



Inspiring Excellence

Internship Report

on

**CUSTOMER SATISFACTION ON SERVICE QUALITY
(SERVQUAL) OF PRIME BANK LIMITED**

Submitted To

DR. MAMUN HABIB

Associate Professor

BRAC Business School

BRAC University

Submitted By

TAHSIN SUBAH REZA

ID: 13304119

BRAC Business School

BRAC University

Letter of Transmittal

10th December, 2017

Associate Professor

BRAC Business School

BRAC University.

Subject: Submission of internship report on “Evaluation of Customer Service Quality (SERVQUAL) of Prime Bank Limited”.

Dear Sir,

Here is my internship report on Prime Bank Limited (PBL). I am submitting this report as the part of my internship program (BBA) in “**A study on the Evaluation of Customer Service Quality (SERVQUAL) of Prime Bank Limited**”. While preparing this report I tried my level best to follow your instructions and the instructions provided to me by my organization supervisor.

The entire report is based on my practical knowledge in PBL’s Mohakhali branch. I have tried to provide what I have learned during the internship program at Prime Bank Limited. I therefore would like to thank for your immense support, supervision and guidance in terms of preparing this report. I shall be highly encouraged if you are kind enough to receive this report. If you have any further inquiry concerning any additional information, I would be very pleased to clarify that.

Yours sincerely,

Tahsin Subah Reza

ID: 13304119

BRAC University

Acknowledgement

First of all, I would like to express my deep gratitude to Almighty Allah to me to complete this report on “**Customer Satisfaction on Service Quality (SERVQUAL) of Prime Bank Limited**”.

Successful completion of any type of report requires help from a number of people. I also have taken help from very few people in preparing this report. Now I would like to express my deep gratitude to those helpful people.

I am very much fortunate that I have received the most sincere supervisions, guidance and cooperation from various persons while preparing this report. First of all, I express heartiest gratitude to my supervisor Dr. Mamun Habib, Associate Professor, BRAC Business School, BRAC University for his immense guidance, inspiration and suggestions and support throughout the internship period.

Secondly, I would like to thank Md. Amanullah, Senior Vice President (SAVP) and Head of Branch, Md. Monirul Haque Bhuiyan, Assistant Vice President (AVP) and Manager Operations of Prime Bank Limited, Mohakhali Branch. My endless and tremendous thanks to my excellent supervisor Afroza Khanom, Senior Executive Officer (SEO) of GB. They all have provided their precious time and effort on me throughout the whole internship period. I am grateful to entire members of Prime Bank Limited for their continuous help to prepare me this report through providing important information which are needed.

Finally, my heartiest thank to all of my seniors, colleagues of Prime Bank Limited, Mohakhali branch for helping me throughout this report. And I also thank them for their cordial cooperation and guidance in all the way to do my internship and to prepare this report.

Executive Summary

Internship is an integral part of The BBA Program in BRAC University. As per the requirement of the institute I have performed 90 days or 3 months internship at The Prime Bank Limited. This organization has given me the opportunity to hone my skills and apply my knowledge in the practical field. Prime Bank limited was established on 17th April 1995 with a view to bring positive change in the banking sector of our country. The bank serves their clients sincerely. It gathers excess units of economy in the form of deposit and circulates that deposit to the deficit unit of economy in the form of credit. The Bank currently serves their customers using an intricate web of 140 branches all around the nation. I was designated to carry out my tenure at the Mohakhali Branch of the Company. As per the regulation I am to prepare a report on the Prime Bank limited regarding a definite topic. The topic is the customer satisfaction on service quality of Prime Bank Limited. The report is divided into five parts which includes- **1.** Introduction, **2.** Organizational Profile which deals with the particular characteristics of the organization which define it, **3.** Internship activities which include the type of work I took part in during my contract period, **4.** This part includes a brief discussion on the purpose of the report, process of data gathering, analysis of the data and findings and **5.** Suggestions for improvement and Conclusion.

Table of Content

1. Introduction	1
1.1 Background of the Study	1
2. Organizational Profile	2
2.1 Background of PBL.....	2
2.2 Vision	4
2.3 Mission:.....	4
2.4 Goals and objectives of prime bank:	4
2.5 Division of PBL (Mohakhali Branch).....	5
2.6 Organizational Chart	6
2.7 Organogram of Prime Bank Mohakhali Branch	7
2.8 General Banking (GB) Activities of PBL	8
3. Job Responsibilities as an Intern in PBL.....	23
3.1 Introduction	23
3.2 Overview of Prime Bank Mohakhali Branch.....	23
3.3 Prime Bank Limited Mohakhali branch has three departments	23
3.4 Specific Responsibilities of the Job	24
3.5 SIGNIFICANT observation about Prime Bank Ltd (Mohakhali Branch)	27
3.6 Some aspects that Need Rethinking of Prime Bank Limited	27
4. PROJECT Part	29
4.1 Introduction	29
4.2 Origin of the Report	29
4.3 Objectives of the Study	29
4.4 Scope of the Study	30
4.5 Methodology of the study	30
4.6 Limitations	31
4.7 Literature Review.....	31

4.8 Questionnaire Analysis on Service Quality	35
4.9 Findings.....	41
5. Conclusion	42
5.1 Recommendations	42
5.2 Conclusion:	43
References	44
Appendix	45

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The banking system plays a very significant as well as critical role in our economic development as Bangladesh's financial sector is dominated by the banking sector. The modern economic system of our country cannot function without banks. The banking system has facilitated us for doing personal transaction such as deposit, lending, borrowing, remittance of money etc. Agriculture, trade, industry are developed easily because of banking industry. And at the same time, banking sector has helped to accelerate the pace of economic development.

Since our country's independence Bangladesh Bank (BB) has been working as the central bank of Bangladesh and the chief regulatory authority in the banking sector. The prominent job of Bangladesh Bank includes providing transaction facilities to all public monetary matters, issuing of currency, maintain foreign exchange reserve. Bangladesh Bank also decides the government's monetary policy as well as implementing it. The modern central bank is an institution which actually maintains our economic stability as well as performs various promotional and developmental functions of our country's economy. So, we can say that from the very beginning of emergence and inspection of modern civilization, banks plays the vital role in the overall socio-economic and financial development of any modern country.

Recently, private banking sector has also been contributing a lot in our total economic growth of Bangladesh. Private banking sector has proven itself as a profitable venture along with its customer services and superior products. Among all the private banks of Bangladesh, Prime Bank is one of the leading bank and has resulted in great success in all areas of operation with a view to improve the socio-economic development of the country.

Prime Bank has established itself as one of the strong local bank of this country. The bank is growing day by day. The changes in banking sector of the country are very remarkable after the introduction of Financial Sector Reform Policy and Banking Company Act 1991.

2. ORGANIZATIONAL PROFILE

2.1 BACKGROUND OF PBL


The process of creating new and dynamic financial institutions started with the declaration of the Government's far sighted decision to permit banks in the private sectors to play its due part in the economy of Bangladesh. Simultaneously, in the scenery of monetary progression and financial sector reforms, a group of highly successful local entrepreneurs came up with a notion of floating a commercial bank with different outlook. For them, it was competence, magnificence and consistent delivery of reliable service and dependable administration with superior value products. As a result, Prime Bank was established and commencement of business dated on 17th April 1995 with a branch at Motijheel under the Companies Act of 1994. Renowned personalities in the sector of trade and commerce and their stake ranges from shipping to textile and finance to energy etc. sponsored this.

Prime Bank Ltd. has a large and well distributed network of branches all over the country. It has 122 branches and 18 SME branches covering strategic financial centers. It has 3 Off-shore banking units at various EPZs in Bangladesh. It has fully owned exchange houses at Singapore and UK facilitating to serve non-resident Bangladeshi customers living in Singapore and United Kingdom. It has a fully owned finance company in Hong Kong which provides foreign trade financing services to its client. It has lively presence in the country's capital market through Prime Bank Investment Limited and Prime Bank Securities Limited.

Prime Bank provides vast range of financial products and services to the customers of all strata in the society which include commercial banking through conventional banking and Islamic banking mode, merchant and investment banking, SME & retail banking, credit card and Off-shore banking. It performs leading function in Syndicated & Structured Financing as well. It has expertise in corporate credit and trade finance and has effectively committed extensive market penetration with continuous growth in corporate, commercial and trade finance sectors. Besides, investment in trade and commerce, the bank participates in the socioeconomic improvement via the participation in priority sectors kind of agriculture, industry, housing and self-employment.

The bank has been rated by the country's two most significant rating agencies – CRISL and CRAB. CRISL rated PBL as a long term rating of “AA” and short term rating of “ST-

2”. CRAB rated PBL as the long term rating “AA2” and the short term rating is “ST-2”. The bank has earned an outlook status of “Stable” from CRAB.

Prime Bank Limited (PBL)	
Type	Private
Industry	Banking & Financial Services
Date of Inauguration of Operation	17 th April, 1995
Head Office	Adamjee Court Annexe - 2, 119-120, Motijheel C/A, Dhaka.
Products	Banking Service, Consumer Banking, Corporate Banking, Investment Banking
Chairman	Azam J Chowdhury
Logo	 Prime Bank
Legal Status	Public Limited Company
Network Size	148 Branches

Prime Bank Ltd. is one of the few banks permitted by the Bangladesh in the early 90’s. These banks are recognized as like the second-generation banks and lucky to remain immune from the defective mortgage culture. With the passage of time, as a fully licensed commercial bank it has already turned out to be an industry pioneer in the sense of imparting newer products, better service quality, having a strong ethical governance and professional corporate culture. In view of the above, within a duration regarding 22 years of its operation, the PBL has won a notable advancement and always met up capital adequacy requirement set by Bangladesh Bank.

2.2 VISION

Every Company has their personal vision which identifies what the company would like to acquire or accomplish for the midterm or long term future. By determining a vision, they can target to their future growth. Prime Bank Ltd. has its own vision to be pioneer in the banking industry which states that-

“To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management & profitability having strong liquidity”.

2.3 MISSION:

- To build Prime Bank Ltd. in to an efficient, market driven, customer focused institution with good corporate governance structure.
- Continuous improvement in business policies, procedure & efficiency through integration of technology at all levels.

2.4 GOALS AND OBJECTIVES OF PRIME BANK:

Prime objective of PBL is to maximize the profit through customer satisfaction. Besides, PBL has following goals and objectives:

- To be the pioneer in high quality banking products and services.
- To acquire customer focus strongly & to build a relationship with them based on integrity superior services & mutual benefit.
- To fortify and strengthen the young entrepreneurs to come up with innovative ideas and demonstrate their creativity by providing them credit facilities and thereby accelerate national development.
- To develop saving attitude and making acquaintance with digital and modern banking facilities.
- To serve as a team to serve the pleasant interest of the group.
- To participate and play a vital role in the industrial and economic sector of the country.
- To earn sustained growth, elevated & extensive spectrum of products & service.

2.5 DIVISION OF PBL (MOHAKHALI BRANCH)

i. General Banking (GB) & Deposit Management:

- a. Account Opening and KYC procedures
- b. Issuance of DD/TT/PO/FDR
- c. Inter-bank Transaction, OBC/IBC
- d. Account section
- e. Clearing section
- f. Foreign Remittance (PBL Exchange UK, Ria, Western Money Union, Placid etc.)

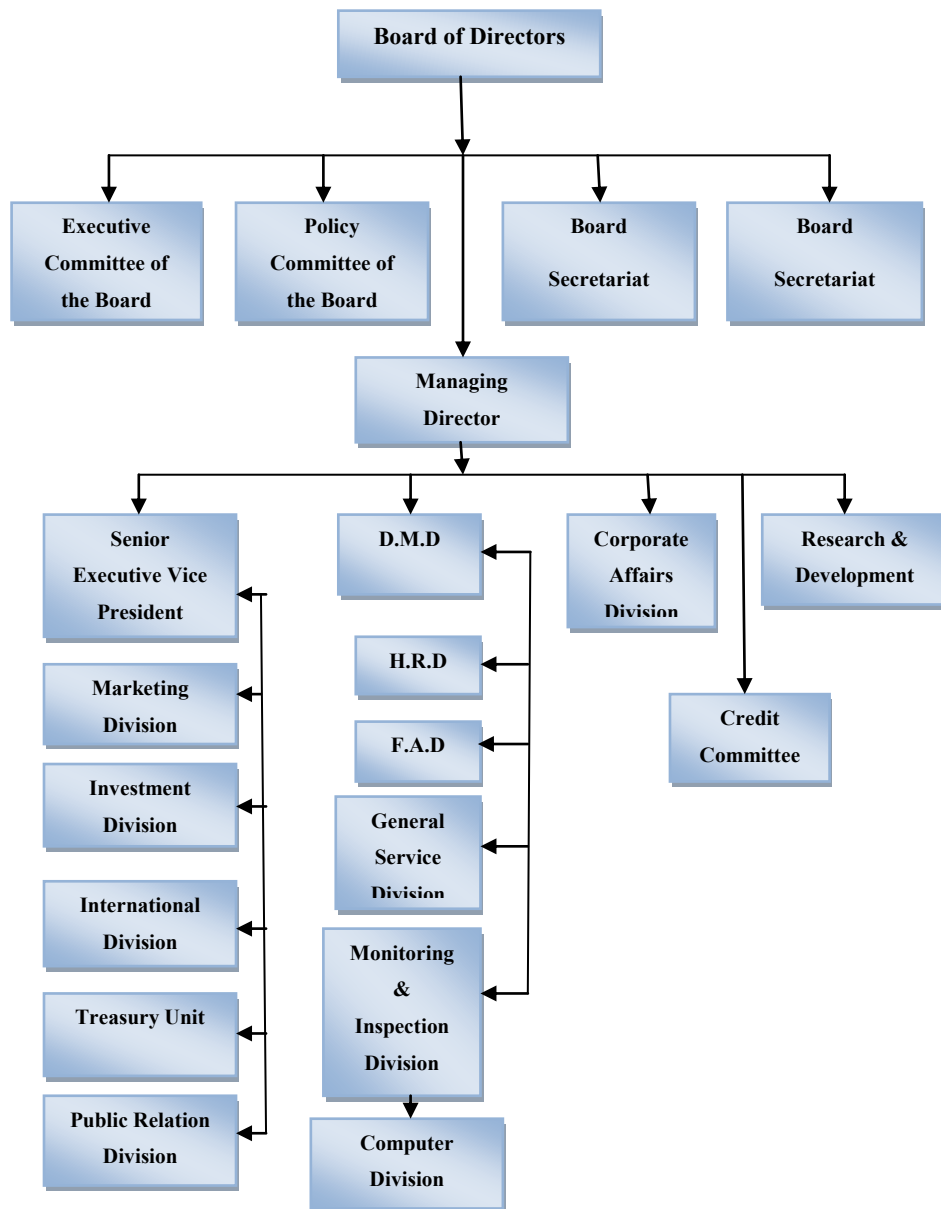
ii. Credit Department:

- a. Credit Proposals Processing Procedures
- b. Documentation and Loan Disbursement Procedures
- c. Overview on all Returns

iii. Foreign Trade Department:

- a. Export Section
- b. Import Section
- c. Foreign Remittance Section

2.6 ORGANIZATIONAL CHART



2.7 ORGANOGRAM OF PRIME BANK MOHAKHALI BRANCH



2.8 GENERAL BANKING (GB) ACTIVITIES OF PBL

General banking mainly manages the accompanying section:

- ✓ Account opening section
- ✓ FDR section
- ✓ Clearing section
- ✓ Remittance section
- ✓ Bills Collection
- ✓ Cash section
- ✓ Accounts section

1. Account opening section:

The connection amongst banker and customer starts with the opening of an account by the customers. Opening an account binds the banker and customer into contractual deposit account relationship. Truth be told, fraud and forgery of all kinds begin by opening account. So, bank should take extreme alert in selection customers.

Nature of accounts is -

- ✓ Personal
- ✓ Non-personal

• Savings Bank Account:

A saving account is implied for the individual of the lower and middle classes who wishes to spare a piece of their pay to meet their future needs and plan to acquire a salary from their saving. This account paid interest at the rate 6.00% yearly.

Savings Account form (Structure):

- ✓ Account opening form (Personal)
- ✓ White signature card
- ✓ Depositors information slip
- ✓ Cheque Requisition slip
- ✓ Master Debit Card Requisition Form

Procedures of Opening Savings Account:

- ✓ Name of applicant
- ✓ Name of parents and spouse (if married)
- ✓ Mandate in writing
- ✓ Special instruction regarding operation of account
- ✓ Declaration of nominee
- ✓ Birth certificate
- ✓ National ID card photocopy (account holder and nominee)
- ✓ Specimen signature
- ✓ Passport size photograph (account holder)
- ✓ Passport size Photograph of Nominee(s) attested by account holder.
- ✓ Present and permanent address
- ✓ TIN (if any)
- ✓ Documents of Income Source.
- ✓ Copies of Utility Bills, viz. Electricity Bill / Land Phone bill /Cell Phone Bill / Gas Bill / WASA Bill, etc. in the name of applicants.

• **Current account:**

Documents required:

- ✓ Title of the account
- ✓ Type of the organization
- ✓ Address of the organization
- ✓ Trade license no
- ✓ Registration authority and country
- ✓ Registration no
- ✓ Tax ID no
- ✓ Vat registration certificate
- ✓ Introducers" particulars
- ✓ Initial deposit
- ✓ Source of fund
- ✓ Signature instruction
- ✓ Personal information

- ✓ Transaction profile
- ✓ KYC form
- ✓ Expected number of monthly transaction & volume
- ✓ Expected number of cash transaction
- ✓ Information letter on money laundering prevention
- ✓ Letter of thanks
- ✓ Letter of welcome
- ✓ Caution letter against money laundering
- ✓ Others paper of document is damn necessary

Types of Current Deposit Account:

- ✓ Joint account
- ✓ Sole Proprietorship
- ✓ Partnership Firms
- ✓ Limited Companies (Both Public and Private)
- ✓ Societies / Clubs / Associations / Local Bodies Banks

Join account opening:

In case of opening a current account of joint stock companies association clubs etc the following requirements are said to fulfill:

Documents required:

- ✓ KYC form
- ✓ Introducer of CD A/C holder in this bank.
- ✓ Photocopy of National ID card
- ✓ Photocopy of Passport.
- ✓ Signature form/card.
- ✓ If it is used for the purpose for business, it must require trade license.
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s) & Declaration certificate
- ✓ Operational instruction.
- ✓ Caution letter against money laundering

- ✓ Photocopy of passport.
- ✓ Letter of Thanks and Letter of Welcome.

Current Deposit Account for Private firm (Proprietorship concern):

Documents required:

- ✓ KYC form
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s) & Declaration certificate
- ✓ Introduction
- ✓ Signature form/card.
- ✓ Certified copy of trade license
- ✓ Sole proprietorship declaration.
- ✓ Introduction.
- ✓ Trade seal
- ✓ Photocopy of National ID card
- ✓ Photocopy of character certificate or photocopy of passport.
- ✓ Letter of Thanks and Letter of Welcome.
- ✓ Caution letter against money laundering

CD for partnership A/C:

Documents required:

- ✓ KYC form
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Introduction
- ✓ List of partners with their address.
- ✓ Signature form/card.
- ✓ Photocopy of National ID card
- ✓ Photocopy of passport.
- ✓ Certified copy of partnership deed duly notarized registered and signed by all the partners.
- ✓ Letter of Thanks and Letter of Welcome.

- ✓ Caution letter against money laundering
- ✓ Separate nomination form duly signed by the nominee & the account holders and
- ✓ Photograph of the nominee duly signed by the account holders.

CD for clubs/society/ School:

Documents required:

- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Photocopy of National ID card
- ✓ Photocopy of passport
- ✓ Caution letter against money laundering
- ✓ Certified copy of Bye Laws & Regulation /Constitution.
- ✓ Certified copy of Resolution for opening & operation of A/C
- ✓ Update list of Officers / Bearers
- ✓ Introduction
- ✓ KYC form
- ✓ Seal (Designation wise) who will operate the A/C
- ✓ Caution against money laundering
- ✓ Transaction Profile
- ✓ Letter of Thanks and Letter of Welcome.

Limited company (Private& Public):

- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Certified copy of Memorandum of Association & Article of Association.
- ✓ Certificate of Incorporation
- ✓ Certified copy of Board Resolution for opening & operation of A/C
- ✓ List of directors with signature (up to date)
- ✓ Introduction
- ✓ KYC form
- ✓ Official seal (Designation wise) that will operate the A/C
- ✓ Form-XII (If old company) to know the up to date position of directors

- ✓ Form 117 (If takes over another company)
- ✓ Certified copy of the certificate of commencement of business (In case of public limited company)
- ✓ Transaction Profile
- ✓ Caution against money laundering
- ✓ Letter of Thanks and Letter of Welcome

Trust:

- ✓ Introduction
- ✓ KYC form
- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Seal (Designation wise) who will operate the A/C
- ✓ Update list of member of the trustee board
- ✓ Certified copy of deed of trust
- ✓ Certified copy of resolution of the trustee board for opening & operation of the A/C
- ✓ Transaction Profile
- ✓ Photocopy of National ID card
- ✓ Photocopy of passport
- ✓ Caution against money laundering
- ✓ Letter of Thanks and Letter of Welcome

Minor Account:

- ✓ Transaction Profile
- ✓ Introduction
- ✓ KYC form
- ✓ Recent two-copies of passport size photograph of account operator (guardian) who will operate the A/C
- ✓ Copy of National ID card of account operator (guardian) who will operate the A/C
- ✓ Minor's birth certificate
- ✓ Minor's date of birth & photograph duly certified by the guardian

- ✓ Caution against money laundering
- ✓ Photocopy of passport
- ✓ Letter of Thanks and Letter of Welcome

2. Special Noticed Deposit Account:

Prime Bank Limited offers interest on customer's special notice deposit account and gives facility to withdraw money any time. VIP person are offered to open this type of account. Customer has to notify 7 days before withdrawing money. Account closing fee is maximum BDT 300.00 Only.

3. Cheque Books Issue and Delivery:

In the wake of opening an account, the account holder may require cheque books for their transaction purposes. There are a few stages needed to take after to issue and delivery a cheque book to customer.

Process of Issue of Cheque Book:

- ✓ Customer needed to fill up the cheque requisition slip appropriately
- ✓ Respectable officer must verify the signature.
- ✓ Subsequent to chequing the order must posted in programming.
- ✓ After that the Manager Operation approves and the procedure is finished.

Delivery of Cheque Book:

- ✓ Received cheque books (sent from Head Office)
- ✓ Sort out with requisition slip
- ✓ Entry into the register along with requisition date, cheque series number,
- ✓ Account title and account number.
- ✓ Customer receive cheque book with a signature along date

4. **Master Debit Card:**

Prime Bank Ltd. likewise gives Master Debit Card to its customer. General banking department of PBL issue master debit card. This card has considerably more advantages than ATM cards. Withdrawal of cash or shopping was no simpler and helpful ever some time recently, however now through the new offer of Prime Bank Master Debit Card it has turned out to be exceptionally less demanding. The SD/CD/SND account holder of Prime Bank can enjoy this debit card facility

The processes of application for a Master Debit Card and different problems arise in using the cards are–

Requirements for Master Debit Card

- ✓ Must have an account in the Bank
- ✓ Fill up the application form
- ✓ One copy of photograph attested by A/C holder

5. **Fixed Deposit Receipt (FDR):**

As a matter of fact Fixed Deposit Receipt (FDR) is not an account. It simply deposits receipt. It is popularly known as “Time Deposit”. Since these deposits are not repayable on demand but they are withdraw able subject to a time of notice. The prospective fixed deposit holder is required to fill up an application form recommended for the purpose stating the amount and the period of deposit. The application itself contains the guidelines and directions of the deposits including the space for specimen signature. A fixed deposit is repayable after the expiry of a predetermined period fixed by the customer himself. The period varies from one month, three months, six months, one year, two years, three years, four years and five years. If any one does not close his/her FDR it will be automatically renew. Interest on FDR shall be paid at the rates depending on the period of maturity which are fixed by the head office from time to time.

Fixed Deposit Account Form (Structure):

- ✓ Fixed deposit form
- ✓ KYC profile form
- ✓ Anti-money laundering act slip

- ✓ National ID card photocopy
- ✓ Introducer is not needed in this case.
- ✓ Two copies of deposit receipt holder and nominees photograph are needed.
- ✓ Loan may be sanctioned against FDR.

Deposit Schemes:

Prime Bank Limited offers different types of deposit schemes to their customers. They are mentioned below:

- ✓ Double Benefit Deposit Scheme (DBDS)
- ✓ Monthly Benefit Deposit Scheme (General and Senior Citizen)
- ✓ House Building Deposit Scheme
- ✓ Lakhopati Deposit Scheme
- ✓ Laksmapuron Deposit Scheme (General and Senior)
- ✓ Account 150%
- ✓ Brighter Tomorrow Deposit Scheme
- ✓ Nobagoto Deposit Scheme

These deposit schemes are described briefly here:

I. Double Benefit Deposit Scheme (DBDS):

This offer is very lucrative for the person who has additional money in hand. By this account people can deposit their money for a period of 10 years and after that he will receive double money back. By this scheme people can utilize their idle money i.e. the money from which they can't earn or are not able to invest on business or don't feel secured to invest on any business. Under this scheme his/her money can be fully secured with some benefit after few years.

II. Monthly Benefit Deposit Scheme (General and Senior Citizen):

Monthly Benefit Deposit Scheme (MBDS) is one major part of Prime Bank Ltd. This is a Deposit Scheme where the depositor gets a fixed amount of profit every month without disturbance of the principal. This is beneficial for the people who need to meet the monthly budget of their family from the income out of their deposit. This scheme is also competent for trusts, club and foundations or other associations, which award monthly

scholarships to the scholars etc. So this deposit scheme has high demand among people for big savings with small installment per month. We know the bank is the most secured place to deposit money. Prime Bank Limited offers monthly savings scheme for its retail customers.

III. House Building Deposit Scheme:

This scheme is eye attractive scheme for interested people who are eager to invest money for different periods for future use. It is normally suitable for the retired person. Besides minor can open the scheme complying all formalities associated with opening of minor's account. For house building loan convenience it is the most perfect scheme because the depositor will be able to take loan from the bank against it.

IV. Lakhopati Deposit Scheme:

The scheme is compatible for the person who intends to deposit money for next use. Normally, by this account people can deposit their money for different period.

6. Cheque:

A cheque is a bill of Exchange drawn of a predefined investor and not communicated to be payable generally than on request. To encourage withdrawals and installments to outsiders by the customer, bank gives a cheque book to the customer cheque book contains 10 leaves for saving account while for current account there are 20 or 50 leaves.

Security of a Cheque:

We know that a cheque is the account holder's to the bank to pay money his account. Therefore when a bank makes payment of a cheque it has made sure that the same has been issued by the account holder. In other words the bank has to make sure the cheque is genuine.

The following are the points to be taken into consideration by a banker while scrutinizing a cheque before payment

- ✓ Date stale or post dated
- ✓ Place name of the branch and cheque series accordingly
- ✓ Crossed or open cheque
- ✓ Posted seal & tracer number
- ✓ Pay cash seal
- ✓ Singed by passing officer
- ✓ Material alteration/ mutilation

Clearing Cheque:

Clearing has mainly two parts –

- ✓ Inward clearing cheque
- ✓ Outward clearing cheque

i. Inward Clearing Cheque:

This is the contrary stream of the Inward cheque clearance. At the point when PBL's cheque sends to other individual of other Bank, that Bank will do a similar thing to assert cash from Prime Bank Ltd. with a similar procedure like inward clearing of that Bank. At the season of inward Cheque for clearing, the things must be checked-

- ✓ The Clearing Seal,
- ✓ The cheque must be crossed.
- ✓ The cheque should not carry a date older then the receiving date for more than 6 months.
- ✓ The collecting bank must cheque whether endorsement is done properly or not.
- ✓ The amount both in words and figures in deposit slip should be same and also it should be in conformity with the amount mentioned in words and figures in the cheques.

ii. Outward Clearing Cheque:

At the point when the Branches of our Bank get cheques from its customers drawn on other Banks inside the nearby clearing zone for collection through Clearing House, it is Outward Clearing. The methodologies of Outward Clearing are taken after:

- ✓ The instruments are received appropriately marked vouchers.
- ✓ The clearing stamps are affixed on the instrument and it is supported with the checking of in control.
- ✓ The particulars of the instruments and the vouchers are entered in the outward clearing register.
- ✓ The instruments with schedule got from branches and sent to the clearing house to convey them to the individual bank.
- ✓ These sorts of things are submitted in the principal houses or delivery house of Bangladesh Bank.

7. Local Remittance Section:

The word „Remittance“ implies sending of money starting with one place to the next place through post and telegraph. Commercial banks open this office to its customers by methods for getting money from one branch of the bank and making a simpler course of action for payment to another branch inside the nation.

Different types of local remittances remitted by Prime Bank are:

- i) Pay Order (PO)
- ii) Demand Draft (DD)
- iii) Telegraphic Transfer (TT)

i. Pay order:

A pay order is a written order, issued by a bank, to pay a certain sum of money to a specified person or bank. It may be said to be a banker’s cheque as it is issued by a bank drawn upon and payable by itself. A pay order is issued and paid by the same branch of a

bank and such, the drawer and drawer are the same. The person or the organization in whose favor it is issued is known as payee or beneficiary.

Pay arrange (Issue)

Following technique is kept up for the issuance of PO:

- ✓ Customer is provided with PO form.
- ✓ After filling the frame the customer pays the cash in real money or with cheque.
- ✓ The concerned officer at that point issues PO on its particular block. This block has three sections, one for bank and other two for the client. A/C Payee crossing is fixed on all compensation orders issued by the bank.
- ✓ The officer at that point records the number of the PO block on the PO form.

ii. Demand Draft

A demand draft is a written order of one branch upon another branch of the same bank to pay a certain some of money to or to the order of a specified person. Draft is not issued payable to the bearer. In practice draft is not to be drawn between branches with in the same city. The legal provision as to crossing endorsement collection and payment in due course are the same as for cheques.

Demand Draft Issue

- ✓ Customer top off the frame which incorporates the name of the drawer, name of the payee, measure of cash to be sent, trade, name of the drawer branch, mark and address of the drawer.
- ✓ The customer may pay in real money or by exchanging the amount from his/her record (assuming any).
- ✓ After the money is paid and the form is sealed and marked as needs be it is given to the DD issuing work area.
- ✓ Upon getting the form concerned officer issue a DD on a specific block.
- ✓ DD block has two sections, one for bank and another for customer.

iii. Telegraphic Transfer (TT)

At customer's demand branch exchanges fund to another branch through telex and it is known as the Telegraphic Transfer. In short it is called TT. TT facility is accessible just in that branch having telex facility. If there should arise an occurrence of TT the issuing branch sends a telegram to another branch to pay a specific sum of money to a named payee account.

Telegraphic Transfer (TT) issue

- ✓ Customer fills up the TT form and pays the amount alongside commission in cash or by cheque.
- ✓ The respected officer issues a cost memo in the wake of getting the TT form with payment seal, at that point signs it and finally gives it to the customer.
- ✓ Next a TT confirmation slip is issued and its entrance is given in the TT issues register.
- ✓ A test number is likewise put on the substance of the slip. Two approved officer signs this slip.

8. Cash:

Cash management in a bank is crucial to ensure smooth customer service. This is one of the most important parts of total banking as well as general banking

Cash Receive Section:

One of the most important functions of cash department is to receive cash from the customer

Procedure:

- ✓ Writing of denomination on the overleaf of the voucher
- ✓ Counting of money
- ✓ Amount to be written in word and figures with red ink on the face of the voucher
- ✓ Signature of receiving officer
- ✓ Duly stamped by cash receipt seal
- ✓ Entry to be a passed in the receipt register\release of the receipt by the signatory

Cash Disbursing Section:

The PBL got different financial related instruments for encasement. The basic instrument is taken care of by the branch is cheque, request draft, pay requests, and charge money vouchers and so on. This instrument is hacked for apartment tenor. In the event that the instrument is okay it is sent for posting by computer. In the wake of posting, mark is confirmed by the head. At that point the cheque is sent for cancellation. Subsequent forchecking the A/C number, payee direction and date the cancellation, officer crosses out the cheque. At that point the installment is finished. The procedure is same for other monetary instrument alongside the clearing step.

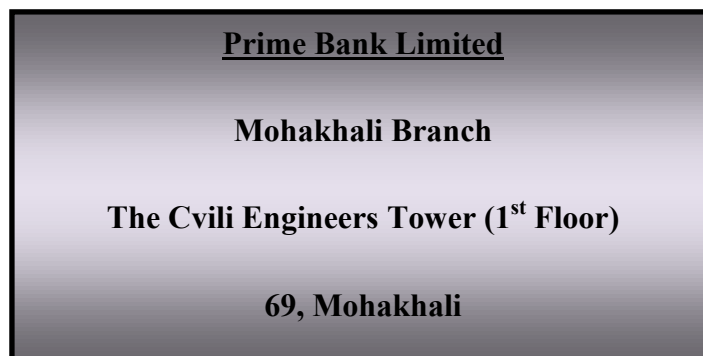
3. JOB RESPONSIBILITIES AS AN INTERN IN PBL

3.1 INTRODUCTION

I felt myself very privileged to get an opportunity to work as an Intern in Prime Bank Limited (Mohakhali Branch). Prime Bank Limited, Mohakhali branch is one of the best branch among 148 branches according to the performance of year 2017. The duration of my internship was from 21st August to 18th November. The internship program has provided me tremendous opportunities and scopes to learn and get the insights of practical banking which will help me in developing my future career. I have enjoyed my working over there a lot because the environment was immensely friendly and all of the employees are very much co-operative with each other. As an intern, I had to report to the Operation Manager of the branch and he also supervised me all through my whole internship period in the Prime Bank Limited.

3.2 OVERVIEW OF PRIME BANK MOHAKHALI BRANCH

Location and Contacts:



3.3 PRIME BANK LIMITED MOHAKHALI BRANCH HAS THREE DEPARTMENTS

1. General Banking Department (GB)
2. Credit Department
3. Foreign Trade Department

Total number of Employees: 30

3.4 SPECIFIC RESPONSIBILITIES OF THE JOB

In my internship period, I was assigned to perform my internship on General Banking department. Before explaining the description of my working experience I must say the working environment of Prime Bank is very pleasant and all the employees are very much friendly and helpful. When I first went there I was very much nervous as I had no idea that what to do. But all the people over there helped me a lot to cope up with the environment. Slowly I adjusted with the corporate culture.

During these three months of my internship I have done several types of work in the General Banking department. In General-Banking department, I have worked under Afroza Khanom (Senior Executive Officer in GB). In prime bank limited I have performed a number of tasks. I tried my level best to perform that entire task very well.

i. Receiving Cheques from Customers:

The General Banking (GB) officers have to receive two types of cheques from the customers. They are transfer cheques and clearing cheques. Transfer cheques are basically those cheques of Prime Bank which are transferred from one account to another account of Prime Bank. And clearing cheques are the prime bank's very own customers' cheques from other banks clients' account. So, after receiving the cheques firstly, I have to give the crossing seal of Prime Bank Mohakhali branch on the top of the cheque and received for collection seal on the deposit slip. After getting the sign from the officer in the slip, the customer copy is given to the customer. So after starting my work in GB I had to receive cheques from the very beginning.

ii. Sorting Outward Cheque Clearing:

I have also worked for cheque clearing. Outward clearing cheque means collection of Prime Bank's own customers' cheques from other banks customers' account. In Prime Bank Limited, Mohakhali Branch the clearing in-charge is Rezwan Kabir who described me the whole outward clearing procedure very specifically. Though, I understood the whole procedure, I was not that much confident until I did this by myself. The whole clearing process is performed through Prime Bank's own clearing software named "Automated Cheque Clearing Solution" software. I have to do some manual tasks for example, putting 3 types of seals on the cheques before doing the clearing tasks through the software. Firstly, I have to mark those cheques with the

crossing seal “Prime Bank Limited, Mohakhali Branch”. Then, I put the date and afterwards the authorized signature seal where the authorized person had to scan those in the computer, enter the account number and amount of money and send those data to Bangladesh Bank via internet. After one day, the cheques are there in the clearing house. The next day it is transferred to the specified account.

iii. Update the Entry of Clearing Cheques in the Register:

I have to maintain a Clearing Cheque Register after receiving all the clearing cheques. I have to update the information of cheques for example, the deposit date, the name of the bank, information of the beneficiary account holder, the date and instrument number of the cheques. It is basically maintained for keeping all the record of outward clearing cheques.

iv. Record the Number of Pay-Order issued Everyday:

A good number of pay orders are issued everyday in Prime Bank Limited. Pay order is another type of transaction tool or instrument of a bank which is safer than a cheque. A cheque can bounce if there is no money in the payer’s account but when a payer issues a pay orders to the payee then he must credit his account with the amount of money that is written in the pay order. The Prime Bank Limited debited the payer’s account and credited the payee’s account.

These transactions also need to be recorded in a specific register copy. After finishing all the transactions of bank, the transactions are recorded in the register book after 4 P.M. every day.

In Prime Bank it was my responsibility to record every day’s number of pay orders issued. Every day after 4 pm I used to write the payer’s name, payees name, amount of the pay order serially considering the pay order block of the bank.

v. Arranging Cheque Books:

The clients of Prime Bank give requisition for cheque books through the requisition paper throughout the whole week. All the cheque books are prepared 3-5 days after the client give requisition for cheque books. Then, all the cheque books needed to be

arranged properly in order to supply the cheque books to the customer when they come to receive their cheque books.

My responsibility was to figure out all the cheque books after receiving these. I used to organize these cheque books on regular basis. First of all, I have to attach every requisition paper with the last page of every cheque books. Then, I organize the books in different lot according to the requisition date and mark the date on the top of the cheque books. Ultimately, I have to update all the data of cheque books in the cheque book register. To inform about the arrival of the cheque books of the customers I needed to make phone calls to them.

vi. Arranging Master Card:

I have to arrange all the master debit cards after giving requisition for the cards. There are basically two types of card. One is Issue card and another is re-issue card. Issue card means card for the new account holders who have opened their account with PBL. And the re-issue cards are for those who have lost their card or for migration or if their cards are being captured from other banks" booth for example, DBBL. So after getting the cards I have to sort out and keep the form and the card in an envelope. And then give the serial number and update the data in the card register.

vii. Learn to Open an Account:

Besides all the job I have mentioned above I have also learnt how to open an account. Basically, there are two types of account. They are savings account and current account. For opening personal savings account the necessary documents are two copies of passport size photograph of the account holder duly attested by the introducer, one copy passport size photograph of nominee duly attested by the account holder, photocopy of birth certificate/NID/passport of both the account holder and the nominee, income source copy of account holder. On the other hand, for opening current account or corporate account for different types of firm for example, proprietorship firm, partnership firm, limited company club/society/school/college and for these types of account the required documents are two copies of passport size photographs of the account holder(s) who will operate the account duly attested by the introducer, account introduces by current account holder, certified copy of valid trade license, trade seal, TIN certificate, NID/passport/birth certificate of the account holder

and the nominee as well, one copy passport size of the nominee duly attested by account holder.

viii. Maintaining the Local Register:

Throughout the whole day, there were so many documents we had to receive. That is why there is a register which is maintained to store the records of received documents. At first I had to open the document and put the seal of Operation Manager for marking and the Received seal where I had to give a dispatch number in order to the serial. And then keep a record about the documents in the register and give the register to the Operation Manager for marking and then the documents are given to the marked employees of our branch and they had to give signature in the register as they received the documents.

**3.5 SIGNIFICANT OBSERVATION ABOUT PRIME BANK LTD
(MOHAKHALI BRANCH)**

- The employees of PBL general banking department are very humble and they always try to be helpful towards their customers.
- The employees of this branch are very sincere about their job responsibility and they always try to do their job properly. I also have seen employees come on weekends to complete their tasks if needed.
- There are some regular and priority customers who are given very special treatment so that they feel respected and attached with the organization.
- Some organizations for example, Square, Standard Group, Bengal Overseas, Rupayan, Aegis Securities, Nitol Motors, Oracle Travelers etc. are the regular customers of PBL Mohakhali branch. They consider that this bank is very convenient and friendly to them in terms of giving service.
- The office environment is very friendly and the employees consider themselves as a family and help each other in their needs.

**3.6 SOME ASPECTS THAT NEED RETHINKING OF PRIME BANK
LIMITED**

- Every day there are lots of customers come in GB department and sometimes it is very tough to give smooth service if there are lots of customers. So, the impression by seeing the environment of the bank needs a little improvement. So that, this can change the brand value of this organization.
-

- Some of the services for example, delivery of cheque books and master cards are delayed sometimes beyond the deadline which needs to be improved. So in that case it is better to mention customers a more prolonged delivery date.
- As I have already mentioned that, the employees are very friendly and helpful. Customers might make mistakes or they might have problems but I have seen there were certain misunderstanding between customers and employees sometimes. So in this case the employees need to be little careful and tactful in order to handle customers no matter what the mistakes were from the customers" end or the employees.

4. PROJECT PART

4.1 INTRODUCTION

I have used SERVQUAL model which is developed by a group of American authors named „Parsu“ Parasuraman, Valarie Zeithaml and Len Berry (1995) which basically consists of five key service quality dimensions. The dimensions are Tangible, Reliability, Responsiveness, Assurance and Empathy and these dimensions are used to find out the customer satisfaction considering SERVQUAL of Prime Bank Limited.

4.2 ORIGIN OF THE REPORT

As a student of Bachelor of Business Administration (BBA), every student has to conduct practical orientation in any organization for completing the requirements of 90 days Internship program and this report is done as a partial requirement of this program for BBA students.

To fulfill the requirement, I chose Prime Bank Limited. The Human Resource Division of PBL has placed me to its Mohakhali Branch. The topic of my report is “**Evaluation of Customer Service Quality (SERVQUAL) in Prime Bank Limited**”. Here, in Prime Bank during the internship period I have always tried to observe the theoretical concept and practical process of customer service.

4.3 OBJECTIVES OF THE STUDY

The objectives of the report can be presented in two ways-

- i. **General Objective &**
- ii. **Specific Objective**

- i. **General Objective:**

The general objectives of this report is basically to find out the customer satisfaction considering the service quality of Prime Bank Limited. The main objective is to understand whether the customers of this particular organization are satisfied with the services they are getting from Prime Bank Limited. If they are not satisfied or if there are any dissatisfaction in their mind then it can hinder the overall performance of the organization. So, the main objective is to find out the

effective measures to ease those factors positively to obtain the ultimate goals of this organization.

ii. Specific Objective:

The specific objectives of this report are-

- To observe the activities of different departments specially the General Banking department of Prime Bank Limited.
- To organize as well as analyze the specific and general points of customer satisfaction.
- To understand the level of customer dissatisfaction.
- To identify the demands and requirements of the customers of PBL.
- To observe the attitude and perception of the customers towards the customers services of PBL.

4.4 SCOPE OF THE STUDY

I am very glad that this internship program gives me an opportunity and scope for gather knowledge and experience in several areas of banking by which I can actually evaluate myself. The scope of this report is limited to this organization as it is based on the practical observations. I was assigned at the Mohakhali branch of PBL. I have worked in the General Banking department as a service intern and I had to handle and deal with the customers. I always tried to solve the problems of the customers. Basically I have worked in the GB department as the credit and foreign trade department of Prime Bank has been centralized so I have learnt most of the tasks done in the General Banking department.

4.5 METHODOLOGY OF THE STUDY

For my research paper I have collected primary and secondary data-

- **Primary Sources:**

I have collected the primary data by interviewing the clients and the employees of PBL as well. I have made a questionnaire for the customers of Prime Bank Limited. I have also collected data by face to face conversation with the officers. Thus, I have collected the primary data by survey method.

- **Secondary Sources:**

The secondary data of my research paper has been collected from-

- Annual reports of PBL
- Website of the bank
- Bank records.
- Other books, manuals, Internship reports related to this topic.

4.6 LIMITATIONS

- The main problem I have faced while doing my report was to conduct a small scale survey on clients.
- Insufficient supply of relevant books and journals.
- Lack of time and resource constraint has also limited the scope to conduct the survey.
- The study is only confined to Mohakhali Branch so it was quite challenging to understand the picture and information regarding overall performance of PBL.

Prime Bank Limited is one of the leading and most successful private banks in Bangladesh. Here, I prepared my report into two parts. In the first part, of the report I have focused on the organizational structure of PBL and the General Banking part of Prime Bank Limited.

The second part is prepared basically on the study of customer services quality of Prime Bank Limited, on the basis of a questionnaire. Finally, I have analyzed the findings from the questionnaire and came to a conclusion along with some recommendations.

4.7 LITERATURE REVIEW

Customer Service:

In Banking sector, customer service is a very significant part of maintaining the customer relationships which is basically the main key of earning revenue and fame. This is one of reason of increasing the customer satisfaction of many organizations. Lewis (1989) stated

that “Customer service” is now the marketing key in the financial services industry. So briefly we can say that, good customer service is the key to obtaining customer retention as well as a successful organization.

Service Quality Dimensions:

Service Quality is the ultimate achievement considering customer services. SERVQUAL is an empiric model founded by Zeithaml, Parasuraman and Berry to compare service quality performance with customer service quality needs. One of the significant issues related to service quality is the dimensions of service quality and the measurement tool. SERVQUAL is developed by Parasuraman (1988). There are five quality dimensions in this model which are linked with specific service characteristics to customer expectations of quality. These five basic dimensions are-

- i. Tangible**
- ii. Reliability**
- iii. Responsiveness**
- iv. Assurance**
- v. Empathy**

Customer satisfaction depends on various factors for example; if the customers will get excellent and quality services on a continuous basis then they will be definitely satisfied with the bank. There are various types of factors that influence customer’s satisfaction level. I have tried to find out the customers’ satisfaction of PBL considering five dimensions of SERQUAL model through this research.

i. Tangible:

The first dimension is tangible and it is considered as the appearance or visibility. Considering the services, the physical facilities, equipment and the appearance of personnel in services are known as the Tangible dimension. It includes the physical evidences of services such as the tools or equipment, appearance of personnel and physical facilities of the services. Tangible of the services are the tangible facets of the service facility so the customers’ satisfaction will be higher if the tangibles are higher.

ii. Reliability:

Reliability means to perform the promised services to the customers accurately. Reliability means the firm will honor its promises to their clients, it will also perform their services right first time and reliability involves consistency of performance and dependability. It also involves the accuracy in billing, storing records and performing the services in the promised time. In an organization, employee should always serve their customer first and right in time. Thus, the customer can rely and have faith on the organization. We can say that, the greater reliability, the customers are more satisfied.

iii. Responsiveness:

Responsiveness is another dimension of SERVQUAL model, which is considered as the willingness to help the customers as well as provide quick service. It involves the timeliness of services such as returning phone calls quickly, posting the transaction slip immediately, setting up appointments and giving prompt services. Responsiveness refers to the motivation to help customers and provide prompt services to them. So, the customers' satisfaction level will be high if the organization is better in the responsiveness dimension.

iv. Assurance:

It is the fourth dimension of SERVQUAL model which actually defines the knowledge and appearance of the employees and their capability to convey the trust and confidence among the customers. It includes the honesty, assurance and trustworthiness of the customers. Assurance defined as the awareness and good manners of the employees and the ability to convey trust and confidence to their customers. It is also indicates how easily the employees actually interacts with the customers.

v. Empathy:

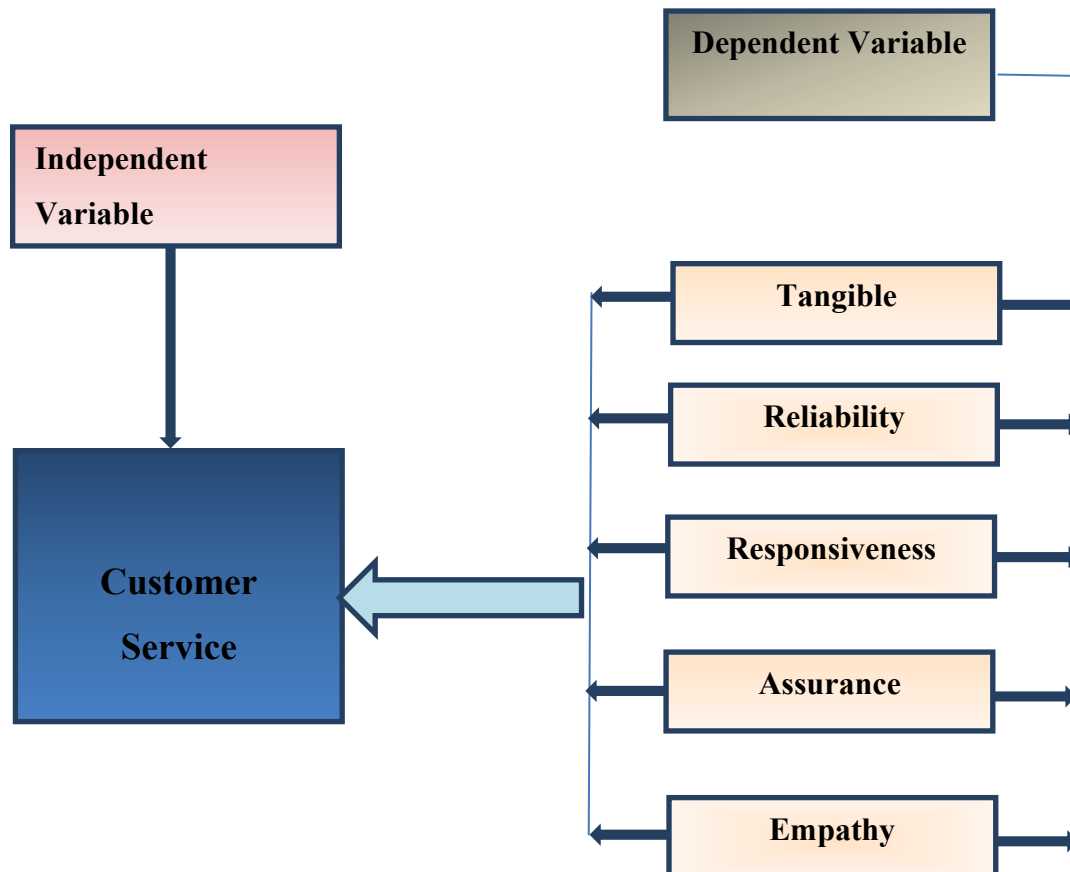
Empathy is the last dimension, which defines the care and individual attention that an organization provides to their customers. It includes the respect, consideration, friendliness to interact the telephone operators or receptionist. It also consider the neat

and clean appearance of the employees. So when the empathy is greater in the hypothesis, then the customers are satisfied.

Conceptual Framework:

Dependent & Independent Variable:

In the conceptual framework the independent variable is Customer Service Quality and the dependent variables are tangible, reliability, responsiveness, assurance and empathy.



4.8 QUESTIONNAIRE ANALYSIS ON SERVICE QUALITY

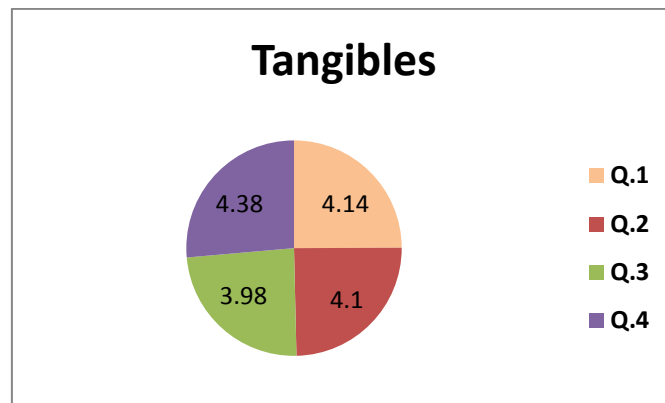
In this report, I have tried to find out the perception of the customers of PBL about the five dimensions of SERVQUAL. I have prepared the questionnaire survey by using the SERVQUAL dimensions- Tangibles, Reliability, Responsiveness, Assurance and Empathy. By analyzing this survey I tried to figure out if the service quality of Prime Bank is appreciable to the customers or not. In the questionnaire the average scores of Prime Bank Limited are on the basis of questionnaire rating from 1-5 following likert scale. The questionnaire rating is given below:

- Strongly Agree= 5
- Agree= 4
- Neutral= 3
- Disagree= 2
- Strongly Disagree= 1

1. Tangible:

I have include four questions under tangible dimension for conducting this survey. Customers have given a rating point in every single question and I have tried to represent a picture from those answer. The average scores of questionnaire in the Tangible dimension are given below-

Perception Statements in the Tangibles Dimension	Average Rating
Q.1 Materials associated with the service are visually appealing at Prime Bank	4.14
Q.2 The front desk employees of PBL are neat appealing	4.1
Q.3 Prime Bank has modern looking equipment	3.98
Q.4 Prime Bank's on hand services are provided in client friendly way	4.38

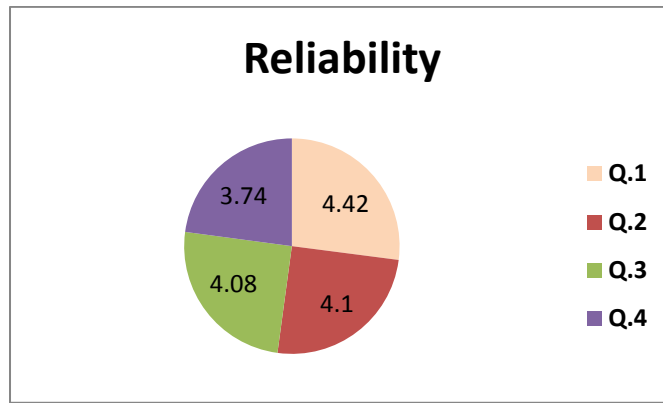


So, we can assume after observing this table and the pie chart that the customers of PBL appreciate the equipment that are being used for providing quality service to their customers. Therefore on the basis of tangible dimension we can say that the customers are satisfied.

2. Reliability:

There are four questions under reliability. The average scores from this dimension are-

Perception Statements in the Reliability Dimension	Average Rating
Q.1 Employees of Prime Bank are very helpful	4.42
Q.2 Prime Bank provides its services as the promise to do so	4.1
Q.3 Prime Bank performs the service quickly	4.08
Q.4 Prime Bank strictly maintain an error free records	3.74

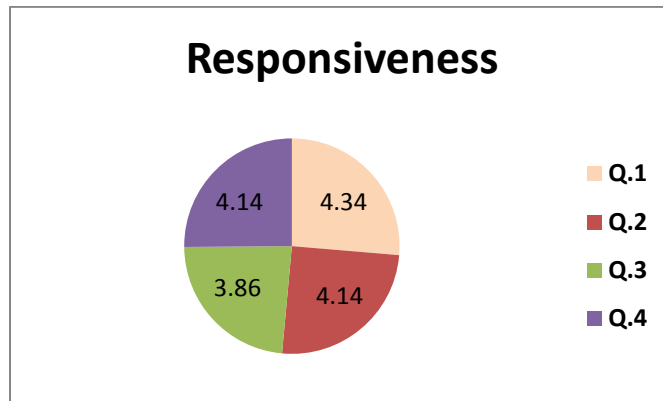


In this dimension, after observing the table and the chart we can say that in reliability dimension PBL has quite good rating. In this dimension, PBL has got higher rating in case of how much helpful the employees of PBL are.

3. Responsiveness:

Under this dimension there are also four questionnaires. The average scores are given below-

Perception Statements in the Responsiveness Dimension	Average Rating
Q.1 The employees of PBL are willing to help you when it is needed	4.34
Q.2 The employees of PBL are very prompt in providing the service	4.14
Q.3 Employees of Prime Bank performed to complete their service in time	3.86
Q.4 Employees of Prime Bank are never too busy to respond to your request	4.14

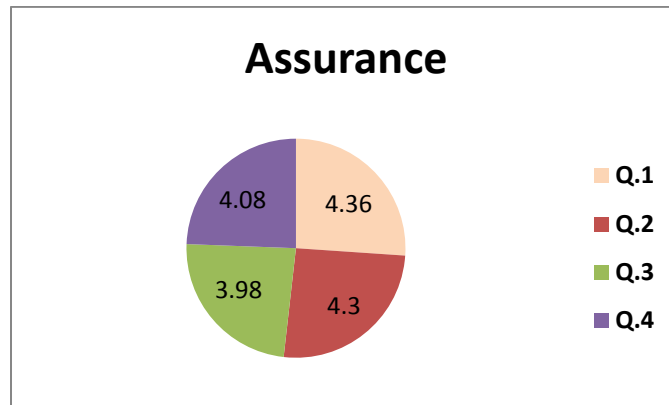


Here, I have observed that the customers feel PBL is responsive as well as the customers are satisfied. Besides the employees of Prime Bank are also very helpful and keen to provide their best quality services to their customers.

4. Assurance:

There are four questionnaire below the table showing the average scores in Assurance dimension-

Perception Statements in the Assurance Dimension	Average Rating
Q.1 You feel secured while doing transaction with PBL	4.36
Q.2 Employees of PBL are very cooperative and courteous with you	4.3
Q.3 The employees of PBL are having enough knowledge to answer your query	3.98
Q.4 The way how the employees of PBL behave instills confidence in you	4.08

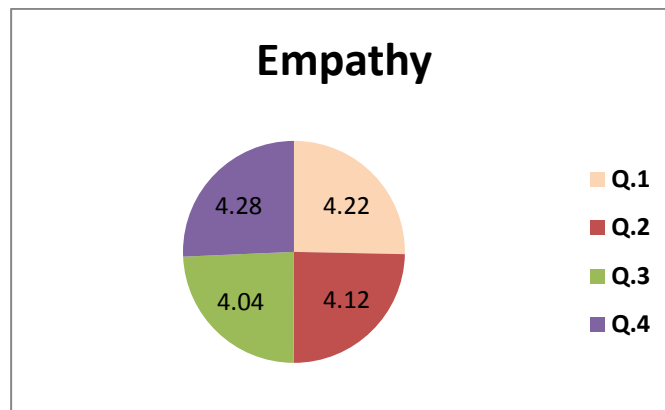


In the Assurance dimension, PBL has the highest rating according to my survey. It means customers believe the employees of PBL have that ability to convey trust among the customers. Customers feel secured while doing transaction and the employees are capable to maintain a long term relation with their clients.

5. Empathy:

The following four questionnaires have average scores in the Empathy dimension-

Perception Statements in the Empathy Dimension	Average Rating
Q.1 The employees of PBL understand your specific needs and requirements	4.22
Q.2 The employees of PBL give personal attention to you	4.12
Q.3 Prime Bank has convenient operation hours for their customers	4.04
Q.4 Prime Bank has their customers best interests at heart	4.28

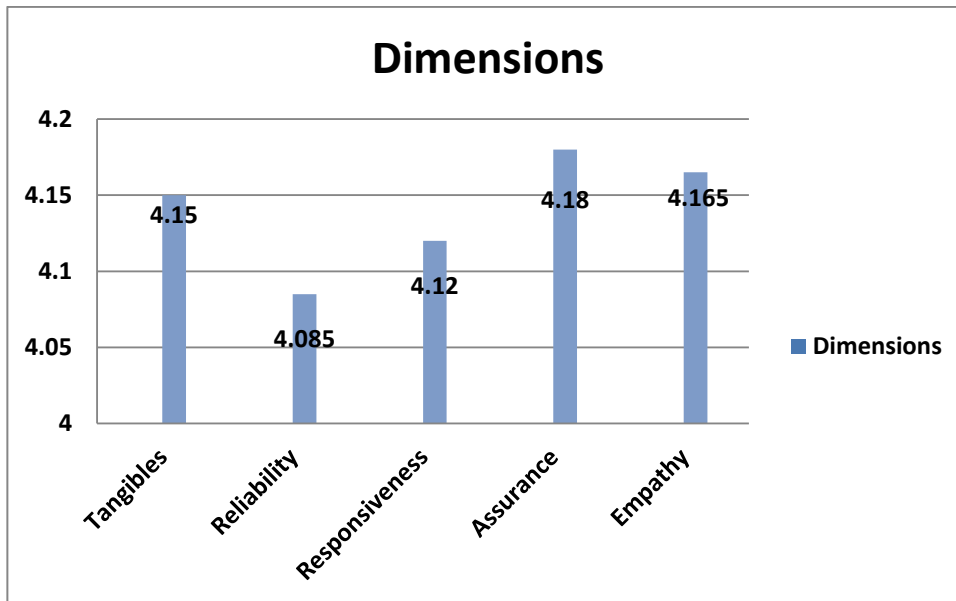


After the survey, we can say that considering the dimension of Empathy the customers are PBL are very satisfied and the employees always try to give the best services to their clients. The employees of PBL understand the customers’ demand and according to their needs they provide them services so the customers feel themselves valuable and important.

Overall comparison of the Five Dimensions:

From the survey, we can say that overall the customers of PBL are very satisfied in terms of providing quality services. If we consider the factors of customers’ satisfaction then we can see that all hypothesis has been proved as true. The overall perception of the clients on PBL are satisfactory. I have tried to find out the overall comparison about customers perception of all these five dimension of SERVQUAL. There are few questions under each dimension and I have calculated the average of each dimension. The result shows that each dimension has a very satisfactory score but among all Prime Bank is ranked first in Assurance. The table is given below for representing the average SERVQUAL dimension-

Service Quality Dimensions	Average Score
Tangibles	4.15
Reliability	4.085
Responsiveness	4.12
Assurance	4.18
Empathy	4.165



4.9 FINDINGS

From this survey, we can say that the services, materials, employees associated with the branch are able to meet up the customers' satisfaction level. The service quality of any organization increases when the employees are more courteous and reliable. PBL tries to provide quick and required services so the service quality is good. The reliability dimension considering PBL needs to be improved a bit so that the customers can be more satisfied in this case. In terms of assurance and empathy, PBL get to satisfy their customers by giving value and attention to their customers. Though the overall performance of PBL is good but there are some certain improvements needed to compete in the market.

5. CONCLUSION

5.1 RECOMMENDATIONS

Some suggestions and recommendations for improving Service Quality of Prime Bank Limited-

- Frequently customers complain that they are not treated equally. That valued and loyal customers get extra facility this mainly occurs due to shortage of staff. If PBL recruits more employees and they do their job properly then there wouldn't be scope for this complain.
- They bank needs to make people aware of the different and quality services they provide. For this they can do marketing or advertising using the print or electronic media also they can set up stall at trade fairs.
- As it is a private bank people expect faster and more accurate service which if not provided results in them comparing it to a govt. bank which is harmful and must be avoided with at all cost.
- Though PBL has adopted Temenos T24 which is also known as R16 recently in October, 2017 for faster activities but still there are some works which are done manually this causes to flow of work to sluggish and lengthy. So the use of technology must be further increased and the employees must be skilled in their operation.
- PBL performs most of its operation through R16 although it has improved the service quality there are times when it doesn't work efficiently thus hampering the service towards the customers. This problem should be looked into immediately.
- Corporate culture in the Mohakhali branch needs to be improved. This will result in better customer relationships and will enable co-workers to work in a group efficiently promoting creativity.
- The feature of the products in Mohakhali branch is not good enough. Sometimes Customers complain that the feature provided are neither useful nor very attractive to them. This problem should be solved immediately.
- The ATM booth near the Mohakhali branch is faulty in operation. This needs to be rectified immediately.
- The cash counter of the Mohakhali Branch is sluggish. It should be repaired as soon as possible.

- The Computers and Printers in the Mohakhali branch are quite outdated. They hamper the employees from providing efficient customer service. They should be updated without further delay.
- Online facilities of PBL should be improved. To survive in this competitive market they should implement real time online banking in every branch.

Hopefully, these recommendations will help improve PBL's service towards its customers. If managed smartly customer feedback helps in building up an effective and long lasting relationship between a customer and a firms employees. This relationship will prove vital for the bank as it will point out flaws in the future and drive the organization to correct those flaws and to prevent similar things form happening in the future.

5.2 CONCLUSION:

Prime Bank Limited (PBL) is one of the most progressive and front-running banks in our country. They are determined to provide state of the art financial services and products to its customers thus playing a vital role in the economic growth of the nation. The bank is performing skillfully with its current products and services. The rise of stiff competition and unfavorable economic conditions has forced the bank to evolve in providing their services and products to their clients. Service quality is a crucial component in affecting customers" perspective. In the case of pure service quality will be the key component in customer evaluation. The bank will be profitable if it can manage large corporate customers and the bank can hold onto them only by providing unparalleled service quality. So PBL has to ensure superior service quality in every single branch. To ensure quality service they must readily solve the problems of their customers. Even a single lapse can deteriorate their image in front of their customers thus hampering their business. So, to provide quality service to satisfy their customers PBL should adapt any necessary means. In this competitive world this sector has expanded its reach to many spheres of financial activities all around the globe. PBL should keep up with this trend to satisfy its clients.

According to surveys Prime Bank provides services which are far better in comparison to its other competitors. So, it is safe to say that Prime Bank Limited is an organization which will survive in this competitive sector upholding its motto "**A bank with a difference**".

REFERENCES

- Prime Bank Bangladesh. (2011). Retrieved from www.primebank.com.bd
- Nyeck, S., Morales, M., Ladhari, R., & Pons, F. (2002). "10 years of service quality measurement: reviewing the use of SERVQUAL instrument." *Uadernos de Diffusion*, 7(13), 101-107, Retrieved from July 8, 2007 <http://sistemas-humano-computacionais.wdfiles.com/local--files/capitulo:sistemas-de-servico/10YearsServQual.pdf>
- Zenithaml, parasuraman & Berry, "Developing Quality Service: Balancing Customer Perceptions and Expectations, "Free Press, 1990. Retrieved from https://books.google.com.bd/books?hl=en&lr=&id=RWPMYP7-sN8C&oi=fnd&pg=PR9&dq=Developing+Quality+Service:+Balancing+Customer+Perceptions+and+Expectations&ots=cf6thcu1sg&sig=cBY4nxBH1V2jqJzn9Os-uofbwfQ&redir_esc=y#v=onepage&q=Developing%20Quality%20Service%3A%20Balancing%20Customer%20Perceptions%20and%20Expectations&f=false
- Several Booklets and Newspapers from Prime Bank Limited
- Different types of products of Prime Bank Limited i.e. Brochures, Leaflets etc.
- Prime Bank Annual Report 2016. (2016). Retrieved from <http://www.apa.org/pubs/info/reports/2012-report.pdf>

APPENDIX

Survey Questionnaire for Service Quality (SERVQUAL) of PBL:

The questionnaire is prepared for surveying the Service Quality (SERVQUAL) of PBL. The questions from the questionnaire are grouped by the SERVEQUAL dimensions. In total SERVQUAL contains 20 questions that are adjusted according to the type of service evaluated.

Name:					
Gender:	Male	Female			
Age:	Less than 20	20-30	30-40	40-50	50 & Above
Education Level:	Primary Education	Secondary Education	Higher Secondary	University	Post Graduate

SL No.		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Tangibles					
1	Materials associated with the service are visually appealing at Prime Bank	5	4	3	2	1
2	The front desk employees of PBL are neat appealing	5	4	3	2	1
3	Prime Bank has modern looking equipment	5	4	3	2	1
4	Prime Bank's on hand services are provided in client friendly way	5	4	3	2	1
	Reliability					

Appendix

5	Employees of Prime Bank are very helpful	5	4	3	2	1
6	Prime Bank provides its services as they promise to do so	5	4	3	2	1
7	Prime bank performs the service quickly	5	4	3	2	1
8	Prime bank strictly maintain an error free records	5	4	3	2	1
	Responsiveness					
9	The employees of PBL are willing to help you when it is needed	5	4	3	2	1
10	The employees of PBL are very prompt in providing the services	5	4	3	2	1
11	Employees of PBL performed to complete their services in time	5	4	3	2	1
12	Employees of PBL are never too busy to respond to your request	5	4	3	2	1
	Assurance	5	4	3	2	1
13	You feel secured while doing transaction with PBL	5	4	3	2	1
14	Employees of PBL are very cooperative and courteous with you	5	4	3	2	1
15	The employees of PBL are having enough knowledge to answer your query	5	4	3	2	1
16	The way how the employees of PBL behave instills confidence in you	5	4	3	2	1
	Empathy					
17	The employees of PBL understand your	5	4	3	2	1

Appendix

	specific needs and requirements					
18	The employees of PBL give personal attention to you	5	4	3	2	1
19	Prime Bank has convenient operation hours for their customers	5	4	3	2	1
20	Prime Bank has their customers' best interests at heart	5	4	3	2	1