



Inspiring Excellence

INTERNSHIP REPORT ON

Customer Service and Satisfaction of

Agrani Bank LTD



Agrani Bank Limited

Committed to serve the nation

Submitted To:

Mr. Tofazzal Hossain

Lecturer

BRAC Business School (BBS)

BRAC University

Submitted By:

Sadia Afroz

ID-13204005

BRAC Business School (BBS)

BRAC University

Letter of Transmittal

5th April, 2018

Mr. Tofazzal Hossain

Lecturer

BRAC Business School (BBS)

BRAC University

Subject: Submission of internship report on “Customer Service and Satisfaction of Agrani Bank Limited”

Dear Sir,

This is to inform you that I have completed the report which I have relegated to total my last course of BRAC Business School, Bus-400. For the completion of this report, I have taken after all the instruction and directions that I have been given and compose point by point data of my viable work and information.

In composing this report, I have to get arranged for intuition encounter and genuine life information around Client Benefit and their Fulfillment level. To get the precise result of my investigate I have to do examination all my auxiliary information. Due to a few challenges and hazards I am able to make this report enlightening and learned. I would be grateful if you kindly accept my internship report and acknowledge my hard work and patience. Thank you.

Sincerely,

Sadia Afroz

ID-13204005

BRAC Business School (BBS)

BRAC University

Acknowledgement

I would like to thank to the Almighty for giving me such mental quality and persistence for the completion of this internship report with legitimate ethical convenient, difficult work, devotion and genuineness. I would moreover like to thank to those identities that were connected with me specifically and by implication to total my internship exercises as well as this report.

First of all I would like to thank our honorable Lecturer of BRAC UNIVERSITY, Mr. Tofazzal Hossain, for providing me such opportunity and guidance to work on this report. Without her help and support it was not possible for me to collect all the information and do the research properly.

I also show my gratitude to my office supervisor Ms. Rahma Afroz, Principal Officer and Mr. Zamir Hossain Gazi, Assistant General Manager of Agrani Bank Limited.

Finally, I would also love to thank my friends, family and parents who helped me to guide for the beautiful completion of report and such great experience.

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Executive Summary

I have got a great opportunity to complete my internship in the most renowned bank in Bangladesh, Agrani Bank Limited. As a Human Resource Management student it was a great experience to me to work in Agrani Bank as an intern. I am also very much thankful to all my mentors and supervisors who have helped to learn every general banking methods, rules and regulations properly. In this report I have included all my practical experience and learning along with company profile, mission- vision and company structure. I have elaborately mentioned the customer support and satisfaction level of Agrani bank along with the statistical studies that I've were given through my interview of customers. The questionnaires of my interview are attached within the appendix. I also delivered bibliography from where i have taken all the secondary records about Agrani Bank. I hope this report will give everyone a brief idea about Agrani Bank Limited's customer service operation and their satisfaction level.

Chapter 1:

Introduction

1.1 Overview of the Company

Agrani Bank Controlled is a state possessed preeminent beneficial bank and It has 942 outlets strategically found in about all the commercial ranges all through Bangladesh, outside Trade Houses and thousands of outside Communicators, came into presence as an Open Restricted Company on May 17, 2007 with a see to net over the trade, resources, liabilities, rights and commitments of the Agrani Bank and which developed as a nationalized commercial bank in 1972 promptly after the appearance of Bangladesh as an autonomous state. Agrani Bank Constrained continuous agent as a fruitful concern premise through a Sellers Contract marked between the service of fund, Government of the People's Republic of Bangladesh on sake of the previous Agrani Bank and the Board of Chiefs of Agrani Bank Constrained on November 15, 2007 with review impact from 01 July, 2007. Agrani Bank Limited is ruled by a Board of Directors containing of 10 members headed by a Chairman. The Bank is controlled by the Managing Director & Chief Executive Officer; Managing Director is supported by Deputy Managing Directors and General Managers. This bank has 11 Circle offices, 34 Divisions in head office, 52 zonal offices and 941 branches including 27 corporate and 40 AD (authorized dealer) branches.

1.2 Mission:

To develop the best chief state owned commercial bank of Bangladesh functioning at worldwide level of productivity, excellence, customer service and distinction.

1.3 Vision:

To function morally and honestly within the strict framework set by our controllers and to integrate thoughts and lessons from best performs to progress our business strategies

1.4 Hierarchy of Agrani Bank:

Hierarchy Of Agrani Bank



1.5 Awards & Achievements of Agrani Bank:

Awards & Achievements	Reasons for Achievement	Year of Achievement
ICMAB	Best published Accounts and Report	2010-2011
SAFA	Best Presented Accounts	2009-2012
ICMAB	Corporate Governance Disclosure Awards	2009-2013
Financial News Services	Best Performing Bank	2013-2014
The Industry	Leader In Quality	2013-2015

Chapter 2:

Research & Methodology

2.1 Introduction:

As I have done my internship program in Agrani Bank Limited, Banani Branch for three months, I have got a huge chance to observe all the activities, positive and negative of the bank. I was appointed in the General Banking section, where usually I served the customers with the normal service. I also worked in the Credit Department where customers usually go for loan related matters. I often saw Banani branch IT function run slowly and that is why customers as well as the employees also faced severe problems for getting services. At that time I have realized and understand these customer service and satisfaction matters more accurately. That is why I have chosen my internship report topic on Customer Service and Satisfaction.

2.2 Problem Statement:

It's a common belief that government banks' services are different from private banks' services. Private bank provides faster services as compared to Government bank. It's an also common belief that Government bank procedures slow compare to private bank. As I have got opportunity to work most renowned Government bank so I wanted to see that the customers of Agrani bank are how much satisfied with this bank.

2.3 Research Model:

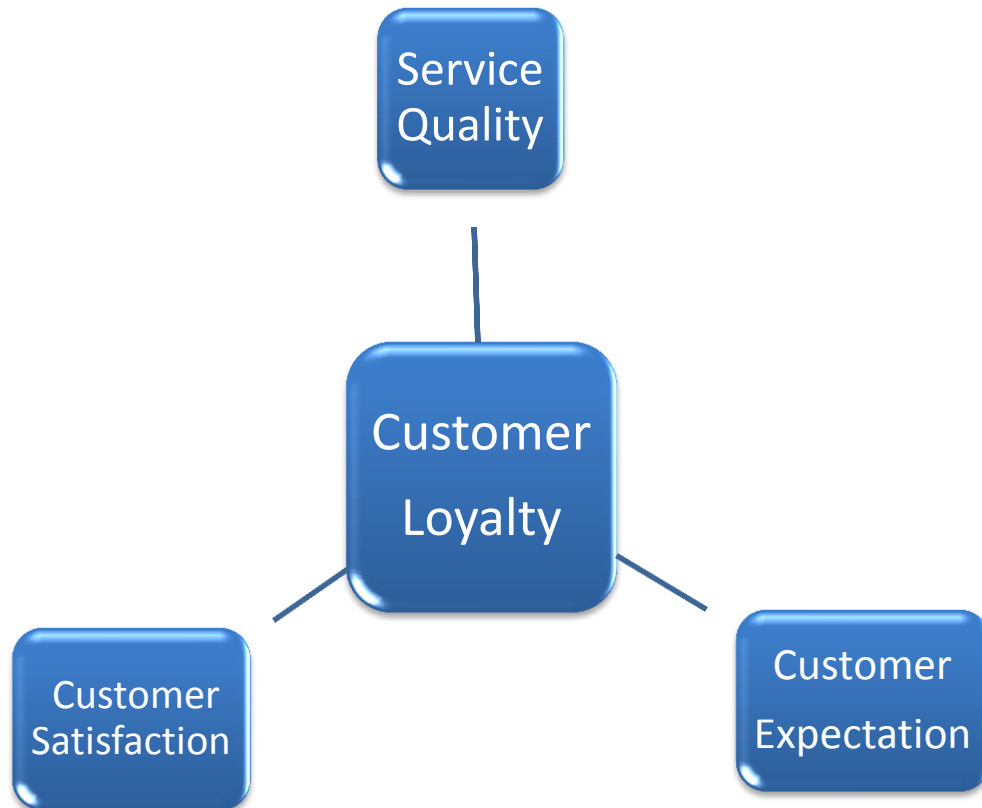


Figure: Hypothesized model of Service Quality, Customer Satisfaction and Customer Expectation.

2.4 Literature review:

A customer expectation and satisfaction can't be measured but providing high quality services that customer can become a loyal customer to the organization. Any service company cannot be steady in the market competition if their customers are not happy from their services. By satisfying their customers the organization can reach their ultimate goals.

As Agrani Bank Limited is the most renowned bank in Bangladesh, the expectations of customers for its services is also getting high day by day. As the number of customer is increasing the services, offers, expectations are also getting great along with the positive actions and profits of Agrani Bank Limited. For a little change of system can cause trouble for both the customers and employees of Agrani Bank. Their expectations can be change for a simple negativity.

2.5 Hypothesis:

- ❖ **Service Quality:** A bank is known for its service quality. It's the Service quality that differentiates one bank from another. If the service quality is up to the mark, profit will be high; people will come to the bank to take the service for sure. As long as the bank provides quality services to its customers, the customers will stick with that bank wholeheartedly.

H1: Service quality is positively related to customers' loyalty towards the bank.

- ❖ **Customer Expectation:** Now-a-days banks are following digital banking procedures. As a result, customers' expectation from a bank has totally changed now. There is a huge difference in expectation from traditional to digital banking system. So, it is a matter of fact that the expectations of a bank customer from his/her bank is on par with today's modern technology based services and that is why traditional banking system has become obsolete in today's world.

H2: Customer expectation is positively related to customers' loyalty towards the bank.

- ❖ Customer Satisfaction: When customer experience is good, they will be definitely satisfied from the bank. So, we can say that customer experience is a big part of customer satisfaction. So, a bank's success depends on of its satisfied customers.

H3: Customer satisfaction is positively related to customers' loyalty towards the bank.

- ❖ Customer Loyalty: A loyal customer is an asset for any bank. A loyal customer not only receives services from the bank but also spreads word of mouth for the bank. A customer can become loyal to bank when he/she gets good experience and fully satisfaction from its activities.

2.6 Timeline:

I have got the opportunity to do my internship in Agrani Bank Limited from 21st January 2018 to 16th April 2018 under the strict guidance of Zamir Hossain Gazi, Assistant General Manager (Banani Branch). As I am a student of Human Resource Management I have got a huge opportunity to apply my academic knowledge in the corporate area and I have tried my best to gather more practical knowledge and skills.

2.7 Limitations of the Study:

- ❖ If the time duration has increased I think this report will be more informative and expressive. But I have tried my level best to full fill the report more information within this short period of time.

- ❖ Agrani Bank Limited always maintains restrictions in providing their internal and financial data to others. In that case it was so much hard to collect all the information which is necessary to complete this project.

- ❖ On the other hand, information is not fully organized in the Agrani Bank Limited's personal website. That is why; I have to depend on the secondary data like magazines, financial newspapers.

- ❖ Only the main part of the report is based on my actual work experience like the information that I was able to know in my working period and the face to face interview of the employees and customers.

Chapter 3:

Research Activity

3.1 Data Analysis and Results:

Model Summary

R	R Square	Adjusted R Square	Standard Error Of Estimate
0.59	0.35	0.33	0.46

ANOVA

	Sum of Squares	df	Mean Square	F	Significance Level
Regression	11.15	3	3.72	17.21	0.000

Here, collected data is calculated and analyzed by using PSPP software. In the above table R square value is 0.35. It usually ranges from 0 to 1. The value 0.35 indicates that it can explain 35% of the total model of the relationship between independent and dependent variables. Analysis of Variance (ANOVA) is also calculated and the F value is 17.21 and the significance level is 0.000 which means the model is highly significant at the 99% confidence level (or less than 1% significance level). So, the variables explain a large portion of variance in the dependent variable.

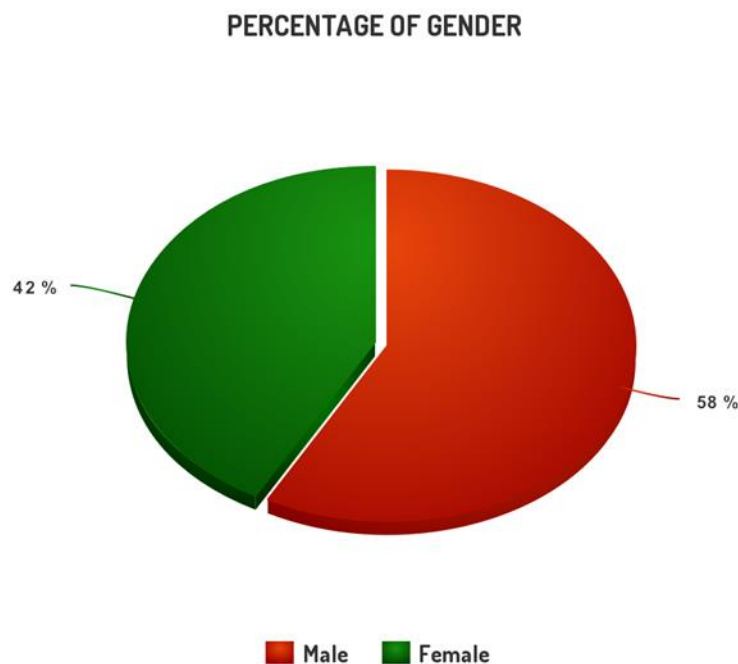
Hypothesis	Causal Path	Standardized Co-efficient (Beta)	S. E Value	Result
H1	Service Quality in terms of Customer Loyalty towards Agrani Bank Ltd	0.170	.046	Significant
H2	Customer Satisfaction in terms of Customer Loyalty towards Agrani Bank Ltd	0.290	.005	Significant
H3	Customer Expectation in terms of Customer Loyalty towards Agrani Bank Ltd	0.330	.001	Significant

Here, in the 1st hypothesis P value (S.E value) is .046, it means the result has significant value at the 95% confidence level in terms of customer loyalty towards Agrani Bank Ltd, and in 2nd hypothesis P value is .005 again at the 95% confidence level. Therefore, it also has a significant value in terms of customer loyalty towards the bank. Finally, in the 3rd hypothesis, P value is .001 at the 99% confidence level. As a result, overall the confidence level is high and error is low, so it is supported. Beta coefficient indicates the positive relationship between independent variable (Service Quality, Customer Satisfaction, and Customer Expectation) and dependent variable (Customer Loyalty). In hypothesis 1 the value is .170, 2nd hypothesis the value is .290 and hypothesis 3 the value is .330. Therefore, the research model has a positive relationship between dependent variable and independent variables.

3.2 Discussion:

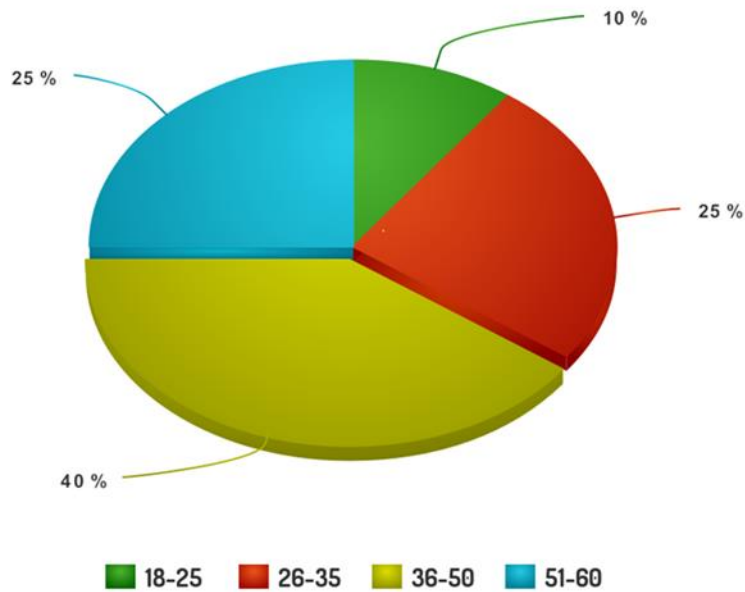
From the outcome it can be easily understood that if the customer gets the desire service quality from Agrani bank, and that matches with his/her expectation about the bank, then the customer will be satisfied. And, a satisfied customer will turn into a loyal customer of Agrani bank, when he/she gets the quality service continuously. So, to have loyal customers, the bank needs to fulfill its customer expectations and achieve customer satisfactions by providing quality services.

3.3 Statistical Data and Analysis

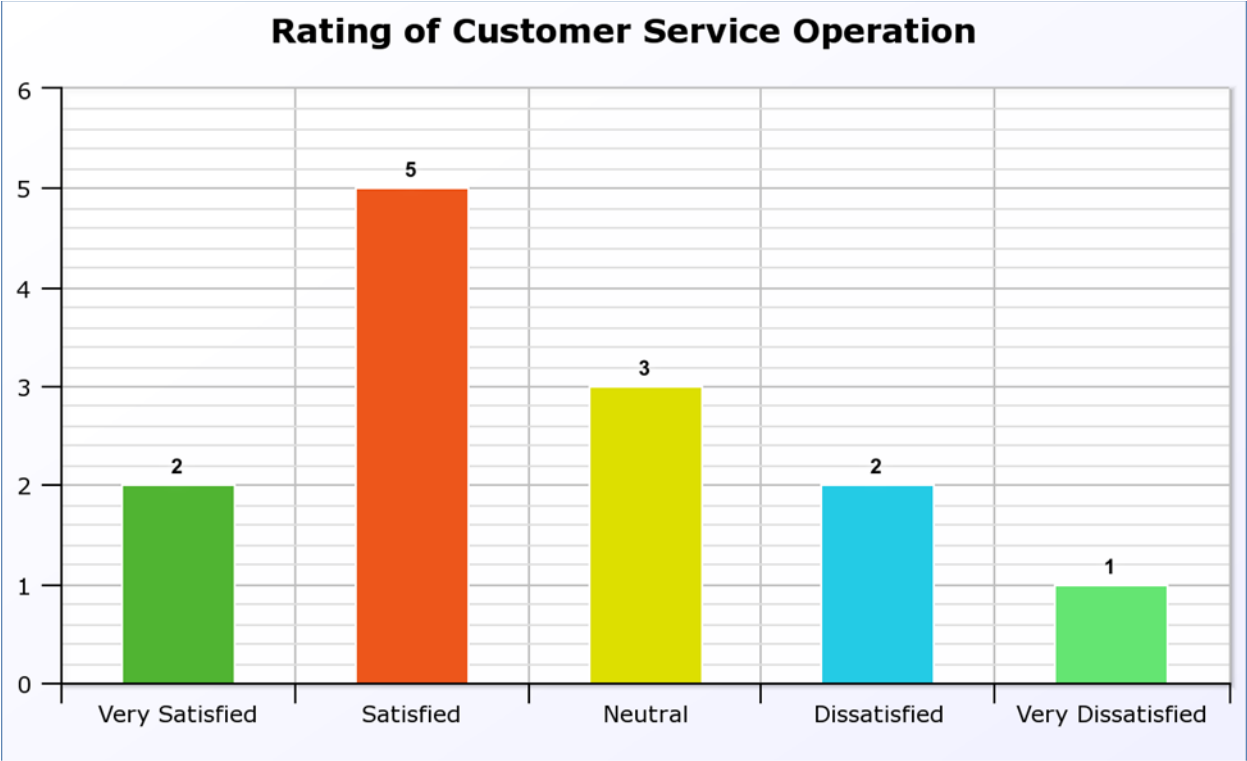


To know the customer satisfaction level I have done a survey on the customers of Agrani Bank Limited. I asked them few questionnaires and on the basis of their answers I made these statistical data. Different customers have different opinions, different thoughts about Agrani Bank Limited's customer service operation. During my interview some customers also express their problems those they have faced from Agrani Bank Limited. I have done this survey on almost 80-100 people. Among them male customers numbers were more than female customers. There were almost 58% were male and 42% were female customers.

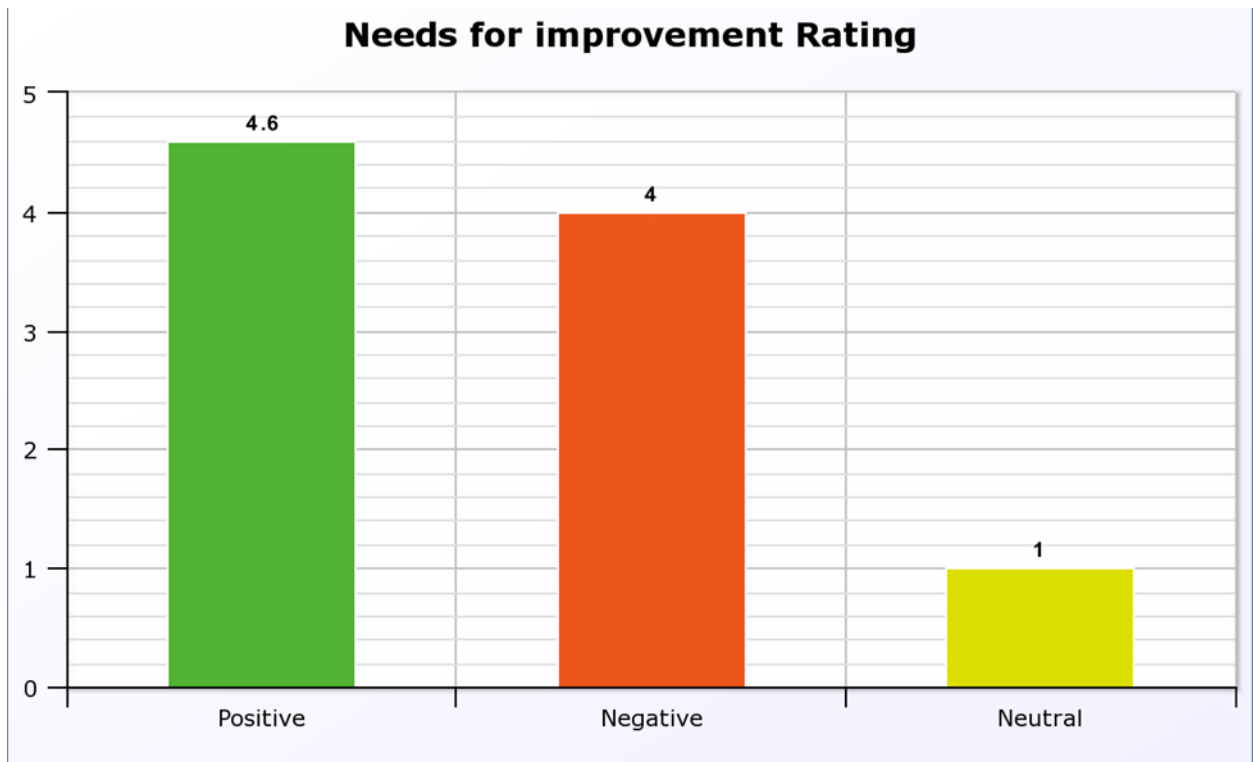
AGE PERCENTAGE OF CUSTOMERS



According to my research the business man and job holder customers limit is quite high than the normal people. Most of the businessmen come to open account for their companies. Most of the Job holders come to open account either for their family members or for their own savings. Agrani bank also has student and house wives in their customer list. Students basically come to open account to save their tuition money or to open My First Account.

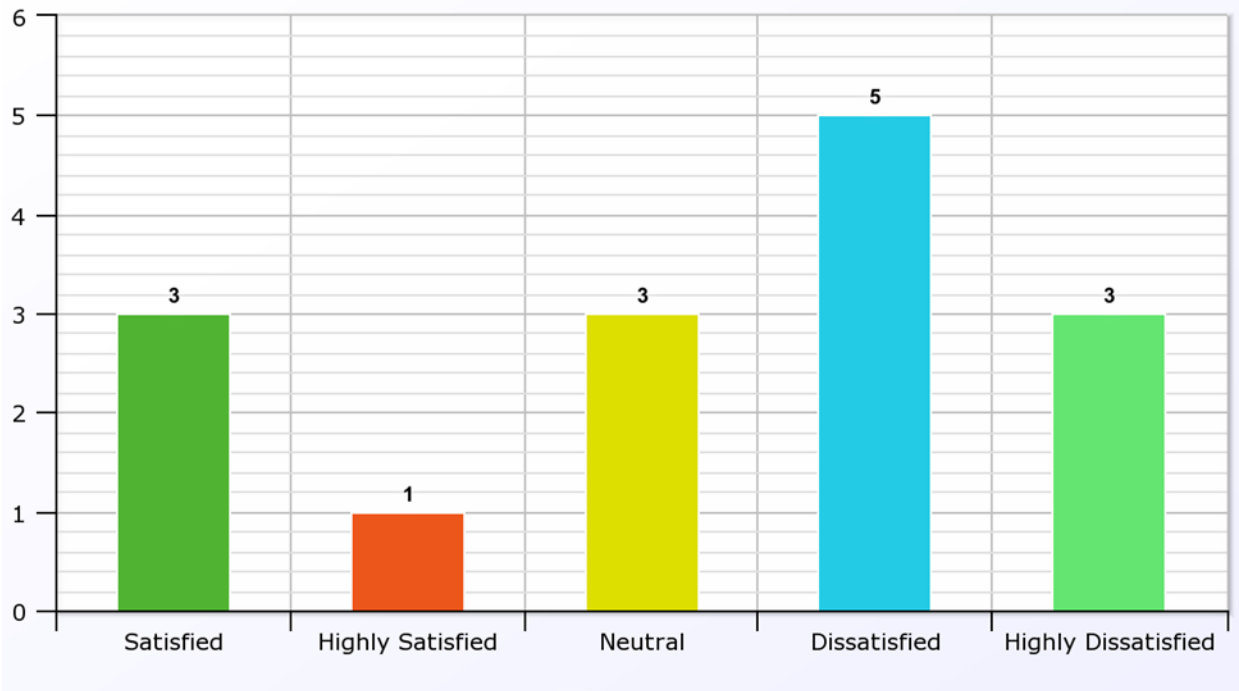


Now a day's people have more than one account in different banks. That is why they have got a chance to compare different banks operation and service quality with other others. When I did the survey to know the satisfaction level of customers I have found that most of the customers are satisfied with the service. They are not over satisfied or dissatisfied but they were quite happy with the service.

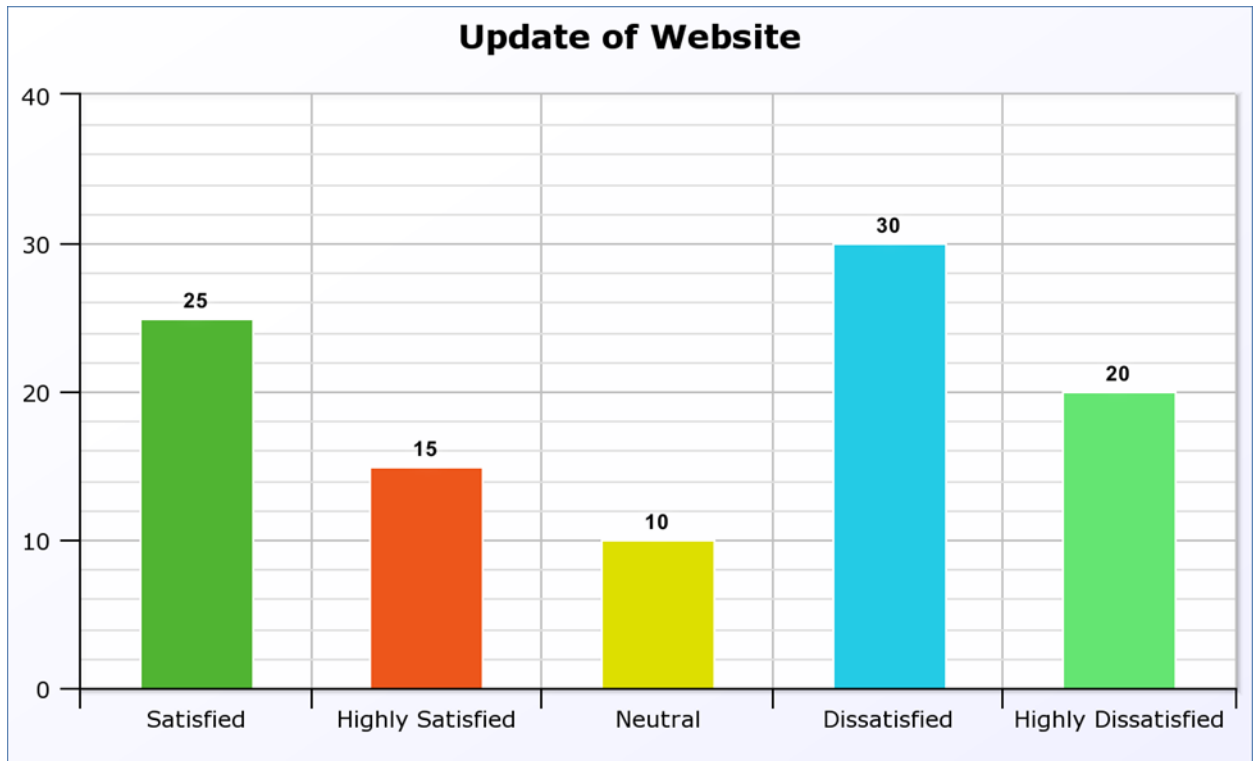


The customers of Agrani bank want more facilities from the bank and that is why they support for statement that Agrani Bank needs to improve. They think that if the bank wants to hold the customer than they need to maintain service very carefully and increase the facilities as well .Actually very few people take position to neutral side and some people think that present service of Agrani bank is Sufficient for them.

Performance of IT Functions



The customers of Agrani bank is dissatisfied of performance of IT function of Agrani bank. They think that IT performance is very poor and it needs to change as soon as possible. If the bank does not change the IT function in near future their customer will go to take service from others bank. From the graph we can see that most of the customers are dissatisfied and highly dissatisfied.



Most of the customers think that the change of the Agrani Bank Limited's website was such a waste of time where the previous system was too good to use. The IT experts did these changes for often. But it does not seem positive to the customers because the system worked too slowly then. So, they think Agrani bank does not need to change it often and Agrani bank needs to organize the website as per customer wants.

Chapter 4:

Internship Activity

4.1 Job Duties and Responsibilities:

I got such chance to work with three upright and experienced person of customer service of Agrani Bank Limited Banani Branch. My work was to work with them as a helping hand and acquire how to do that task appropriately. The tasks that I had:

Account opening:

I had to do task like account opening and that is why I talked with the customers who wanted to open a bank account. I collected all the documents from the customers like two copy passport size photo, National ID card, and electricity bill, Job ID card for office employees or Trade License for business person and after that I Verified the National ID card of the customers and did Sanction Screening and filled up the whole Account Opening Form by getting the customer's signature. After implementation the Account Opening Form, I send them to head office to open the account formally.

Cheque receive and clearing:

I also did cheque receive and clearing task. I took cheque from customers and prepared them for clearing with "Crossing", "Clearing" and "Collection" seals. Then write the Inward, Outward and Return cheque list in the register book with Bank Name, Cheque Number and Account Number.

Return dishonor cheques:

I often called those clients whose cheque will not take place due to Inadequate Reserve or Signature Missing. When the customers reached, I took the signature in the return register and delivered them the the return cheque.

Loan Documents Responsibilities:

I did some loan documents responsibilities. For example I filled up the Charge Documents with stamp for loan customers and also filled up the loan application form for customers.

Sending Email:

I had given mail to the customers and let them aware about any important news.

Balancing:

I took every day's Balancing according to the statement and write them in the Pay Order Register and after that cheque the final amount was the system statement.

Voucher:

I had collected Suplee from all employees of cash, accounts and customer service then did every day's voucher.

4.2 Learning Outcomes:

Soft Skills:

- ❖ Using tools to work in advance.
- ❖ Acquire more speed about typing.
- ❖ Advance in Microsoft Excel Application.

Corporate skills:

- ❖ Co-operate with different types of customers.
- ❖ Solve customers' Problems by taking instant decisions.
- ❖ Work without comfort zone.
- ❖ Maintain confidentiality.

Personal Skills:

- ❖ Time management.
- ❖ Work under pressure.
- ❖ Do various tasks together.
- ❖ Stay quiet in sensitive situation.

Chapter 5:

Recommendation & Conclusion

5.1 Recommendation:

As I have worked there for complete three months and I have acquired this huge opportunity to detect all the actions and official techniques closely. By seeing those processes I find out some negative aspects that Agrani Bank needs to progress their service to serve their customers correctly and make their own revenue.

- Time is the most important fact for customers. Agrani bank does not have enough customer service section so they need to increase employees' number so that they can serve customers in a short period of time.
- Employees are keys to success for any kinds of organization and if they don't get proper training, they can't run the business well. So, Agrani bank needs to place more training sessions to growth the knowledge and qualifications of fresh employees to improve their experiences and work style.
- Agrani Bank should think about their IT sectors. Customers and employees often face trouble for this reason so as soon as possible they need to fix this problem.
- Agrani Bank should introduce new product and to attract new customers, whole management should come to new product. For example: Mobile banking service can be operated in Agrani bank.
- Branch's beautification and decorated is needed for satisfying current customers and to fascinate new customers. It is well-known that state owned banks are less furnishes compare to modern private commercial banks.

5.2 Conclusion:

Actually a believed and well-known bank in Bangladesh it was tough for Agrani Bank to maintain their standing with appropriate morality and satisfy their customers. In now a days so many businesses tried to delight their customers by providing them short cut facility where the business can simply make income through the customers. They don't consider about the welfare of customers they only concern about their own revenue. On the other hand, Agrani Bank always stays beside their customers for any problem. They offer all kinds of facilities and offers for all classes of customers. Their services are accessible for not only school going kid and pregnant women but also old poor disabled persons. For being a part of such institute I found myself fortunate to work and acquire such procedures to progress my customer service skills. By employed here me also able to adjustment any kinds of customers and also discuss their difficulties with proper solution. This report is totally based on the figures that I received while working there and the statistical data was fully based on the direct survey and interview of the customers and also staffs. It was my honor to be a part of such organization and work under leadership of such well-informed personalities who trained me everything with serenity and care. Largely it was a countless experience to me.

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Appendix A

1. Gender

- MALE
- FEMALE

2. Age

18-25

26-35

36-50

51-60

3. Occupation

Student

Job Holder

Businessman

Housewife

Others.....

4. How much will you rate Agrani Bank Limited's customer service operation?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

5. Agrani Bank Limited is very strict to offer loans to their customers. Do you support it?

Positive

Negative

Neutral

6. Are you loyal customer of Agrani Bank?

Yes

No

7. IT function performance of Agrani Bank is-

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

8. Update of website-

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

9. Needs for improvement rating-

Positive

Negative

Neutral

10. Does Agrani Bank Limited needs to improve their Account Opening process?

Positive

Negative

Neutral

11. The annual charge of Debit Card in Agrani Bank Limited is 700 tk. What is your opinion about it?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

12. Service quality of Agrani Bank is-

Very Good

Good

Very bad

Bad

13. Does Agrani bank fulfill your expectation

Yes

No

14. Does Agrani Bank Limited needs to improve their online banking process?

Positive

Negative

Neutral

15. Does Agrani bank needs to open mobile banking service?

Yes

No

Appendix B

Data Analysis Output:

SQ= Service Quality

CS= Customer Satisfaction

CE= Customer Expectation

CL= Customer Loyalty

► REGRESSION

REGRESSION

REGRESSION

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/VARIABLES= SQ_MEAN CS_MEAN CE_MEAN
/DEPENDENT= CL_MEAN
/METHOD=ENTER
/STATISTICS=COEFF R ANOVA.
    
```

Model Summary (CL_MEAN)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.59	.35	.33	.46

ANOVA (CL_MEAN)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.15	3	3.72	17.21	.000
Residual	20.73	96	.22		
Total	31.87	99			

Coefficients (CL_MEAN)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.97	.31	.00	3.10	.003
SQ_MEAN	.15	.07	.17	2.02	.046
CS_MEAN	.25	.09	.29	2.87	.005
CE_MEAN	.22	.07	.33	3.30	.001