.



CHAPTER – 4

Recommandations & Conclusion





Recommendations

The research gave valuable insights as to where improvements were necessary to improve the quality of service. After doing the survey and interviewing the consumers, it has seen that the customers are more or less satisfied with the overall services of customer service and the behavior of employees. They also have some complains which make them unsatisfied in some cases. From the survey I have noticed that the customers prefer more better services, Online Banking services, want to avoid more formalities for issuing P.O, opening account etc. So Southeast Bank Limited should try heart & soul to please those customers in a smart and trusting way.

From the above discussion about customers perception about the services of the bank , the following recommendation can be made to improve customer service quality of Southeast Bank Limited:.

■ **Frequent marketing research:**

The management of Southeast Bank Limited can regularly administer marketing research activities every three months through structured questionnaire or through personal interview, in order to keep a regular track of satisfaction levels. Regular research may also be conducted to find out customers expectations about various service aspects. In short, as customer expectations and satisfaction are changing frequently, regular research at sufficient intervals might be conducted

■ **More relationship marketing:**

Southeast Bank Limited may try to maintain a very good relationship with its customers so that they are capable enough to build up a solid customer base. The bank might focus more on existing customers in order to build strong and loyal relationship with its customers as the survey showed that satisfied customers more aptly or certainly recommends the bank to friend and relatives. Thus the power of relationship will foster positive word of oral communication and will attract new customers at a lower cost.



■ **Focus on Segmentation Strategies:**

Other than government and foreign bank, now there are around 29 private commercial banks operating in the country. So to survive in the industry, Southeast Bank has to deal with these threats created by these new entrants with new products, services and convenient interest rates. Keeping all these in mind, the bank might concentrate more on the various demographic segments (in terms of gender, age, income, occupation) with new products and services

■ **Establishment of more ATM Booth:**

From the survey, it is clear that customers are not very happy regarding availability of ATM booths of Southeast Bank Limited. Only a few number of ATM booths are available over the country. Therefore, sufficient number of ATM booths might be established in different location to reach out the customers even further and thereby satisfying their demand. Recently Southeast Bank Limited made agreement with Dutch Bangla Bank Limited to use their ATM Booth. It may help them to satisfy the customers for the time being but the Bank can consider making a long-term investment in this area to handle the increasing amount of customer in the future.

■ **Improved Customer Service:**

Improvement of customer service is very much essential. To compete with other banks, customer service should be improved as online service, internet service, 24 hours customer service etc. Administration should be effective about customer demand. New technologies should be taken for effective services. Administration should follow up the employee's improvement and performance and provide attractive remuneration competitive to other banks.

■ **Handle complaints effectively:**

SEBL may give greater importance to manage the complaints of various customers and to encourage customers to give feedback about the services. By doing so, the management will be able to collect and document complains and to use that information to identify dissatisfied customers.



■ **Pursue an attractive advertising campaign:**

Southeast Bank Limited can focus on pursuing an aggressive advertising campaign in order to build up a strong image and reputation among potential customers. In this context, the valuable strengths can be used for positioning the online banking image of the bank. TV ads may be aired to reach a wider array of customers. Thus an offensive marketing strategy emphasizing customer satisfaction and service quality can bring valuable business for the Bank.

■ **Improvement of online banking:**

Many major problems lied within the online service are preventing SEBL from getting more positive response from its customers. Thus, SEBL IT division still has several areas having some scopes for further improvement. The Bank may take initiatives now to overcome these problems. Unless these problems are solved, SEBL online banking service user will not be satisfied.

■ **Recruitment of more Employees:**

I have found one thing from my experience that bank should increase their number of employees. Sometimes employees can not give proper attention to their clients because of increasing working pressure. Bank can recruit more employees and divide their work properly so that they can give proper attention to the customers.

■ **New Branches should be introduced:**

Customers showed a huge dissatisfaction as SEBL provides services from only limited branches throughout Bangladesh. New branches should be constructed in Dhaka city satisfying more geographic segments. As convenience of branch location was a very important factor for the customers SEBL should consider building new branches and ATM's within Dhaka city as well as other metropolitan cities of Bangladesh.



Conclusion

Service quality is a critical component of customer perceptions. In the case of pure services, service quality will be the dominant element in customers' evaluations. In Bangladesh the number of private banks is increasing. Most of them are listed in the Dhaka Stock Exchange. They are competing in a big field among each other. Most of the people want to keep their asset in a safe place. If banks are not able to provide satisfactory service to their customers then it will be difficult for them to meet their target level. So banks should improve their customer service to satisfy their customer with an aim to compete with their rivals.

From this research, several issues are found which needs to be emphasized for Southeast Bank's greater success. From both the customer survey and in-depth interview, it has been found that there is a gap indeed between what customers of SEBL expect and what actually they are getting .In other words, many customers were dissatisfied due to some areas of incompetent services. So in order to sustain in the highly competitive banking industry, SEBL might take this issue under serious consideration. Besides if competitors could identify these gaps of SEBL, then there is a possibility that they could use this as their advantage by not having such gaps in their services. Therefore, SEBL should move ahead of its rivals by applying the recommendations provided above. Certainly, it will help reducing the gap (or dissatisfaction) and retaining existing customers. When dissatisfied customers become satisfied, it will not only help to bring new customers through positive word-of-mouth communications. Also, it will help to attract new segments with different needs. Thus SEBL should focus on increasing its market share by providing quality service as promised and at the same time, providing new products/ services that would satisfy customer needs even more, creating a competitive advantage over its competitors.

******Thank you******



References

With thanks to Mr. Atiq Ur Rahman, Executive Officer of Southeast Bank Limited,
Gulshan Branch

Website:

www.southeastbank.com.bd



Appendix

Consumers Perception about the Services Offered in SEBL

Your ideas and information will be helpful to find out the perception of consumers about the services offered in SEBL and will help me to do my research .If at any time you are uncomfortable or do not wish to disclose information, you are free to leave questions blank or discontinue the survey. Please tick the appropriate answers for the questions.

Gender: Male Female	Age: 20-25 yrs 26-40 yrs Above 41 yrs
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Occupation:

- a) Student b) Job holder c) Business d) Other

Educational Qualification:

- a) Postgraduate b) Graduate c) Undergraduate d) Other

Length of Involvement:

- a) Less than 1 year b) 2-3 years c) 3-5 years

Perception: *To know the Perception of consumers the following questions have been designed for the consumers*

Q1) How did you first know about Southeast Bank Limited?

- a)Relatives b)Friends /colleagues c)Self- Interest d)Advertising e)Others

Q2) Reason for choosing the Bank:

- a) Size of the Bank b) Reputation of the Bank c) Location of the Bank
d) Network of Branches e) Personal Relationship

Q3) What type of account you have in SEBL?

- a)Savings A/c b)Current A/c c) Fixed A/c d)Other.....(Please specify)

Q4) How do you feel by having the above type of account in SEBL?

- a)Satisfied b)Very satisfied c)Dissatisfied d)Very dissatisfied e) Neutral

Q5) Do you feel the account opening process is hazy & lengthy?

- a) Yes b) No

Q6) Which important factors which the consumers consider for marketing the bank products to improve customer service?

- a) Popularity b) Service quality c) A strong team of sales d) Increasing time
hour e) Acceptable level of interest



Q7) Do you think the fees and service charges of the bank is reasonable in comparison with other banks?

- a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

Q8) Do you think SEBL is using modern banking equipments, Such as credit card, ATM booth, Modern Software etc?

- a) Yes b) NO c) Need modification

Q9) Which of the services you are mainly taking from this bank?

- a) Deposit services b) Small finances (loan) c) Other services (ATM, to know balance, Cheque deposit, locker service, Collect cheque book, Pay order, Utility bills, etc)

Q10) For what reason do you prefer the services from this bank?

- a) Fast and Flawless service b) Well behaved Employees c) Low fees and Commission

Q11) What do you think about the quality of the ATM services provided by the bank?

- a) Excellent b) Very Good c) Good d) Average e) Poor

Q12) How will you comment the service of WESTERN UNION?

- a) Excellent b) Very Good c) Good d) Fair e) Poor

Q13) What do you think about the deposit services offered in this bank?

- a) Very Satisfied b) Satisfied c) Moderated) Very Dissatisfied e) Dissatisfied

Q14) What do you think about the Loan or credit services?

- a) Excellent b) Very Good c) Good d) Average e) Poor

Q15) How would you rate the loan payment service of SEBL?

- a) Highly satisfied b) Satisfied c) Neutral d) Highly dissatisfied e) Dissatisfied

Q16) Which of the services you think more focus should be given?

- a) Small deposit products b) Ancillary services (ATM, locker, remittance services) c) Loan services

Q17) To know the behavior of the employees of SEBL. Please answer the following questions. Mark a tick if you, 1 =strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=strongly Disagree

Southeast Bank performs the service at the right time

- 1 2 3 4 5

SEBL employees are friendly and helpful and always willing to help you

- 1 2 3 4 5



Employees of SEBL understands your specific need

1 2 3 4 5

When a customer having problem, Southeast bank shows sincerity to solve those problem

1 2 3 4 5

Satisfaction: To know the customers satisfaction about the Services the following questions have been designed. 1=strongly satisfied 2=Satisfied, 3=Neutral 4=dissatisfied, 5=strongly Dissatisfied

The overall environment of the branch in terms of proper functioning of A.C., nit & clean floor, sitting arrangements

1 2 3 4 5

The service of the bank

1 2 3 4 5

The number of ATM Booths

1 2 3 4 5

The Online banking service of the bank

1 2 3 4 5

Thank you for your Co-operation!