



Project Report On
“Evaluation Of Customer Satisfaction level: A Study On Customer In
Service Generation Using Prime Bank-Pragati Sarani Branch”





Internship Inspiring Excellence Report On

“Evaluation Of Customer Satisfaction Level: A Study On Customer Service In General Banking Prime Bank-Pragati Sarani Branch”

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Letter of Transmittal

May 8, 2019

Rahma Akhter
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Subject: Submission of Internship Report

Dear Mam,

It gives me enormous pleasure to submit the internship report on Evaluation Of Customer Satisfaction Level: A Study On Customer Service In General Banking Prime Bank- Pragati Sarani Branch as per you instructions. I expect this report to be informative as well as comprehensive.

Working in Prime Bank Limited was an inspiring experience for me. I feel that the immense knowledge and experience that I have acquired during my Internship will facilitate me a lot in my future career life. With the knowledge, I have tried my level best to prepare the report worthwhile.

Your acceptance and approval would surely inspire me. For any further explanations about the report, I will be happy to assist you.

Sincerely Yours,

Kamrun Nahar Rashid

ID: 16364063

Acknowledgement

First of all I would like to express my heartiest reverence and respect to Almighty Allah for his special kindness to give me the opportunity to complete the Internship program successfully. My internship report can be considered as an honest effort to develop my personal and practical knowledge, which adds to the theoretical part of my study, thus enabling me to move one-step further to face the challenges in the job market. I am grateful to the following people, irrespective of any importance in order, as my report would not have come to life without their kind co-operation & prudent advice.

I am deeply indebted to my Internship Advisor, Rahma Akhter, Lecture, BRAC University, for her whole-hearted guidance and supervision. Her suggestions and comments to make the report a meaningful one was really a great source of inspiration for me. I would like to express my heartfelt gratitude to honorable Md. Masud Hossain (Operational Manager), A. Q. M. Fazlul Haque (Executive Officer), Ismat Ara (Officer), Farhana Akter (Senior Officer) and Nur A Hossain (Officer) of Prime Bank Limited, Pragati Sarani Branch for their sincere support and enthusiastic co-operation that made the report productive. Otherwise this report would not have come into reality. The work environment in Bank was totally unknown to me, but they had helped me to adjust in the environment and to carry out my task freely. My special thanks to all officers and staffs of the bank for their strength in the units.

Executive Summary

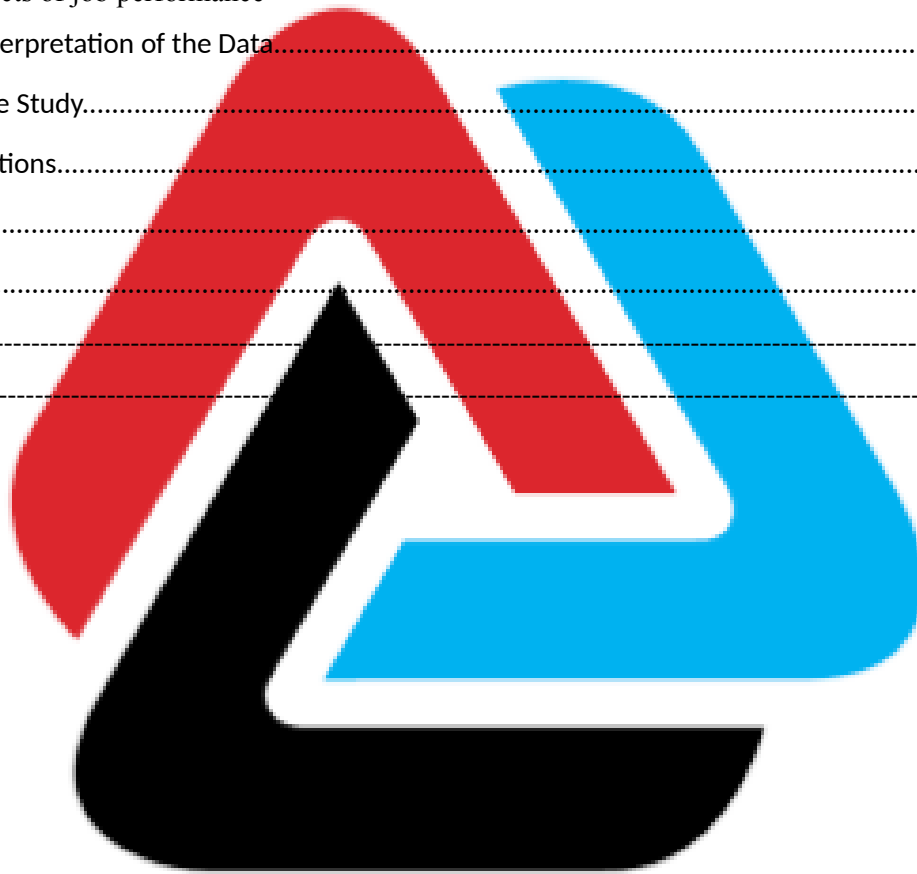
Internship is an essential part of BRAC University MBA program. As per the requirement of the BRAC University I have performed 90 days or three months internship which has helped me to improve my potentiality in the practical field. I achieved the opportunity to prove the potentiality, which has been given by the Prime Bank Ltd. to commence my internship in the pragati sarani Branch. As per the requirement of the internship program I have to prepare a report on the Prime Bank Limited with a specific topic. I was assigned in the “General Banking Division” so I have chosen “Evaluation of Customer satisfaction level: A study on customer service in General Banking Prime Bank-Pragati Sarani Branch” as my Project topic. Prime Bank Limited is a private commercial bank in Bangladesh. While the growth in customer numbers in corporate banking segment is becoming stagnant, new customers in consumer banking is growing every day.

This report is based on practical experience at The Prime Bank Limited as a part of internship program. The Prime Bank Limited, the first generation bank in Bangladesh came into being in 1995. Established with the objective of bringing about a qualitative change in sphere of banking and financial management, the bank today serves its customers usefully and collecting funds from the surplus of the economy in the form of deposit and mobilize deposit to the deficit units of the economy. Behind starting this bank was to bring about qualitative change in banking and financial management. Today The Prime Bank Limited has branches in Bangladesh and abroad with 140 branches spread over the country and about three hundred overseas correspondences.

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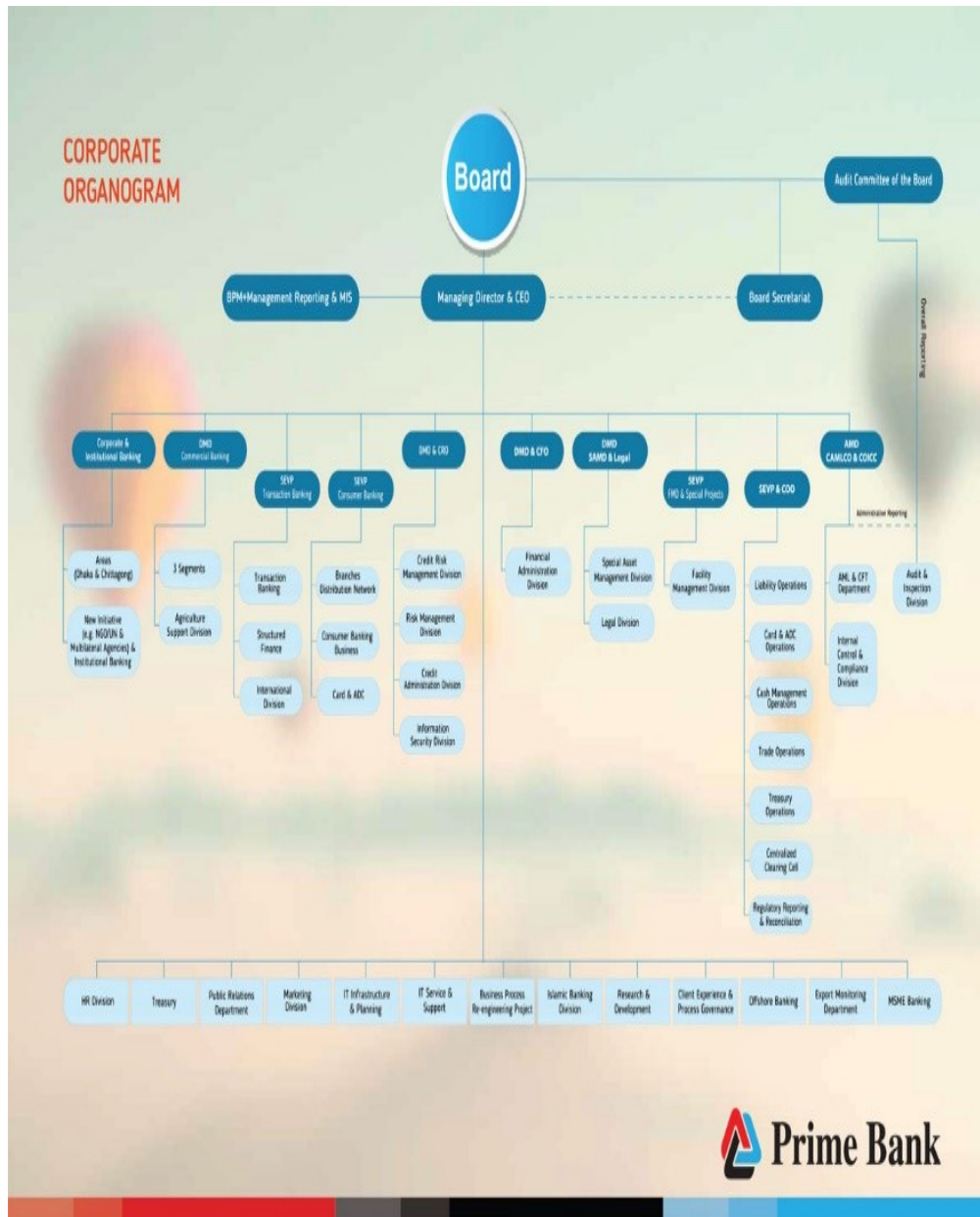
Organizational Overview

Prime Bank was established in April, in 1995 by group of committed and visionary entrepreneurs conceive an idea of floating a commercial bank with different outlook. Prime bank is known for its superior service quality, brand image, strong corporate governance and corporate culture. Prime bank is a top –tier bank in Bangladesh and reputed among regulators as distinctly “compliant” and among customers as agile ad responsive to change as committed for excellence. Prime bank aligned to its vision, mission, values and strategic priorities.

Prime Bank Limited has 145 branches and 3 offshore banking units Bangladesh and history of over 23 years. It has achieved numerous international awards for excellence and innovation, which stand testimony to the high standard it in every area of its operations. Prime Bank has developed unique insights into the needs of every customer segment and offers all kinds of Commercial Corporate and Personal Banking services covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank. Prime Bank has consistently demonstrated the ability to offer innovative solution for all diversification of products and services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, and real state to software (primebank,2017).Prime bank's vision of improving financial services is clearly demonstrated through its commitment to easy access to financing for all, provide fair terms and pricing, advising customers based on their needs and being at the heart of the community. Prime bank remains steadfast in its commitment to the financial stability of Bangladesh as well as that of the communities it serves. Prime Bank Limited is committed to economic development and the provision of modern financial services. Prime Bank Limited has been licensed by the Government of Bangladesh as a scheduled Bank in the private sector in pursuance of the policy of liberalization of banking and financial services and facilities in Bangladesh. In view of the above, the PBL has, within a period of 23 years of its operation, achieved a remarkable success and always met up capital adequacy requirement set by Bangladesh Bank. In 2013, Prime Bank got ICMAB Best Corporate Award 2013- 1st position in Private Commercial Banks (Traditional Operation).Prime bank has received 16th ICAB National

Award for best presented Annual Reports 2015, ICSB National Award 2015 for Corporate Governance Excellence 2015- Gold Award.

Corporate Organogram



Management of Prime Bank

Boards of directors are the sole authority to take decision about the affairs of the business. Mr. Azam J. Chowdhury is the chairman and Ahmed Kamal Khan Chowdhury is the managing director of the Prime Bank. The board of directors hold meetings on a regular basis. Boards Of regularly reviews strategy, the environment in which they are operating and the progress. There are different committees in the bank for the efficient management of the bank.

• Board of Directors: Now there are 13 directors in the management of the bank. All the directors have good academic background and have huge experience in business.

• Policy Committee: This committee deals with any policy matters related to the banks new products, new business development and any sort of policy related to Prime Bank Limited. It seats fortnightly.

• Executive Committee: It seats on a regular basis.

Departments of Prime Bank

Prime bank organizes all the departments considering their interrelationship and they are allocated in a particular department to make the system effectively. The departments are fitted for the particular works and the performance of a particular department is measured perfectly. Prime Bank Limited has following departments-

- | | |
|---|---|
| <ul style="list-style-type: none">• Human Resources Division• Finance Division• Audit and Inspection Division• Internal Control and Compliance• Marketing Division• Corporate Banking• Consumer Banking | <ul style="list-style-type: none">• Trade Service and Correspondent Banking• Logistic and Support• Information Technology• Retail Finance Center• Credit Division• SME |
|---|---|

<ul style="list-style-type: none"> • Treasury • Card Division 	<ul style="list-style-type: none"> • Credit Admin and Monitoring • Corporate Affairs • Recovery and Legal
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Vision

To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity. (prime bank,2017)

Corporate Mission

To build Prime Bank Limited into an efficient, market-driven, customer focused institution with good corporate governance structure. Continuous improvement of our business policies, procedure and efficiency through integration of technology at all levels. (prime bank,2017)

Corporate Philosophy

- For The Customers: To provide the most courteous and efficient service in every aspect of its business. To be innovative in the development of new banking products and services.
- For The Employees: Promoting their well-being through attractive remuneration and fringe benefits. Promoting good staff morale through proper staff training and development opportunities.
- For The Shareholders: To maintain its position as a stable and progressive financial institution. By generating profits and fair return on their investment.
- For The Community: By assuming our role as a socially responsible corporate citizen in a tangible manner. By adhering closely to national policies and objectives thereby contributing towards the progress of the nation. By upholding ethical values and best practices. Constantly seeking to improve performance by aligning our goals with stakeholders' expectations because we value them.

Core Values

- DELIVER- Prime bank deliver high standard to our customers, clients and shareholders. We share a passion for serving the financial needs of people, companies and institutional investors.
- COMMITMENT- Prime bank are fully committed to achieving success for our customers, our teams and ourselves through compliance with regulatory guidelines.
- TRUST- Prime bank have trust in our team. We work together to deliver towards full capabilities to all our constituents. We strive to be consistent and straightforward in our interactions.
- SUCCEED- Prime bank know we succeed only when our customers, communities and environment succeed. We do business in an open, direct and sustainable way.
- CULTURE- Prime bank understand that our ability to succeed ultimately depends on our culture and ensuring it holds everything we need to deliver our strategy –from the performance and compliance, to stewardship and responsibility. As an important determinant of the culture we wish to build, our dynamic and engaged leadership teams enhancing bank’s values each day and holding themselves accountable and responsible for the business, celebrating success and learning from their mistakes.

Brand

Prime Bank is passionate about continuous improvement and innovation. This is why to make every effort at being a market leader, innovating products and services to meet our customer’s needs , providing a better way of banking and preparing them for the future.

SWOT Analysis of Prime Bank Limited

Every organization is not perfect, it has some weaknesses and also has some external opportunities and threats in different stages of its life cycle. . This following will briefly introduce to Prime Bank Limited’s internal strengths and weaknesses, and external opportunities and threats. The Prime Bank Limited have their strengths that they can enhance and grab the opportunities in the market that are available for them to grab a greater market share in the banking industry.

Strengths

- Diversifying in product line.
- Emerging in excellent IT infrastructure.

- Creating a strong liquidity position.
- Very much concentrated market.
- Strong Wide network of branches.
- It is well-furnished and air-conditioned branch offices.
- Well experienced top management.
- Source of fund is stable.

Weaknesses

- Problem in delivery on due time.
- Relatively high overhead expense.
- Long-term credit is not sufficient and Deposit is lower than advance.
- Lag behind in their online banking sector.

Opportunities

- Regularity environment is favorable.
- Rapid development in private sector.
- Expanding in credit card business, SME and Agro based industry loan. And increasing sales by the advertising of products.
- Newly launched loan products like “Prime Solution” and “Prime Drive”, and new retail banking product “Prime” is online banking system.
- Newly launched “Prime” is online banking system.
- Expanding mobile banking service in Bangladesh.

Threats

- Deposit as well as loan growth is slow.
- Market pressure for lowering the interest rate.
- Shrinkage in export, import and guarantee business due to economic condition.
- Competitors aggressive banking activities of Govt. pressures to reduce interest rate.
- New rules and regulations imposed by Bangladesh Bank.

Financial Performance of Last Five Years:

Key Financial Indicators

Particulars	2017	2016	2015	2014	2013
Deposits	199,014	197,934	194,825	204,838	201,907
Advances	198,323	170,211	151,865	147,367	153,589
Assets	281,275	256,599	252,161	254,912	243,869
CRAR	14.01%	12.45%	12.74%	12.21%	12.04%
Operating Profit	5,373	5,757	5,906	6,157	7,474
Cost income Ratio (CIR)	55.98%	52.11%	51.08%	48.29%	41.98%
Cost of Fund	7.91%	8.09%	9.72%	10.19%	11.62%
Gross profit ratio	55.28%	52.97%	45.85%	43.33%	42.15%
CD ratio	99.65%	85.99%	77.95%	71.94%	76.07%
Return on Assets (ROA)	0.38%	0.86%	0.84%	0.96%	0.76%
Return on Capital Equity	4.24%	8.49%	8.41%	10.08%	8.35%
Earnings per share (EPS)	1.03	2.13	2.08	2.32	1.78

Analysis and Discussion on Overall Financial Position of Prime Bank Limited

In this part, there will be an analysis on the financial position of Prime Bank Limited. There will be given an overall financial position.

Loan, Advances and Deposits

As we can see loans and advances of the Bank grew strongly by 41% to 45010 million in 2017. All the bills purchased and discounted increased by 27% indicating strong growth in export performance.

Liabilities: Prime bank consolidated total liabilities of the Bank are increased by Tk. 18,341 million during 2017. It indicates that the level of increase in deposits from customers.

Shareholders Fund: Prime Bank has increased the shareholders fund by 37% during the year. It is increased paid up capital by Tk.350 million and stood at Tk.1, 750 million during 2017.

Non-interest & Investment Income: Prime Bank has increased non-interest & investment income by 28% & 62% respectively in year 2017.

Net Profit before & After Tax: After making above provisions, net profit before tax of Prime Bank Limited stood at taka 2345 million registering a negative growth of 15 percent. Net Profit before Tax had become at Tk.1741 million and Net profit after Tax had become Tk.1,052 million. Thus the growth rate of the net profit before Tax was 45% then that of previous year. In case of net profit after Tax it was negative growth of 85% during 2017.

Total Deposit

Total deposit is an important point of reference of a commercial bank. Increase in total deposit is a benchmark of good performance for any commercial bank. In 2007 the total deposits of Prime Bank was 70,521 million taka which was increasing gradually in 2012. Prime Bank continued its effort for mobilization of low cost and no cost deposits to reduce cost of fund. In 2016, total deposits of the bank stood at taka 197,014 million which was taka 194,825 million, at the end of 2017 it is 199014 million.

Loans and advances / Investment

Prime Bank Limited consolidated loans and advances / investments of the bank stood at taka 172,490 million in 2016. Consolidated loans and advances of off-shoring banking units was taka 17860 million showing a growth of 42 percent and at the end of the 2017 198323 million.

Total asset

A total asset is one of the key indicators of a firm. It is clearly visible in the prime that it has maintained its total asset during period of turmoil in financial system its total asset never declined. The growth in terms total asset of the Prime Bank was pretty high among the industry compared to other commercial banks in Bangladesh. Prime Bank was able to maintain its total asset with great efficiency and in 2016 the total asset of Prime Bank became TK. 257,553 million, and in 2017 it was 281275.

Gross Profit ratio

Prime Bank's gross profit ratio was pretty good throughout these years though the economy of the country has gone through ups and downs. The major factor behind the growth in gross profit ratio was the boom in stock market. Al most all banks of Bangladesh were making huge profit

from their investment in stocks and lending to the investors. From 2010 it has declined sharply until 2014 and then it again started to rise. At the end of the 2016 the gross profit ratio was 52.97% which is really very performance of the bank compared to the industry and 2017 55.28%.

Profit after tax

After-tax profit is one of the best financial performance guides of a firm. After deducting all expenses, interest and taxes profit after tax is calculated which measures a firm's earning capacity. In 2017 the bank's profit after tax was TK. 2,195 million.

Return on Asset

Return on assets (ROA) is a marker used to survey assess the profitability of a firm's assets, and it is most often used by banks and other financial institutions as a means to gauge financial performance. ROA is calculated by taking net income and dividing it by average total assets. Prime Banks return on average assets (ROA) is about in 2017 .86% and in 2017 ROA is .38%.

Return on equity

Return on equity (ROE) is the amount of net income returned as a percentage of shareholders equity. Return on equity measures a corporation's profitability by revealing how much profit a company generates with the money shareholders have invested as a level of investor's value. At the end of 2017 the return on equity (ROE) 4.25%.

Current Ratio

The current ratio is liquidity ratio that measures a company's ability to pay short-term and long-term obligations. The ratio is calculated by dividing the current assets of a company (both liquid and illiquid) relative to that company's current total liabilities. Prime Bank managed its current ratio very efficiently over the last ten years. At end of the 2017 the current ratio was 1.12. Observing the current ratio and industry average it is clearly visible that Prime Bank was very efficient in managing working capital.

Quick ratio

As banks have very different operating structures than regular industrial companies, it stands to reason that investors have a different set of fundamental factors to consider, when evaluating banks quick ratio is the most important variable to determine liquidity. As banks has insignificant

inventories its quick ratio is quite same as current ratio but it highly important to focus on quick ratio as liquidity is crucial for banking activities. In 2017, the quick ration of the Prime Bank was 1.12.

Debt to Equity Ratio

The debt to equity ratio is a leverage ratio that represents what amount of debt and equity is being used to finance a company's assets. It is calculated as total liabilities divided by total shareholders' equity. The debt to equity ratio is considered a key financial metric because it indicates potential financial risk. A relatively high debt to equity ratio commonly indicates an aggressive growth strategy by a company. For investors, this means potential increased profits with a correspondingly increased risk of loss. At the end of the 2017 the debt to equity ratio of Prime Bank was 10.93.

Earnings per share (EPS)

Earnings per share (EPS) ratio measures how many dollars of net income have been earned by each share of common stock. It is calculated by dividing net income less preferred dividend by the number of shares of common stock outstanding during the period. It is a popular measure of overall profitability of the company and is usually expressed in dollars. EPS is a market performance ratio which is very important to the shareholders. In 2017 the Prime Bank's EPS was TK. 2.13.

Price Earnings Ratio

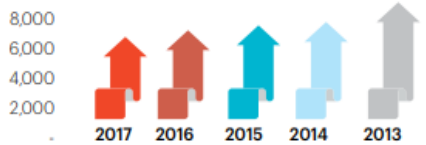
The price-earnings ratio is a financial ratio that measures its current share price relative to its earnings per share. It is also sometimes known as the price multiple or P/E ratio. The price-earnings ratio indicates the dollar amount an investor can expect to invest in a company in order to receive one dollar of that company's earnings.

Dividend

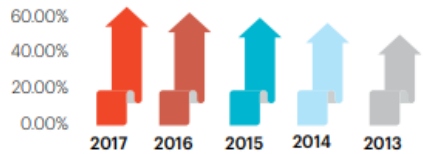
Dividend is the distributed portion of a company's earnings, decided by the board of directors, paid to a class of its shareholders. Dividends can be issued as cash payments or as stocks. Dividend is one of the most important parameter of financial performance analysis of particular company. In this figure 14 there is given total % of both cash and stock dividend. As we can see

in 2013 it was 12.50% which lowest in last 10 years and then it started to rise again. In 2017 Prime Bank has given 16% to its shareholders.

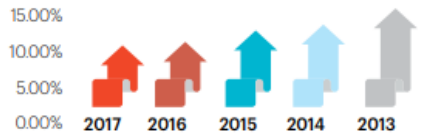
Operating Profit BDT in Million



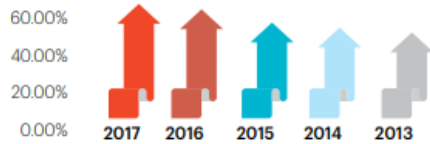
CIR BDT in Million



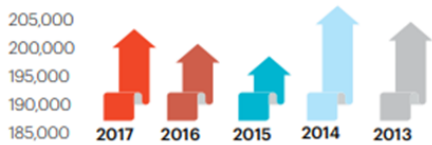
Cost of Fund BDT in Million



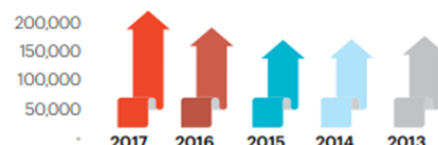
Gross Profit Ratio BDT in Million



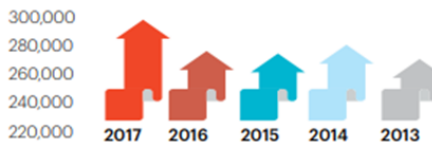
Deposits BDT in Million



Advance BDT in Million

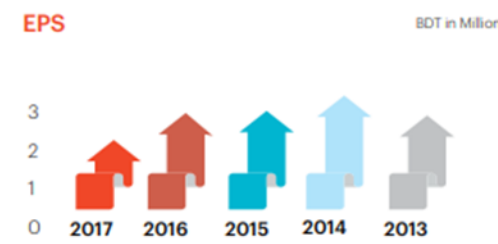
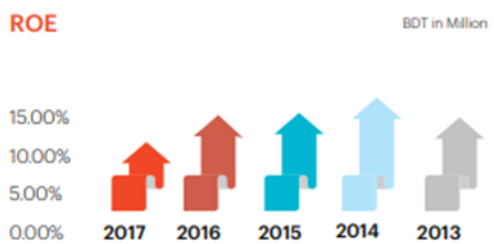
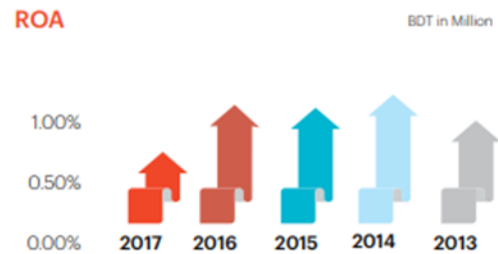
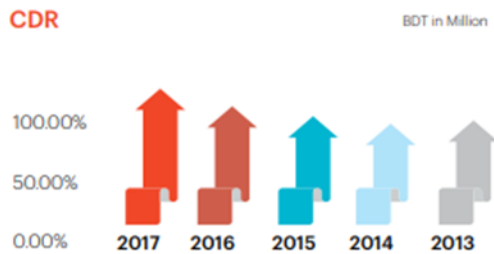


Assets BDT in Million



CRAR BDT in Million





Products and services offered by Prime Bank:

Prime Bank offers different types of deposit account to its customers and makes a variety of loan services. It also provides financing, Online banking, ATM cards, Credit Card, etc. Prime Bank acts as a intermediary between the surplus sector and deficit sector by supplying surplus money from surplus sector to the deficit sector for investments and financing. Mainly bank is a commercial organization and Commercial banks plays important role in the economic development of the country. Banking is like a blood running into a vein for the national economy of the country.

The Prime Bank Limited launched several financial products and services since its inception. Prime Bank Limited offers various kinds of deposit products and loan schemes. The bank also has highly qualified professional staff members who have the capability to manage and meet all the requirements of the bank. Every account is assigned to an account manager who personally

takes care of it and is available for discussion and inquiries, whether one writes, telephones or calls.

Deposit Accounts-

- Monthly Benefit Deposit Scheme (MBDS A/C)
- Contributory Savings Scheme (CSS)
- Double Benefit Deposit Scheme (DBDS).
- Lakhpoti Deposit Scheme (LDS) and
- House Building Deposit Scheme (HBDS)

Retail Banking-

- Deposit Products
- Loan Products
- Credit Cards
- Debit Cards
- Locker Services
- Internet Banking
- Premium Banking ARCH

Corporate Banking

PBL's strategy is to focus on this segment who are large and medium size corporate customers with expertise in trade finance and related services. Besides trade finance bank are providing working capital finance, project finance and arranging syndication for our corporate clients. Syndication and structured Finance Unit of the Bank strengthened its footstep in the consortium financial market and arranged a number of syndication deals for its corporate clients.

1. General Credit Unit.
2. Export Finance Unit.
3. Structured Finance Unit.
4. Lease Finance Unit.

SME Banking

Job creation is essential and it must come from Small and Medium Enterprise that will ultimately dominate the private sector. During 2013 bank's Strategy was focused on customer convenience. The Bank provided working capital loans to suppliers or dealers of large corporations or clusters of small exporters of non-traditional items. Outstanding loan of SME is Tk.437 million. The growth rate of PBL's SME Lending was 41% during this year.

1. Sahaj Rin (Easy Loan)
2. Sampad Rin (Capital Loan)
3. Chalti Rin (Working Capital Loan)
4. Moushami Rin (Seasonal Capital Loan)

Islamic Banking

In the year 2008, the bank has taken initiative to identify all of its Islamic banking activities by adopting a generic name of 'Hasanah' as a brand name for Islamic products and services of the bank, which has been used in the Quran and the Hadith several times to denote good deed, welfare, virtue, beauty spot etc. that expresses Prime Bank's willingness for working towards well-being of human through Islamic banking activities. It is found that the investment and deposits grew by 75% and 89% respectively in the year 2017. The operating profit of Islamic Banking grew by 45% during the Year.

- ✓ Deposit
- ✓ Investment
- ✓ Foreign exchange
- ✓ Prime Bank Shariah Supervisory committee other Services

Consistent with the modern edge and competing in the competitive market, The Prime Bank Limited has introduced some innovative banking services that are remarkable in a country like Bangladesh. The services offered by the bank are as follows:

On-line Banking

The bank has set up a Wide Area Network (WAN) across the country to provide online branch banking facility to its valued clients. Under this scheme, clients of any branch shall be able to do

banking transaction at other branches of the bank. Under this system a client will be able to do following type of transactions:

- Cash withdrawal from his/her account at any branch of the bank.
- Cash deposit in his/her account at any branch of the bank irrespective of the location.
- Cash deposit in other's account at any branch of the bank irrespective of the location.
- Transfer of money from his/her account with any branch of the bank.

SWIFT Service

The Prime Bank Limited is one of the first few Bangladesh Banks to obtain membership of SWIFT (Society for Worldwide Inter-bank Telecommunication). SWIFT is a members' owned cooperative which provide a first and accurate communication network for financial transaction such as Letter of Credit, Fund Transfer etc.

SMS Banking

Prime SMS gives you 24-hour access to the key financial information of your Prime Bank Account. It is the easiest way to check your account balance and month-end balance. With Prime SMS you neither need to visit any branch through mail nor have to call up branches to inquire about your balance and last few transactions. Once you become a member of SMS Banking you will have 24-hour access to the key financial information.

Retail Banking

As a part of risk diversification strategy PBL expended the lending activities in this sector during 2006. The growth rate of PBL's consumer financing was 38% 2013. The loan schemes offered by the bank include Home Loan, Loan against Salary, Marriage Loan, Car Loan, Hospitalization Loan, Education Loan, Doctors Loan, Travel Loan etc.

ATM And Credit Card

In the year of 2005, Prime Bank Ltd has launched VISA, ATM card. Before that PBL started its credit card operation in 1999 by introducing Master Card. Now PBL has become the first local Bank of the country to achieve principal membership of both the worldwide-accepted plastic money network i.e. Master Card and VISA. PBL has redesigned the credit card facility by providing the incentive of “Free Life Insurance Coverage” for their valued cardholders to mitigate the financial risk. In order to provide convenient banking PBL has introduced credit and debit card for its customers. It has total 36 ATM booths installed and 100 are on pending which will be installed as soon as possible. To cover maximum area PBL has joined with National Payment Switch Network (NPS) through Bangladesh. Thus the customers can access to all the ATM booths of the country.

Foreign Exchange Business

Over the years, foreign trade operation of the bank played a pivotal role in the overall business development of the bank. The bank has established relationship with as many as 110 new foreign correspondents abroad thereby increasing the total number of correspondents to 350. The total import & export business handled by the bank during the year 2017 was TK 52,639 million and Tk 41,801 million. The share was 46%. The bank has also entered into remittance arrangements with several banks and exchange houses and expects to handle increased volume of remittance business in near future.

Introduction

The actual challenge will come with the government's choice to allow the business within the private segment within the center of the Eighty's. This report is an exertion to reflect a clear thought about the strategies, exercises, and execution of Prime Bank Ltd. with respect to general banking activities. The General Banking division is the crucial portion for financial institution. It is connected with all other office. So it is exceptionally vital to have a compelling and sound administration Framework in managing money. Bank is a critical and the foremost fitting institution for the need of the use of cash and the assurance of the cash. As a MBA student, financial institutions are the most suitable field to gather the experience and among the financial institutions, Bank is the most prominent place.

Origin of The Report

This report is originated having three months long internship program originated after completing the MBA program from Department of MBA under BRAC University. During the internship a student has to undertake an arena of investigation of any organization for in depth study. This report is the outcome of the assigned internship, suggested by the human resource department of Prime Bank Limited.

Methodology Of The Study

This report has been made using both primary and secondary data. Most of the secondary data has been retrieved from the 2017 annual report of Prime Bank Limited. The primary data is mostly collected from the survey conducted on 50 customers of Prime Bank Pragati Sarani branch who has taken customer service. Telephone interviews has been conducted during the collection of the primary data for this report. Practical observations are also part of research methodology.

Sources of data collection

While preparing the report, I have collected information from the following sources:

Primary Sources:

- Overflowing Conversations with the in-charge of general banking department of Prime Bank Limited, Pragati Sarani branch.
- Working with my supervisor while internship program.
- Daily diary (collection of information of Prime Bank Ltd) maintained by me

Secondary Sources:

- Various publications on Bank.
- Website of Bangladesh Bank.
- Website of Prime Bank Limited.
- Annual Report of the bank.
- Personal investigation with bankers.
- Different circulars issued by Head Office and Bangladesh Bank.

Scope of the report:

Banking sector is a large and difficult area. A bank has different products, different services and different customers. Different departments of a bank perform different activities. However, the scope of present study was limited in a specific area of an organization Prime Bank Limited, Pragati Sarani Branch. So this study says only about the activities of Prime Bank Limited, Pragati Sarani Branch. This study covers only various section of Prime Bank Limited, Pragati Sarani Branch only.

Rationale of the study:

The importance of customer satisfaction in banking industry is an important factor. This research report helps to demonstrate the customer satisfaction level in Prime Bank Pragati Sarani branch.

Problem Statements:

- The perception of the customer towards the branch appearance and branch staff.
- Factors affecting the customer satisfaction level.
- How to enhance the service quality further?
- Develop customer loyalty.

Scope and limitation of the study:

Out of more than 1000 customers, 100 have been used as sample in conducting the survey in banking sectors only. Its main purpose is to identify the problems faced while taking service from general banking and to propose possible solutions regarding the problems. This study considers every aspect of the customer's view towards the bank's appearance, branch staff. There were many delimitations as the customers were a bit paranoid about taking the survey. They had to be convinced to take the survey. So there is a high possibility that most of their answers were very neutral.

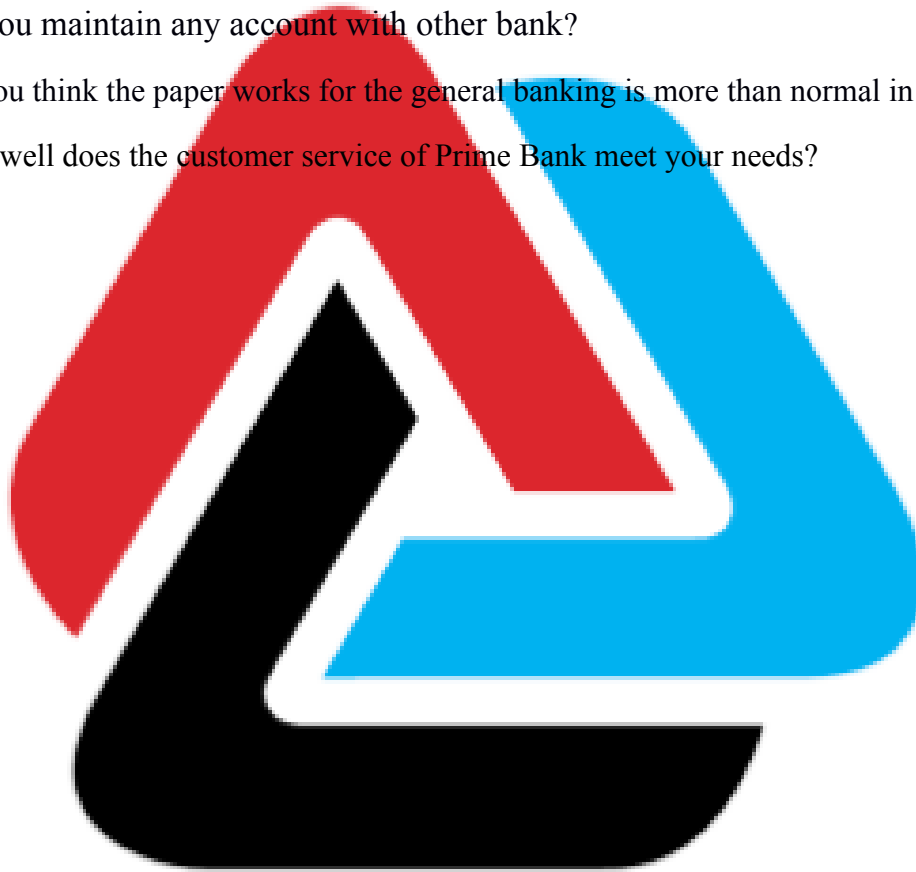
Objectives of the report:

- Evaluation of the branch appearance from the customers' perspective.

- Evaluation of the branch staff from the customer's point of view.
- Evaluation of customer satisfaction level of the customers of the Pragati Sarani branch of the bank.
- Customer's point of view towards the centralized system of the bank.
- Comparison of customer service between Prime Bank and other banks from the customers' perspective.

Research Questions:

- Do you maintain any account with other bank?
- Do you think the paper works for the general banking is more than normal in this bank?
- How well does the customer service of Prime Bank meet your needs?



Literature review:

There are 7.81 million economic entities in Bangladesh, according to BBS Economic Census 2013 of which around 99% are total Deposit in reference to size of operation. According to another ADB Institute study conducted in 2016, 99% formal businesses in Bangladesh are SME. They constitute 75% nonagricultural employment and contribute about 25 percent to the national GDP by only manufacturing set ups.

Concept of customer satisfaction has a central position in marketing as it is a major outcome of marketing activity and it links the processes of purchase and consumption or use of the product or service to attitude change, repeat purchase and ultimately brand loyalty. Origin of the concept is related to the marketing concept that profit is generated through satisfaction of customer needs and wants. Business Dictionary defines Customer Satisfaction as: The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Concept of customer satisfaction is important to many companies, who have been focused on price and availability of products. So, it is important to be clear the exact meaning of on exactly the term. Customer satisfaction is the feeling that customers have about a product or services after using that product and the value perceived by a company in return of customer expectations about the products.

Customer satisfaction leads to product repurchase that ultimately leads to brand loyalty. In early 1970's customer satisfaction emerged as a legitimate field of study. U .S department of agriculture's Index of Consumer Satisfaction report direct information on consumer satisfaction. Customer Loyalty and Profitability are linked to one another (Roger Halllowell 1996). Customer satisfaction has been considered the essence of success in today's highly competitive banking industry. Prabhakaran and Satya (2003) mentioned that the customer is the king. Heskett et al. (1997) argued that profit and growth are stimulated primarily by customer loyalty. Ndubisi (2005), Gee et al. (2008) and Pfeifer (2005) pointed out that the cost of serving a loyal customer is five or six times less than a new customer. Several researchers including Tariq and Moussaoui (2009), Han et al. (2008) and Ehigie (2006) found that loyalty is a direct outcome of customer satisfaction.

Generally speaking, if the customers are satisfied with the provided goods or services, the probability that they use the services again increases (East, 1997). Also, satisfied customers will most probably talk enthusiastically about their buying or the use of a particular service; this will lead to positive advertising (File and Prince, 1992; Richens, 1983). On the other hand, dissatisfied customers will most probably switch to a different brand; this will lead to negative advertising (Nasserzadeh et al., 2008). The significance of satisfying and keeping a customer in establishing strategies for a market and customer oriented organization cannot be ignored (Kohli and Jaworski, 1990). Most of the researchers found that service quality is the antecedent of customer satisfaction (Bedi, 2010; Kassim and Abdullah, 2010; Kumar et al., 2010; Yee et al., 2010; Kumar et al., 2009; Naeem and Saif, 2009; Balaji, 2009; Parasuraman et al., 1988).

Quality customer service and satisfaction are recognized as the most important factors for bank customer acquisition and retention (Jamal, 2004; Armstrong and Seng, 2000; Lassar et al., 2000). Service quality is considered as one of the critical success factors that influence the competitiveness of an organization. A company can differentiate itself from competitors by providing high quality service. Service quality is one of the most attractive areas for researchers over the last decade in the retail banking industry (Avkiran, 1994; Stafford, 1996; Johnston and Jeffrey, 1996; Angur et al., 1999; Lassar et al., 2000; Bahia and Nantel, 2000; Sureshchandar et al., 2002; Gounaris et al., 2003; Chatterjee, 2008). Service quality is an achievement in customer service.

The SERVQUAL Model is an empiric model by Zeithaml, Parasuraman and Berry to compare service quality performance with customer expectations. One of the important issues related to service quality is the measurement tool, and the measurement tool, SERVQUAL developed by Parasuraman et al. has been the starting point of the controversy in this area. Parasuraman et al. identify five quality dimensions which link specific service characteristics to consumer expectations of quality. These five basic dimensions are Tangible, Reliability, Responsiveness, Assurance and Empathy. Customer's satisfaction basically depends on various factors. Customers will be satisfied with the bank when they will get excellent and quality services from employees of bank on continuous basis. There are different factors that influence customer's satisfaction level. In this research, I have tried to find out customer's satisfaction on five important dimensions of SERVQUAL model.

Profile of Pragati Sarani Branch

Pragati Sarani Branch is one of the most important branch of prime bank ltd in Dhaka city region. The overall banking operation of Pragati Sarani branch can be divided into three categories. These categories on division are

1. General Banking.
2. Foreign Exchange Division.
3. Credit Division.

Account opening, local remittance, clearing, deposit and accounts are the subdivision under foreign exchange division. At present about 23 personal work at Pragati Sarani branch of Prine Bank Limited.

Structure:

- ✓ **Deposit** -Everybody knows that the deposits is the lifeblood of a bank. From the beginning prime bank Pragati Sarani branch is aware about deposit build up. The branch is trying to be better day by day. Total deposit on June 30, In 2017 was 171980271649 core.
- ✓ **Services**- The Prime Bank Limited launched several financial products and services since its inception.

Liability Product	Asset Product
<ul style="list-style-type: none"> • Contributory • Monitory Benefit Scheme • Special Deposit Scheme • Education Saving Scheme • Marriage Saving Scheme • Fixed Deposit • Saving Deposit Account • STD Account • Current Deposit Account 	<ul style="list-style-type: none"> • Lease Finance • Cash Credit (Hypo) • Cash Credit (Pledge) • Team Loan • House Building Finance • SOD (FO) • SOD (WO) • Transport Loan

<ul style="list-style-type: none"> • PRIME BANK LIMITED-Insured • Fixed Deposit • Monthly Savings Account • Multi-Currency Account • Foreign Currency Deposit Account • Non Resident Taka Account • Non Resident Foreign Currency Account • Non Residents Investors Account 	<ul style="list-style-type: none"> • PAD • LIM • LTR • Adv. Against Cash Incentive • Demand Loan • Export Development Fund • Small and Medium Enterprise
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Loans And Advances:

The age of Pragati Sarani Bank is more than 12 years. In these period the branch have already invested thousand million taka. The officials of the branch are trying their best to follow the head office instruction. The Branch believes in good investment not volume of investment. The branch want to explore and diversify the area of financing in addition to traditional financing. The branch has funded a number of industrial projects and participated in various projects. Nature of Advances Amount (BDT) are given below :

Advance	Advance amount
Loan (General)	320626392.66
T.R. Loan	209784707.21
House Building Loan	27567785.42
Lease Finance	958534.94
Cash Credit	199925150.87
Cash Credit Scheme	50264528.67
Staff Loan	6137401.53
Overdraft	87110946.30.



Nature of Deposits Under Different Schemes As on June 13, 2017	
Schemes	Scheme Amount (BDT)
Contributory Term Deposit	5,50,58,480.72
Special Term Deposit	11,86,37,320.18
Monthly Benefit Deposit	7,28,00,000.00
Education Savings Scheme	8,44,007.88
Lakhopati Deposit Scheme	4,93,49,614.31
House Building Deposit	1,61,730.71

The deposits under different Schemes

General Banking Section

The general banking department does the most important and basic works of the bank. All other departments are linked with this department. It also plays a vital role in deposit mobilization of the branch. Actually general banking is called the mother of banking. However, PBL provides different types of accounts, locker facilities and special types of savings scheme under general banking.

Account Opening Section

The relationship between banker and customer begins with the opening of an account by the customer. Selection of customer for opening an account is very crucial for a bank. In fact, fraud and forgery of all kinds start by opening account. So, the Prime Bank Limited takes highest caution in this regard. A brief on this Accounts are given below:

Current Account Section

Current account is purely a demand deposit account. Basically it can be open for the purpose of business. There is no restriction on withdrawing money from this account. It is suitable when funds are to be collected and money is to be paid away at frequent interval. It is the most suitable for private individuals, traders, merchants, importers and exporters, mills and factory owners, limited companies etc. For opening a current account minimum deposit tk 5,000/- is required along with introductory reference. No interest is given on the current account deposit money. The following points are important:

1. A current account is a running and active account. There is no restriction on the number and the amount of withdrawals from a current account.
2. The banker is under an obligation to repay these deposits on demand, so they are called demand liabilities of a banker.
3. The primary objective of current account is to save customers such as businessmen, joint stock companies, public authorities from risk of handling a lot of cash money.
4. The bank does not pay interest on current deposits while on the other hand, some bank charge for incidental charges.
5. The bank provides facilities to the account holder.
6. The account holder can withdraw from his account with the cheque, which will be issued to the against his account number.
7. An account holder can withdraw and deposit money in his account in several times in a week.

There are several types of current account which are stated below:

- Current Deposit Account for Individual/Joint Account.
- Current Deposit Account for Private firm (Proprietorship concern).
- Current Deposit Account for Private firm (Partnership concern).
- Current Deposit Account for Limited Company.
- Current Deposit Account for the account of Societies, Clubs, etc.

Current Deposit Account for Private firm (Proprietorship concern)

Documents required: 1) A/C opening form. 2) Introducer of CD A/C holder in this bank. 3) Signature form/card. 4) If it is used for the purpose for business, it must require trade license. 5) Photocopy of character certificate or photocopy of passport. 6) Two-copy passport size photo & Declaration certificate.

CD for partnership A/C

Documents required:

1. Partnership deed.
2. List of partners with their address.
3. Copy of trade license.
4. Photographs of signatories.
5. Separate nomination form duly signed by the nominee & the account holders and photograph of the nominee duly signed by the account holders.

CD for Private & Public Limited Company A/C

Documents required:

1. Trade license.
2. Photograph of the director.
3. Certified copy of the memorandum and articles of association.
4. Certificate of incorporation.
5. List of directors.
6. Resolution for opening of account.
7. Signature of the introducer.
8. TIN certificate.
9. Certificate of commencement.

CD for Association/Club/Charity A/C

Documents required:

1. Two copies of photograph of the person(s) who will operate the account.
2. Certified copy of memorandum and articles of association.

3. Certified copy of bye laws and regulations.
4. Certified copy of resolution for opening and operation of the account.
5. Photograph of signatories.
6. Up-to-date list of office bearers/ government body/managing committee.

Saving Accounts

Savings account is allowed for all people. Anyone can run this account for his personal or business purposes. To open this account depositor have to give at least Tk.1000 at the time of opening. The main objective of this account is to promote lower income people to save their portion of their income for their future use. Hence there is restriction on withdrawals in a month. Heavy withdrawals are permitted only against prior notice.

- Any adult person can open this account with his own name or with someone else that joint account.
- Any minor can open this account under the guidance of the guardian.
- Any company/ club can open this account.

Any illiterate person can open this account with his thumbprint. So he can withdraw money from his account in the presence of a witness. However the other noticeable features of the saving account are as follows:

- Frequent withdrawals are not allowed.
- Normally withdrawal allowed more than ¼ of the balance.
- One may allow withdrawal amount maximum twice a week.
- Seven days' notice is required for withdrawal.
- Account holder can withdraw up to Tk.25000 at a time.
- The rate of interest is higher than current deposit account.
- The depositor can deposit money in his account in several times. But if he wants to deposit pay order, cheque draft etc., he has to cross that instrument as an account payee.
- The number of leaves in the saving account's cheque book is 10.

Fixed Deposit Receipt

Actually Fixed Deposit Receipt (FDR) is not an account. It merely deposits receipt. The prospective fixed deposit holder is expected to fill up an application form prescribed for the purpose stating the amount and the period of deposit. The application itself contains the rules and regulations of the deposits including the space for specimen signature. The general features of FDR are as follows:

- Payment made on expiry of agreed period.
- FDR allowed for one, three, six month and 1 year above period.
- Payment demanded before expiry of agreed date then penalty may be charged.
- Introducer is not needed in this case.
- Two copies of account holder and nominees photograph are needed. Loan may be sanctioned against FDR

Interest Rate of Fixed Deposit Receipt:

Interest rate of fixed deposit are given below-

SL. No.	Period	Rate of Interest (%)
01	One month	3.5%
02	Three months	6.5%
04	Six months	7.5%
05	Year & above	9%

Document that are given to the account holder

After all the account opening formalities have been completed Bank opens an account in the name of the applicant and provides customer:

1. A Deposit slip
2. A Cheque book
3. A Receipt book

Issuance of the Cheque Book to the customers

After opening an account the account holder need a cheque book to withdraw money from the bank whenever he or she needed. However, cheque book issuance procedures of PBL are as follows:

Issuance of cheque book (for new account): to get a new cheque book the account holder need to fill up the specific application form.

Issuance of cheque book (for existing account): In case of existing account the cheque requisition are in the cheque book where a white pages lies containing the name and account number of the

account holder. Whenever the leaves of the cheque finished the account holder submit it to cheque issue officer requesting to issue a new cheque book with his/her signature. However, for both the cases the following procedures are needed to follow to issue a new cheque book.

1. After getting the requisition the respective officer required to verify the account holder's signature and identification. It is very important task. No cheque can be issued without verification.
2. Now the officer needs to attach round and branch seal on cheque.
3. After that it needs to be attached account number seal on the cheque.
4. In this stage two officers' initial is needed on the cheque.
5. Now it needs to entry on the cheque issue register and signature on the register of the client.
6. Finally verifying all the necessary seal, initial the officer issue the cheque and submit the requisition form to the computer section.
7. Thus a new cheque book can be issued for both the new or existing client.

Total procedures have to done very carefully because most of the fraud found in this case.

Monthly Benefit Deposit Scheme (MBDS)

MBDS are another main part of the Bank Ltd. This account is created for the benefit of the people who intend to meet the monthly budget of their families from the income out of their deposit. This scheme is also for trusts, club and foundations or other associations, which award monthly scholarship to the students etc. We know the bank is the most secured place to deposit money. So, it is a good option for big savings with little installment per month.

The terms and conditions for operating MBDS account:

1. To open a MBDS account the client has to use its form and must have an introducer and also the name of the nominee. If the client give attested photograph, it would be helpful at the time of closing the account.
2. The deposit of Tk. 25,000 and multiples thereof, but maximum Tk. 25,00,000 shall be acceptable under the scheme.
3. The deposit shall be for a period of 5 years. The principal amount is refundable on maturity.

4. Profit shall be paid on monthly basis @ Tk. 1,000/- & net of taxes @ Tk. 900/- per Tk.1,00,000.

5. Payment of monthly profit starts from the subsequent month after a clear minimum gap of 30 days from date of deposit.

If the mailing addresses of the depositors changes, he/she immediately have to inform it to the bank.

7. Income tax, Tk. 10% will be deducted on the income received from the deposit.

8. The client can transfer his/her account to another branch of the same bank by only for special cause.

9. The receipt is not transferable.

10. Advance against lien on such Receipt can be allowed up to 80% of the deposit bearing normal rate of interest prevalent at the time on Overdraft/Loan.

11. In case the instrument is lost, the procedure for issuance of a duplicate will be the same as applicable in case of loss of Receipt.

12. During the period of Overdraft/Loan, the monthly benefit shall be credited to the concerned Overdraft/Loan account.

13. Normally, the depositor can withdraw his deposit before maturity. The bank will be allowed to do so in the following manner:

- No benefit including interest shall be allowed for pre-mature encashment within one year.
- If the accounts/deposits are closed/ encashed after 1 year of its opening, benefit shall be allowed on the deposit at existing normal savings deposit rate.
- If the amount of monthly profit already paid exceeds the amount payable at normal savings rate.

Contributory Savings Scheme

Contributory savings scheme is suitable for middle & upper class people who want to save money for future use. In this project, depositor have to deposit money for three, five, seven , ten ,fifteen years any installment size at the time of opening of the A/C. Any person can open the scheme by following proper guidance. At the time of opening account under CSS customer must refer his/her SB A/C. No. for his /her pension amount or may open SB A/C at the time of maturity for getting monthly pension amount. Lump sum amount shall be paid after maturity or monthly pension shall be paid for the next 3,5,7,10,15 years according to the size of deposit.

Some other features are mentioned below:

1. The depositor is not allowed change the size of installment afterwards.
2. A person can open more than one account for different size of installments in any branch of the bank.
3. The specified amount on maturity of any slab shall be paid after one month from the date of deposit of the final installment.
4. The installment shall be paid on the day (in case of holiday the next working day) of every month.
5. Normally the depositor can't withdraw money before maturity except certain unavoidable reasons.
6. When a depositor fails to deposit any installment, he/she will have to pay a fine @ 5% of the overdue amount paid for maximum Tk. 500/-.

Size of monthly deposit	After 5 years terminal value	Pension for next 5 years
2,000	1,60,000	3,457
3,000	2,40,000	5,186
4,000	3,20,000	6,915
5,000	4,01,000	8,644
6,000	4,81,000	10,373

Double Benefit Scheme

This offer is very attractive for the person who has additional money in hand. By this account people can deposit their money for a period of eight years 6 months and after the maturity he/she will get double money back. By this account people can use their ideal money by which he cannot earn or cannot able or don't feel secure to invest on business. Under this project his/her money can be fully secured with some benefit after few years.

There are some features which are mentioned below:

1. Photograph of the nominee attested by the depositor.
2. The scheme carries free life insurance coverage facility.
3. Income tax may be deducted as imposed by the government on the interest amount at the time of maturity.
4. Normally no withdrawal will be allowed before maturity. But if any depositor intends to withdraw his deposit before maturity, the following rules will apply:
 - a) No benefit including interest profit shall be allowed for pre-mature encashment within 1 year.
 - b) If the accounts are closed/uncashed after 1 year of its opening, benefit shall be allowed on the basis of normal savings deposit rate.

Lakhopati Deposit Scheme

The scheme is suitable for people who have money for next use. Normally, by this account people can deposit their money for different period, after the maturity he/she will get Tk.1, 00,000/- back. The benefits categories are mentioned in the following table:

Period	Investment Amount	Payment Amount With Interest On Maturity
15	250	100000
10	500	100000
5	1400	100000
3	2500	100000

Housing Building Deposit Scheme

This scheme is another attractive scheme for interested people who are willing 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 related with opening of minor's account. For house building loan facilities it is the most perfect scheme because the depositor will be allowed to take loan from the bank again.

Monthly deposit(in Taka)	Investment period (in Year)	Age limit (for HBL facilities only)	Payment after the investment period (in Taka)
4,570		35 years	10,00,000
7,890		38 years	10,00,000
12,465			10,00,000
9,135	10		20,00,000
15,770	5	38 years	20,00,000
24,925	7	40 years	20,00,000

Account Closing Section

It is a general right for every account holder to close his or her account at any time s/he find inconvenient to continue. But also has some formalities. The person needs to apply to the

manager of the specific branch mentioning the reason for the account closing also the date when he would like to close his/her account with 100/- account closing charge.

Remittance Section

This department is another important part of the Bank. This department also issues and receives PO, PS, DD, TT, etc. By this department clients can send their money to different places of the country or in the world. This department is helps the bank to domestic and international transaction for the clients. The items of this dept. are following:

Pay Order (PO)

Process of issuing Pay order Customer is supplied a Pay Order form with a commission voucher and vat on banking service voucher. After filling the form the customer pays the money in cash or by cheque. The concerned officer then issues PO on its specific block. The officer then writes down the number the PO block on the PO form then two authorized officers sign the block. At the end customer is provided with two parts of the block after signing on the block of the bank's part.

Accounting Procedure of Pay Order

- a. On issuing of PO

Cash A/C of Party A

PBL General A/C--

Income A/C Commission on PO ----- cr.

- b. PBL

General A/C ----- dr.

Bills Payable A/C-----cr.

- c. On encashment of PO

Bills Payable A/C ----- dr.

Party A/C ----- cr.

Payment of Pay Order (PO)

AS the PO issued by the bank is crossed one it is not paid over the counter. On the contrary the amount is transferred to the payees account. To transfer the amount the payee must duly stamp the PO. Commission and Vat on PO.

Amount	Commission	Vat
10,000	15	3
10,001-1,00,000	25	4
1,00,001-5,00,000	50	8
5,00,001-10,00,000	75	12

Demand Draft (DD)

A demand draft is a written order from one branch upon another branch of the same bank, to pay a certain sum of money in the order of a specified person. Drafts are not issued payable to bearer. In practice, drafts are to be drawn between branches within the same city.

Process of DD Issuance

- Customer is supplied with a form, stamp and vat on banking service voucher.
- Customer fill up the form which includes the name of payee, amount of money to be sent, exchange, name of the drawer branch, signature and address of the drawer.
- The customer may pay in cash or by transferring the amount from his / her account (if any).
- After the money is paid and the form is scaled and signed accordingly it is given to the DD issuing desk.
- Upon the receiving the form concerned officer issues a DD on a particular block. The DD block has two parts, one for bank and another for customer.

- Bank's part contains issuing date, drawer's name, payee's name, sum of the money and name of his drawee branch.
- Customer's part contains issuing date, name of the payee, sum of the money and name of the drawee branch.
- After furnishing all the required information entry is given in the DD Issue register and register and at the same time bank issue a DD confirmation slip addressing the drawee branch. This confirmation slip is entered into the DD advice issue register and a number is put on the confirmation slip from the same register. Later on the bank mails this slip to the drawee branch. At least two Grade -1 officer sign the DD block and amount is sealed on the DD with a special red seal to protect it from material alteration. The number of DD is put on the DD form. Next the customer is supplied with his/her part.

Payment of DD

When a DD is brought for payment the branch check out the following matters:

- Whether the DD is drawn on the bank.
- Whether it is crossed or not.
- Whether it is properly signed by the authorized officer of the issuing branch.
- The branch then checks whether the confirmation slip has arrived or not.
- If the confirmation slip is received, the DD is given entry in the Ex-Advice register.
- Concerned officer enters the date on which the DD was paid on the confirmation slip and sign on it.
- When the confirmation slip is received it is entered into the DD advice register and kept in a file. The amount on the confirmation slip and the above mentioned procedure is applied.
- When the situation of payment arises concerned officer checks out whether it is crossed or not. If it is crossed he should just transfer the amount to the account mentioned in the DD by crediting the account and debiting the issuing branch.

If all the particulars are all right and the payee is genuine bank made the payment.

Pay Slip

Pay slip is generally used for bank's internal payment purpose. It has been observed that the bank has issued a pay slip in the name of payee then the principal office has sent the pay slip with a forwarding letter. Two copy of the forwarding have sent to the Head office. In the photocopy of the forwarding the authorized officer has given signature has written "received" so that this paper can be used as a document that the Head Office has got the pay slip with in order. This paper has put in the principal office as a document. Then the pay slip has been given to the person, the creditor of the bank as a supplier.

Telegraphic Transfer

There may be certain types of fund transfer for which a customer may wish to specify the payment system in its instruction to the Bank. In such cases, the Bank will attempt to execute the instructions as specified by the Customer. Prime Bank Limited reserves the right to route the funds transfer via any means available in order to execute the transfer instructions on the specified payment date. Neither the bank nor subsequent banks in the process will necessarily investigate discrepancies between the name and identifying or account numbers and may execute instructions on the basis of the information given in the instructions even if such number identifies a person different from the name of the sender or beneficiary.

Online Banking

Online banking is the use of the internet to conduct banking transactions, or on the road, instead of at a physical bank branch. It includes paying bills to securing a loan electronically. It saves time and money. In 2005, PBL started online services with several branches. It is available for all customers- both cash deposit and withdrawals, cheque deposit and transfer in CD, SB, STD, and Loan accounts.

Cheque Section

Cheque book issue has described below in terms of some cases observed in the bank. cheque book issue to the person except owner of the accounts: It has been observed that a client that is owner of the account has wanted to draw a cheque book by another person from the bank then the authorization letter of the owner to draw this cheque book must have submitted by the bearer.

In the authorization letter the bearer's signature must have to be verified by the owner of the account.

Cheque book issue to the account holder

When an existing account holder wants to draw a cheque book from the bank then he comes to the bank with the requisition slip which is already fixed in the cheque book that was delivered to him before this newly one. There is acquisition slip in every cheque book issued by the Prime Bank Limited. It has been observed that if the owner of the account has wanted to draw a cheque book by a bearer then the bearer's signature has appeared on the top left hand side (on the back of the requisition slip) on the requisition slip. And the bearer signature has been authenticated by the account holder by a signature, which has appeared on the bottom left hand side (on the back side of the requisition slip) just below the bearer's signature.

When the cheque book is lost

It has been observed that when a cheque book has been lost by an account holder, the holder of the account must have filled a indemnity bond which have been authorized by a guarantor. The guarantor must have to maintain an account in the Prime Bank Limited and the signature of the guarantor must have to appear on the indemnity bond.

Indemnity Bond

Indemnity bond debar the account holder from issuing of this new cheque book despite the old cheque book is lost or destroyed for this loss or liability.

Process

At first the requisition slip has to be filled by the account holder. On the requisition slip the main components are:

- 1) The name of Bank.
- 2) The name of the branch.
- 3) Date.
- 4) CD/SB Account No.

- 5) Containing no. of leaves.
- 6) Name of the account.
- 7) First serial no and last serial no of the leaf.
- 8) Address of the account holder.
- 9) Signature of the account holder.
- 10) Signature of the authorized officer.

Then these components have to be filled by the account holder, the authorized officer and the cheque book issued who are on the desk for giving services to the client. The desk man then gives entry in the “Cheque Book Issue Register”. The components on the register book are date of issue, cheque serial no, account no of the account holder.

Clearing Section:

This department has three main functions:

1. Inward cheque clearing
2. Outward cheque clearing
3. Attending

Inward Cheque Clearing: Inward cheque clearance. When PBL's cheque sends to other bank, the same thing to claim money from Prime Bank Ltd. with the same procedure like Inward clearing of that Bank. At the time of Outward Cheque for clearing, the things must have to be checked: The Clearing Seal, The Endorsement Seal, and The Branch Seal.

Outward cheque clearing: Whenever any branch of Prime Bank Ltd. receives a cheque of other Bank to collect money, then the branch sends the cheque to its Head Office. The Head Office arranges the cheques separately by the name of different bank and then it send to the respective bank for clearance by the clearinghouse. Those cheques of different Bank to collect money for

the ordered person are called Inward Cheque for clearing. Then these cheques go for entry in to the Inward Registry Book and Database of Clearing Department.

Bangladesh Bank conducts this job of clearinghouse name HOUSE. This is done twice a day First house and Return house. First house is to deliver cheques and collect cheques from other banks. Return house is to return the honored cheques. The practice among the bank is to give only the name of those cheques, which were not honored. Note: Bangladesh Bank keeps separate A/C for the entire bank and settles the balance considering the flow of cheque in both ways that is Inward & Outward. As soon as the principal branch gets the clearance it sends an Inter Branch Transaction Advice (IBTA) to the branch, who has sent the cheque for collection. Receiving the IBTA is considered as clearance for the payment to the party.

Cost of clearing

The collection cost normally varies with the distance and PBL does not take any charge for collection within Dhaka City or within the district. But when anyone issue check of PBL without having enough sufficient money in the account, the clearing dept. will cut Tk.100 fine for this.

LBC:

The word LBC means Letter for Collection. It is applied on transaction between inter branch. Issuing cheque from one branch to another branch of the same Bank. Suppose Pragati sarani branch issues a cheque to Banani branch. After received the cheque the Banani branch will give a seal on that check and will issue forwarding LBC. In this case Pragati sarani branch will receive cheque and give a seal of Crossing, LBC and Endorsement seal on the cheque and send it to Banani branch with an Advise.

O.B.C:

The word OBC means Outward Bills for Collection.

There are two types of OBC:

1) Outside Zone: It is used only for issuing DD or TT. Under this system any other bank of different area can issue DD/TT to this branch. The TT is used for inter branch transaction. D.D: Demand Draft T.T: Telegraphic Transfer

2) With Different Branch: Under this system clients can issue DD/TT to different branches of this Bank

Receiving of cheques

It has been seen that when the cheques of Sonali Bank, HSBC etc. has deposited in the Dhaka, Pragati Sarani branch of Prime Bank, the different accounts which have been maintaining in those particular branches then that particular branches have sent that instrument to the local office (Prime Bank) for collection.

IBCA to the branches

Then the Prime Bank (Local Office) has given an IBCA in the hand of the sender of those particular branches and has taken care on a register book. IBCA bears the documents of the total amount of cheques received in the local office from the particular branches. IBCA has described that the Prime gets amounts (those particular branches) have credited.

Sorting and Scheduling

The Prime Bank (Local Office) has sorted the cheques drawn on different banks. That the bank wise and then separated according to the figures of the instrument for the particular branches in a schedule paper given entry to the Computer:

Given Entry to the Computer

The bank has given entry to the computer. There some row box in the clearing. These are from the bank, to the bank, account number, cheque serial number, branch name, issuing date etc. If the balance of Prime Bank in the Bangladesh Bank account has shown the debit figure then it has been assumed that the drawn amount of instruments drawn on Prime Bank by other banks has exceeded the amount of instruments drawn on other banks by Prime Bank.

Return of the instrument

It has been seen that when some instruments have been returned from other banks to the local office of Prime Bank. Then the bank has put those in the drawer and then the bank has written a letter to owner of instruments to make them known about the matter. The instruments have been turned with a “Return Memo” which has shown the reasons for what the instruments have been dishonored. When the client has withdrawn the returned instrument from the bank the bank officer has written on the pay slip return.

IBDA

When the instruments of the Prime Bank (another branches) have been returned from the other bank on which the instruments have been dawn, the Prime Bank has sent a IBDA (Inter Branch Debit Advice) to that branch separately amounting to the instruments received from that particular branches of Prime Bank.

ACCOUNTS SECTION:

- 1) Collection of cheques from client and send to the main branch to present clearing house for collection.
- 2) Computer entry of cheques.
- 3) Voucher sorting reconciliation with supplementary summary.
- 4) Voucher arrangement and preparation of voucher cover.
- 5) Preserve daily cash position trial balance.
- 6) To prepare salary sheet and record all the stationary cost.
- 7) If the supplementary summary and voucher are not save his duty to find out the discrepancies. And other works demanded by the authority.

Cash Section

The Prime Bank Limited has a heavy equipped cash section. Cash is received and disbursed in this section. The cash section consists of three junior officers.

Cash Receive Section

Any person can deposit money by filling up the deposit slip or pay in slip and gives the form along with the money to the officer. The officer checks the A/C number, amount of taka both in words and in figure. Then the officer gives the entry to the receiving cash book and also writes the denomination of currency at the book of deposit slip. Then the officer sends the deposit slip counterfoil credit voucher and cash book for rechecking the particulars and for a second signature. After this second signature stamp "cash received" is given over the credit voucher. At the end of the day total of scroll book are entered in the cash book and total of the credit vouchers are found out and checked with the previous entries. The process is same for cash received the date of the next day.

Cash Disbursing Section

The PBL received various instruments for encashment. The common instrument handled by the branch is demand draft, pay orders, and debit cash vouchers etc. This instrument is hacked for its tenor. If the instrument is all right it is sent for posting by computer. After posting signature is verified by the head. Then the cheque is sent for cancellation. After the cancellation, officer cancels the cheque. The instrument along with the clearing step. Bearer cheque is paid in cash cross cheque is balanced to the A/C.

Dispatch Section:

This section is responsible for receiving the entire letter from outside of the bank and to send the entire letter from the bank. For this the section keeps a register book. It's also received the entire document and anything addressing the book. However two types of letters are continuously received in the branch.

These are: 1) Inward (registered/ unregistered) letters.

2) Outward (registered/ unregistered) letters.

This is in short about general banking which I have learned from the bank at the time of my internee period. If the cash received and cash payment, transfer received and payment are same and no fraud is found then the day transaction is closed and it is time to go. Dispatch division mainly operates the functions of dispatching the intimation letter to the client, IBCA, IBDA, OBC to the other banks for their internal transaction with the banks. Dispatch division receives the documents come from the negotiating bank, from the opening bank (in case of export) and any other documents, letter, papers etc. in the name of main branch (Prime Bank). The officer engaged in the dispatch division maintains a register book to keep entries those documents. When the officer receives paper from outside then the officer seals on that paper “received” and when the officer sends paper to the outside of the bank then the bank seals on the paper “dispatch” and puts his signature on that documents

Responsibilities of the Job

During the period of internship at Prime Bank, the interne was cooperatively guided by all the staffs for gaining in-depth knowledge. The learning environment of Prime Bank was pleasant and outstanding. The major lessons that are learned during internship can be listed as under:

- This is the first opportunity to work in a corporate world, so by working in this environment I learned practically.
- I got to know how to handle customer.
- Assist customer in filling up the form correctly and also obtain all necessary document.
- Photo and signature scanning.
- I learned how keep all the data in the register especially for Pay Order there is a specific register book which I had to maintain.
- I learned how they keep all Master Card document in excel format.
- I learned to check all the documents before issuing pay order.
- Dealing with customer.
- Issue of cheque book.
- Bank statement issuance.
- Handling incoming calls.

- ATM card issuance.
- Filing pay order form.
- Providing information about different banking product and services.
- Realized the work pressure at the time of performing tasks.
- Learnt the importance of relation between clients and bank.
- Learned how to deal with varieties of people and their queries and providing appropriate information to the customers.
- Using various office equipment like photo copy machine, cheque writer.
- Learned to speak, function and work in corporate way.

At the end of my internship I learned lot of practical working things of banking system which totally different from our academic knowledge and I also learned how to deal with customer in different situation and also I saw that bank service also vary on client and banks relationship.

Different aspects of job performance

It's my pleasure in a sense that I had got an opportunity to work in one of the best private commercial bank in Bangladesh. During my entire internship program, I have learnt so many things that obviously added some value for my future career. I could able to develop myself in many areas. They are concisely discussed below:

Corporate Behavior

Bank is one of a best place where people can learn corporate behavior. During my internship, I have acquired some knowledge to behave proper manner in corporate level. Corporate

Acquired Knowledge

Academic knowledge is supportive for practical experience. But, practical knowledge is the more required to be a professional. During my internship, I have acquired some practical knowledge.

Professionalism

Bankers are highly professional by nature. Because, banking job demand high professional people. High professional people have some sort of characteristics which I have tried to foster myself for my own betterment.

Discipline

All bankers need to lead a discipline life because their job demands high discipline. Punctuality always highly appreciated for the bankers. I had to past three months for my internship in Prime

Bank Limited where most of employees are very sincere and always emphasize on discipline. So these things also encourage me to do so.

Taking Responsibilities

My internship program gave me opportunities to take responsibilities that are assigned on me. Working in a bank demand that all time responsibilities to be performed. So my small experience taught me how to take responsibilities.

Adaptation with pressure situation

Work pressure is a common phenomenon in a bank job. So, working under pressure has been considered such a quality indicates high professionalism. After completing my internship now I know how to cope with pressure situation and how to get out from this pressure with positive way. Its help me to learn mental stress breaking.

Critical observation and Problems Identified

There are some problems of Prime Bank Ltd. faced by clients. These are given below:

- The number of employee is
- There is no uniformity in pricing.
- Most of the clients also
- When the clients come to account they get their money after two or three days.

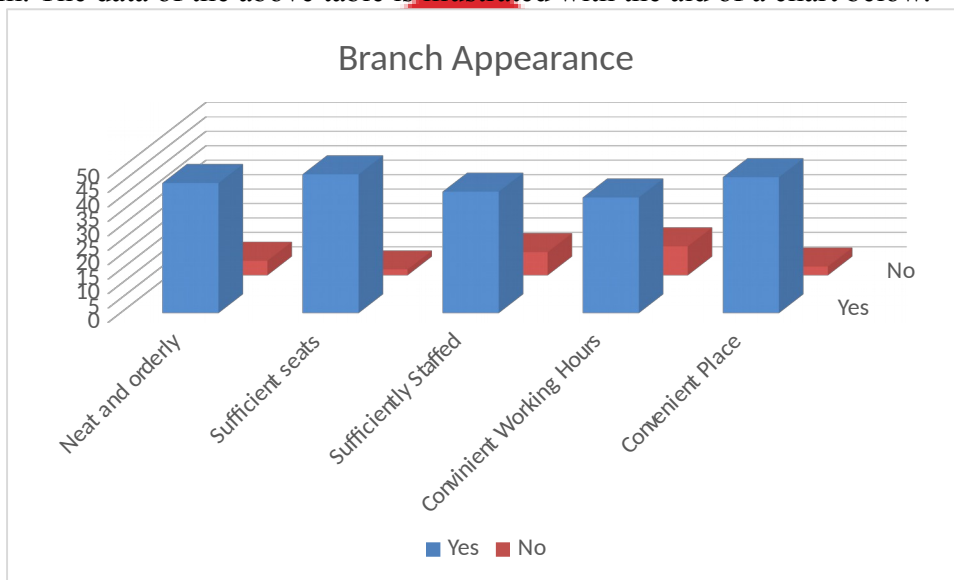
Analysis and Interpretation of the Data

Branch Appearance

Answers	Neat and orderly	Sufficient seats	Sufficiently Staffed	Convenient Working Hours	Convenient Place
Yes	45	48	42	40	47
No	5	2	8	10	3

The table above is the result of the survey on the branch appearance. The customers were asked questions about the tidiness, seat availability, human resource availability, convenient working hours and location of the Pragati Sarani branch of Prime bank. It is observed from the results that 94% of the people said that the bank was neat and tidy. It can be said that the cleanliness of the bank is well maintained and very appealing for the people who come to visit the bank. 88% of the interviewed people think that the branch has sufficient seats for their customers, but on the other hand 12% of the interviewed people complained about the sufficiency of seats in the bank.

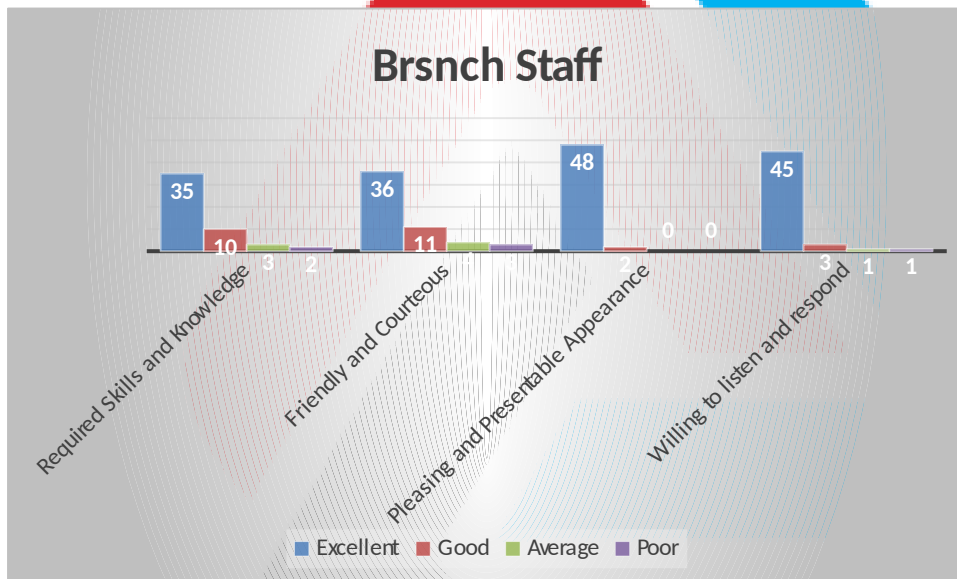
This is causing a slight concern for the branch officers. Due to some delay in the cash payment at the payment counter, 16% of the interviewed people think that the branch is not sufficiently staffed or they lack human resources. On the other hand, majority of 84% of the interviewed people think that the branch is sufficiently staffed. In this branch, the customers come beyond the banking hours and enjoy the services and therefore 96% of the interviewed customers said that the working hours of the bank is very convenient for them. As we can see from the table above that 90% of the interviewed customers have said that the branch location is very convenient for them. The data of the above table is illustrated with the aid of a chart below.



Branch Staff

Answers	Required Skills and Knowledge	Friendly and Courteous	Pleasing and Presentable Appearance	Willing to listen and respond
Excellent	35	36	48	45
Good	10	11	2	3
Average	3	4	0	1
Poor	2	3	0	1

The branch staff must be skilled, friendly, presentable and always ready to respond to the queries of the customers. The branch staff in the Pragati Sarani branch of Prime Bank are very friendly and courteous according to 88% of the interviewed customers. 96% of the customers think that the bank officers were pleasing and presentable in their appearance. A high majority of 70% of the interviewed customers think that the bank officers had all the required skills and knowledge to address any of the problems they faced during the sanction of their loan. According to 90% of the customers, the bank officers proved to be very responsive towards the customers queries. The data in the table above is illustrated using a chart below.

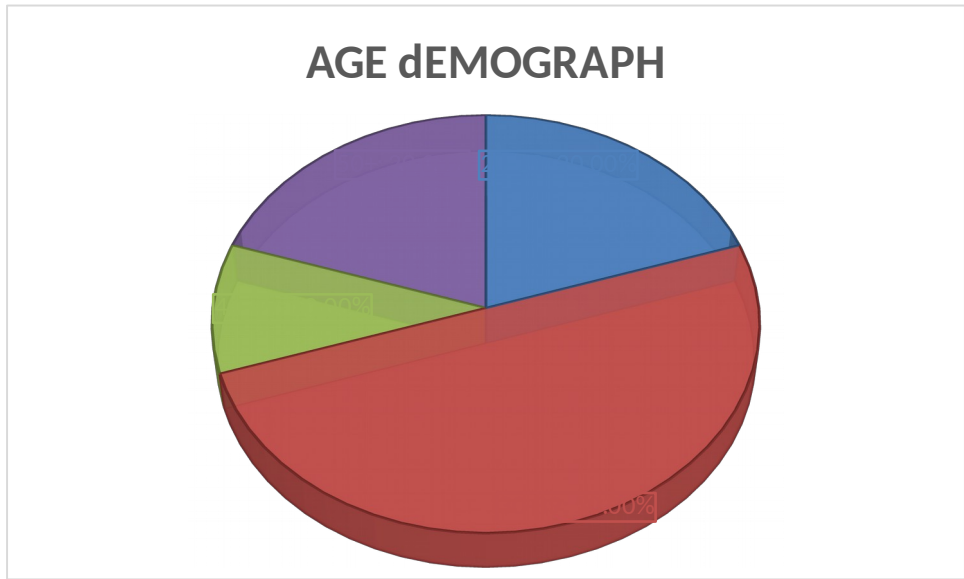


Age Demograph

Age Group	Answers
20-29	10
30-39	25
40-49	5
50+	10

First question in the survey of customer service is about the age group of the customers. From the table above, 20% of the customers are between the ages 20-29. 50% of the customers are in the age range of 30-39. This shows that majority of the customers enjoying the customer service

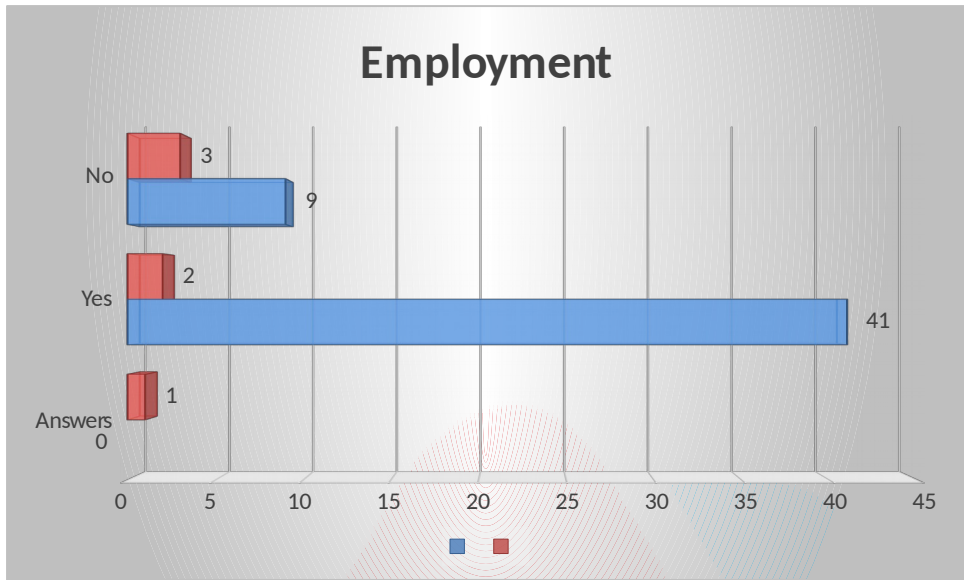
are young entrepreneurs of our country. 10% of the customers are in the age range of 40-49 and the remaining 20% are above 50. The pie chart below illustrates the age group and diversification.



Employment

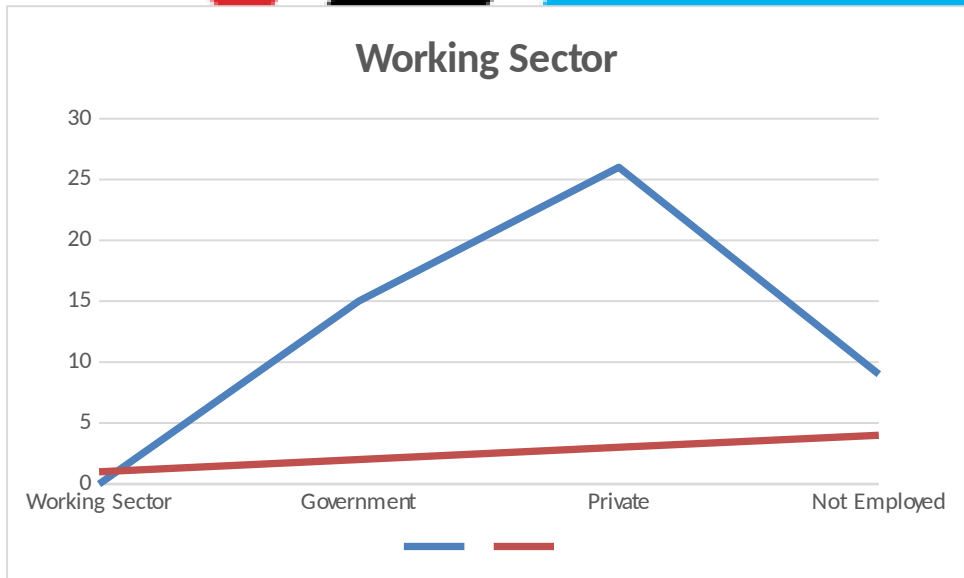
Answers	Employed
Yes	41
No	9

This question is about employment. It is seen that 82% of the customers are employed and are contributing in the economy of the country. The remaining 18% are unemployed (housewife) or self-employed. The chart below is a graphical illustration of the data in the table above.



Working Sector

Working Sector	Answers
Government	15
Private	26
Not Employed	9

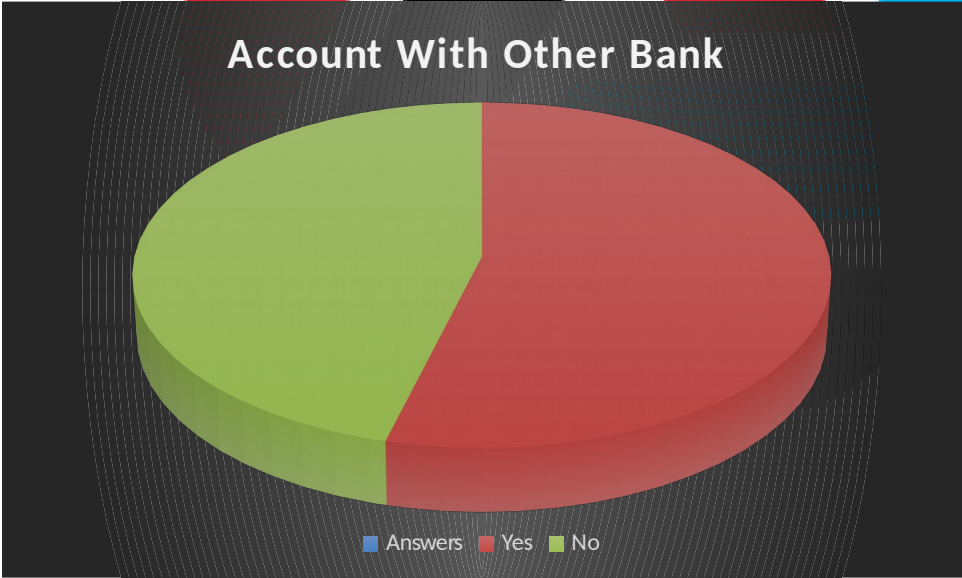


The customers who come to open an account of the banks work in different sectors. From our survey result, it can be concluded that 30% of the customers work in government organizations, 52% are working in private sectors and the remaining 18% are self-employed. The chart below is the graphical illustration of the data in the above table.

Maintain Any Account With Other Bank

Answers	Maintain any account with other bank
Yes	27
No	23

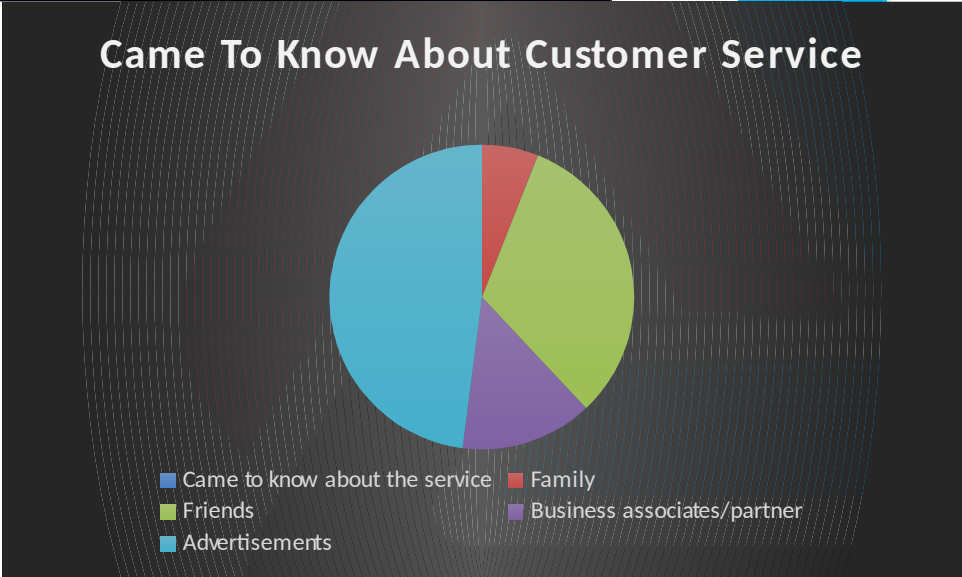
This question is the beginning of comparison of customer service offered by Prime Bank and other banks. Here the customers were asked if they have maintain any account with other banks. 46% of the people answered that they don't have any account with other banks. On the other hand, 56% of the customers answered that they have an account with other banks previously. The pie chart below illustrates the data as shown above.



Came to know about the service

The customers were further asked from where they came to know about the customer service of Prime Bank. From the table above we can see that 48% of the people came to know about the service from different advertisements of Prime Bank. 14% of the interviewed customers answered that their business associates or partners recommended them about Prime Bank’s customer service. 32% of the customers were told by their friends and remaining 6% has been informed by their family members. The data in the table above is illustrated in the chart below.

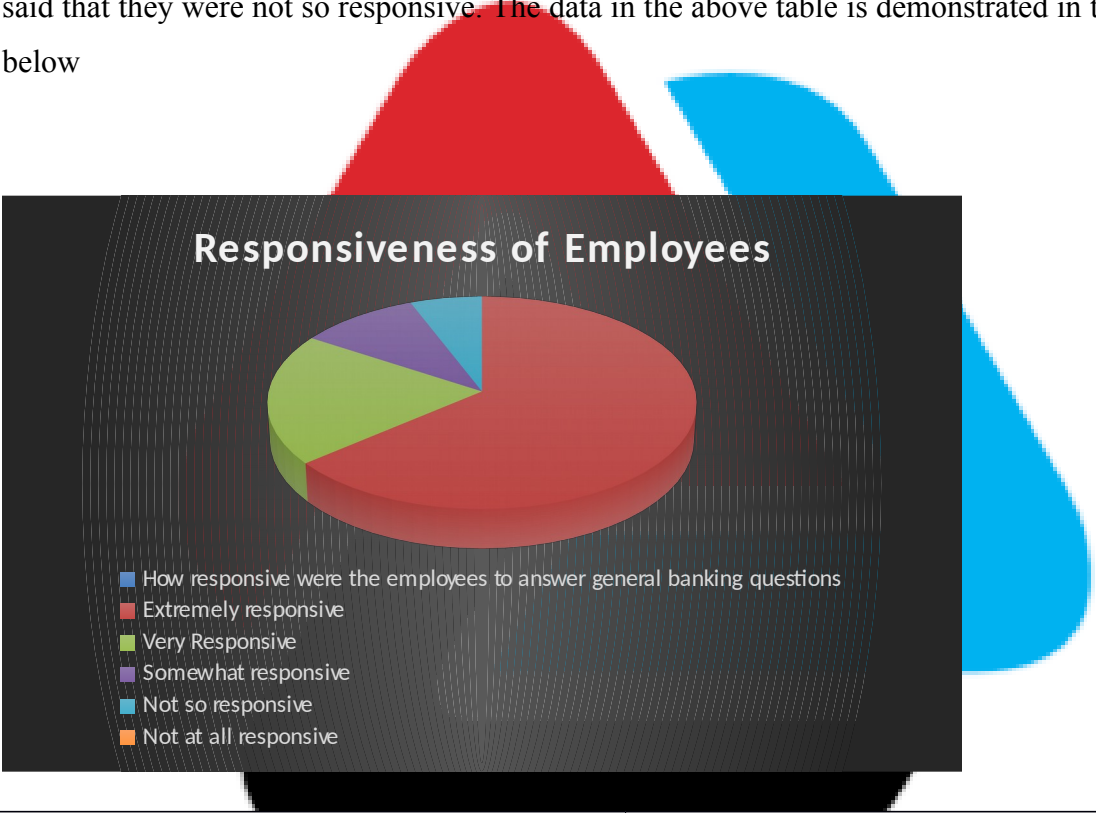
Came to know about the service	Answers
Family	3
Friends	16
Business associates/partner	7
Advertisements	24



Responsiveness of Employees

How responsive were the employees to answer general banking questions	Answers
Extremely responsive	32
Very Responsive	10
Somewhat responsive	5
Not so responsive	3
Not at all responsive	0

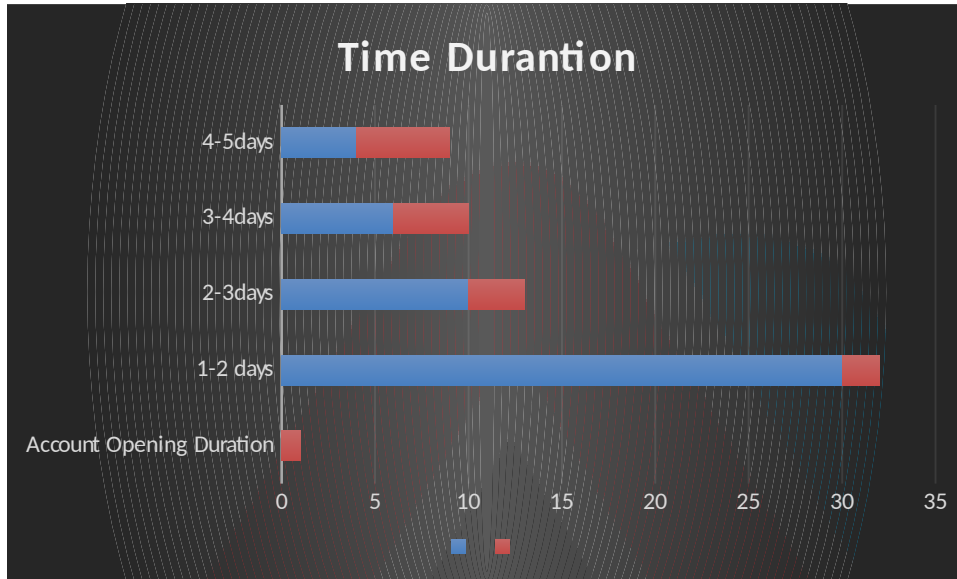
The employees or bank officer’s behavior towards their customers is also an important factor to attract new customers and retain the old ones. Their responsiveness and dedication towards customer’s problem solving are important key elements. The above table contains the results of the survey. We can see that 64% of the customers think that the officers were extremely responsive towards their questions asked by the customers regarding the loan. 20% said that the officers were very responsive, 10% gave a neutral answer stating that they were somewhat responsive and 6% of the customers seem to be disappointed by the behavior of the officer and said that they were not so responsive. The data in the above table is demonstrated in the pie chart below



Account Opening Duration	Answer
1-2 days	30
2-3days	10
3-4days	6
4-5days	4

Customer satisfaction level depends on the minimum time a firm takes in providing them with the product or service. Here the minimum time for saving / current account is a key factor to measure customer satisfaction level. Minimum time for opening saving / current account is fixed to be 2 days and maximum is fixed to be 5 days. From the survey result in the table above, we

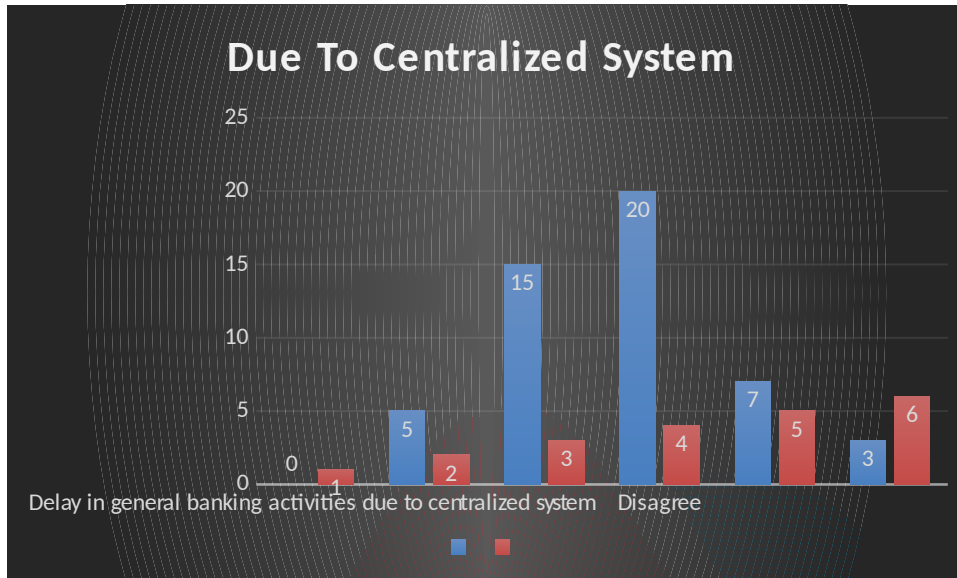
get to see that 60% of the surveyed customers got their desired customer service in 1-2 days. 20% of the customers said that their time taken for the disbursement of their loan was 2-3 days. 12% of the people got their loan in 3-4 days' time and 8% got their loan amount in hand by 4-5 days.



Centralized System

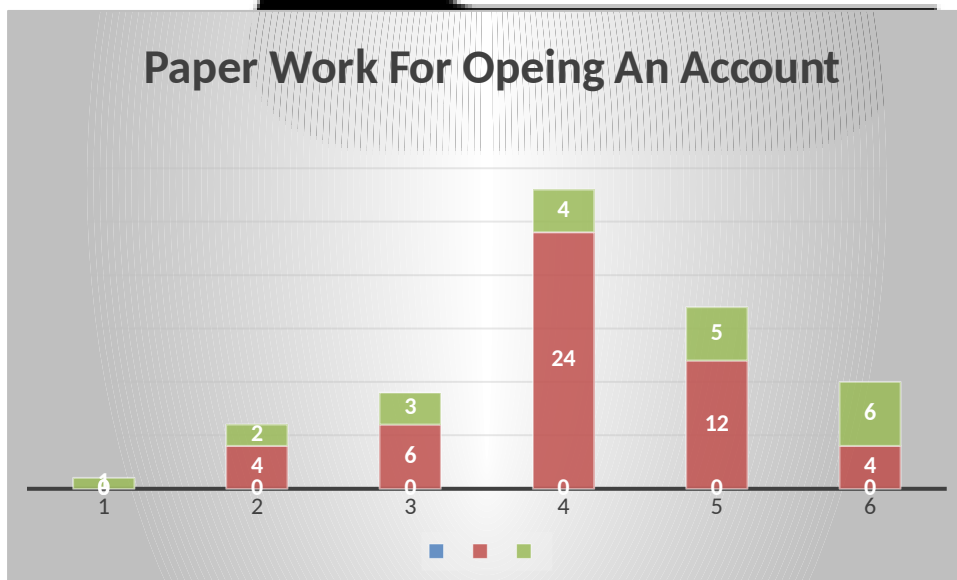
It has been one year since the banking system of Prime Bank has been centralized. Due to the centralization, the decision-making process has been affected. So the customers were asked if the centralized system of Prime Bank is a factor that is delaying their service request. The survey results are tabulated in the table below. The results show that the centralized system is one of the reason of delay in service request. The customers who agreed were as 40% said that they do not agree. 20% of the customers were neutral. The data in the above table is demonstrated graphically in the chart below.

Delay in general banking activities due to centralized system	Answer
Strongly Agree	5
Agree	15
Disagree	20
Strongly Disagree	7
Neither Agree nor Disagree	3



Paper Works Done For Opening SV/ CA

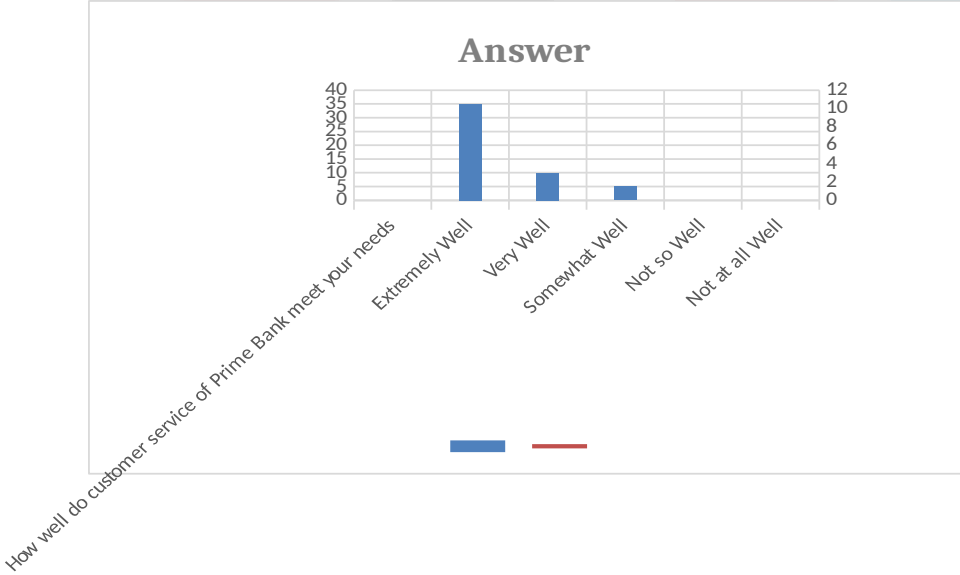
Are paper works done for opening SV/ CA more than normal	Answer
Strongly Agree	4
Agree	6
Disagree	24
Strongly Disagree	12
Neither Agree nor Disagree	4



Paper works for opening a saving / current account is very mandatory and needs to be monitored strictly. The above table contains the survey results for the paperwork a customer needs to do for applying for opening an account. They were asked if the paper work in Prime Bank is more than normal compared to other banks. 8% of the customers said they strongly agree about the paperwork being more than normal. 12% agree to some extent, 48% of the people disagreed and said the paper work is same like the other banks. 24% of the surveyed customers strongly disagreed and 8% of the customers were neutral.

Customer Service of Prime Bank

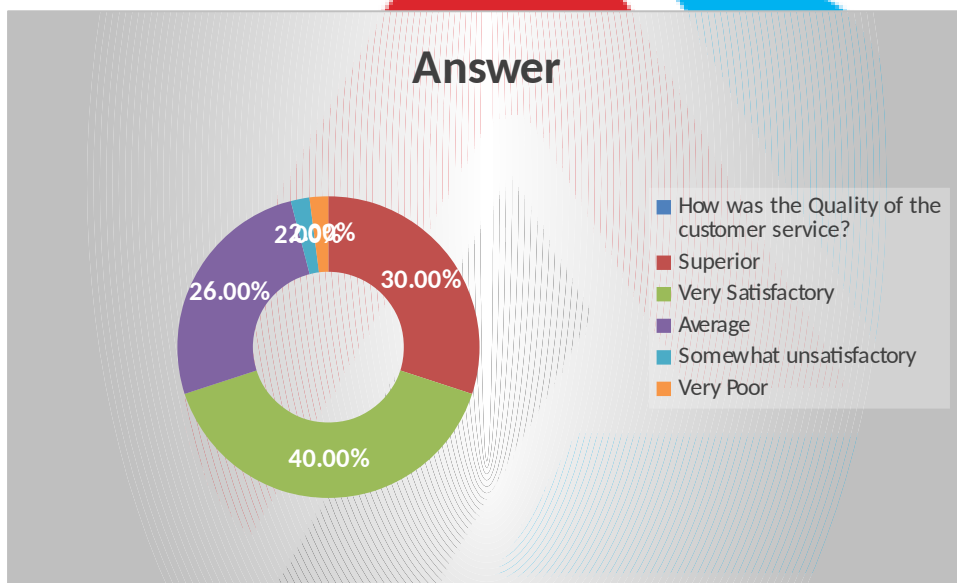
How well do customer service of Prime Bank meet your needs	Answer
Extremely Well	35
Very Well	10
Somewhat Well	5
Not so Well	0
Not at all Well	0



This question is asked to know how well is the Customer service of Prime Bank is helping the customers to meet their needs. The results of the survey are tabulated above. We can see that 70% of the customers said the service meets their needs extremely well. 20% of the people said

they were very satisfied with the service too as their needs are also met to their expectation level and only 10% customers said that their needs are somewhat met by the service.

How was the Quality of the customer service?	Answer
Superior	15
Very Satisfactory	20
Average	13
Somewhat unsatisfactory	1
Very Poor	1

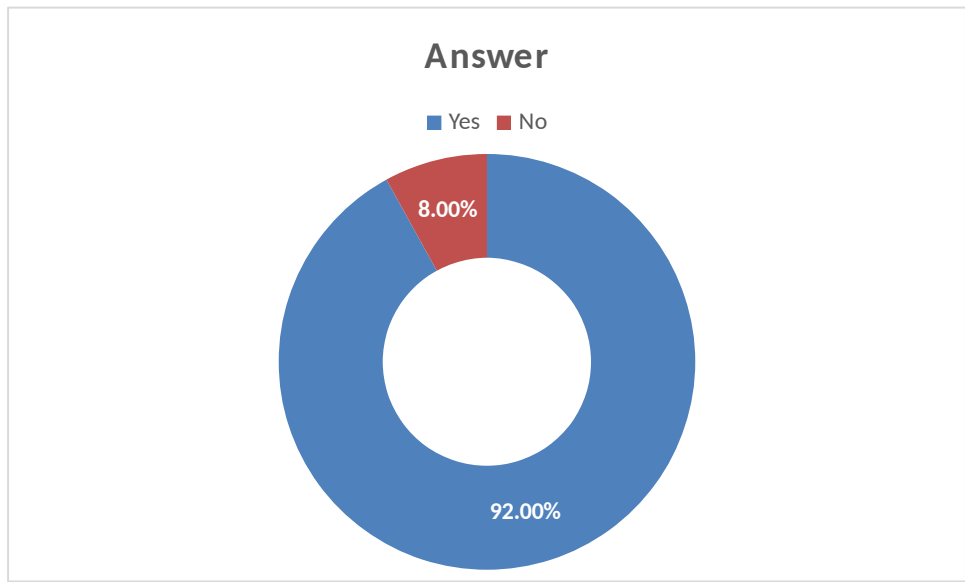


The customers were given certain categories to choose from. The categories were Superior, Average, Somewhat Unsatisfactory and Very Poor. 30% of the customers said that they find the service superior. 40% of the customers said they were very satisfied by the service of Prime bank. 26% were neutral as they think the service was average. 2% of the people were somewhat unsatisfactory and 2% said they were not satisfied at all.

Prime Bank As An Ideal Bank

Would you recommend Prime Bank as a preferred ideal bank	Answer
Yes	46
No	4

It is important for any business entity to pull customers towards their organization. So it is very important for any firm to satisfy the needs of their customers. The customers were asked if they would recommend Prime Bank as a preferred ideal bank for anyone. The results of the survey say that 92% of the customers think Prime bank is ideal for banking and they will recommend Prime Bank to anyone in the future. The remaining 8% had a negative impression about the bank.



Findings of the Study

- The customer service level of Prime Bank Pragati Sarani branch.
- Evaluation of customer service of Prime Bank Pragati Sarani branch.
- Evaluation of customer service of other banks.
- Comparison of Customer service of Prime Bank with other banks.
- Customer feedback.
- Time taken for opening a saving / current account by Prime Bank Limited.

Recommendations

Following are some of the recommendations for the bank in order to enhance their service further:

- Regularly clients complain that all clients are not treated similarly. They ought to hold up a long time to have a benefit. According to them esteemed and faithful clients continuously get extra facility and custom-made service from officers where normal client don't. Insufficient number of labor is one of the reasons of lower client benefit. In the event that PBL initiates more representatives and each worker are devoted to their work than the quality of the benefit will of course increase. All the clients ought to be treated in same way. So Service Quality Group ought to work with that.
- Prime Bank is slacking behind in their online Banking sector. They must work in that division as banking is getting to be more technology based. Banks like DBBL and BRAC have presented their claim versatile mobile application for their clients. Prime Bank has their mobile application but it is seen that they are complex to customer compared to other banks.
- They should recruit more staffs in general banking sector of pargati sarani branch. As it sometimes gets hectic for the current staff to deliver the customers with superior quality service.
- Clients inquire for quality benefit particularly speedy, precise benefit and great behavior from bank. They think a private bank ought to give such quality adequately. It has been found that proper and moderate work handle frequently compels the clients to compare the bank for the reputation of the bank. Hence it is an issue.
- Prime Bank Ltd. should concentrate on their promotional activities on its products. They should also concentrate on the marketing aspects by informing the customers about its products and offering services charges accurately.
- Prime Bank ought to utilize work rotation to evacuate work monotony among the officers which can increment their proficiency as well.
- Prime Bank Ltd ought to present unused short-term plans like micro-credit for the poor and entrepreneur. Small Business are exceptionally simple to handle and oversee conjointly less hazardous for bank to invest. Grameen Bank is the leading illustration for

this. Tremendous business opportunity lies in this range. PBL management ought to think how to investigate this opportunity.

Conclusion

The Bank is considered to be secure platform for deposit reserve the cash or cash equivalent on the other hand customer get loan from the bank for personal and business purpose. Currently there are more than sixty bank run in our country. Every bank providing the similar services. Customer are increase as well as bank also increasing. Bank has to run within the Bangladesh Bank guideline. It's become very challenging to make customer satisfaction and retain them for business prosperity. Bank should make their business strategy and process in a way that will serve their customer more conveniently. Bank will required to make the procedure more easily ensuring the security. Unnecessary complex processed will decline customer satisfaction and they prefer to switch the bank. Assist customer in every step where they face difficulties. Customer's service will play a vital role. Periodically checking that weather customers are getting proper service or not. Prime Bank Ltd has emerged as one of the more disciplined and promising bank under the active supervision and control of management team. Prime bank Ltd also earned a positive reputation in the commercial banking sector. Beside this they also competing with the other govt bank to contribute more to strengthen the economy of Bangladesh. Prime Bank Ltd should more invest on the export and import business and also Prime Bank Ltd. Also open the exchange business successfully. I decided to make a research based on General Business Activities of Prime Bank Limited. To do this study, I conducted a survey which was done by the customer of Prime Bank Limited, Pragati Sarani Branch.

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Appendix

AD Authorized Dealer

ALCO Asset Liability Committee

ATM Automated Teller Machine

BB Bangladesh Bank

B/L Bad/Loss

BAS Bangladesh Accounting Standards

BIBM Bangladesh Institute of Bank Management

CRR Cash Reserve Requirement

CRG Credit Risk Grading

CSR Corporate Social Responsibility

CPI Consumer Price Index

CDBL Central Depository and Clearing Limited

CBS Core Banking Software

CRISL Credit Rating and Information Services Ltd.

DCFCL Department of Finance

DEPZ Dhaka Export Processing Zone

DP Depository Participants

EPS Earnings Per Share

EPZ Export Processing Zone

FY Fiscal Year (July to June)

GDP Gross Domestic Product



GRI Global Reporting Initiative

HOB Head of Branch

ICAB Institute of Chartered Accountants of Bangladesh

IT Information Technology

IMF International Monetary Fund

IAS International Accounting Standards

IPO Initial Public Offering

LC Letter of Credit

MBID Merchant Banking and Investment Division

MTMF Medium Term Macro Economic Framework

SMT Senior Management Team

NII Net Interest Income

NPL Non Performing Loans

NCBs Nationalized Commercial Banks

OBU Offshore Bank

PCBs Private Commercial Banks

PBL Prime Bank Limited

PECL Prime Exchange Co. Pte. Ltd.

PBIL Prime Bank Investment Ltd.

PBSL Prime Bank Securities Ltd.

POS Point of Sale PV Present Value

RWA Risk Weighted Assets

RMG Readymade Garments



ROA Return on Assets (excluding contingent items)

ROE Return on Equity

R&D Research and Development

ROD Rights Share Offer Document

SAFA South Asian Federation of Accountants

MSME Micro, Small and Medium Enterprise

SOP Standard Operating Procedure

SLR Statutory Liquidity Ratio

IBDA Inter Branch Debit Advice

LBC Local Bills for Collection

OBC Outward Bills for Collection

DD Demand Draft

SWIFT Society for Worldwide Interbank Telecommunication

NPS National Payment System Network

WAN Wide Area Network

MBDS Monthly Bill Deposit Scheme

CSS Contributory Saving Scheme

DBDS Double Benefit Deposit Scheme

LDS Lakhpoti Deposit Scheme

HBDS House Building Deposit Scheme



Questionnaire

Evaluation of Customer satisfaction level: A study on customer service in General Banking Prime Bank-Pragati Sarani Branch

I need your valuable opinion for my internship research project that I am currently doing in Prime Bank Limited. It will be an immense help if you take the time to fill in this questionnaire.

Branch Appearance:

(Please mark the right one)

Q1. Is the overall appearance of the branch neat and orderly?

- Yes
- No

Q2. Does the branch have sufficient and comfortable seating arrangement?

- Yes
- No

Q3. Is the branch sufficiently staffed with representative and Tellers for your needs?

- Yes
- No

Q4. Do the branches have sufficient working hours?

- Yes
- No

Q5. Is the branch located in a convenient place to serve you?

- Yes
- No

Branch Staff:

(Please mark the right one)

Q6. Do the branch staffs have the required skills and knowledge about the bank's product and services?

- Excellent
- Good



- Average
- Poor

Q7. Does the branch staff behave in a friendly and courteous manner when dealing with you?

- Excellent
- Good
- Average
- Poor

Q8. Is appearance of the branch staff pleasing and presentable?

- Excellent
- Good
- Average
- Poor

Q9. Are the branch officers willing to listen and respond to your needs on time?

- Excellent
- Good
- Average
- Poor

Customer Service:

(Please mark the right)

Q10. Which age bracket

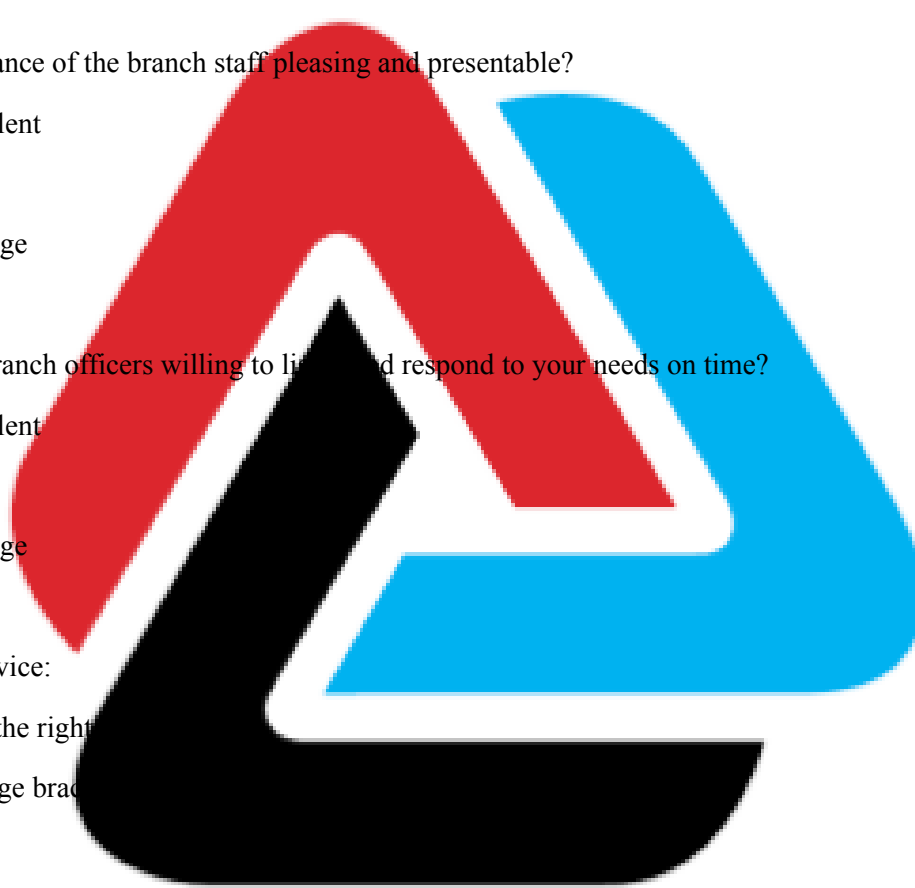
- 20-29
- 30-39
- 40-49
- 50+

Q11. Are you employed?

- Yes
- No

Q12. If you are employed, you are working in which sector?

- Government



- Private
- Not employed

13. Do you maintain any account with other bank?

- Yes
- No

Q14. From whom you came to know about our customer service?

- Family
- Friends
- Business associates/partners
- Advertisements

Q15. Do you think the paper works for opening a saving account is more than normal in this bank?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neither agree nor disagree

Q16. How well does the customer service of Prime Bank meet your needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

Q17. Considering your recent experience with Prime Bank, how was the quality of the customer service you received?

- Superior
- Very Satisfactory
- Average
- Somewhat unsatisfactory
- Very poor

Q18. How responsive were the employees to your questions about the General banking?

- Extremely responsive
- Very Responsive
- Somewhat responsive
- Not so responsive
- Not at all responsive

Q19. How long you had to wait for opening SV/CD account?

- 1-2 Days
- 2-3 Days
- 3-4Days
- 4-5 Days

Q20. Do you think the centralized system adopted by Prime Bank is the reason of the delay in General Banking?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neither agree nor disagree

Q21. Would you recommend General banking to your friends/colleagues/family?

- Yes
- No

