



Internship report on
Customer satisfaction Gaps in the General Banking Department of
Union Bank Limited, Mirpur Branch

Submitted To:

Md. Fazla Mohiuddin

Lecturer

BRAC Business School

BRAC University

Submitted By:

Nadia Afroz

Id. 13104159

Date of Submission: 28 August, 2017

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UNION BANK LTD

SHARIAH BASED BANK

Local Bank Global Opportunity



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LETTER OF TRANSMITTAL

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MD. Fazla Mohiuddin

Lecturer

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Sub: Submission of Internship Report.

Dear Sir,

With great pleasure I am presenting my internship report on the topic “Customer satisfaction gap in General Banking section of Union Bank Limited, Mirpur branch”. It is a great accomplishment to work under your active and co-operative supervision. While preparing this report I have followed your direction and guidelines of my bank supervisor.

Working in Union Bank Limited was an inspiring experience for me. I feel that the huge learning and experience which I have earned during my Internship will facilitate me a lot in my future career life.

I might be very obliged if you are kind enough to receive this report and provide your valuable judgment about it. It would be my enormous delight if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,

Sincerely Yours

Nadia Afroz

ID: 13104159

BRAC BUSINESS SCHOOL.

Acknowledgements:

First of all I would like to express my heartiest reverence and respect to Almighty Allah for his special kindness to give me the opportunity to complete the Internship program successfully. My internship report can be considered as an honest effort to develop my personal and practical knowledge, which adds to the theoretical part of my study, thus enabling me to move one-step further to face the challenges in the job market.

This internship task has given me much pleasure. I am very pleased to get the chance of doing the assigned task given by my respected supervisor Mr. Fazla Mohiuddin, Lecturer, BRAC Business School. I would like to thank him for supervising me in all possible and flexible way for a successful internship program.

I am very grateful to Md. Didarul Alam Branch manager, Mr. Sohel Parvez Manager in Operation in UBL, Mirpurv Branch for granting my internship in their organization and all the others who helped me in my internship. Here, with day by day detailing alongside mental and proficient help improving my involvement in my temporary job life.

At last, I would like to thank everyone who supported me in any respect for the successful compilation of my internship report also I am communicating my expression of remorse that I could not say by and by one by one. I am satisfied to complete the report of the given subject properly and authentically.

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Executive Summary

Union Bank Limited has differentiated its administration scope amid most recent four years by opening new branches at various deliberately critical areas the nation over by offering different administrations with a dedication of guaranteeing perfection in keeping money. This bank is taken after all guideline which has given by Bangladesh Bank. It controlled and checked by Bangladesh Bank.

In the first part of this report I have discussed about the Union Bank's overview, its company chronicle, its mission, vision, goal, objectives as well as its organ gram, time line of UBL-at a glance, its organizational structure and structural of management, also the products and services launched by this bank.

Then I came to the main point of my report which is Customer service gaps in the general banking sector of Union bank ltd. In this sector, I wanted to highlight the provided service functions of this bank, how they are provided to the customers through general banking activities and how they are retaining their customers through the help of SERVQUAL. Finally, I have found some problems in order to operate their business also recommended how to remove these problems to operate its business smoothly in the upcoming years.

Chapter 1

Overview of the Organization

Introduction

Banks are a standout amongst the most imperative parts of any nation. In this current time cash and its need is imperative. A created budgetary arrangement of the nation guarantees to accomplish improvement. A present day bank gives profitable administrations to a nation. To accomplish improvement there ought to be decent created money related framework to help the financial as well as the general public. Along these lines, a cutting edge bank assumes a key part in the financial issues of the nation. Banks are a vital middle person that connections the surplus area of the nation with the shortage segment. They have the entrance of knowing the both area well. In the present time when neediness and natural corruption are two essential issue banks can approach to alleviate these issues with Sustainability Banking.

Manageability Banking is the part banks can play to guarantee practical advancement. It is the quest for ecological and social obligation in a banks operation through natural activities. It coordinates supportability into a bank's center business through the incorporation of natural and social contemplations into item plan, mission arrangement, and methodologies. Such a bank will be Union Bank Ltd. Ltd (unionbank, 2017). From the earliest starting point of its trip Union Bank Ltd. is constantly worried about the destitution lightening and natural security.

Union Bank Ltd. dependably trusts the mantra of "Zero" for this reason. The idea of Zero was particularly profoundly associated with Indian reasoning and religion, for example, Nirvana, the otherworldly condition of 'nothingness', when all cravings are invalidated. Nirvana is achieved when some individual can intentionally make his/her mind Zero or Shunya to be freed from all sort of wishes and self-sense. This mantra can be valid for a business organization as well. In the event that they can invalidate purported corporate objectives (wishes) fixated on benefit and nonstop development and begin from 'Zero to Infinity' giving mindful contemplations to monetary, natural and social effects and organize corporate social obligations with great administration it will introduce a condition of maintainability (unionbank, 2017).

Union Bank Ltd. is taking a stab at such otherworldly salvation droning the mantra of Zero. They are attempting to guarantee budgetary incorporation, Green financing and CSR exercises each years to get more maintained development the general public.

Company Profile:

Union Bank Ltd is one of the main fourth era banks in the locale, was shaped on first April, 2013 with the intend to give worldwide chances to their customers. It began operation as Shariah based bank in the private segment on 20 May, 2013 by opening Gulshan Branch. It has an approved capital of tk 10000 million, paid up capital of 4280 million and profit into 428 million offers of tk 10 each. It renders a wide range of business keeping money benefit inside the Bank Companies Act, 1991 and 2013 under Islamic Shariah. The bank is overseen by the individuals Board of Directors.

Islamic managing an account is currently spread over the whole world, in both Muslim and non-Muslim nations, as a suitable element and budgetary delegate, the second 50% of the twentieth century saw a noteworthy moving of intuition in formulating keeping money arrangement and system on the premise of the "Shariah".

The bank gives fantastic client benefits however the incorporation of the most recent saving money innovation and furthermore Shariah based items. Bank was prevailing to open 44 new branches at different monetarily vital areas and furthermore some country zone. While 08 branches are in Dhaka city and 36 branches are in different regions. As per their Vision and Mission, they are making a decent attempt to give range of administrations whether the customers are singular, little business visionaries or modern firms. To guarantee quick, exact and viable client administrations and web based saving money offices they have officially made a

concurrency with the Vendor of Ababil. Not just by innovation, their bank has likewise plan to give physical managing an account offices to every one of their clients and bring the unbanked rustic individuals under the umbrella of keeping money benefit. In the age of 21st century we as a whole realize that all Commercial Bank is presently giving abroad offices. Union bank has just got the SWIFT code and their talented and effective authorities are fruitful to exchange cash from outside .UBL representatives are focused on the most astounding morals and a set of principles (unionbank, 2017). Their workers share a typical security and a solid conviction that the fundamental standards of corporate administration, decency, straightforwardness, responsibility and duty are applicable in all that they do.

Islamic banking:

An Islamic bank is based on the Islamic faith and must stay within the limits of Islamic Law or the Shariah in all of its actions and deeds. The original meaning of the Arabic word Shariah was ‘the way to the source of life’ and it is now used to refer to legal system in keeping with the code of behavior called for by the *Holly Qur’an*(Koran). Four rules govern investment behaviour:

1. the absence of interest-based (*riba*) transactions;
2. the avoidance of economic activities involving speculation (*ghirar*);
3. the introduction of an Islamic tax, *zakat*;
4. the discouragement of the production of goods and services which contradict the value pattern of Islamic(*haram*)

As a Shariah based bank, Union Bank Limited strictly follow these four rules.

Vision of Union Bank Ltd

To become socially committed world class financial institution.

Mission of Union Bank Ltd

- ❖ Emancipate their poor people from abject poverty by empowering them with smooth banking service.
- ❖ Be the leading provider of Islamic Shariah compliant banking services in Bangladesh.
- ❖ Provide fast, accurate and satisfactory customer service by maintaining corporate and business ethics and transparency at all levels.
- ❖ Ensure technology based professional banking environment with strong capital base.
- ❖ Thrust on investment facilitating banking product.

Core values

- **For Customers**

To become most caring Bank- by providing the most caring and efficient service in every area of business

- **For employees:**

By encouraging the employee they try to bring out the best performance from the employee.

- **For their shareholders**

By ensuring fair return on their investment through generating stable profit.

- **For their community**

By assuming role as a social responsible corporate entity in a tangible manner through close adherence to national policies.

Special Feature of Union Bank Limited

As an Islamic bank, Union bank are unique in every positive aspect. They provide a bunch of state-of-art banking services within the wide bracket of Shariah. They are unique with their product strict with their principle and uncompromising with their honesty. Some of their special features that make us notable in Islamic banking sector are as follows:

- All activities of UBL are conducted under an profit/loss based system according to Islamic Shariah .
- The head office and the other branches have been provided with the State-of-the-art computer hardware as well as software to carry on day-to-day accounting and routine work efficiently and quickly from the beginning of the banking. Bangladeshi software has been introduced in this feature to promote the local developers.
- Union Bank Ltd. has implemented successfully Automated Teller Machine (ATM) /DBDIT card transaction from 2013. Through Automated Teller Machine (ATM) /Debit card, customer can avail the facilities like withdrawal money, balance inquiry and purchase goods from Point of sale (POS) using ATM Booth and POS.
- Bank believes in providing dedicated services to the clients imbued with Islamic spirit of brother hood, peace and fraternity.

- Its investment policies under different modes are fully Shariah compliant and investment monitored by the board of Shariah Council.
- The bank is committed towards establishing welfare-oriented banking system to meet the needs of low income and underprivileged class of people.
- The Bank upholds the Islamic values of establishment of a justified economic system through social emancipation and equitable distribution of wealth.

Objectives of Union Bank Ltd. Limited:

1. Provide secured banking services to the unbanked individuals all through the nation.
2. Build agent booths everywhere throughout the country and make money related administration business people.
3. Setting up District/Upazila Level back office all through the country.
4. To manage an account with present day worldwide administration they mix their operational conventional.
5. Through elevated requirement and quality managing an account they encourage their partners.
6. To lead outside trade business like universal cash settlement organization accordingly on and in national.
7. Families of expatriate Bangladeshis get foreign inward remittance.
8. Customer can pay utility bill, passport fee and social safety net payment services and so on.
9. Process Agricultural, SME and Retail credit from the agent points.

10. To degree credit office to the customer.
11. To give standard and speedy administration into the customer.
12. To degree custodial administrations for instance, locker.
13. To degree general saving money administrations to the customers.
14. Buying and offering of remote monetary standards.
15. Enable online business benefits through the agent points.
16. Introduce school banking in the locality.
17. Train and develop the prospective SME business people.
18. Financing solar home system and sustainable power source segments as a green banking initiative.
19. Give faster service
20. Offer interest free banking services to the customers.
21. Establishing a group of entrepreneurs with Islamic values.
22. Strengthening the qualitative foundation of Islamic Banking system.
23. For Islamic Banking they upgrade Technology and Human Resource.
24. Contributing substantially in the global profit of Union Bank Ltd. Limited.

Business plan of Union Bank Limited

For General Banking

- Mobilize low-cost/no cost deposit of different natures and financing in the form of less risky investment on priority basis.
- Expand country wide branches/booths in urban as well as rural areas.
- Provide best services by attending clients on call.
- Be the front runner in establishing the concept of Green Banking in Bangladesh.
- Meet up corporate social obligations by participating/promoting the CSR activities.

For Corporate Services

- Focus on foreign currency business through export and remittance by expatriates as well as service providers.
- Operate central online banking system.
- Attain strong foundation /financial footing of the bank rather earning more profit.
- Remain vigilant to manage & minimize all the risks inherent with the banking investment

Schemes of UBL

1. Al-Wadeeah Current Account
2. Mudaraba Saving Account
3. Mudaraba Mounthly Deposit scheme
4. Mudaraba Monthly profit scheme
5. Installment Term Deposit.
 - Mudaraba Kotipoti Scheme
 - Mudaraba Millionaire Scheme
 - Mudaraba Mohor Scheme

6. Double Deposit Scheme.
7. Mubaraba Pension Scheme
8. Hajj Deposit Scheme

“Allah has permitted trade and forbidden interest” (verse 275 of sura Al-baraka). And as such Union Bank Limited operates with the objectives and commitment to implement the economic and financial principles of Islam in banking arena blending Islamic values and modern technologies with a view to achieve complete success in this world and hereafter.

- To provide quality service to our customers.
- To set high standard of Integrity.
- To extend our customers innovation services acquiring state-of-the-art technology blended with Islamic principles, and bring total satisfaction to our clients and employees.
- To expand Islamic banking through welfare oriented banking system.
- Ensure equity and justice in economic activities.
- Extend financial assistance to poorer section of the people, and
- Achieve balanced growth & equitable development

Products and Services

General Banking & Deposit Management :

1. Account opening and KYC procedures.
2. Issuance of DD/TT/PO/FDR.
3. Inter Bank Transaction, OBC/IBC.
4. Account section.
5. Clearing Section.
6. IT Section.

Credit Department

1. Credit Proposals Processing Procedures.
2. Documentation and Loan Disbursement Procedures.
3. Overview on all returns.

Foreign Exchange Department

I. Cash L/C

1. Opening of L/C
2. Lodgment of Import Bill.
3. Payment against Import Bill.
4. B/E Matching.
5. IMP Reporting.

II. BTB L/C

1. Export L/C Checking.
2. Opening of BTB L/C (Local/ Foreign/ EDF/ EPZ).
3. Lodgment and confirmation of maturity date.
4. Allowing of PC.
5. Payment against realization of Export Proceeds/ Forced Loan.
6. B/E Matching.
7. Reporting.

III. Export

1. Scrutinizing/ Negotiation/ Send on Collection.
2. Follow-up.
3. Realization. 4. Reporting.

IV. Foreign Remittance

Inward

1. FDD. 2. FTT. 3. Others.

Outward

1. Endorsement of Traveling. 2. Education/ Treatment/ Others. 3. Cash Rebate. 4. FC issuing. 5. FDD/ FTT

Management

The company is managed by its Board of Directors consisting of 14 members. The Board appoints an executive committee consisting of Sponsor Director (Chairman, Vice Chairman), Managing Director, Shareholder Director, Ex officer Director, Company Secretary. The committee is authorized to observe and review major day to day operational functions including investment plans, budgets and other investment activities. The Board is also responsible for establishing the company's policies and reviewing the operational performance of the company including approval of large investment transactions and major fund procurement. The Board appoints, the Managing Director responsible for managing the company's overall operations within the framework of policies of the company. The Board also appoints the Policy Committee of eight directors who formulate the personnel policy.

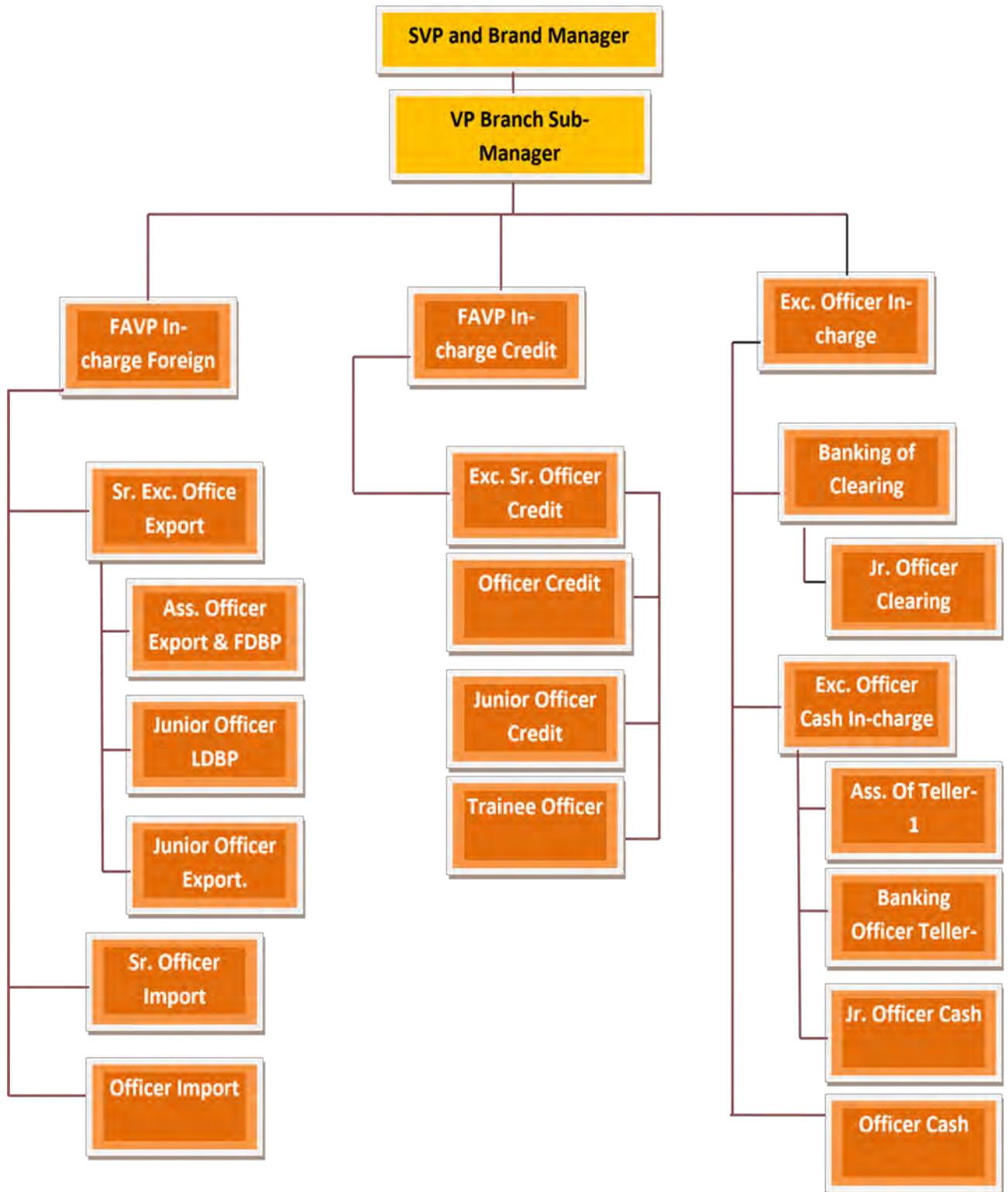


Figure: Management structure (structure, 2014)

SWOT Analysis

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> -A decent productivity and acceleration through interior capital era. -One of the most astounding quantities of Branches including provincial zones. -Energetic and experienced best level administration. -Enduring development. -One of the most astounding Interest payers on stores 	<ul style="list-style-type: none"> -Giving higher consideration on Fixed Deposits: high cost. - Undiversified Portfolio - Central based Decision-Making - Technological Updates - Less Promotional Activities - Less Concentration on Customer Service because of bumbling CRM
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> -Market Penetrations through diversified products. -Business exposition through opening branches in the remote areas of the country -Online banking activities. -Expanding its ATM's reach to the customers. 	<ul style="list-style-type: none"> -Amplified competition in the same market. -Forcibly lowering of Lending Rate because of the market structure. -Government rules and economic changes -Political unrests and associated concerns

CHAPTER 2

INTERNSHIP ROLE

General Banking:

General Banking is the center of all keeping cash works out. Each bank has general managing an account office. It is the from the get-go branch of the bank to its customers. General saving money is likewise called client administrations. Here officers take care of each sort of issues of their clients. Like in the event that somebody lost his or her ATM card he or she can issue another card by top off administration ask for shape and officer close their past card. As this is a keeping cash affiliation, this affiliation procures advantage through pitching organizations to its customers. This office is really taking store and gives credit and give administrations to their clients. In, Union Bank Ltd. skilled people are distributed for giving such organizations and to the inspiration driving store enactment. The general sparing cash authority of Union Bank Ltd. contains following activities:

1. Account Opening and Lockers Services
2. Cash administration and teller operations
3. Remittance Department
4. Clearing Section
5. Financial Control and Accounts Department

Function of General Banking

The bank's essential or first administration is to help with the every day money related exchanges of the clients. The operations of general managing an account are examined underneath:

- **Account Opening:** When the client needs to open a record he/she requires gathering the shape from the bank. The record opening officer in the general managing an account confirms the data

gave by the client and the reports. Once the client has satisfied every one of the criteria, the officer opens the record.

- **KYC Procedure:** The bank ceils the measure of exchange that can be made by a client. This is called KYC, i.e., client exchange profile.

- **Customer Service:** The officer of the client benefit division needs to reply to every one of the inquiries made by the clients. For instance, account explanation, check book, and so forth are given by the client benefit division.

- **Card Division:** The work force of the card division require giving data with respect to charge cards and different cards to the clients. For instance, he/she needs to contact the client when the card is prepared and furthermore when the bank offers rebates or different advantages for utilizing the card.

Job Responsibilities:

1. I usually gave the information to the customers about their desired accounts. If they wanted to open a savings account I told them that they have to give 2 copies of their Passport size photographs and 1 copy Passport size photograph of the nominee. They are also required to submit the photocopy of their utility and a photocopy of their passport/national ID card. If they submit their tin number Government will take 10% of their savings amount but if they do not have tin Government will take 15% of their savings amount.
2. I used to update the customer's account opening form.
3. I gave product related information to the clients.
4. I made phone calls to the customers if they did not submit all require documents.
5. I used to do cheque book and ATM card entries on register books and keep those books at a safe place.

6. I distributed cheque books by asking them their name, account number and made them sign on register books and then their sign verified by an officer.
7. I made phone calls to the customers who did not collect their cheque book or ATM card after passing 3 or 4 months.
8. I put everyday courier to the savings account and also other require documents which I got after opened an account.
9. Sometimes I checked voucher of other officers.
10. I used to do entries of inward and outward documents.

PROJECT PART

Introduction

Consumer loyalty demonstrates the satisfaction that clients get from working with a firm. As it were, it's the way cheerful the clients are with their exchange and general involvement with the organization (myaccountingcourse, 2017). Consumer loyalty is essential since it gives advertisers and entrepreneurs with a metric that they can use to oversee and enhance their organizations. In an overview of about 200 senior promoting directors, 71 percent reacted that they found a consumer loyalty metric exceptionally valuable in overseeing and observing their organizations. (clientheartbea, 2015) .

It must be accomplished if the client has a general decent association with the provider. In the present aggressive business commercial center, consumer loyalty is an essential execution example and fundamental differentiator of business procedures. Thus, the more is consumer loyalty; more is the business and the holding with client. It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in

competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them. (managementstudyguide, 2017)

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important panorama that every supplier should focus on to establish a renounced position in the global market and enhance business and profit. (managementstudyguide, 2017)

Importance of measuring customers' satisfaction level

- By measuring customer satisfaction level, organizations can understand customers' preference and take actions.
- When organization identifies the contributing factors of customer satisfaction then they can improvise the satisfaction level more.
 - After analyzing the data, organization can understand which features should change and which features should add to attract the customers. So measuring customer satisfaction ensures customer friendly business strategy and product design.
 - Through qualitative research, organization can get brief idea about the perception of a customer about a particular product.
 - It also gives idea about how to serve the vulnerable customers who are hard to reach.
 - Overall measuring customer satisfaction level helps an organization to improvise its business and the improvisation has direct impact on organization's profitability.
- It's a main marker of buyer repurchase aims and dependability
- It's a state of separation
- It decreases client beat
- It expands client lifetime esteem

- It decreases negative verbal exchange (clientheartbea, 2015)

The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. (businessdictionary). So in a bank it can be said the the more reaped customers come, the more customer satisfaction is there. In Union bank I have seen most of the customers are there from the beginning of the branch. They are like families. Some customers even distributed sweets among the bank employees in festivals.

Today's consumer has become increasingly demanding. They not only want high quality products but they also expect high quality customer service. Delivering superior value to the customer is an ongoing concern of Product Managers. This not only includes the actual physical product but customer service as well. Products that do not offer good quality customer service that meets the expectations of consumers are difficult to sustain in a competitive market. In banking sector it is very important to deliver good service as many other banks are working in our country. Customers have many options in their hand. It is very important to identify customer service gap in an organization to hold the old customers and welcome new customers.

Methodology

To identify customer satisfaction gaps I have done survey with questionnaires. These questions are made using SERVQUAL method. There are total eleven questions. Each questions are under four separate sections of SERVQUAL. I have done survey among 25 customers of UNION Bank, Mirpur Branch.

SERVQUAL Model

At present service is an important factor for an organization. Service not only influence the perception towards a company, but also affects its sales and profitability. In order to measure the service quality Zeitham I, Parasuraman and Berry developed the SERVQUAL model during the eighties. It is utilized to do a crevice investigation of an association's administration quality execution against the administration quality needs of its clients. That is the reason it's likewise called the GAP show. It considers the view of clients of the relative significance of administration traits. This enables an association to organize. SERVQUAL can be utilized or adjusted to gauge benefit quality in assortment of administration settings. Another favorable position is that it can be utilized for analyze contenders and extensive variety of administrations.

This strategy could be utilized for inner showcasing. It depends on the possibility that each person in an association, especially an administration association, ought to perceive that they have clients to serve. There is a positive connection between inward administration quality and outer administration quality and subsequently consumer loyalty, client reliability and the gainfulness of the association. Statistical surveying can be received for use with workers. Faculty can be given the chance to offer criticism to administration about working conditions, organization approach all in all and specialists' own comprehension about what involves quality for the client. The connection between authoritative subunits and their relationship to top administration are likewise essential. This can be evaluated by a variety of the SERVQUAL instrument. (.servqua, 2007)

Previously it measured ten features of service quality. However it reduced to five features in the later period.

These features are

- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

ServQual

Source: Zeithaml, Parasuraman & Berry, Delivering Quality Service

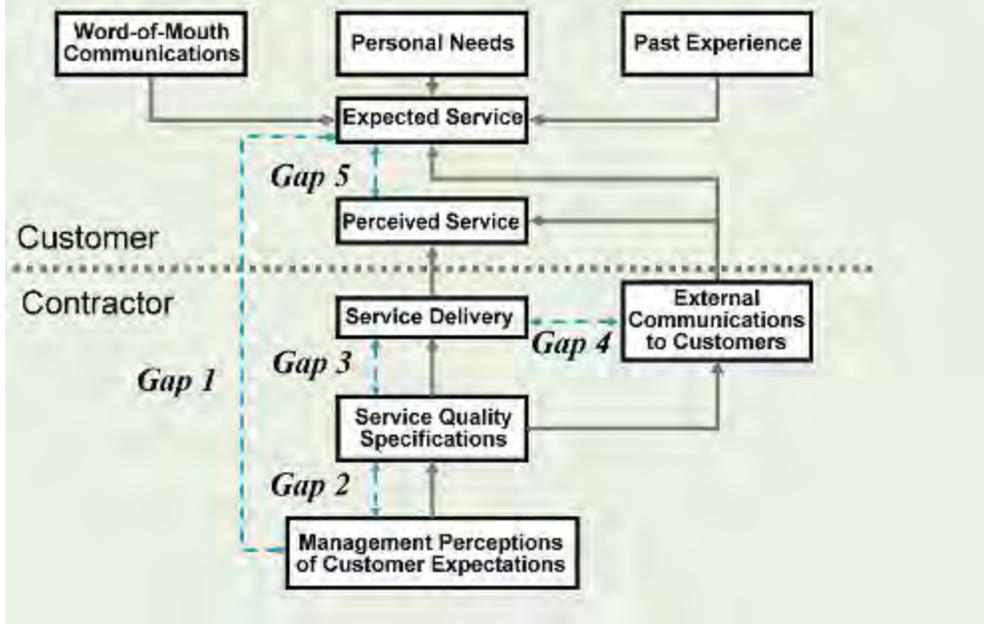


Figure: SERVQUAL Model (servqua, 2015)

The model not only measures the quality of service but also helps to manage the quality. An organization can develop a questionnaire to assess the gap between the expectations and perceptions of its customers.

There are three key basis of the model:

- The gap
- Reasons for the gap and its solutions
- The most important aspects of the service(the five features mentioned earlier).

A company can identify five gaps using this framework. They are:

Gap 1:

The Gap between Consumer Expectations and what Management Perceives.

Sometimes the management's perception of customers' needs and demands is incorrect. For an example, the management of Union Bank Ltd. perceives that their card service is extremely good. However, the most of the customers of the bank admitted that the bank deducts charges without notification and the customer service of the card department does not provide service promptly.

The reasons for this gap are:

- Lack of satisfactory market learning
- Misinterpretation of the clients' desires
- Miscommunication inside the distinctive levels of representatives of the association

Gap 2:

The Gap between management perception and service quality specification.

There are times when the administration has seen the requests of the clients precisely. Nonetheless, while planning the administration and its determinations the administration neglects to fuse the activities and the administration principles that are important to give that specific administration.

The reasons behind Gap 2 are:

- The service actions developed are inadequate
- The dedication of the management is not enough
- The service design is vague or poor
- The procedure for developing a new service is disorganized

Gap 3:

The Gap between service quality specifications and service delivery.

At times the frontline employees fall short to meet the service standards set up by the management. In addition the gap may arise when any other systems to deliver the service fails, such as the technology or processes specified in the service design stop working.

The reasons behind the gap are:

- Insufficient training of the employees
- Incompetent or reluctant to ensure whether the service provided has met the standards
- Failure of the management to conduct research on customer experience of its services
- Miscommunication between the employees and management

Gap 4:

The Gap between service delivery and external communications to Consumers.

At times the representatives of the association induce the desires of customers with their declarations or promotions in every one of the media. These lift the desires of the customers. However at the season of administration conveyance the delegates miss the mark to give the administration as guaranteed. The reasons for this gap are:

- False announcements through notices
- Unsuccessful to deal with the desires of the clients
- Unsuccessful to give the administration as per the benchmarks and necessities

Gap 5:

The Gap between expected service and Perceived service.

Crevice 5 joins every one of the Gaps from 1 to 4. The desires of buyer are affected by both inward and outside elements. However when the customers experience the administration and the experience does not coordinate with the desires, the crevice emerges. Consequently, basically this crevice must be diminished by the associations to enhance their gainfulness and guarantee clients' reliability and unwaveringness.

Result Analysis:

My questionnaire was divided into four categories. The four criteria of SERVQUAL model was covered in the questions. As my branch is not big enough to do survey in a broad range so I was able to take answers from about 25 people. The result is described below-

Reliability: It refers to the ability of the employee to provide the service reliably and correctly. This is because the employees made a number of mistakes such as incorrect account number, misplace of important documents, etc., which resulted as a hassle for the customers. In Ubl customers said that mirpur branch is very reliable no displace found in their experience.

Responsiveness: It is the readiness of the employees to provide the service to the customers on time. In this the employees could not provide the service quickly. For instance, the cheque books are often delivered to the customers on a later date than the lead time. In UBL, mirpur branch around 15 the customers said that they get their deliveries in perfect time.

Empathy: It is the special consideration and care the employees of the bank provide to their customers. This dimension has received the worst evaluation of all the five dimensions. The employees of the bank are often rude to the customers.

Assurance: It is the employees' understanding and courteousness along with their ability to put across trust and confidence. It is good in rating because UBL is an Islami shariah based bank. They try their best to hold trust of customers.

Tangibles: It is the physical appearance of the bank's facilities, such as, equipments, personnel and communication materials. In this case UBL is one of the few banks in Bangladesh to use the latest technology, such as Ababil. Moreover the office itself is decorated nicely agree that even though the employees of the bank are not polite, the physical structure including equipments and other communication materials are good.

Customer service Gaps in customer service of Union Bank Limited

The success of a company in the modern business not only depends on how much profit it earns but also on quality service which determines how satisfied its customers are. Therefore, the way in which the company provides its service or the quality of service you provide may be the key factor towards its success in the long run.

Union Bank Limited may have captured a part of the Bangladeshi banking market by bringing banking facilities to all class of customers. Nonetheless, during the past few years they have not been able to grow to its expected level in the market. The reason behind this failure may be due to the gaps in customer service that they provide .After doing SERVQUAL model survey. I identified some gaps in Union Bank Limited.

Some of the reasons behind the gaps in Union Bank Limited can be identified as follows:

Gap 1-

Technology: At times, the service gets stuck in the middle as the bank uses both PC Bank and Ababil software in their branches and if a customer is having a service which requires PC Bank to complete then he/she or the transaction has to wait for a long time which is time consuming and at the same time irritating to some extent.

Gap 2-

Information Gap: Providing wrong information for getting a service: Normally a checkbook should take three working days to reach its customer after the requisition placed but the front desk officer told him that it will take more than 10 days.

Gap 3-

Service Delay: A customer once approached the front desk and placed a requisition for a Debit card and it should take 10 working days to reach that customer but it did not even reach him/her even after 20 working days of the Bank.

Gap 4-

Activating services through Card Division: Normally it takes 24 hours to activate a card but sometimes it requires more than 48 hours.

Gap 5-

Wrong A/C number placement: Sometimes the customers are provided with wrong Account number (liquidation number) rather than the actual customer A/C number.

Gaps 6-

UBL Card Service: A customer once faced a problem where he did not use his debit card to purchase anything but the card division charged him an amount mistakenly.

Gap 7-

Mobile Banking: Most customers' find it hard to operate with the mobile banking section of the bank as they do not really educate the customers about the service.

Gap 8-

Promotional Activities: UBL does not really promote their products or services that much other than the policies of Bangladesh Bank or Mcash service of the Bank. Thus it gets very difficult to attract the new and potential customers to enjoy the services of the bank.

Broad objective

Customer satisfaction gaps in bank are mainly introduced by taking survey answers from same customers or same branches. Most of the time banks work on surveys in the city area branches. They do not bother to work in rural area branches. So the customers of the rural areas cannot express their opinions so satisfaction gap exists there. For an example-Union bank took survey only in the main office not in branches.

On the other hand, persons whom are appointed to do the survey they take answers only from specific customers. Expected services from a bank is not same to every person. It varies person to person. Here customer satisfaction gap arises.

Short objective

In order to work on reducing customer service gap Union bank can take following steps-

- Run survey in branches.
- Take answers from every customer.
- Take steps to improve customer service according to all customers' preferences.
- Same questionnaire in every branches.
- Questionnaire that covers every sector of customer service.

Chapter 3

Findings & recommendations

Findings

Positive Observation:

1. Employees of UBL were very much co-operative and friendly. They have extreme level of patience. They were always giving me a proper instruction before assigning me any kind of work.
2. Employees of UBL, Mirpur Branch always try their best to help their customer.
3. The authority of Union Bank Limited is exceptionally strict about punctuality.
4. Branch Manager always communicate with employees.
5. Branch Manager of UBL, Mirpur Branch has a good communication skill. He knows how to hold their esteemed customer and on their special day he sends cakes and chocolate.

Negative Observation:

1. UBL, Mirpur Branch is a new branch so this branch has a lot of pressure compare to other branches but this branch does not have enough employees. If one employee is absent or on a leave another employee has to take duties of that employee along with his or her own duty.
2. In customer service there are only five employees so it is impossible for them to attend customers all the time so sometimes it happens customer wait for a long time.
3. Due to congested zone customers do not get seats on the pick hour.
4. This branch does not have enough printers and photocopy machines so when one employee is doing print another employee has to wait.
5. Union bank Limited do not engage any promotional activity. Whenever they make or introduce any new product they do not show it through advertising or any other social media.
6. Network server of UBL is very slow.

To solve above problems UBL, Mirpur Branch can do following things.

1. Allocate two employees for same position or for same task.
2. Hire more employees for customer service.
3. Can shift their building so they can arrange more seats for their customers.
4. Give one small printer to each employee which will be connected with their pc.
5. Make a Facebook page where customer get information about their product and activity.

Recommendation

Every organization in the world may have some sort of problems or complications in its path of operation and UBL, mirpur branch is also not an exception. For every setback there are also way outs and for UBL the following recommendations can be suggested:

1. Union Bank Limited should make ATM booth in different location. It has ATM booth only with their offices but it does not have ATM booth separately.
2. Bangladesh Bank continuous change banking rule and regulation. So every employee should know about all these things but Union bank Limited does not arrange different training program for their employees.
3. Union Bank Limited should do market research after 3 or 4 months but they do market research after 1 year. If they do market research regularly they will know which company is going ahead than them, what is their lacking, which facility customer wants more etc.
4. Customers are the priority of every bank without their complaints and feedback no bank can do well. Now a days customers give their complaints and feedback through social media or put a small note on box which is situated in front of office. UBL has box but their Facebook page or twitter is not much well updated so they should update their social media pages.
5. Union bank Limited must launch evening bank services because everyone is busy with his or her own work so at day time it is difficult for them to go to the bank. If UBL started evening bank services it will be beneficial for their customer.
6. Union Bank Ltd, Mirpur Branch need to give fast service of deposit and withdrawal of ustomers. As customers do not want to wait for a long time so more money counting machine and more adequate employee should be given in cash counter.
7. Union bank Limited, Mirpur Branch does not keep enough money. So if anyone wants to withdraw large amount of money he/she has to inform the branch before 7 days. If anyone wants to instant money he or she can not withdraw at that time so UBL, Mirpur branch should have enough money so they can give services to their customers instantly.

Limitations

No work can be done without hardship and bindings, so for preparing this report I also face some limitations while preparing this report. The limitation are described below,

- As I was an intern I could not have access to all the files and folders of the company, because I did not have access to shared drive.
- I could not access all the policies of the procurement because of the company rules and regulation.
- Time is one of the main problems to generate this report, as there was not enough time.
- It became difficult to conduct customer survey as most of the clients were not co-operative to do the survey.

Conclusion

The economic development of Bangladesh indicates the importance of the financial institutions of this country. Union Bank Limited is a fourth generation bank that has been contributing to the socioeconomic development of the country. Every organization has faced issues throughout the journey. Union Bank Limited is no different and therefore has problems that have to be solved. If the issues and problems are resolved, the progression rate of the bank will grow faster. The prerequisite to complete graduation is the completion of internship. The internship allows a student to relate his/her theoretical knowledge to the practical situations. By the grace of Almighty Allah I completed my internship at Union Bank Limited, Mirpur Branch. I got the opportunity to work in the general banking department of the bank. The length of the internship is only three months which is insufficient to gather in-depth understanding of any organization. Union Bank Limited has become of one of the leading bank in Bangladesh due to their hard work and dedication. The introduction of new technologies is a key to their success. If only they improve the customer services quality it will give them the opportunity to attract new and bigger clients.

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Questionnaire

Please answer the following questions:

1) Gender -M /F

2) Age :

a. 15-20 years

b. 21-30 years

c. 31-40 year

d. Above 40

3) Average monthly income _____TAKA(approx.)

4) On an average the number of times you recharge your account(If applicable)_____times

(RELIABILITY)

Please rate your satisfaction of this service on the following:

Please rate 1-5 number for Highly Dissatisfied to Highly Satisfied

5) Bank performs my service as I want

- Service is done right from the beginning
- I trust the Bank to solve any problem
- Bank completes the service at the right time
- My records always come free of errors

(RESPONSIVENESS)

6)Please rate 1-5 number for Highly Dissatisfied to Highly Satisfied

Employees serve me without delay or hesitation

- I trust Bank's employee who serves me -
- I am confident that my transactions are complete and safe -

<input type="checkbox"/>				
<input type="checkbox"/>				

7) How did you approach UBL, in order to get your problem solved

- a. Customer Care Service
- b. Online
- c. Other

(EMPATHY)

The following questions pertain to the customers service representatives you spoke with most recently. Please indicate whether you agree or disagree with the following statements.

Please tick the following questions.

8)Please rate 1-5 number for Highly Dissatisfied to Highly Satisfied

- 1.Bank's employees always give me special attention -
- 2.Bank's employees offer advice and guidance to me -
- 3.Bank's employees are always polite when talking to me -

(ASSURANCE)

9)The following questions pertain to the process by which your most recent service contract was handled. Please indicate whether you agree or disagree with the following statements. Please tick the following questions.

Please rate 1-5 number for Highly Dissatisfied to Highly Satisfied

1.The waiting time for having my questions answered was satisfying

2.Bank’s employees have enough knowledge to answer my questions

(TANGIBLES)

10)Please tick the following questions.

Please rate 1-5 number for Highly Dissatisfied to Highly Satisfied

1.Bank’s equipments are modern

2.Bank’s layout is nicely done

3.Bank is generally clean

4.Bank’s accounting system is good

5.Bank’s employees are nice

11) Please rate your service expectations of UBL from a scale of 1to 5. (Consider the total package offered by the service provider including customer service; UBL benefits, and the cost, how satisfied are you?)

1 2 3 4 5