



“A STUDY ON CUSTOMER SATISFACTION AT
FOREIGN TRADE DEPARTMENT OF BANK ASIA
LIMITED, MOHAKHALI BRANCH.”

User

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Internship Report

On

**"A STUDY ON CUSTOMER SATISFACTION AT FOREIGN TRADE DEPARTMENT
OF BANK ASIA LIMITED, MOHAKHALI BRANCH."**

Prepared for

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Date of submission: 2nd December 2018

Letter of Transmittal

Date: 2nd December 2018

Shamim Ehsanul Haque

Assistant professor

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Subject: Submission of Internship Report on “Customer Satisfaction at Foreign Trade department of Bank Asia Limited, Mohakhali Branch.

Dear Sir,

This is my gratification to submit my internship report entitled **“Customer Satisfaction at Foreign Trade department of Bank Asia Limited, Mohakhali Branch.** By this report I got a prospect to gain a realistic understanding to the working behavior of the Banking Sector through Bank Asia Ltd, Mohakhali Branch. In the report, I tried to point out about improving customer service of Bank Asia Ltd.

With your supervision, I hope that the report will meet all your requirements. Finally, I would like to thank you for your valuable guidance and supportive in preparing the report.

Sincerely

Anisha Tanny

ID: 14304025

BRAC Business School

BRAC University

Letter of endorsement:

This is to certify that Anisha Tanny, ID: 14304025, BRAC Business School, BRAC University has done this report for the purpose of fulfilling BBA internship program. This report is entitled on “Customer Satisfaction at Foreign Trade department of Bank Asia Limited, Mohakhali Branch.” I accept this as her final internship report.

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Acknowledgement

In the very beginning I would like to reminisce the Almighty forepowering me to complete this report successfully. This report is entitled “Customer satisfaction at foreign trade department in Bank Asia Limited (BAL): A study on Mohakhali Branch”. While preparing this report I have acknowledged the encouragement and assistance from many people.

Especially I am thankful to the authority of Bank Asia Limited and to Mr. Nazmul Hossain (PMD) for accepting and giving me an opportunity work in Foreign Trade Department. I would like to express my gratitude to my supervisor Mr. shamim Ehsanul Haque for providing proper guidelines and detail feedback regarding the report. I was fortunate enough to have him as my supervisor. Under his supervision it became quite easier for me to complete the report as I had a proper vision though his feedbacks.

I would like to thank Mr. Arshad Ali Khan (EVP) for giving me opportunity to work in Foreign trade Department. I am also thankful to Mr. Golam Robbani (AVP), Mrs. Sabreena Saara (SEO), Mr. Anwar Ibrahim (SO), and Mrs. Farhana Islam (EO) and also I thank heartily to all the officials who has directly and indirectly helped me to make this report.

Executive Summary:

Bank Asia Limited is well known for its bankingsuperiority in Bangladesh. It has a well-established foreign department and the bank is escalating very swiftly. As I have done my internship from foreign Trade department. So the report has designed on customer satisfaction at foreign trade department of Bank Asia Mohakhali Branch. The purpose of this term paper is to evaluate quality of service of foreign trade department in Bank Asia Limited, Mohakhali branch. I have used the acknowledged and applied method Service Quality Method (SERVQUAL) to recognize the service quality of Bank Asia Limited and to improve customer service.

In the first part of the report it includes about the brief overview of the bank. Bank Asia Limited is one of the top from the 3rd generation banking industries. Which was established in 1999 and later on listed in Dhaka Stock Exchange and Chittagong Stock Exchange respectively on 23rd and 24th September in 2003. At present it has Own - 48, Shared-240 (Q-cash), Cash Link (125+) with 178 branches.

In the second part of the report I have deliberated about the experience that I had during my internship period at Bank Asia Limited. The journey of working in Bank Asia Limited was enormous. I feel glad that I had the opportunity to work in Foreign Trade Division.

In the third part I have discussed about the foreign trade department and their efficiency to raise customer satisfaction.

At the end I have added some recommendations which, from my point of view will help Bank Asia Limited to be more successful. Basically it is a research based paper which consists of the review and response from the clients of Bank Asia Limited. The report echoes my knowledge, learning and experience from internship which will improve my skills in banking sector.

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Organizational overview:

Bank Asia Limited is a third generation commercial Bank and it was established in 27th November 1991 as a private company and later in 1994 incorporated as a public limited company to carry out its banking operation in Bangladesh. It was inaugurated by some successful entrepreneurs. The management of Bank Asia comprised of a team led by senior bankers who had immense knowledge and experience in local and global markets. At present Bank Asia have 127 branches in Bangladesh. After it got inaugurated, it acquired the Bangladesh operation of Nova Scotia of Canada and later also acquired the activities of Muslim Commercial bank (MCB). In 2003 the company went public by offering shares to the public and in 2004 it listed itself in the stock exchange. It has two subsidiaries. One is bank Asia Securities Ltd and the other one is BA exchange Company (UK) Limited. The journey of Bank Asia Ltd. was started with a view to provide the best quality with technology driven services in banking sector in November 27, 1999 and marked itself as one of the largest third generation banks in Bangladesh. It has broadened its wings by opening its Islamic banking operation in 2008 and later on establishing the 1st subsidiary company as “Bank Asia Securities Limited” in 2011. Bank Asia Ltd was enlisted in both Dhaka Stock Exchange Limited & Chittagong Stock Exchange Limited respectively on 23rd and 24th September in 2003 with two million shares.



Fig. Corporate Structure (Annual Integrated Report 2017)

Vision of the bank

- “To have a poverty free Bangladesh in course of a generation in the new millennium reflecting the national dream. A society where human dignity and rights receive the highest consideration along with reduction in poverty.”[5]

Mission of the bank

- “To assist in bringing high quality service to their customers and to participate in the growth and expansion of national economy.”
- “To set high standards of integrity and bring total satisfaction to their clients, shareholders and employees”
- “To become the most sought after bank in the country, rendering technology driven innovative service by their dedicated team of professionals.”[5]

Core Values

- Placing client interest and satisfaction as 1st priority and supply custom-built banking merchandise and services
- Worth addition to the stakeholders through attaining excellence in banking operations
- Maintaining high moral customary and transparency in dealings
- Be a compliant establishment through adhering to all or any regulative needs
- Contribute considerably for the betterment of the society
- Guarantee higher degree of motivation and dignified operating setting for our human capital and respect best work-life balance

Goals of Bank Asia

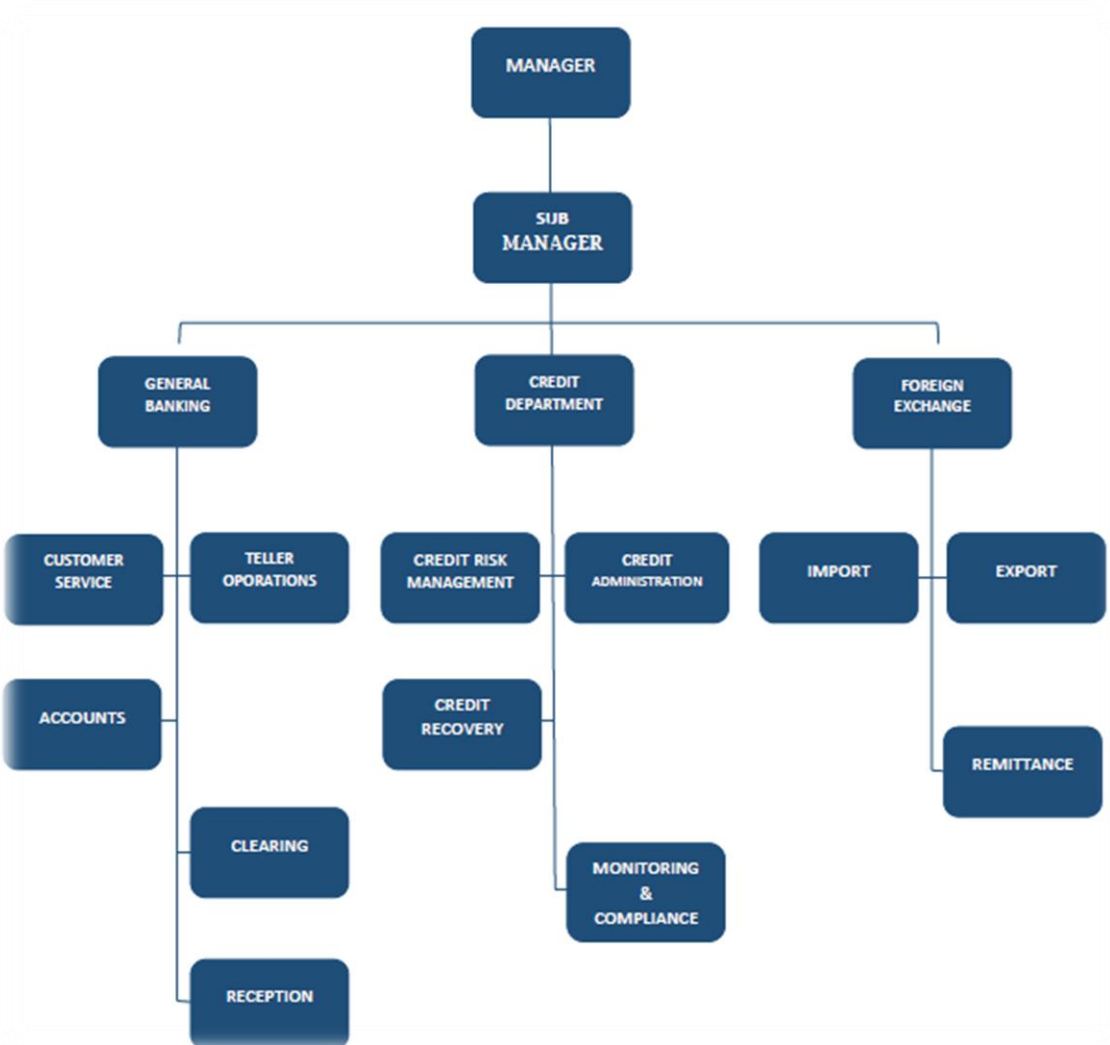
- Property growth: Synergies between new information, expertise and human capital can permit Bank Asia to travel for property economic process.
- Capital position: Preservation and enlargement of multiple varieties of capital; like intellectual, natural, money structure, social, culture can indulge the corporate to make long run price.
- Fast money inclusion: Accelerate progress towards money inclusion by mistreatment technology like ATM, movable, charge account credit based mostly banking services and renewable energy generation comes particularly in rural areas.
- Differentiating price supplementary services :Strong focus and a spotlight has been given to make cost-effective and inexperienced services through web banking, electronic fund transfer, e-bank statement, SMS alert etc.
- Going inexperienced: Greater stress on inexperienced banking comes is being created like in-house facilities and energy consumption to market paperless workplace and Enhance energy potency.[5]

Policies

Bangladesh is creating a good try and golf stroke its soul to undertake to be a productive player within the worldwide sector as way as business. As desires be, Bank Asia forced can as a difficulty of arrangement, assembled its cash connected, non-monetary and human plus in congruousness with world standards, principles and practices. Within the residential financial field Bank Asia Limited has set its sight on giving its client base the sting of keeping cash and fund which is able to empower then to run their undertakings profit. Bank Asia forced provides a hand the consumer with its innovation, understand how getting ready and specialization, and can provide world category managing an account framework.

Department and People

My internship was in the Bank Asia Limited, Mohakhali Branch. The branch had 26 employees and had three departments. These are: the general banking department, the foreign department and the credit department. The subdivision of the departments is



Foreign Exchange Department

It suggests that the exchange of foreign currency for the trade purpose between 2 countries. Its 2 sections. One is import and therefore the alternative one is export.

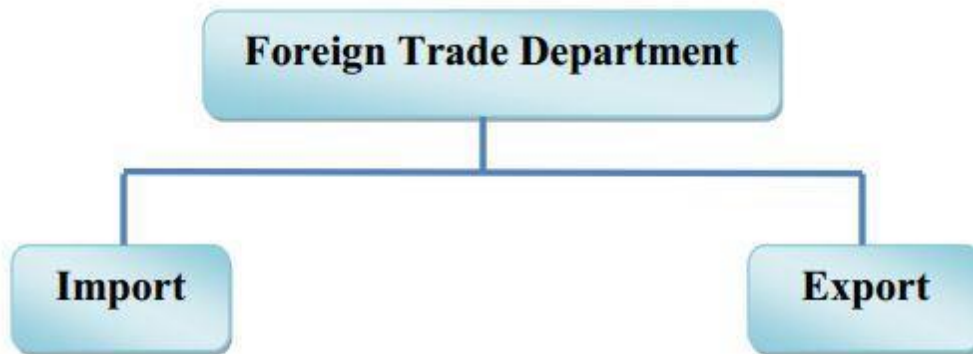


Figure: Main Activities of Foreign Trade Department

- 1) Foreign Trade
- 2) Foreign Remittance

Foreign Trade

It means the exchange of foreign currency for the trade purpose between two countries. It has two sections. One is import and the other one is export.

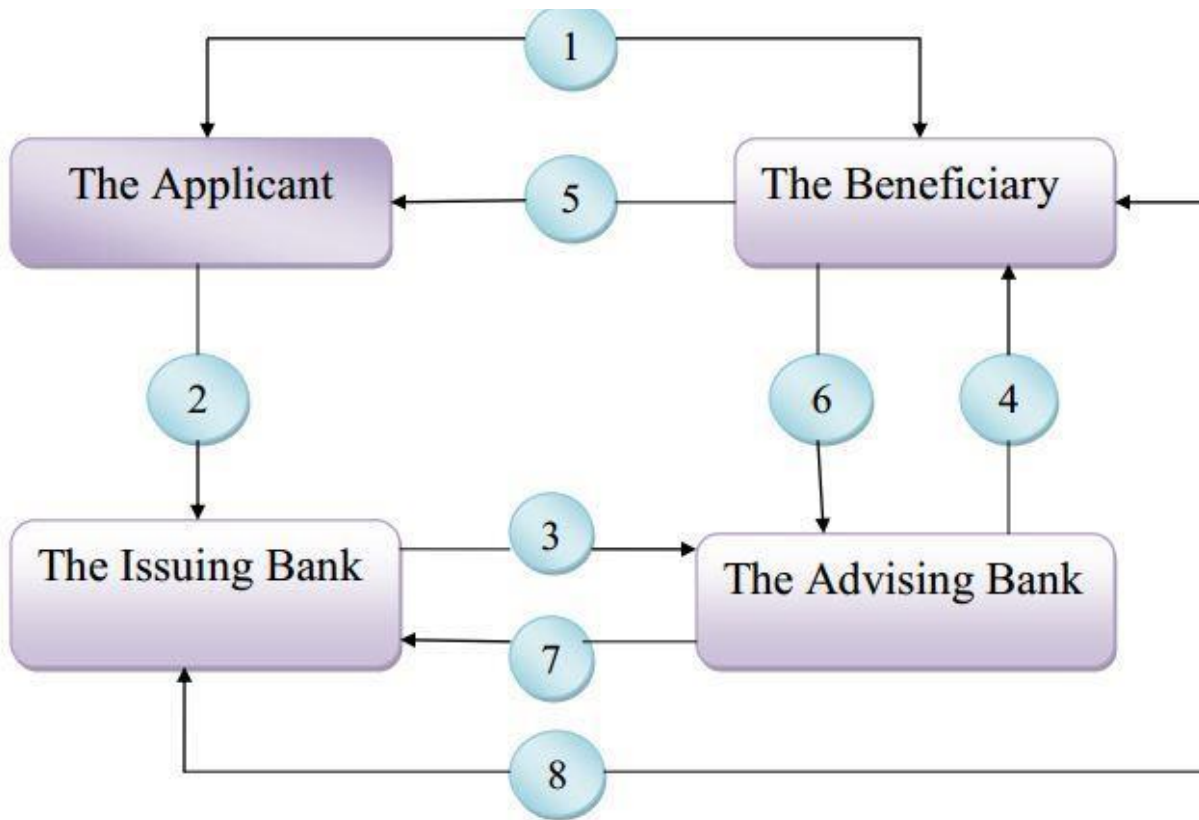


Figure: Procedure to open an Letter of Credit (From import and export perspective)

Import

When a country purchase merchandise from different country because of insufficiency is termed import. To import something, an organization should have Import Registration Certificate (IRC) in keeping with import and export act 1950. The corporate additionally has got to secure a Letter of Credit Authorization (LCA) to become a certified bourgeois. If these conditions are consummated then the corporate will raise a bank to issue a LC. The corporate is additionally known as the applicant of the credit.



Figure: Import Procedure of Bank Asia Limited

Export

When an organization sells a product to the country once fulfilling the demand domestically, then it's termed as export. This should be done in line with the Import and Export management Act 1950. It's an enormous procedure however primarily registration is required from the chief Controller of Imports and Exports (CCI&E)



Fig. Export Procedure of Bank Asia

Methods of Payment in International Trade

To achieve today's international marketplace and win sales against foreign competitors, exporters should supply their customers engaging sales terms supported by the acceptable payment strategies.

Because obtaining paid fully and on time is that the final goal for every export sale, and applicable payment technique should be chosen fastidiously to attenuate the payment risk whereas additionally accommodating the requirements of the customer. There are four primary strategies of payment for international transactions.

- Advance Payment:** In term of advance payment, the bourgeois pay advance before the cargo date. Which means payment is received before the possession of the products is transferred. Payment beforehand is that the least engaging choice for the bourgeois or purchaser as a result of it creates unfavorable income. Foreign consumers also are involved that the products might not be sent if payment is created beforehand.

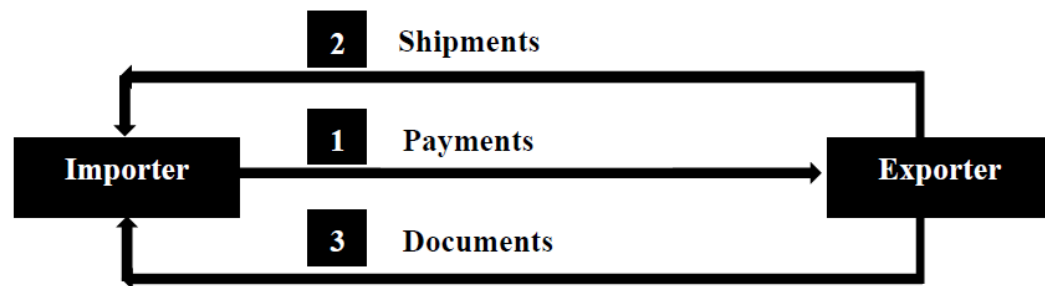


Figure 4: Cash in Advance Method

- Shipment Payment:** Payment is shipped to the businessperson solely the products are sold-out by the foreign distribution to the tip client. Which means businessperson create cargo to his approved agent in mercantilism country, agent sell the products and create profit to the businessperson. This can be terribly risky for the businessperson as a result

of businessperson isn't secured payment. This methodology is most apply in developed country.

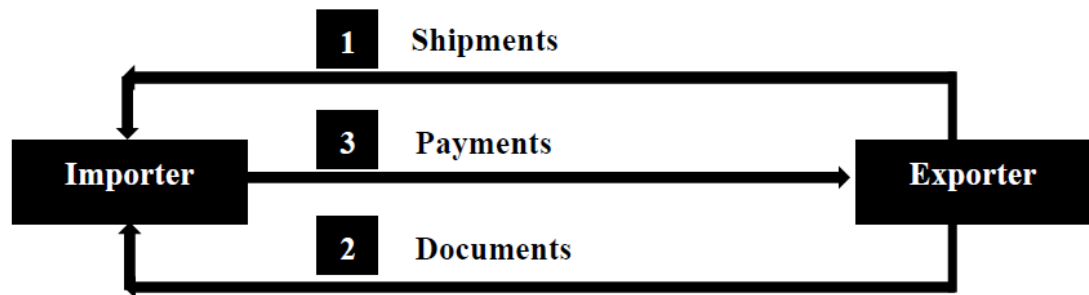


Figure 5: Open Account System Method

- Documentary Collections:** Documentary Collection is a very important bank payment technique beneath, that the sale dealing is settled by the bank through associate degree exchange of documents. During this method trafficker associate degreed client build an agreement relating to shipping documents like original bill of cargo, bill of exchange, packing list, certificate of origin, etc. However, It involve employing a draft that needs the bourgeois to pay the face quantity either at sight (document against payment) or on a fixed date (document against acceptance). Documentary assortments are issued to the Uniforms Rules for Collection (URC). Documentary Collections build straightforward import-export operations among low value. However it doesn't give same level of protection because the letter of credit because it doesn't involve any quite bank guarantee like letter of credit.
- Letter of Credit (L/C):** A letter of credit is that the most well-known technique of payment in international trade. Beneath associate degree import letter of credit, importer's bank, importer's bank guarantees to the provider that the bank pays mentioned quantity within the agreement, once provider or businessperson meet the terms and conditions of the letter of credit. During this technique of payment, L/C plays associate degree negotiator role to assist complete the trade dealing. The bank deals solely in documents and doesn't examine the products themselves. Letters of Credit are issued

subject to the Uniforms Customs & observe for Documentary Credits (UCP). This set of rules is made by the International Chamber of Commerce and Industries (ICC).

Procedure to open a Letter of Credit (From import and export perspective)

The chart below shows however participants are concerned within the method of gap and payment of L/C:

. The applicant and the Beneficiary negotiate terms and condition of the L/C as per the agreement they need created.

. The applicant applies to the issuing Bank to issue the L/C on associate degree form.

. The issuing Bank need the subsequent documents from the applicant:

- Formal contract between the importers and bourgeois.
- Pro-forma Invoice (an invoice through that the bourgeois informs the bourgeois regarding the type and qualities of products to be sent, their worth, time of cargo and necessary specifications).
- Buyer's commercial document.

4. When inspecting of these documents the bank problems the L/C and forwards it to the Advising Bank.

5. The Advising Bank checks the apparent credibility of the L/C and advises the L/C to the Beneficiary

6. The Beneficiary checks if the L/C complies with the formal contract and if all terms and conditions laid out in the L/C will be happy and ships the products to the bourgeois.

7. The Beneficiary assembles the documents laid out in the L/C, checks the documents for discrepancies with the L/C, attracts the draft and presents the draft and therefore the documents to the Advising Bank.

8. The Advising Bank inspects the draft and therefore the documents against terms and conditions of the L/C and forwards them to the issue Bank.

9. The issue Bank checks if the documents benefits the L/C and makes a payment forthwith (if the L/C is obtainable by sight) or on a specific date (if L/C is obtainable by postponed payment).

Classification of L/C

There are three types of L/C offered by the Bank Asia Corporate branch. These are:

1. **Sight L/C:** Payment must be made within five working days after the document has been received from the exporter.

2. **Deferred L/C:** Payment must be made on or after the due date i.e. Shipment date or Bill of lading date. It is usually open for 60 days, 90 days and 120 days this is totally depends on the party demand.

3. **Back to Back L/C:** Usually this sort of L/C is opened by the exporter. If exporter needs import products to manufacture the ordered products, then he might import those merchandise or instrumentality by opening a L/C against mother L/C. the value of the back to back L/C will be eightieth of the mother L/C.

Foreign Remittance

Mohakhali Branch of Bank Asia is a certified dealer. It consists of receiving and changing. There are 2 varieties of remittance. One is inward and alternative is outward foreign remittance.

Inward remittal is those that are coming back within the country in type of TT (Telegraphic Transfer) FDD (Foreign Demand Draft) MT (Mail Transfer) and TC (Travelers Cheque)

Outward remittance is cash going out of country. It will happen due to education purpose, import purpose etc.

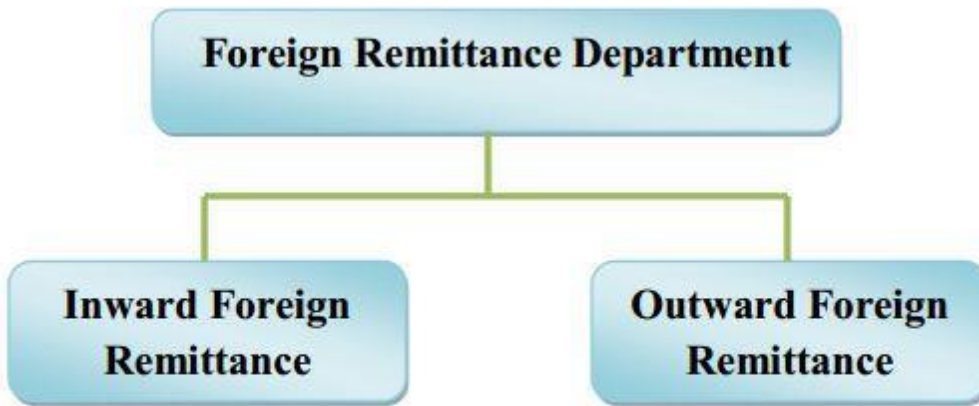


Figure: Types of Foreign Remittance in Bank Asia Limited

Export-Import & Remittance (Inward) Analysis

Five Years Performance (In Million Taka)					
Parameters	2017	2016	2015	2014	2013
Remittance (Inward)	51,778.00	41,665.14	42,996.80	41,732.50	34,334.40
Export	118,172.00	103,139.15	89,275.32	77,646.91	71,968.83
Import	181,468.00	148,724.27	129,930.43	110,192.54	110,738.08

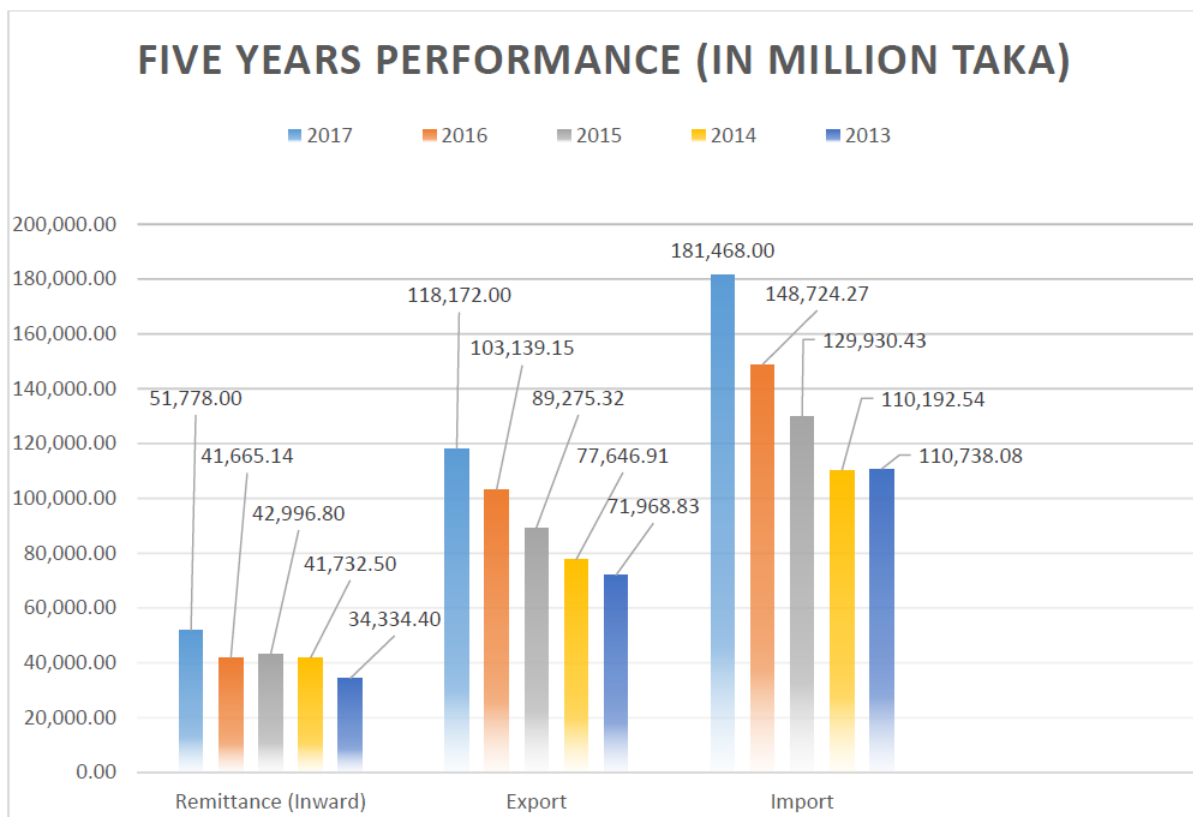


Figure 8: Five Years Performance of Export-Import & Remittance

From the chart, we will see that performance of 2017 of all sectors (remittance, export and import) has been augmented from the previous four years. Performance of inward remittance augmented endlessly from 2013-2017 however shriveled in 2016. Performance of export augmented endlessly from 2013-2017. Performance consequential additionally augmented in 5

years except in 2014. The performance consequential had slightly shriveled in 2014. Overall Bank Asia Limited had gained abundant higher cash in on the import than export and remittance.

Job Responsibilities

It was such a pleasure to work in such environment in Bank Asia. In there, seniors are always to assist me which helped to deliver their assigned work properly. I firmly believe that Bank Asia Limited truly helped me to learn pros and cons about a bank which will surely achievement in for me. Bank Asia upholds a very friendly environment where people work as a team. I was really lucky to have friendly senior colleagues and to work with highly knowledgeable each every individuals where I have got to learn many things related to foreign trades as I had chance to work over there.

These are the following responsibilities were performed:

1. checking application of opening a LC from importer
2. Filling up L/C register book
3. Preparing file
4. Filling up Export L/C register
5. Preparing file
6. Delivered forms by banker to importer
7. Filling up EXP form
8. Keeping record of export import register
9. Duplicating, triplicating
10. Filling up IMP form
11. LCAF writing
12. Opening import LC
13. Filling up several form and information
14. Update bill of entry register
15. Assisting the remittance section
16. Travel and miscellaneous writing and checking
17. Preparing file
18. Uploading these information and data to Bangladesh bank website

1.0 Research part

1.1 Introduction of the report:

Being a student of Business Background I invariably have interest in banks. Therefore I did my internship at Bank Asia Limited, Mohakhali Branch. This started from September, 2, 2018. To finish the BBA program, it's needed to submit this report that contains a summary of the organization, my responsibility, observation that I've got throughout my internship period. During this report I mentioned concerning the service quality and therefore the client satisfaction of the bank and came up with some client's recommendation which can produce additional customer and can build revenue higher for Bank Asia Limited

1.2 statement of the problem:

This analysis part is to measure client satisfaction concerning the banking services whether or not it's good or not. A number of the most challenge in client in banking includes poor management of client, lack of enough infrastructure and technology on that client satisfaction is dependent on. From my perspective, that technology is one the foremost necessary issue within the banking sector

1.3 Objective of the study:

The purpose of this study is to find out client's perception about satisfaction level and according this observation, the bank needs to progress and provide specific solutions .This report can facilitate the management of the bank.

1.4 Limitations:

- Time limitation is one of the critical problems.
- The sample size cannot represent all clients

- The employees were not permitted to provide all information to the interns as it is confidential and many clients were not interested to fill the questionnaire due to lack of time etc.

2.0 Literature review

Customer satisfaction is as a judgment following a consumption expertise - it's the consumer's judgment and perception that a product provided (or is providing) pleasing level of consumption-related fulfillment (adapted from Oliver 1997). Customer satisfaction has been a well-liked topic in promoting apply and educational analysis since Cardozo's (1965) initial study of client effort, expectations and satisfaction. Despite several makes an attempt to live and justify client satisfaction, there still doesn't seem to be an accord concerning its definition (Giese and shelter, 2000). Client satisfaction is usually outlined as a post consumption appraising judgment regarding a particular product or service (Gundersen, Heide and Olsson, 1996). It's the results of associate appraising method that contrasts repurchase expectations with perceptions of performance throughout and once the consumption expertise (Oliver, 1980). [2] Service quality and client satisfaction are associated with one another. The primary finding of this study is that the monetary performance of banks that perform higher across these processes tend to be higher than that of alternative banks. Additionally to the variation in method performance across banks, there's additionally substantial variation across processes at intervals banks. That is, banks that performed well in one method usually performed quite badly in another. [3] Titer and Larcker (1998) found that metal is an index number of client buying behavior, growth within the range of shoppers, and accounting performance. Banker, Potter and Srinivasan (2000) used operative profits per on the market space to live monetary performance. [4]

Satisfaction as a state felt by an individual UN agency has intimate with performance or associate outcome that fulfill his or her expectation. It's a operate of relative level of expectations and perceived performance (Kotler and Clarke, 1987). In differently, satisfaction could be a positive, affectional state ensuing from the appraisal of all aspects of a party's operating relationship with another (Boeselie and Wiele, 2002). whereas client satisfaction is associate individual's feeling of enjoyment or disappointment ensuing from examination a

product's perceived performance (or outcome) in regard to his or her expectations (Brady and guard, 2001). [4] From this text, we will relate that measurement client satisfaction provides a result on however the organization is providing merchandise. From my survey it's cleared that almost all of the purchasers selected BAL as a result of the suppose it's reliable. Customers have associate opinion that BAL is capable to produce all the services they offered. In recent days, non-public business banking is seen as business connected to data on monetary transactions, since data technology (IT) has been crucial to effective client service at low prices. For example, IT-based service such as ATM machines (ATM), electronic fund transfer, anywhere-anytime banking, good cards, web banking, SMS banking, etc. Are currently quite common to the purchasers. The non-public business banks do already have the advantage of fine automation expertise in many banking expertise. During a word we will say that non-public banks are currently within the sill to the purchasers, however their transactions are confined to major cities in Asian nation that's additionally making competitive atmosphere among banks. Thus, customers within the non-public banking sector are during a sturdy dialogue position because of the increasing range of banks. Therefore, banks need to give service rigorously and to enhance the service level unceasingly as a result of of the possible client have ample choice to select their desired bank. There's no guarantee that what's wonderful service these days is additionally applicable for tomorrow. To survive in the competitive banking trade, banks have to develop new methods that can satisfy their customers [5]

Service quality consists of 5 dimensions: (1)

- a) Reliability
- b) Responsiveness
- c) Assurance
- d) Empathy
- e) Tangibles

Reliability: Most of the clients get the chance to say that Bank Asia Limited is reliable. Customers have clear opinion that BAL provides all the service they actually offered. Caring customer services, keeping promises can be third reliabilities.

Responsiveness: BAL always makes sure of quality with punctuality according to my research. Customers are always assured with these feature like ensuring quality services and ensuring customer satisfaction.

Assurance: Bank Asia Limited always ensures the privacy of customers and maintain secure transaction of money.

Empathy: Bank Asia Limited always maintain efficient customer service through active employee. They solve every problem very carefully.

Tangibles: BAL always maintain well interior design in all their braches.

(3)Methodology of the Study:

My objective was to appearance at the standard of the services with the client satisfaction level of the same sector I assorted data by utilizing each sources.

Primary Sources: For the primary sources, information assortment are done by survey questionnaires. I did informal discussion with the bank’s employees and also the officers of BAL. I have got collected information from the bank’s reports, displays and alternative documents to achieve a full information.

Secondary Sources: For the secondary sources I have already investigated Annual reports of BAL, native websites.

Population:the population targeted for this analysis was the customers of the local section of the bank.

Sample size: The sample size consisted of twenty-five respondents. For this analysis, I selected those clients who took their service only from foreign trade department in Bank Asia Limited. Moreover I took the information from them over phone. There are some organizations who are really interested to provide information about the service getting from Bank Asia Limited.

Data assortment Method: for this report information was collected through survey questionnaires from purchasers. Respondents were asked queries over the phone and directly conjointly.

4) Analysis and Interpretation of the Data:

The analysis of my survey is given below:

1. How would you appraise the first impression at Bank Asia?

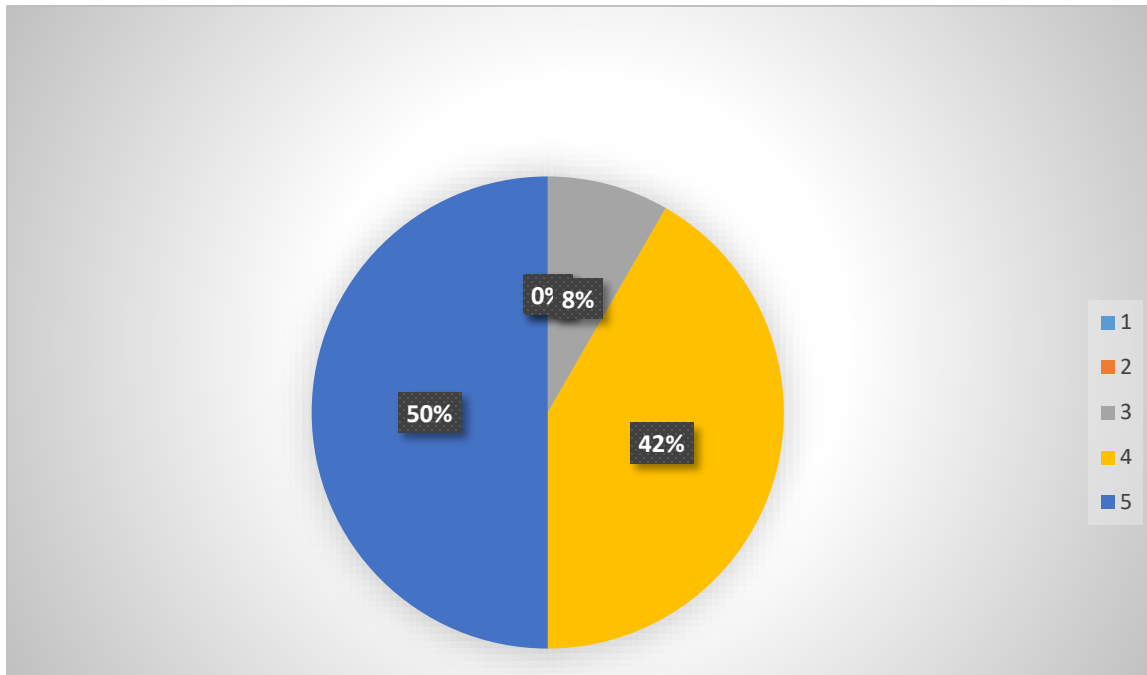


Chart 1: first impression

Impression is one of the most important factor for every organization especially in service related organization. In my survey there was a questionnaire about this. From the survey, we can see that at most of the clients marked their responses happily. 50 percent customers are satisfied with services and rest of the customers provide the hints which explain the Bank should be improved a little more with their customer service.

2. How do you satisfy with the present situation of the foreign exchange department of your Bank?

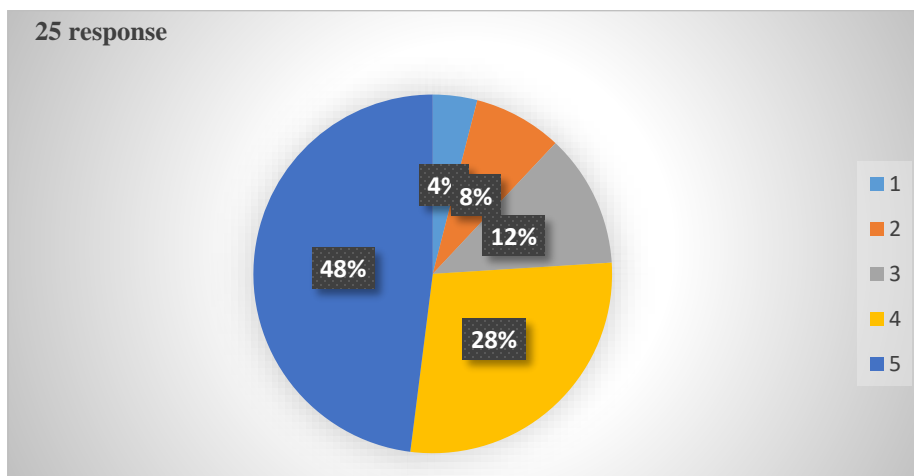


Chart 2: present situation

According to the survey, most of the customers are satisfied with the service which is given by foreign exchange department. Rest of the customer's responses indicates that the service and other related situation should be improve in the branch.

How would you level the embellishment of the premises?

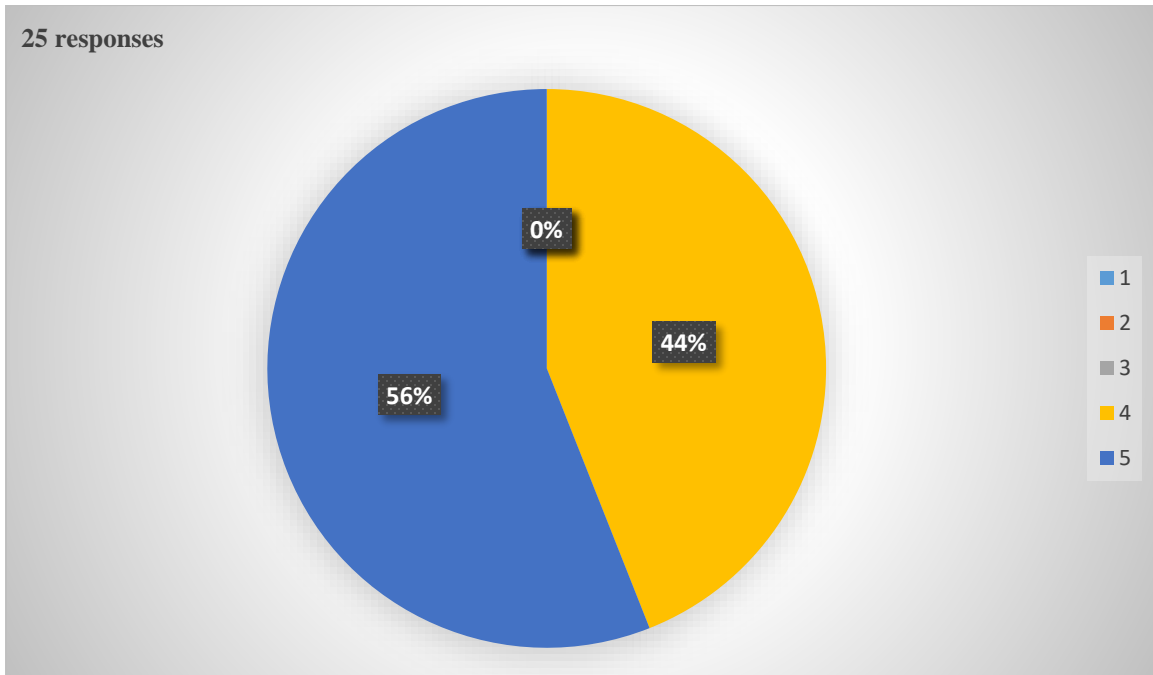
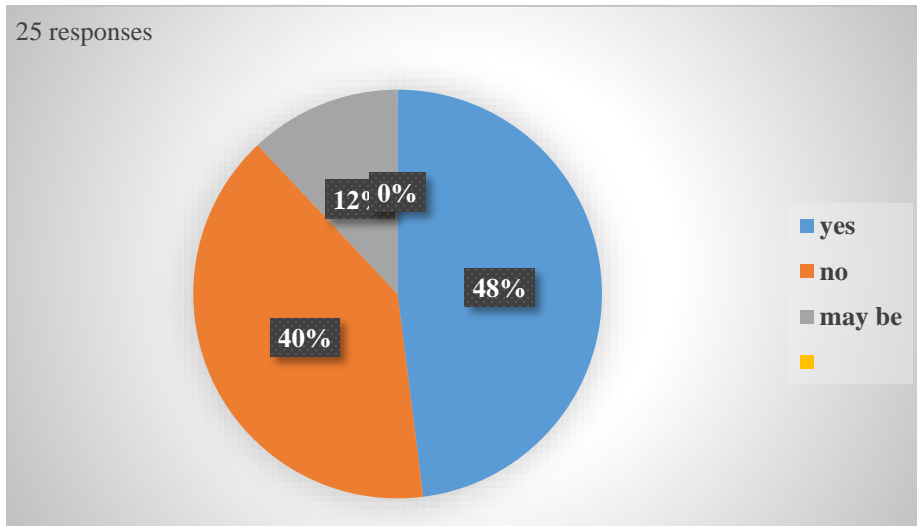


Chart 3: Decoration of the Bank

From the survey, it's shown that the majority of the customers said “delightful”. It implies that they're glad with workplace decoration. However, BAL Mohakhali Branch desires some additional decoration to grab additional customers.

3. Are you satisfied with the current L/C charge rate?



From the survey, we got to know that customers have mixed reaction about letter of credit charge. Though 48 percent customers response positively, so the result shows a moderate number of customers are happy with their L/C charges. But 40 percent customers responses as “NO”. So it clearly shows that the Bank should focus on their charges very consciously.

4. How would you respond to the time take for them to fulfill your needs?

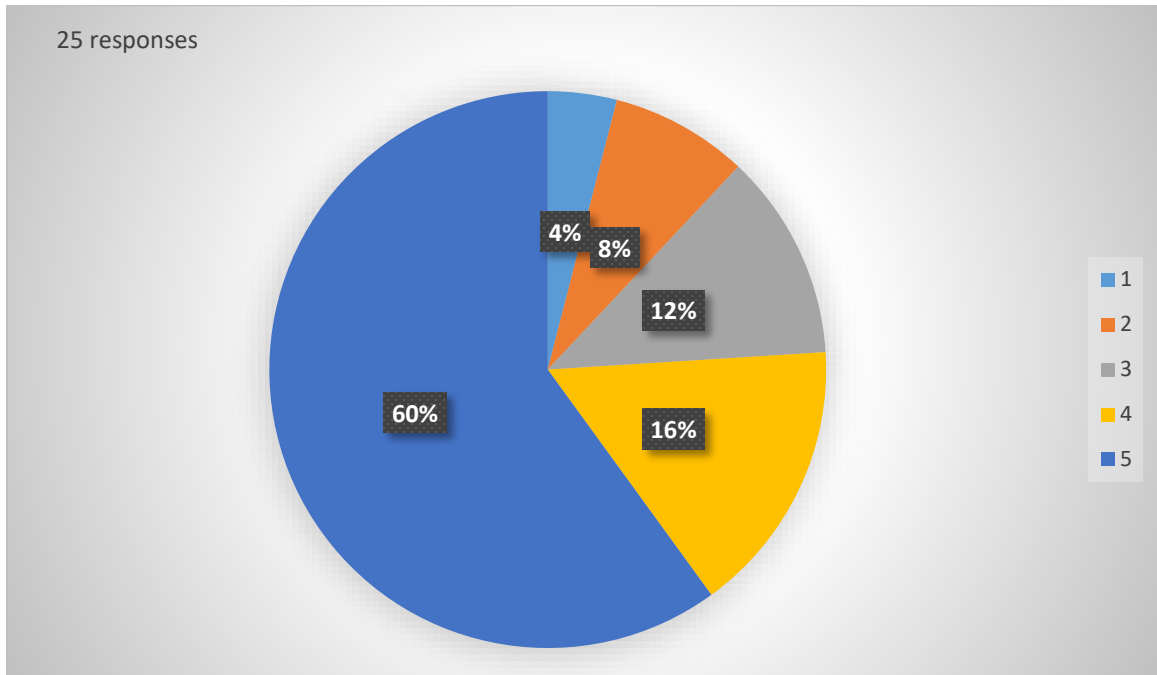


Chart 5: Customer's perception

According to my survey, maximum customers are happy to get their service on time. Though there is an only one branch in Mohakhai, employees always try to provide their service to customers in a short period of time which is proved by the chart clearly.

6. How much are you satisfied with the letter of credit service providing by Bank Asia Limited?

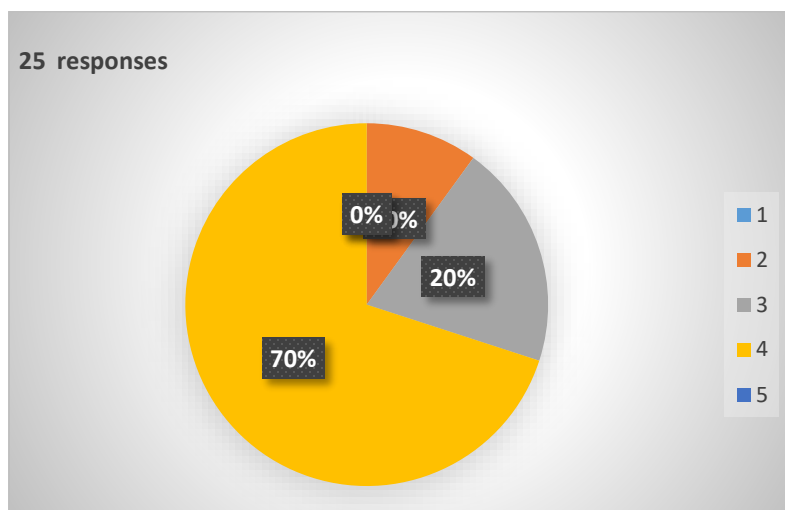


Chart 6:

Importance of the letter of credit through the service of Bank Asia Limited (satisfactory level of customers)

From the study, we are informed that maximum customers are interested in letter of credit instead of open account. 70 percent clients responses delightfully that they are satisfied with the service which are provided by BAL. they are satisfied with the letter of credit.

7. Do you feel safe and secure about any matter while they provide you service?

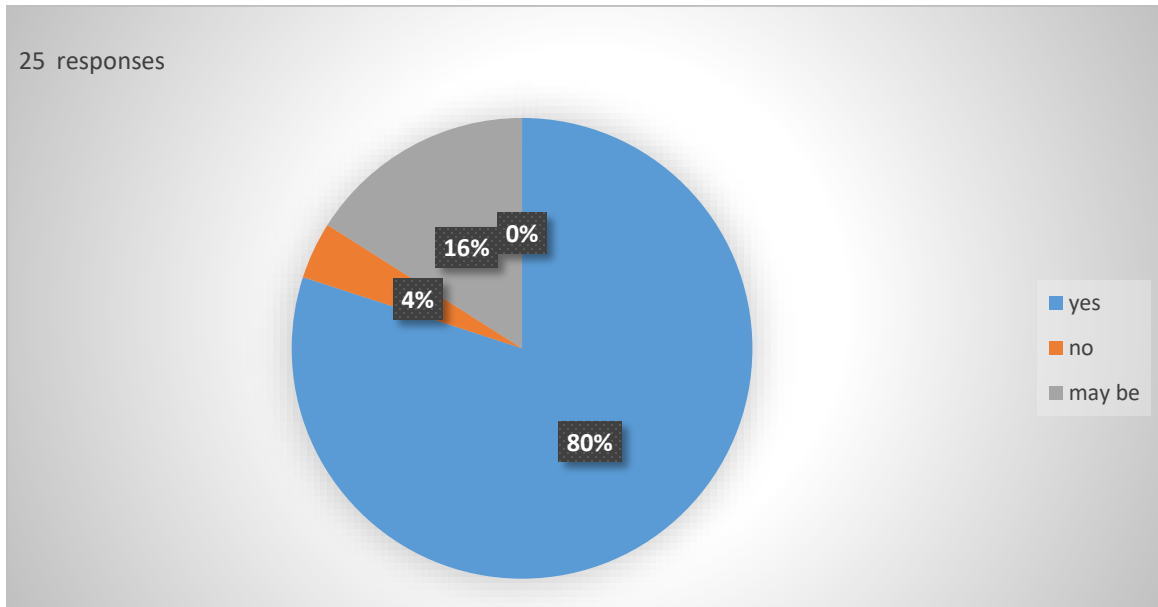


Chart: 7 service and security

From the survey, it is quite clear that eighty percent customers said “yes”. It definitely proves that BAL provides the best security. The pie chart shows about it clearly.

8. How would you rate the knowledge the employees possessed all their services?

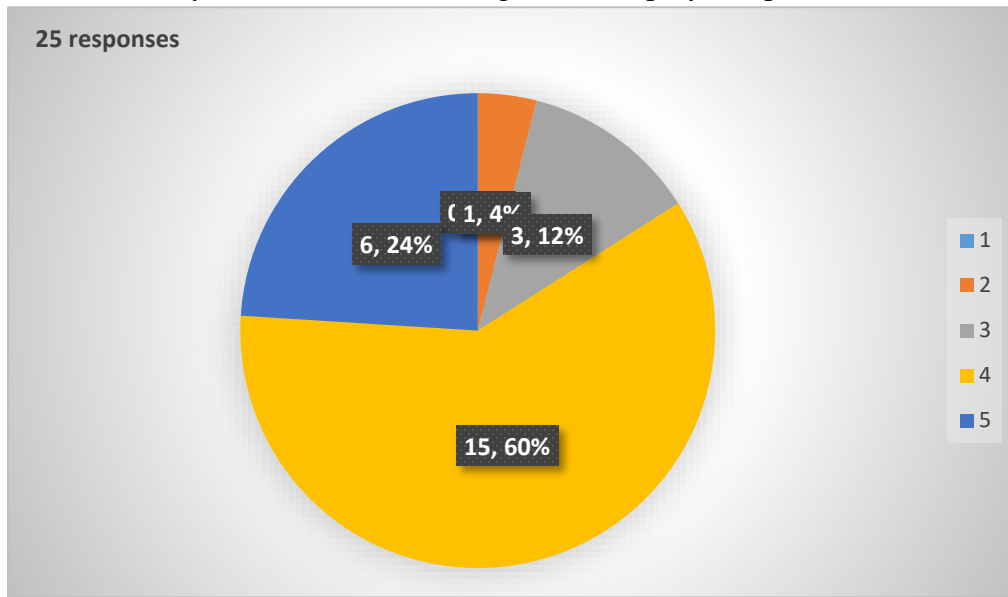


Chart 8: knowledgeable employees

Most of the staff are knowledgeable in line with the responses. Customers get the most effective service from the Bank Asia restricted team. Sixty percent's assume officers want a lot of coaching on ability development for a lot of satisfaction.

5) Findings of the Study:

While making ready the report and analyzing the information, I have got known some major findings. There are lack of promotional ways undertaken by Bank Asia Limited. This causes substantial strangeness of the bank among the agricultural folks. It should hinder its future ways in terms of reaching sizable amount of consumers. Whereas doing the report, analyzing the client satisfaction I've got discovered some positive and negative findings. Those findings are delineated below:

:

- There is a visual shortage in hands of foreign department. Consequently, the work is extraordinarily high compared to alternative branches, as there is a 1 branch in Mohakhali. This additionally results in accumulation of labor that the staff must complete at within on time.
- Bank Asia Limited provides wide move facilities to its workers to develop their skills and information regarding the whole banking industry. However, with the prevailing hands shortage, A worker is distributed to coaching with none replacement. This will increase the work pressures for alternative workers and lads to client disappointment because of delay of labor.
- The net facility of Bank Asia Limited is extraordinarily poor. Recently this is often a serious issue as a result of its necessary by Bangladesh Bank IMP and L/C info on-line as shortly as they're issued. Because of slow web connections, it becomes troublesome for the staff to input the knowledge on-line. This additionally adds to client discontent as a result of if the knowledge is not entered into on-line watching system of Bangladesh Bank then the customers cannot unleash or ship merchandise.

- Generally because of poor web server, workers cannot tell the purchasers their needed quantity of balance in their account. This additionally results in client discontent
- The staff of most departments do not seem to be glad with the management concerning the quantity of labor they need to try and do. They face plenty of issue to provide application for the annual leave (LFA) although they apply for the leave on due time.
- The staff are discontented with a number of the action taken by the management. As an example, a worker is transferred from the credit department to a foreign exchange department within the branch. The transfer takes place within the span of 1 to 2 days that is incredibly short time for the credit department worker to coach his /her replacement.

6) Recommendations:

While doing the report I came up with some recommendations which may help the organization to beat some of its drawbacks in this competitive market by growing its efficient business operation. Whereas measure the client satisfaction of BAL I came to grasp that, most of the purchasers are happy with services that BAL provides. However they're moderate in technological sector. After experiencing in person I came up with some recommendation through that Bank Asia might step a touch any within the competitive world.

- **Frequent market analysis:** The management of Bank Asia might often conduct research activities once in quarterly of a year through structured form or personal interview. Though the survey may not totally replicate all {the clients the purchasers the shoppers} perception however this can facilitate to stay track of standard customer satisfaction levels. Analysis may be administered concerning varied service aspects.
- **Establishing of ATM booths:** I've got usually detected complain concerning shortage of ATM booths of Bank Asia that makes it troublesome for purchasers to withdraw cash. Presently Bank Asia has solely 136 ATM booths everywhere the country. It's pricey to put in ATM booths to totally different places however this variety ought to be accrued to make sure quick access to cash for purchasers to avoid decline of consumers. It is time to line up fashionable IT section exploitation updated technology.

- **Accomplishment of latest staff:** thanks to transfer of employees to new branches, the Bank is facing a shortage of its human capital. Therefore the staff must work over their usual work. As a result they cannot end work and can't provide correct service to their customers. New and contemporary graduates may be employed to mitigate this drawback. The workers ought to lean correct coaching on in operation the varied banking software's more expeditiously and that they ought to offer correct job satisfaction to encourage.
- **Pursue publicity campaign:** Bank Asia has terribly restricted allow promotion. Thus most of their merchandise keep unperceived by the purchasers. Although deliberation can decrease margin of profit, still the bank ought to increase allow promotion to create a powerful image towards their potential customers.
- **Larger workplace space:** I have got seen the officers facing bother in storing the files. As a consequence they fail keep the files in associate organized manner that makes it troublesome to trace it. So, the management ought to rent larger area to handle the storage drawback though the rent expense can hike plenty however can increase the productivity of staff. Management will increase the branch area by developing a brand new floor to make sure higher client experiences.
- **Handle complaints effectively:** BAL might provide larger importance to manage the complaints of assorted customers and to encourage customers to relinquish feedback concerning the services. They need to take care concerning the speed of providing service towards customers as customers look ahead to additional fast service.

7. Conclusion:

In the conclusion, Bank Asia Limited is one in every of the foremost potential banks within the banking sector. Each organization has some drawbacks. The services that are provided by the young active officers of the Bank Asia restricted is incredibly satisfactory. Throughout my post during this branch, foreign trade banking section looks economical however it has to be additional economical. General banking & foreign exchange department plays the foremost vital role within the overall gain of the branch and to the Bank as an entire.

The role of monetary establishment has become extremely vital because of the fast economic development of Bangladesh. Conjointly the threat of unrecovered loan has become a matter of concern within the previous couple of years. Bank Asia Limited ought to be additional careful in giving loans and making ready money statements to avoid bankruptcy. Though Bank Asia Limited has some problems concerning their resources however it is progressing at a fast pace and has bright scope to expand within the future. Every organization has some drawbacks. The services that are provided by the young active officers of the Bank Asia Limited is incredibly satisfactory. Throughout my billet during this branch on foreign trade department section looks economical however it must be additional economical. General banking & foreign exchange department plays the foremost vital role within the overall profitableness of the branch and to the Bank as an entire. Whereas activity the client satisfaction of BAL I came to grasp that, most of the purchasers are glad with services that BAL provides. However they're moderate in technological sector on the opposite hand, BAL provides every kind money services, on-line banking and different financial stuff to satisfy their customers.

BRAC University gave academic knowledge while whereas Bank Asia Limited gave me the practical knowledge. By the mix of those 2 experiences I think about myself lucky be part of

Bank Asia Limited Limited, Mohakhali Branch. And finally I am fully determined to prepare my career banking sector. Within the retirement of this report I would prefer to impart thanks to my supervisor for letting me move forward with this report.

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Appendix:
Section 1:

Survey Questionnaire
Bank Asia Limited, Mohakhali Branch, Dhaka

The research is conducted for academic purpose only.

Please put tick on the appropriate place

1. How would you appraise the first impression at Bank Asia Limited?

Mark only one oval.

1
 2
 3
 4
 5

Very poor

very good

2. How do you satisfy with the present situation of the foreign exchange department of your Bank?

1
 2
 3
 4
 5

Very poor

very strong

3. How would you rate the embellishment of the premises?

1
 2
 3
 4
 5

4. Are you satisfied with the current L/C charge rate?

Yes _____

No _____

May be _____

5. How would respond to the time take for them to fulfill your needs?

1 2 3 4 5

Long wait time

Short wait time

6. How much are you satisfied with the letter of credit service providing by Bank Asia Limited?

1 2 3 4 5

Very unpleasing

high delightful

7. Do you feel safe and secure about any matter while they provide you service?

Yes _____

No _____

May be _____

8. How would you rate the knowledge the employees possessed all their services?

1 2 3 4 5

Very poor

very strong