

Executive Summary

It is very interesting to observe how organizations are involved to shape themselves for a new arena. We are entering into a new dynamic millennium of 21st century. Especially we know banks are directly in action to up-grade the economic position of countries every time. I conducted and experienced the project from that point of view. No doubt marketing contributes vastly and rapidly to the development of business as well as the economy. In this regard I took ***"Analyzing Customer Satisfaction Level At Standard Chartered Bank; Narayangonj Branch"*** as my topic, I will analyze this topic for having an inside look of the banking system of Standard Chartered Bank. Dealing with customers every day is not an easy job. Financial institutions serve a wide variety of customers individually and conduct business with a variety of financial needs. It takes special skills and knowledge to handle customers successfully. As a bank's boom or bust largely depends on customer satisfaction, a unique understanding of customers needs must be developed, and "Board of Director" is the head of the authority. Standard Chartered Bank (SCB) is multinational bank so that country Head office controls all the activities centrally. Branches essentially don't require all the departments as like as the head office.

All kinds of service provided by a Bank are closely related to the customer/client. A bank is mainly based on its marketing strategy. It is impossible to establish a Bank without marketing strategy. The main marketing strategy of the 'Standard Chartered Bank' is fewer prices, more profit that means better service, more satisfaction, more profit. A bank is called the businessman of others money. Since a customer is a very important factor for the bank every bank should try to satisfy its customers by providing them various types of service. A banker should know about the customer needs & wants to achieve his ultimate goals. For this reason

every bank tries its best to satisfy its customers due to establish their own business in the most competitive business world. Only a customer can be able to establish a bank with his or her own trusts. On behalf of any bank, every banker should try to capture the faith and trust of his/her customer. The first thing that I noticed in my intern period, SCB is not for all. To open an account in SCB it cost minimum BDT 20,000.00, anyone cannot bear this amount. Another thing is SCB's charges are higher than any other bank. But here SCB followed some techniques to satisfy its customers. It provides many facilities to its customer to reduce their change. If the customers are straightly following those techniques, they will be highly satisfied with SCB and also they will have no complain with SCB's charge. SCB always try to provide better service to its customer, it launch new product very frequently to fulfill its customers demand. Defiantly, Customer's satisfaction level becoming high by this new product, they can feel that their account maintaining, lending process becoming very easy to them. They are very comfortable with SCB.

SCB is running it business successfully in Bangladesh since 1947 till now. It is possible only because of its better service to satisfy all of its customers. After doing a research, I have found that SCB's customers are really satisfied with SCB's service, employee's behavior, product diversifications etc, because without customer satisfaction no organization can run for a long time.