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Shahjalal Islami  
Bank Ltd.

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Submitted to:

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# [ASSESSING CUSTOMER SATISFACTION OF SJIBL]

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# CHAPTER: ONE

## Introduction

## 1.1 Background of the report

Banks are the key financial institutions that play a vital role in the country's economy. All sorts of financial and economic activities revolve around the bank. Bank creates and control money-market and promotes formation of capital whereas the industry produces goods and commodities. In a developing country like Bangladesh, banking is a powerful medium to bring socio- economic changes. The bulk of country's wealth is provided by three important sectors which are- Agriculture, Commerce and Industry. So the nourishment of these three sectors is only possible through satisfactory banking facility.

It is a financial intermediary accepting deposits and granting loans offers the widest menu of services of any financial institution. They are the principal source of credit for million of individuals and firms and for many units of government. Moreover, for small local business ranging from grocery shops to automobile dealers, banks are often the major source of credit to stock the shelves with merchandise or to fill a dealer's showroom with new cars. When business and consumers must make payments for purchase of goods and services, more often not they use bank provided checks, credit or debit cards, or electronic accounts connected to a computer network. And when they need financial information and financial planning, it is the bankers to whom they turn most frequently for advice and counsel.

Banking is one of the most competitive industries of Bangladesh that has seen a huge amount of growth during the last decade. A large number of new banks have made their places in the industry and yet there are more to register in the list. In such a highly competitive service industry, the importance of customer satisfaction cannot be de-emphasized. Improved customer satisfaction and loyalty gives a firm a better base than its rivals and allows it to flourish in the industry.

## 1.2 Origin of the report

This report is an outcome of Internship Program as the requirement of BBA program of BRAC University. After completing 11 semesters of cumulative study, it is very important to conduct with practical study for having a strong idea about real happening.

This program actually makes a relationship between theoretical and practical knowledge. By the help of the program we can build ourselves confident that we can handle the practical job life. Since it is true that by having only theoretical knowledge it is little bit difficult to adjust with the practical life, unless without having any practical job experience. This program breaks our hesitation regarding practical job environment.

As the requirement of BBA program every student has to do an internship of 3 months period. On that note I did my internship at Shahjalal Islami Bank Limited (SJIBL), Panthapath Branch in General banking, particularly in consumer banking started from 22<sup>nd</sup> of September 2013 to 22<sup>nd</sup> of December 2013. Throughout the whole period my academic supervisor was Md. Tanvi Newaz Lecturer BRAC Business School and He allowed me to do a research on “**Assessing Customers satisfaction of Shahjalal Islami Bank**” and I tried my level best to come up with an actual idea. This report will help me to understand the culture of work in a bank. I have mentioned and include all the things in the report that I have learnt and known from my internship at Shahjalal Islami Bank, Pathapath Branch.

## 1.3 Problem statement

The banking sector is becoming very competitive nowadays. Customer is considered to be the most important part of a bank. They are always pampered by the bank. Their satisfaction level is very important to the bank. Most customers regularly deals with the general banking activities of the bank. Service qualities of banks are facing high competition. So it becomes very important to know why people choose Shahjalal Islami Bank LTD, Panthapath Branch.

So the problem statement of this report is ‘Assessing customer satisfaction of Shahjalal Islami Bank Ltd’.

## 1.4 Objective of the report

To fulfill the requirement of BBA program is the main objective of this study. For this reason I have to attach with an organization and I chose SJIBL

The objective may be view as-

- Broad Objectives
- Specific Objectives

### **Broad Objective-**

The broad objective of the study is descriptive analysis that emphasize on customer satisfaction on general banking activities of Shahjalal Islami Bank Limited.

### **Specific Objectives-**

- To present an overview on Shahjalal Islami Bank Limited (SJIBL)
- To acquaint with how bank perform its operation
- To focus on products, services, and financial condition of SJIBL
- To know about the strength and weakness of SJIBL comparison with competitors
- To analysis the general banking activities of SJIBL
- To gain practical job experiences and view the application of theoretical knowledge in the real life.
- To know Shahjalal Bank’s customers’ different queries and query frequencies regarding deposit, loans and other facilities.
- To apprise major activities of SJIBL
- To know Shahjalal Islami Bank’s customers view on bank’s current operation quality and standards.

- To identify problems of SJIBL in handling customer.
- To suggest ways of improving the service standard that accommodates a rapidly growing customer volume

## 1.6 Methodology of the Report

### **Sampling-**

For sampling, I took sample size of about 50 people from the customers of Shahjalal Islami Bank Ltd, Panthapath Branch

### **Data Collection-**

Data for the report has been collected through primary and secondary sources. This are-

### ***Sources of Information:***

#### **Primary Sources:**

- Observation of banking activities.
- Face to face Interviews.
- Employee survey data were gathering by analyzing responses to questionnaire.
- Experiences gained during performing duties for General Banking department and HR department.
- Discussion with officers of Shahjalal Islami Bank Limited.

#### **Secondary Sources:**

- Annual reports of Shahjalal Islami Bank Limited.
- Various documents from General Banking department.
- Different websites, books.
- Internal Records.

## 1.5 Limitations of the Report

- Time frame for the research was very limited.
- There were some restrictions to have access to the information confidential by concern authority.
- I worked only on Panthapath branch of Shahjalal Islami Bank Limited, so I gather knowledge about activities of Head Office only by reading/hearing not in practical way.
- Sufficient records, publications regarding customer service were not available as per requirement.
- Three-month is not sufficient time to gain practical knowledge and prepare a report.
- The employees of the bank are so much busy so they cannot provide me to give information

# CHAPTER: TWO

## COMPANY OVERVIEW

## 2.1 Historical background of SJIBL

The “Shahjalal Islami Bank Limited” was incorporated as a public limited company as on 1st day of April 2001 under the Companies Act. 1994. The Bank started its commercial operation on May 10, 2001. The Bank has made a significant progress within a very short period of its existence and occupied an enviable position among its competitors after achieving remarkable success in all areas of business operation. The Authorized Capital of the Bank is TK. 1872 million as on 31.12.2007. Total equity was TK. 3041 million as on 31.12.2007. The Bank has raised its paid up capital of TK. 936 million through Initial Public offering (IPO) in the month January – February 2007.

## 2.2 Shahjalal Islami Bank at a Glance

With a view to materialize the dream of the people of Bangladesh for doing their banking transactions in line with what is prescribed by Islam, a group of highly successful entrepreneurs conceived an idea of floating a commercial bank styled as “Shahjalal Islami Bank Limited” which is named after the name of the renowned saint Hajrat Shahjalal ® who dedicated his life for the cause of peace in this world and hereafter and for the service of humanity. The sponsors are reputed personalities in the field of trade & commerce, industry and finance.

“Shahjalal Islami Bank Limited” offers the full range of banking services for personal and corporate customers, covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, real estate to software and is backed by the latest technology.

The Bank is being managed by a group of highly experienced professionals with diversified experience in finance and banking. The Management of the bank constantly looks after customers' satisfaction and believes that a satisfied customer is a great Ambassador. The Bank has already achieved tremendous progress within only five years. The bank has already ranked as one of the quality service providers & is known for its reputation. The offers the full range of banking services for personal and corporate customers, covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank.

The Board of Directors of our Bank consists of reputed Industrialists and Businessmen who are successful in their respective fields headed by Mr. Sajjatuz Jumma, the Chairman of the Board who is an eminent Industrialist & reputed businessman in Bangladesh and current Chairman of Islamic Banks Consultative Forum (IBCF). The Board generally deals with policy matters relating to management of Business and sets goal for the growth & development of the Bank as a whole, review of the same from time to time and gives necessary guidance to the management.

The Bank is managed by a Team of professional Executives and Officials having profound banking knowledge & expertise in different areas of management and operation of Banks. The Team is headed by the immediate past Executive President and CEO of Islami Bank Bangladesh Ltd. (IBBL) for about 7 years. During his Incumbency, IBBL attained a remarkable growth & development. Above all, he had the opportunity to hold the position of Chairman of the Board of Directors of Islami General Insurance Company & then he Joined Shahjalal Islami Bank Ltd on February 25, 2004 as the Managing Director and Chief Executive Officer (CEO) to enrich Islamic Banking methodology in the Country.

During the short span of time, Shahjalal Islami Bank so far introduced a good number of attractive deposit products to broaden the resource base and also Investment products to deploy the deposit resources so mobilized. Some more schemes covering the deposits, Investments & Services will be introduced gradually in near future suiting to the taste and requirement of the clients. The Bank has a strong Shariah Council consisting of prominent Ulama, Fuquah & Economists who meet periodically to confer decisions on different Shariah issues relating to Banking Operation & to address them and to give necessary guidance to the management on Shariah Principle. Since inception, Bank has been performing in all the

sectors i.e. general Banking, Remittance, Import, and Export & Investment. All our branches are fully computerized having on line Banking facility for the clients.

All activities of the Bank including its products and services are mainly for different economic groups of Bangladesh at home & abroad. Bangladeshi expatriates living abroad in different countries form a strong economic group who contribute greatly towards the economic development of the country.

## **2.3 Vision of SJIBL**

To be the modern Islami bank in Bangladesh and to make significant contribution to the national economy and enhance customer's trust & wealth, quality, investment, employees' value and rapid growth in shareholders' equity.

## **2.4 Mission of SJIBL**

- To provide quality services to customers
- To set high standards of integrity
- To make quality investment
- To ensure sustainable grow in business
- To ensure maximization of shareholders' wealth
- To extend our customers innovation services acquiring state-of –the-art technology blended with Islamic principles.
- To ensure human resource development to meet the challenges of the time.

## **2.5 Objective of Shahjalal Islami Bank**

- To conduct interest-free and welfare oriented banking business based on Islamic Shariah.
- To implement and materialize the economic and financial principles of Islam in the banking arena
- To contribute in sustainable economic growth.
- To help in poverty alleviation and employment generations.
- To remain one of the best banks in Bangladesh in terms of profitability and assets quality
- To introduce fully automated systems through integration of information technology.
- To ensure an adequate rate of return on investment
- To maintain adequate liquidity to meet maturing obligations and commitments.
- To play a vital role in human development and employment generation
- To develop and retain a quality work force through an effective Human Resources Management System.
- To ensure optimum utilization of all available resources
- To pursue an effective system of management by ensuring compliance to ethical norms, transparency and accountability at all levels

## **2.6 Strategies of Shahjalal Islami Bank Ltd-**

- To strive for customer satisfaction and earn their confidence.
- To manage and operate the Bank in the most efficient manner.
- To identify customer's need and monitor their perception towards meeting those requirements.
- To review and updates policies, procedure and practices to enhance the ability to extend better services to the customer.
- To train and develop all employees and provide them all resources so that the customers' needs are reasonably addressed.
- To promote organizational efficiency communicating company plans, policies and procedures openly to the employees in a timely fashion.
- To diversify portfolio both the retail and wholesale markets.
- To cultivate a congenial working environment.

## 2.7 Moto of Shahjalal Islami Bank Ltd-

The moto of Shahjalal Islami Bank Ltd. is “*Committed to Cordial Service*”

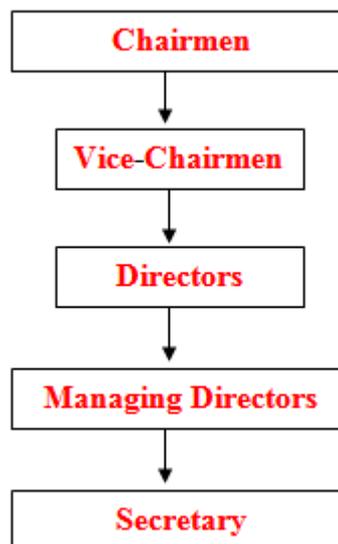
## 2.8 Organizational Structure-

There are different wings to consist the organizational structure of SJIBL. There are –

- Board of Directors
- Board Committees
- Executive Committees
- Policy Committees
- Management Team

Board of Directors:

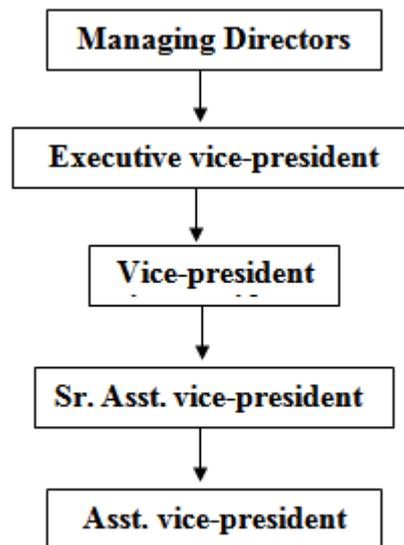
There is a board of Directors of 13 members in the bank. The board of Directors is the apex body of the bank. It appears like this-



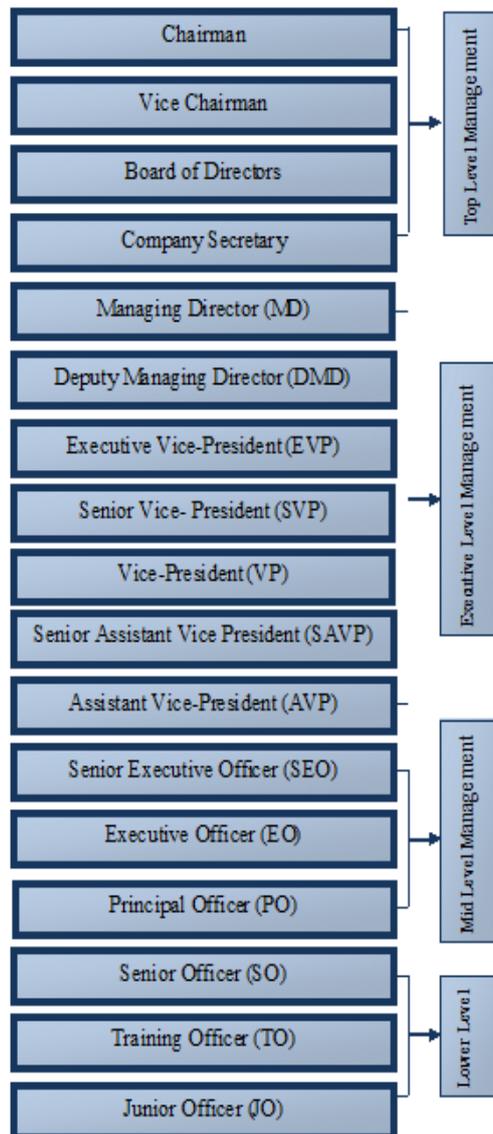
All matters relating to the principles, rules and regulation, ethics etc. for operation and management of the bank are recommended by the committee to the board of directors.

Policy Committee:

Management Team:



## 2.9 Management Hierarchy



## 2.10 Department Overview:

Shahjalal Islami bank limited is a commercial bank and its play a very important role in our economy; in fact it is difficult imaging how our economic system would function efficiently without the help of commercial bank. They are heart of our financial structure since they have

the ability, co-operation with the Bangladesh Bank to add to the money supply of the nation and thus create additional purchasing power. These characteristics set commercial banks apart from other financial institution. In addition to issuing deposits payable on demand they accept time deposit. By lending and investing these resources and by transferring funds throughout the nation and even between countries, they make possible a more complete utilization of resources of the nation. Although banks create no new wealth, their lending. Investing and related activities facilitate the economic process of production, distribution and consumption.

There are mainly three department in SJIBL via General Banking Division, Investment Division and Foreign Trade Division. These Divisions have small departments or units under them.

**General Banking Activities:**

1. To maintain types of deposit account
2. To operate cash transaction
3. To operate clearing house activities
4. To collect & discounts bill and check
5. To maintains safety deposit lockers
6. To operate customers standing instructions

**Investment Activities:**

1. Provides various types of loans in various sectors

**Foreign Trade Activities:**

1. Shahjalal Islami Bank Ltd open letter of credit for imports industrial and commercial goods and equipment's against commission.
2. SJIBL participates in export business and earns commission and service charges

**General Banking**

A bank starts its function providing service to the customers by its general banking activity. The efficiency of the general banking activity that provided by each branch reflects the whole service given by that bank. With the increasing competition customers are mostly impressed

by the efficiency of this department. The whole general banking activity is consisted of receiving deposit, remitting fund and meeting the different need of the customers. It is one of the busiest departments. SJIBL Panthapath Branch has the full-fledged set up for general banking facilities.

In fact, a bank operates with the people's money. And this process starts with the 'General Banking Department'. The activity of the General Banking Department of SJIBL Panthapath Branch is mainly divided into categories:

1. Account Opening Section
2. Loan and investment section
3. Foreign exchange section
4. Clearing and Collection Section
5. Cash Section

### **Account Opening**

The relationship between banker and customer begins with the opening of an account by the customer. Opening of an account binds the Banker and customer into contractual relationship under the legal framework of the "Contract Act-1872". But selection of customer for opening an account is very crucial for a Bank. In fact, fraud and forgery of all kinds start by opening account. So, the SJIBL takes highest caution in this regard.

Shahjalal Islami Bank Ltd. opens the following accounts for its customers:

- Wadiah Current Deposit (ACD)
- Mudarabah Savings Deposit (MSD)
- Mudarabah Term Deposits (MTD)
- Mudaraba Short Notice Deposit (MSND)

### **Transfer of an Account**

▶ When an account is transferred from one branch to another, the account opening form etc. signed at the time of opening account and any forms or documents signed subsequently which are necessary for its proper conduct at the time of transfer, must be forwarded under cover of form, to the branch to which the account is transferred. Specimen signature card and standing instruction if any must also be transferred. No charge is taken on such transfer.

▶ The necessary information regarding the character, means and standing of the account holder and must be given to the receiving branch.

### **Closing of an Account**

A banker can close the account of his/her customer. The stoppage of the operation of the Account can be under following circumstances:

- Notice given by the customer himself.
- Death of customer.
- Customer's insanity and insolvency.
- Order of the court / Injunction of the court.
- Garnishee Order.

An application to close the account from customer Is received. Signature must be verified by the respective officer. The following activities are the part and parcel of account closing:

- Draw amount form the A/C keeping Tk. 500 for saving and Tk. 900 for current A/C as closing charge.
- Cheque book or outstanding cheque leaf (if any) is destroyed.

### **Remittance**

Cash handling from one place to another is risky. So, bank remits funds on behalf of the customers to save them from any mishaps through the network of their branches. There are four modes of remitting money from one place to another. These are–

- Pay Order (PO)
- Demand Draft (DD)

### **Pay Order (PO)**

#### **Process of Issuing Pay-order**

- Customer is supplied with PO form.
- After filling the form the customer pays the money in cash or by cheque.
- The concerned officer then issues PO on its specific block.
- The officer then writes down the number of the PO block on the PO form.
- Two authorized officers sign the block.
- At the end customer is provided with the two parts of the block after signing on the black of the Bank's part.

#### **Demand Draft:**

Demand Draft is purchased when one person wants to pay money somebody who is living out of this area and bearing an account with another branch in this bank. For instance, a person is living in Dhaka. He wants to give some money another person of Chittagong who is bearing an account with the SJIBL at Chittagong. But he does not want to pay in cash. In this case he may purchase a DD (A/C payee only) in favour of him

### **Islamic Mode of Investment**

### **Bai Mechanism:**

Bai means purchase and sale of goods in cash or on credit or in advance at an agreed upon profit, which may or may not be disclosed to the client. Majority of investments of Islamic banks are extended through this mechanism. A good number of investment products have been designed to facilitate mainly working capital financing which goes as follows:

### **Bai-Murabaha**

#### **❖ Murabaha LC(Sight/Deferred):**

Through this mode of indirect facility, the bank facilitates import of goods of the client at fixed rate of service charge (LC commission) on invoice value. LC may be opened at 100% cash or at a different ratio.

#### **❖ Murabaha Post Import TR :**

This is a post import finance under the principle of “Bai”, extended to retire Shipping Documents under LC opened. We buy the imported goods and sell the same to the importer at a cost plus an agreed upon profit repayable today or on some date in the future in lumpsum or by installments. Usually payment is made by lumpsum from the sale proceeds of the consignment. Possession of goods remains with the client. Collateral security is usually obtained to secure the finance.

#### **❖ Murabaha Post Import Pledge :**

As like as Murabaha Post Import TR with an exception to security. Goods remain under the control of the Bank. Collateral security may or may not be obtained.

## **Bai-Muajjal**

### **❖ Bai-Muajjal Commercial TR:**

It is an agreement between bank and client whereby bank delivers goods to the client upon deferred payment, i.e. the client shall pay the price at some future date at a time, by lumpsum or by installment. Under this mode of investment, bank is not supposed to disclose cost price and profit separately. Goods are delivered on trust and Trust Receipt is obtained for legal implication.

### **❖ Bai-Muajjal (Real Estate):**

Mode of operation and principle of this product are alike Bai-Mujjal Commercial TR. Difference is with the purpose, i.e. the facility is only extended against construction or purchase of building, apartment etc.

### **❖ Bai-Muajjal (WES Bill):**

Investment facility under this Mode is extended to liquidate ABP liability at maturity, when the client can not liquidate the liability as a result of non-repatriation of the related export proceeds.

### **❖ Bai-Muajjal (Term):**

Under this mode of investment, term facility is given to meet client's requirement, which is repaid by a specific repayment schedule. Purpose is a bit different, such as to meet BG claim, etc.

## **Bai-Salam**

### **Bai-Salam (PC):**

This is export finance. Bai-Salam is a term used to define a sale in which the buyer makes advance payment, but the delivery is delayed until some time in the future. Usually the seller is an individual or business and the buyer is the bank. The Bai-Salam sales serve the interest of both parties:

- A) The seller- receives advance payment in exchange for the obligation to deliver the commodity at some later date. He benefits from the salam sale by locking in a price for his commodity, thereby allowing him to cover his financial needs whether they are personal expenses, family expenses or business expenses.
  
- B) The purchaser benefits because he receives delivery of the commodity when it is needed to fulfill some other agreement, without incurring storage costs. Second, a Bai-Salam sale is usually less expensive than a cash sale. Finally a Bai-Salam agreement allows the purchase to lock in a price, thus protecting him from price fluctuation.

## **Foreign Trade**

- **Letter Of Credit (L/C)**
- **Form of Letter of Credit**

### **Letter Of Credit (L/C):**

A letter from a bank guaranteeing that a buyer's payment to a seller will be received on time and for the correct amount. In the event that the buyer is unable to make payment on the purchase, the bank will be required to cover the full or remaining amount of the purchase.

Letters of credit are often used in international transactions to ensure that payment will be received. Due to the nature of international dealings including factors such as distance, differing laws in each country and difficulty in knowing each party personally, the use of letters of credit has become a very important aspect of international trade. The bank also acts on behalf of the buyer (holder of letter of credit) by ensuring that the supplier will not be paid until the bank receives a confirmation that the goods have been shipped.

### **Forms of Letter of Credit:**

A Letter of Credit (L/C) may be two forms. These as Below

Revocable letter of credit

Irrevocable letter of credit

### **Revocable L/C:**

If any letter of credit can be amendment or change of any clause canceled by consent of the exporter and importer is known revocable letter of credit.

A revocable letter of credit can be amended or canceled by the issuing bank at any time without prior notice beneficiary. It does not constitute a legally binding undertaking by

the bank to make payment. Revocation is possible only until the issuing bank or correspondent has honored the document. Thus a revocable credit does not usually provide adequate security for the beneficiary.

Undertaking by the bank to make payment, revocation is possible only until the issuing bank or correspondent has honored the document. Thus a revocable credit does not usually provide adequate security for the beneficiary.

### **Irrevocable L/C:**

A documentary credit takes many different forms. The first decision i.e. the choice of the basic form of the credit is usually made at the time of negotiation between the seller and the buyer. The terms of the credit will be determined in detail when the buyer instructs his bank to issue the credit. At this stage the seller, on being informed by the bank regarding the credit terms, should ensure whether the credit terms are agreeable and, if necessary, demand from the buyer a more precise wording of the credit terms or the necessary amendments. It is in the interest of both the parties to the contract that the individual terms of the credit transaction are clearly and correctly stipulated. This facilitates the examination of the documents at the time of utilization.

# CHAPTER: Three

## Job Description

### 3.1 Introduction

During my twelve weeks of internship period, I have learnt many things which sometimes I could relate with my learning. The activities that I have performed in the organization is given below-

#### 1<sup>st</sup> Week-

My 1<sup>st</sup> week in the SJBL was the introduction period. Here, I didn't have to do any work. I just observe the environment of the organization, met and made a bond with all the employees, observe how the employees deals with the consumer. Through my observation I found that, employees of SJBL were very friendly. They work in a very friendly atmosphere.

#### 2<sup>nd</sup> Week-

In my 2<sup>nd</sup> week, some daily activities were given to me. I was placed in the general banking section. In the second week, I used to –

- ✓ Voucher Sorting
- ✓ Receiving couriers
- ✓ Sending mails to various places

#### 3<sup>rd</sup> Week-

In my 3<sup>rd</sup> week in the organization, I was placed in the customer care sector. Here, I have to deals with customer with their various problems. I used to receive calls of the customers. They told me their problems and I tried to give solution to them. I also informed the customers about new schemes and policies of the organization. In this time period, I have noticed that, the customer care section of SJBL very weak. The organization has to improve its customer care section. It should recruit new employees for this section.

#### 4<sup>th</sup> Week-

In the 4<sup>th</sup> week, I was placed in accounts section. Here, I learnt –

- ✓ How to open an account for a customer
- ✓ How to make pay order for a customer

#### 5<sup>th</sup> Week-

In the 5<sup>th</sup> week, I worked in the clearing section. Here, I learnt-

- ✓ How to read checks through check reader
- ✓ How to clear checks

**6<sup>th</sup> Week-**

6<sup>th</sup> week was a holiday week. The bank was closed for the Eid.

**7<sup>th</sup> Week-**

After Eid there was new enthusiasm for work. In the 7<sup>th</sup> week I was placed in the cash section. Here, I only observe the working procedure. I also have to write the daily payments and receive in the ledger book. Through my observation I found that, the employees of the cash section were very slow in their work. Every day in the cash section, customers gathered in a long queue and they have to wait for a longer period of time. I think the Bank should appoint more efficient employees in the cash section.

**8<sup>th</sup> Week-**

I was placed in the loan section in my 8<sup>th</sup> week. Here, I observe the working procedure. How loans are sanctioned to the customers, what interest the Bank is taken for the loan, what charges are applicable in the procedure of taking loans, how charges vary in different loan schemes. I must say the loan section is the most efficient section in the whole organization. All the employees are well behaved and they understand the need of the customer and suggest what will be good for them.

**9<sup>th</sup> Week-**

I was placed in the investment section in the 9<sup>th</sup> week. Through my observation I found that the customers are confused where they should invest, but the employees could not suggest them what investment is good for them.

**10<sup>th</sup> Week-**

I was placed in the foreign exchange department in the 10<sup>th</sup> week. I used to observe the working procedure during the time period. Also I have to fill the forms of LC. I have to type various documents behalf of my supervisor in that section. I found that the Bank has really a good relationship with its foreign correspondent. The customers are satisfied with the employees of the foreign exchange department. They can help the customer in making decisions in the foreign trade.

**11<sup>th</sup> Week & 12<sup>th</sup> Week-**

In my last two weeks I used to talk to the customers for knowing their satisfaction level. I also gathered information from the employees of different department for my survey and report. I observe the deputy manager and manager of the organization and found that deputy manager is more efficient than the manager of the organization. In the last two weeks I worked in every section and department of the bank. I met with new interns and guide them what they have to do.

# CHAPTER: Four

## Analysis

Before going into the major analysis and findings we need to have a clear idea about the customer service and customer satisfaction.

### **What is Customer Service?**

**Customer service** is the set of behaviors that a business undertakes during its interaction with its customers. It can also refer to a specific person or desk which is set up to provide general assistance to customers.

### **What is Customer Satisfaction?**

It refers to the satisfaction of customers in terms of how they are satisfied with the politeness, knowledge and promptness of employees in handling busy customers. It also takes into consideration the perception of the customers as to whether the product or service is worth what they are paying for it.

Customers of **Shahjalal Islami Bank Limited** have a good perception about the quality of service provided by them. From our survey we found that customers are satisfied with the overall service of SJIBL. All the offers provided by SJIBL are very beneficial for the customers. But in case of service benefit is not the alone factor that determines the level of satisfaction. There are many other things that take control over the overall satisfaction. For instance, service having attractive offers may fail only because of rude behavior or carelessness of the provider. So it is very important to ensure other factors that are related with the success of the service

To measure the customer satisfaction of Shahjalal Islami Bank I have surveyed 50 customers from Shahjalal Islami Bank, Panthapath Branch

1. Respondent are divided in income group. Among 50 respondents, I found 2 (4%) respondent from the income group of below TK 10000; 5 (10%) respondents from the income group of TK 10000-30000; 8 (16%) respondents from the income group 30000-50000; 15 (30%) respondent from the income group 50000-80000; 20 (40%) respondents from the income group TK 80000 or above;

Therefore, it shows that majority of my respondents have a high income level which indicates them to be mostly business owners. In our country, it is highly unlikely for majority job holder to have wages over 80000 and thus, it can be deducted that, most of the respondents are business owners considering the present scenario.

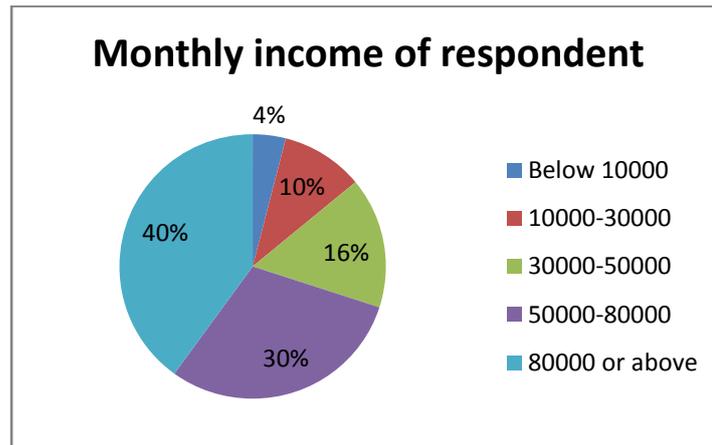


Figure-4.1: showing income group of the respondents in Taka

1. Respondents were asked about their bank preference. 20% of the respondent answered SJIBL was their first preference because this bank is an Islamic bank and they feel reliable. Among 80%, 30% said that this bank was not their first preference because they want to stick to their own bank as they are in transaction with them for several years and was reluctant to start a new relationship with a new bank like SJIBL, as it takes time to build relationship. 20% of the respondents with Islamic banking preference also replied that, “why change banks while most of the banks got the facility of both normal and Islamic banking”. And the rest 30% had questions about the availability of both SJIBL branch and ATM booth.

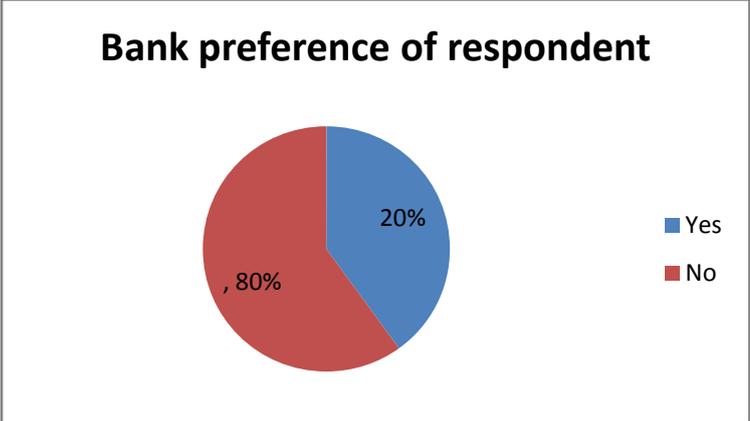


Figure-4.2: showing bank preference of the respondents

2. Next respondents were asked the reason for choosing SJIBL. 26% of the respondents choose SJIBL for reputation ; 20% said they choose SJIBL for better interest rate; 14% said SJIBL have good facilities; very less only 8% said they have nice environment; 20% said they know personally that’s why they choose SJIBL.

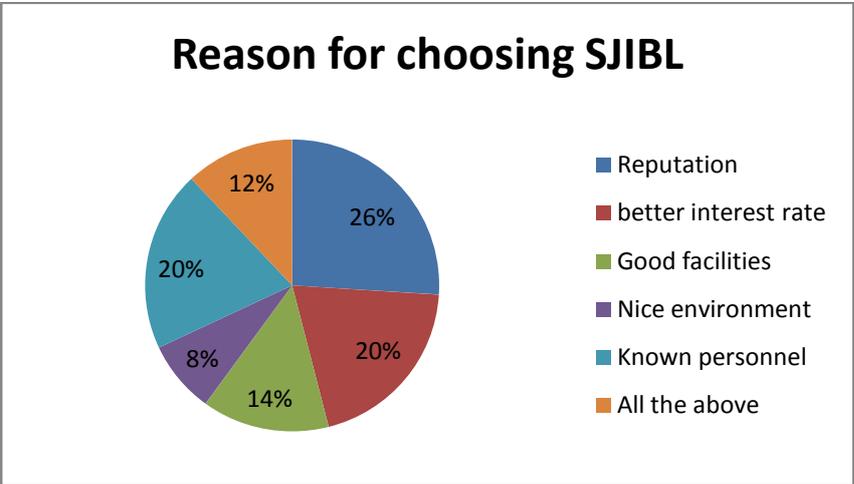


Figure-4.3: showing the reason for choosing SJIBL

- After a brief analysis, it indicates 50% of the respondents' holds savings account for day to day transaction as they are required to withdraw and deposit money at any time and this account mostly belongs to job holders. Analysis also shows that 12% are fixed A/C holder, almost 90% of the fixed account belongs to the retired people where they are able to get a decent amount of interest on the money deposited for a fixed term. 32% said they maintain current A/C; only 4% said they maintain Business A/c and 2% said they maintain other A/C.

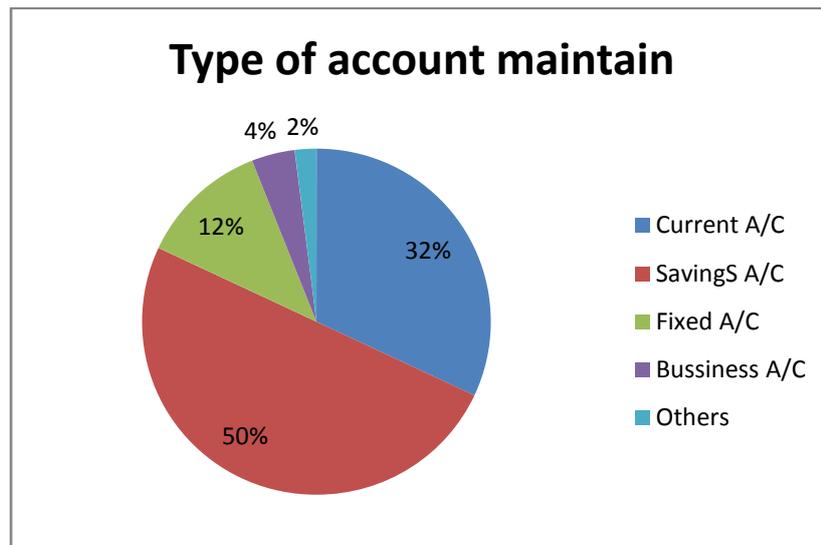


Figure-4.4: showing the type of account maintain

- 64% of the respondents said they transact mostly in private local bank. People were giving more preferences to the private bank due to their availability in almost every suburb and reduce hassles and long queues. 26% said they also use Government banks but they are losing their popularity due to their unfriendly service. Only 10% said they transact Foreign bank because Foreign bank are most used by international business figures which counts in minority.

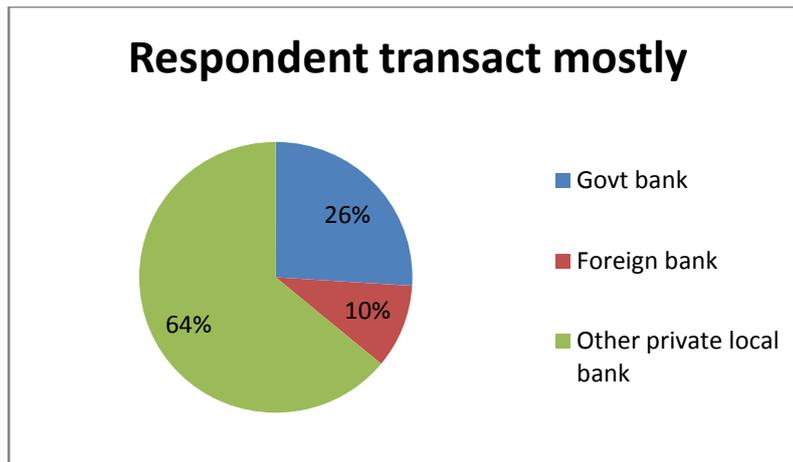


Figure-4.5: showing the bank respondents transact mostly

- Next respondent were asked for how long they have relationship with SJIBL. 40% said they are with SJIBL for 1-2 years. 36% reply less than one year and only 24% said more than two years. SJIBL Panthapath branch is very new compare to other branch. It has been only five year so relationship couldn't have been for so many years.

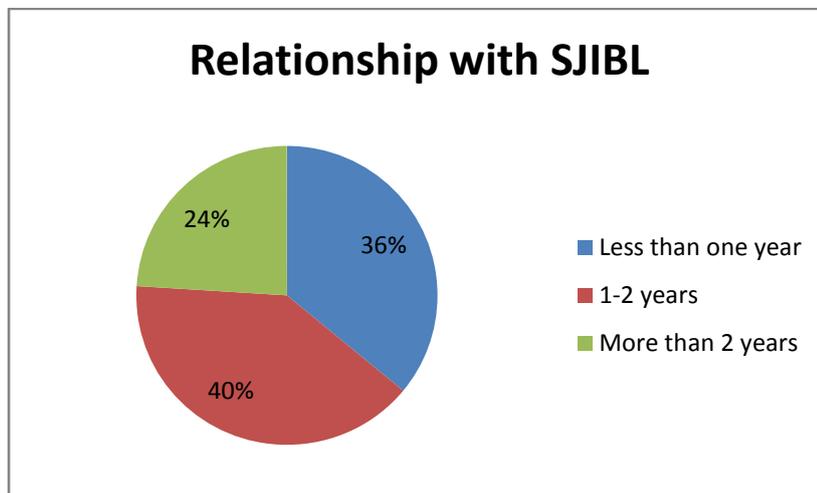


Figure-4.6: showing the relationship with SJIBL

6. Next respondent were asked whether they r satisfied with loan processing system. According to most of the respondents, 44% said processing is a lot faster compared to most of the banks they had transaction, previously. 56% said no because they said they haven't take any loan yet. So they are not sure about the processing.

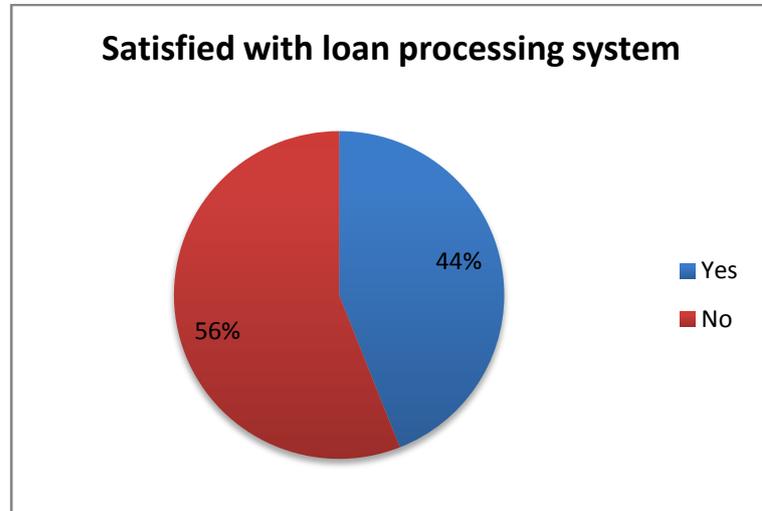


Figure-4.7: showing satisfaction with loan processing system

7. Respondents who applied for loan also asked about the interest rate that bank takes. Among 50 respondents, (72%) said yes, they are satisfied with the interest rate on credit that bank takes. (28%) said No, they are not satisfied with the interest rate on credit that bank takes from them. They think the interest rate is high.

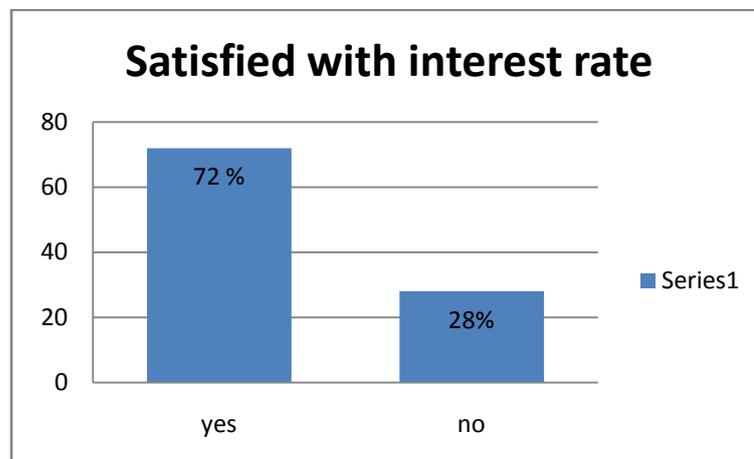


Figure-4.8: showing satisfaction with interest rate

8. The respondents then asked whether they face any problem during account opening. Among 50 respondents 36% said they get busy in other activities which is actually true. During my internship I observe that employees get busy with other activities. 28% said it is a lengthy process. Some employees (20%) face bad temper of the employees. And only 16% said they need to go through various formalities.

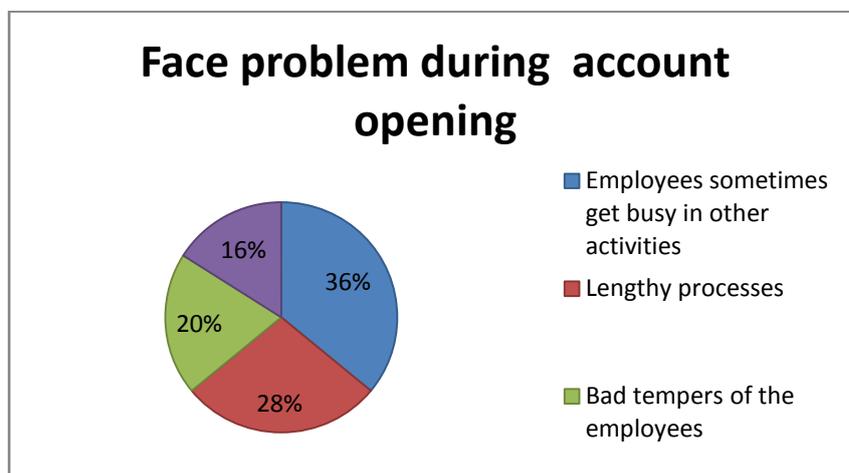


Figure-4.9: showing problem during account opening

9. The bank take different amount of service charge for different services it gives to its customers. So, I asked the respondents, are they satisfied with the service charge that bank takes. Among 50 respondents, (70%) respondents answered that they are satisfied with the service charge that bank takes, these charge is appropriate and rest (30%) respondents said that are not satisfied with the service charge that bank takes from them, they thought these charge is higher and inappropriate.

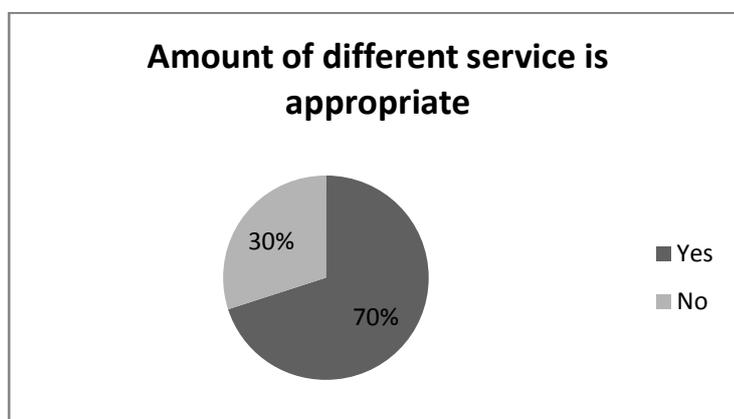


Figure-4.10: showing amount of service charge appropriate

10. ATM booths are giving service to the customer from the nearest possible place. There are many ATM booths of SJIBL in Dhaka City. So, I asked the respondent that are they satisfied with the number of ATM booths situated in Dhaka city or not. Among the 50 respondents, (78%) respondents said that they think there are sufficient number of ATM booths in Dhaka city and they are happy with that but rest (22%) respondents said that the number of ATM booths in Dhaka city is insufficient and the number should be increased.

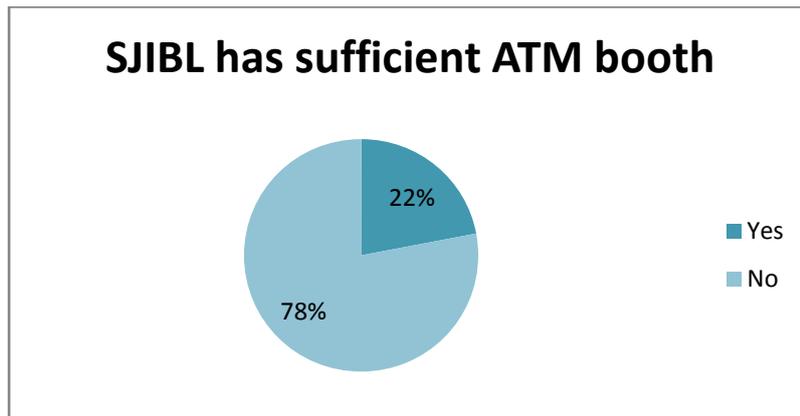


Figure-4.11: showing SJIBL has sufficient ATM booth

11. Respondents were asked how they find the bank employee at customer service desk. Majority 40% said they are efficient; 30% said they are helpful; 14% said they are rude; 10% said very much comparative; and only 6% said they are worthless.

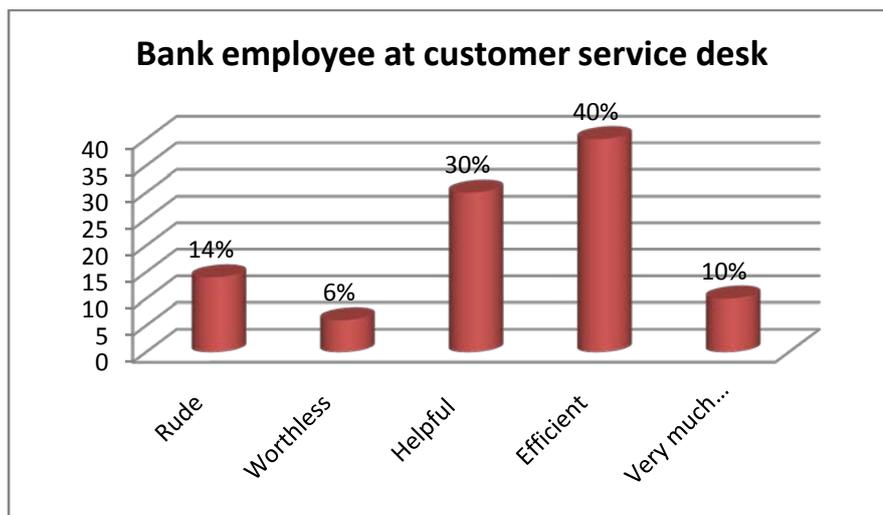


Figure-4.12: showing employee at customer service desk

12. 30% of the respondents said the main reason behind the gap between customer and service is lengthy process ; 28% said complications is the reason behind the gap; 22% said that short of staff is the reason; and 20% said employees are inefficient.

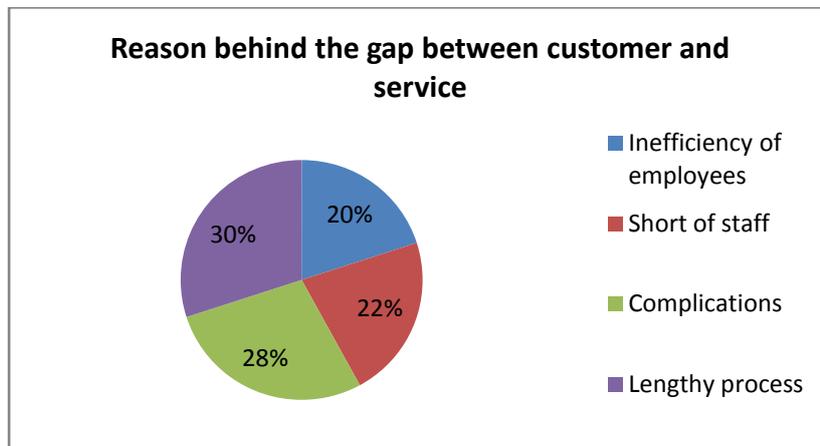


Figure-4.13: showing reason behind the gap between customer and employee

13. I asked the respondents that would they recommend the branch to other people or not. Among the 50 respondents, 42 (84%) respondents answered Yes, they would recommend this branch to other people. 1 (2%) respondent said No, they would not recommend this branch to anyone. Rest 7 (14%) respondents answered May Be; they are not sure about the recommendation.

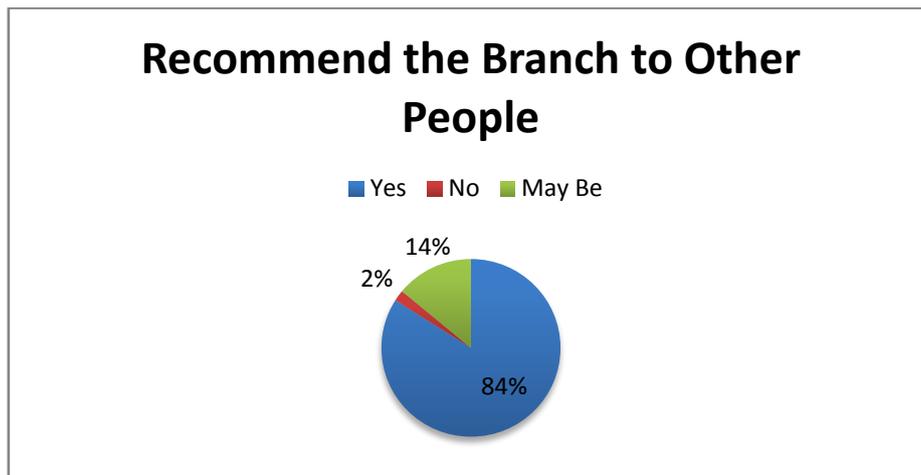


Figure: showing the number of respondents who will recommend the branch to other people in future

14. Those who answered that they will not recommend the branch to other people were asked that why they would not recommend this branch. As it was an open-ended question the respondent answered-

- ✓ Not satisfied with the behavior of the service representative
- ✓ Loan processing time is lengthy
- ✓ Often have to wait in a queue in cash counters

# Conclusion

## Conclusion-

Shahjalal Islami Bank, Panthapath Branch is one of the potential Islami Bank in the Islami Banking sector. The bank has a large portfolio with huge assets to meet up its liabilities and the management of this bank is equipped with the expert bankers and managers in all level of management. Customers play a vital role in the growth of the bank. So, it is not an easy job to satisfy the customers easily. For the growth, the branch needs more employees. I would rather feel like producing my personal opinion about the ongoing practices in Panthapath Branch.

With the superior customer bases that are loyal, faithful, worthy towards the bank, Shahjalal Islami Bank Limited is one of the leading Private Islami bank in Bangladesh. Young energetic officials of Shahjalal Islami Bank limited provided services which are satisfactory. During my internship in this branch I have found that it's General Banking, Investment Department and Foreign Exchange Department is very efficient and that's why these departments play a major role in the overall profitability of the branch and to the Bank as a whole.

Based on my experience and by doing the survey it can be said that, the Shahjalal Islami Bank Limited, Panthapath Branch should reconsider its services that better satisfy customer needs and requirements. The bank should be more tactful in dealing with the customers and it should launch more new products that fully meet customer's expectations.

I also think, in the upcoming days, the bank will have to invest for the development of HR quality and research, IT infrastructure and fully technology based banking system for maintaining the accelerated pace of business growth and operating performance.

Although competition in intensified with the opening of more financial institutions', the Bank's drive toward market leadership as well as quality in choosing business will continue in the coming years. The bank will endeavor to adopt customer-oriented policies and introduce new techniques that will help to earn profit and increase greater confidence of the existing and prospective customers. If Shahjalal Islami Bank, Panthapath Branch adopts professionalism within the frame work of Shariah, the will able to earn more "Halal Profit" and higher return to the depositors and share holders. Ultimately, public will get more confidence on this type of Banking.

**Limitations-**

The study has some limitation as it is only limited for General Banking (GB) section of Shahjalal Islami Bank Ltd. Panthapath Branch. This report is prepared for identifying customer satisfaction of Shahjalal Islami Bank Ltd. Neither the report can be used by other departments of Shahjalal Islami Bank Ltd. nor by other conventional banks. Any past and future data related to this study will not affect the study as it is fully based on survey basis.

**Recommendation-**

I would like to present some recommendation regarding the overall condition and on how to improve customer satisfaction as it is related to my report topic. Some short listed measures that can boost its performance in General Banking Department and the Bank as well is given below-

- Shahjalal Islami Bank Limited, Panthapath branch should increase human resource to do its financial activities more efficiently. It will help the employees as the employees do not have to do extra work loads and works late hours without any overtime facilities.
- The bank should have a research and development division for the betterment of the customer.
- The bank should introduce more innovative and modern customer service to better survive in the competition. For example, the Bank can introduce credit cards which take interest according to Shariah.
- The Bank should go for aggressive advertising and promotional activities to get a broad geographic coverage.
- To attract the customer, SJBL can introduce a structure of pay daily interest according to Shariah on savings account.
- Take efficient and effective initiatives to raise deposit. For example, the Bank can introduce new accounts to acquire more deposit which also offer diversified investment scheme.

- Customer service is related to do work accurately and speedy and energetic way. It is one of the core concerns of general banking. A bank must satisfy its customer by providing best facilities at once when customer need.
- They should update their banking software and systems that ultimately result in fully automated banking activities to attain customer satisfaction.
- Shahjalal Islami Bank should train its new employees in professional institutions like Bangladesh Institution of Bank Management (BIBM).
- Number of branches should be increased.
- They should increase number of ATM booth.
- The employee of the different branch should be trained continuously.
- Bank should provide their annual reports, Brochure, bulletin etc in order to give necessary information to customer.
- Bank should introduce consumer credit scheme

**Reference-**

- <http://www.shahjalalbank.com.bd/>
- [http://www.shahjalalbank.com.bd/annualreport/SJIBL\\_News\\_Latter\\_Add.pdf](http://www.shahjalalbank.com.bd/annualreport/SJIBL_News_Latter_Add.pdf)
- [http://www.shahjalalbank.com.bd/Financial\\_Statements.php](http://www.shahjalalbank.com.bd/Financial_Statements.php)



**9. Do you have to face any problem during the account opening process?**

- (a) Employees sometimes get busy in other activities    (b) Lengthy processes  
(c) Bad tempers of the employees    (d) Need to go through various formalities

**10. Do you think the amount of different service charge that Shahjalal Islami Bank takes is appropriate?**

- (a) Yes    (b) No

**11. Do you think Shahjalal Islami Bank have sufficient ATM booths around the country?**

- (a) Yes    (b) No

**12. How do you find the Bank employee at the customer service desk?**

- (a) Rude    (b) Worthless    (c) Helpful    (d) Efficient    (e) Very much comparative

**13. What do you think could be the reason behind the gap between you and the services?**

- (a) Inefficiency of employees    (b) Short of staff    (c) Complications    (d) Lengthy processes

**14. Would you recommend this branch to a friend or business associate?**

- (a) Yes    (b) No    (c) Maybe

**15. If No why would you not recommend this branch?**

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