

**Internship report on  
Satisfaction of the Customers in Standard Bank (Ring Road  
Branch)**

**Submitted to**

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## Letter of Transmittal

Date

Mayesha Tasnim

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### **Subject: Submission of the Internship Report**

Dear Madam,

It is my immense pleasure to submitting my internship report to you that I have arranged from my encountering of working with Standard Bank Limited (Ring Road Branch) under the general banking.

I have picked Standard bank limited for my internship program which is a financial establishment to discovering how they follow strategies to attain their goals and give some creative plans to their future business activity. During the time of writing report, I have pursued the standard internship report format to influence the report to up to the mark. I have applied all primary and secondary collected data, Journals, Research questions/survey all secondary recourses are used to give recommendation and innovative ideas. I will be glad to elucidate any error in this report.

Sincerely

Kanita Hafiz

14104129

### **Acknowledgement:**

I am thankful to Allah for my good health during my internship program. I might want to thank my academic internship supervisor, Mayesha Tasnim, Lecturer of Business Department for helping me to finish the entry level position program. I would also like to show my gratitude to my Branch Manager SK. Mustafizul Islam and my office supervisor MD. Jasim Uddin Bhuiyan to guide me. I likewise might want to thank every senior brother and sister who helped me to do my internship program. Thanks to them for giving me flexible office hours to completing this study.

## **Executive summary:**

This report titled “**Satisfaction of the Customers in Standard Bank (Ring Road Branch)**” to identify the satisfaction level of their customers on their services and products. This paper has five parts. The first part belongs to organizational overview, mission, vision, core values, their strategies and numbers of their branches etc.

The second part belongs to origin of the report, background of the report, objective of the report, scope and limitation of the report.

The third part of this report belongs to my experience at Standard Bank (Ring Road Branch), focusing on my job responsibilities, critical observation and my personal recommendation.

The forth part belongs to methodology, literature review

The fifth part belongs to analysis and interpretation and the last part is findings, recommendation and conclusion.

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# Chapter One

## Company overview

### 1.1: Company Overview

Standard bank limited (SBL) was joined as open constrained organization on May 11, 1999 under the organization demonstrations, 1944 and the bank achieved adequate progression from its business exercises on June 3, 1999. SBL has displayed a couple of new things utilizing advance and store plans. It also goes for Corporate and Retail Banking, etc. The bank also shared available for later syndication with various banks. Through all these bundle practices SBL has a made beneficial outcome in the market.

#### **Vision:**

To be a cutting edge bank having the object of structure a sound national economy and to contribute essentially to the Public Exchequer.

#### **Mission:**

To be the best private business bank in Bangladesh as far as productivity, capital sufficiency, resource quality, sound administration and benefit.

#### **Core Values:**

##### For Shareholders:

By ensuring sensible benefit for their hypothesis through making stable advantage

##### For Customers:

To turn out to be most minding bank by giving the most affable and proficient administration in each region of business.

For Employee:

By advancing the prosperity of the individuals from the staff.

Community:

Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.

**1.2: Product and Services:**

Deposit products	Current account, Savings account, Fixed deposit account, school banking, short term deposit account, garments workers SHOFOL, leather and footwear SHEBA
Loan products	Corporate banking, Retail banking, SME banking, Agri banking, Social and Environmental infrastructure finance, Green banking
International banking	Exchange rates, Foreign exchange rates, Correspondents banking, SBL off-shore banking
E- banking	Digi banking, SMS banking, ATM banking, Internet banking, Mobiler banking, Express booth
Cards	VISA credit card, SBL debit card, VISA prepaid card,
Islamic banking	Deposit and Investment product, Provisional profit rate of Mudaraba deposits
Treasury	Money market, Foreign Exchange market, Asset Liability Management.

<https://www.standardbankbd.com/Business.php?menuName=Products>

### 1.3 Strategic Management Model:

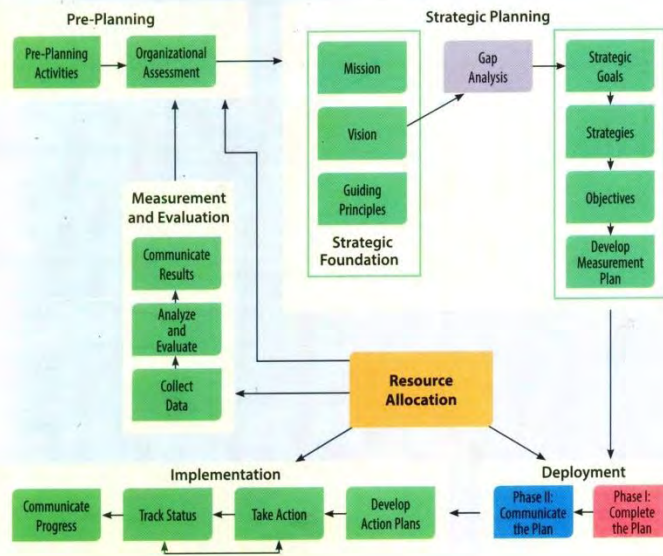
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## STRATEGIC MANAGEMENT MODEL

Strategic management is a systems approach to identifying and making the necessary changes and measuring the organization's performance as it moves toward its vision. It has been defined as a

"Management system that links strategic planning and decision making with the day-to-day business of operational management."

The following model depicts the five processes of strategic management which are pre-planning, strategic planning, deployment, implementation, and measurement and evaluation.





## 1.4 Corporate Organ gram:

Standard Bank Limited Annual Report 2017

### CORPORATE ORGANOGRAM



## 1.5 Strategies of SBL:

- To manage and work the Bank in the best method to improve budgetary execution and to control cost of store.
- To gain ground toward buyer dedication through quality control and movement of lucky organizations.
- To recognize customers' credit and other money related needs and screen their perception towards our execution in social event those necessity.
- To get ready and develop all laborers and give them tasteful resources with the objective those customers' necessities can be reasonably tended to.
- To advance legitimate sufficiency by straightforwardly conferring association plans, game plans, practices and techniques to agents in a propitious way.
- To build up a working environment that empowers positive motivation for improved execution.
- To improve portfolio both in the retail and markdown publicize.
- To increase direct contact with customers in order to build up a closer association between the bank and its customers.

## Chapter two

### Introduction of the report

#### 2.1 Origin of report:

According to the bachelor business administration (BBA) program, it requires 3 months internship program with an organization assigned by the supervisor and faculty advisor. I got the chance to do my internship in customer service of general banking in Standard Bank Ring Road Branch. My internship topic was authorized from the head office of Standard Bank. My faculty supervisor Mayesha Tasneem of Brac University also affirmed the subject and gave permission to set up the report to fulfill the requirements of my internship program

#### 2.2 Background of Report:

I have worked in customer service department of Standard Bank. In this report, I will attempt to make a general investigation of all the data and information I got from working there specially focuses on the service they provide to the customer and marketing of the service they provide.

#### 2.3 Objective of the report:

1. To fulfill the requirements of the internship program under BBA program
2. To analysis the data and information about the customer service department and their performance
3. Analyzing the marketing ideas to increase the demand of their bank service in the competitive marker.
4. To have better idea about product or service management activities. Focusing on loan classification. Financing in various sector, recovering loan and investment etc
5. To get overall idea about the performance of standard bank.

## **2.4 Scope of the Study:**

Banks are the most significant financial institution in economic development of a country. In Bangladesh Banking section is growing fast due to the demand and its contribution to the development of the economy. To maintain its place in the competition banks are developing their management strategy and focusing more on customer satisfaction. It is very important to satisfy the customer and come up with some innovative marketing idea to increase the demand of the service the banks provide.

## **2.5 Limitation of the study**

- The survey was conducted only within the customers of Ring Road branch
- Some information and reports gathering was not possible due to its classification.
- Due to short time large scale research was not possible
- The survey does not cover the whole operations done by the bank and limited to customers of personal banking division.

## Chapter three

### Internship Experience at SBL

After finishing my all the academic courses of my under graduation BBA program, I had to Complete my three months internship program. I always wanted to start my career in banking sector so I thought it would be wise if I do my internship in a bank. As bank was first preference, I started dropping my CV to some bank. I dropped my CV in Standard Bank and Uttara Bank. Finally I joined at Standard Bank ring road branch on 10<sup>th</sup> February as an intern. This three months internship gave me an opportunity to do practical banking works which I can relate with my academic study. It gave me the broad scope to learn the banking work, analyze the environment of a bank. It has also helped me to relate the practical work with what I have learned from BBA program. It helped me to get the practical experience from the bank before starting my career. During this period of time I got the opportunity to work different departments of the bank. But I have mainly worked on general banking department of customer service. My supervisor, MD.Jashim Uddin Bhuiyan (FAVP and Operation Manager) helped me in every aspects at work. He shared his working process working experience to encourage us. He guided us and advised us how to do the works in proper way. His appreciation inspired me to work hard. Firstly my job was to record the check number, account number with name in cheque book register that come from head office. I also record debit card and pin card in register with card number, name and account number. Then I worked in account opening section. I helped MD.Emam Uddin Sarker (officer) and K.M. Taifur Siddique (Trainee Assistant Officer) to maintain checks debit cards, pin cards, new accounts. Remittance form, know your client form and debit card issue form. I also integrate with the customers. When one of front desk officer was on leave. I sat there and fulfilled some of his responsibilities. I also worked with Zannatul Ferdousi Shapla (Senior Offiver) in clearing the cheques and seals. At the end of the month I also used to work in cash. Put seals and stamp on utility bills. During my internship period, I have enjoyed my whole journey of this program because the environment was very suitable for work,

The employees were very friend, helpful and supportive. The program helmed me to maintain discipline and learn to work with responsibility. It also teach me adopting the new environment and maintain the corporate culture.

### **My job description at a glance:**

- Maintain register of cheque book, clearing cheque, pay-order, debit card and pin card
- Maintain remittance, know your customer, change in information. New debit card issue forms
- Filling up the new account form
- Collecting necessary data like NID, pictures from clients
- Helping my officer finding some data and information from old accounts
- Doing the audit connection
- Check the bill collection, putting seals and stamps etc
- Maintaining FDR proposal interest register

### **Personal Recommendations:**

As I have worked at ring road branch so I have some suggestions for them

- The bank should be more concerned while opening new account as audit problems are there.
- Level of communication between branch manager and the general employees is very low
- The employees should adopt the corporate culture
- The responsibility and work of a intern should be more structured.

## CHAPTER FOUR

### Methodology

**The essential information has been gathered in different ways**

- By interviewing the customers of the Standard Bank
- By interviewing and by having direct conversation with the existing employing of the ring road branch
- By interviewing different branch managers
- Questionnaire survey
- Survey of the customers.

#### **Secondary data**

- From information regarding banking sector
- Different journal newspaper and internet
- From prior research report of different banks
- From the annual report of the bank provided by the bank
- Different books and periodicals identified with the financial segment.

#### **Data collecting instrument**

Two structured questionnaire was designed for the information about the bank and for the information of customer service of the bank interviews related to the service and marketing were conducted with various manager, employees and customers of standard bank.

## CHAPTER FIVE

### Literature Review

For my internship report I contemplated two research papers: “*Customer satisfaction on service quality in private commercial banking sector in Bangladesh* “ and “*Service quality and customer satisfaction in selected banks in Rwanda*”.

The first paper, “**Customer satisfaction on service quality in private commercial banking sector in Bangladesh** “ published by European Centre for Research Training and development UK and made by Rashed Al Karim (Assistant Professor, School of Business, East Delta University) and Tabassum Chowdhury (lecturer, School of Business, East Delta University). This journal demonstrates that client devotion is fundamental for the accomplishment of organization firm like bank. The nature of administration has transformed into a piece of client faithfulness. Well ordered it has been exhibited that administration quality is related to consumer loyalty. This likewise demonstrates the examination exhibited that substance, unwavering quality, responsiveness, attestation affected customer tempers with respect to satisfaction administration quality estimation are essential for consumer loyalty in private business banking part in Bangladesh

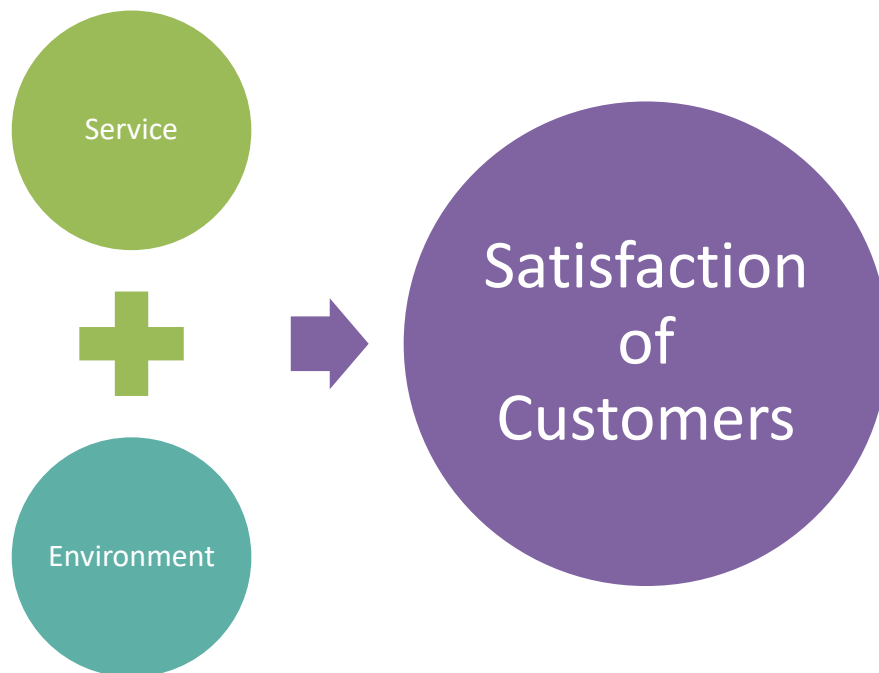
The Second paper, “**Service quality and customer satisfaction in selected banks in Rwanda**” published by MA Glocal International Development Studies, Hebrew University of Jerusalem, Israel. This investigation demonstrates that they measure the consumer loyalty level to decide the connection between organization quality and consumer loyalty. They pursue five research goals to think about consumer loyalty level on their item or administrations. Indeed, even they prescribe to improve their administrations to acquire clients in this examination.



## Chapter Six

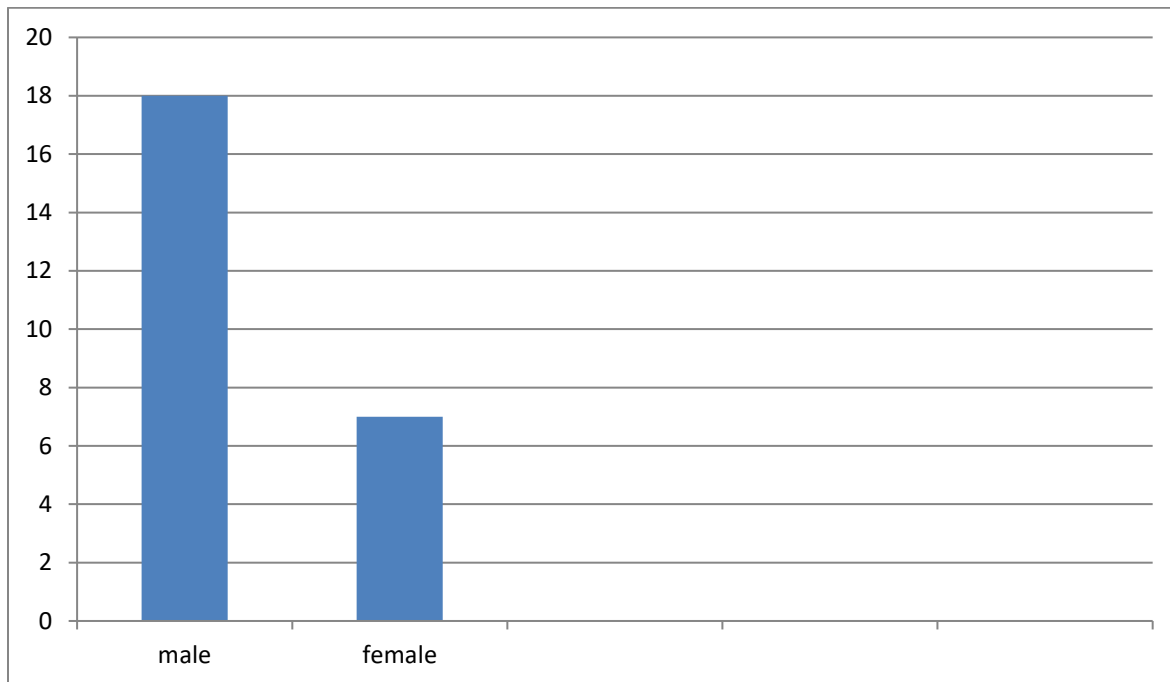
### Analysis

I mentioned previously that the target of this examination is to discover the fulfillment level of customers in Standard Bank Limited. This exploration encourages me to discover the clients' fulfillment level on their service they are satisfy or not. In this research the independent variables are "Service or Responsiveness" and "Environment" and the dependent variable is "Satisfaction of Customers". The effectiveness of this research has been measured based on this dependent and independent variables. The relationship between these two variables is given below:



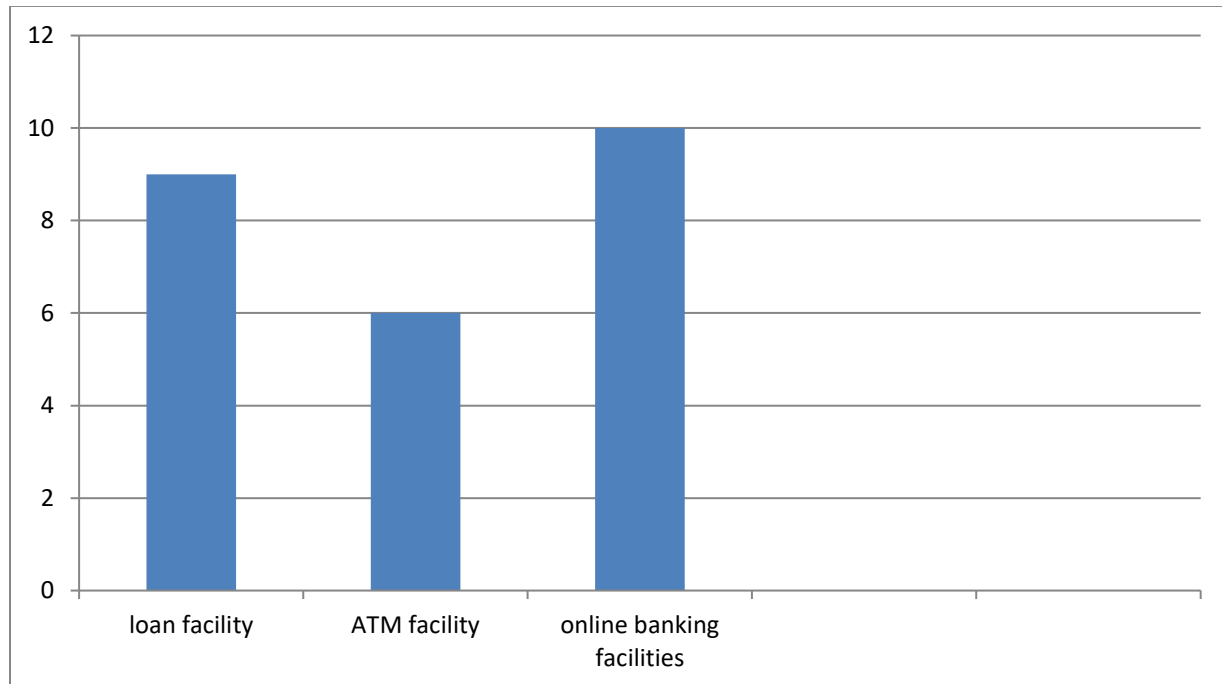
## 6.1 Analysis and Interpretation:

### Gender of the respondents



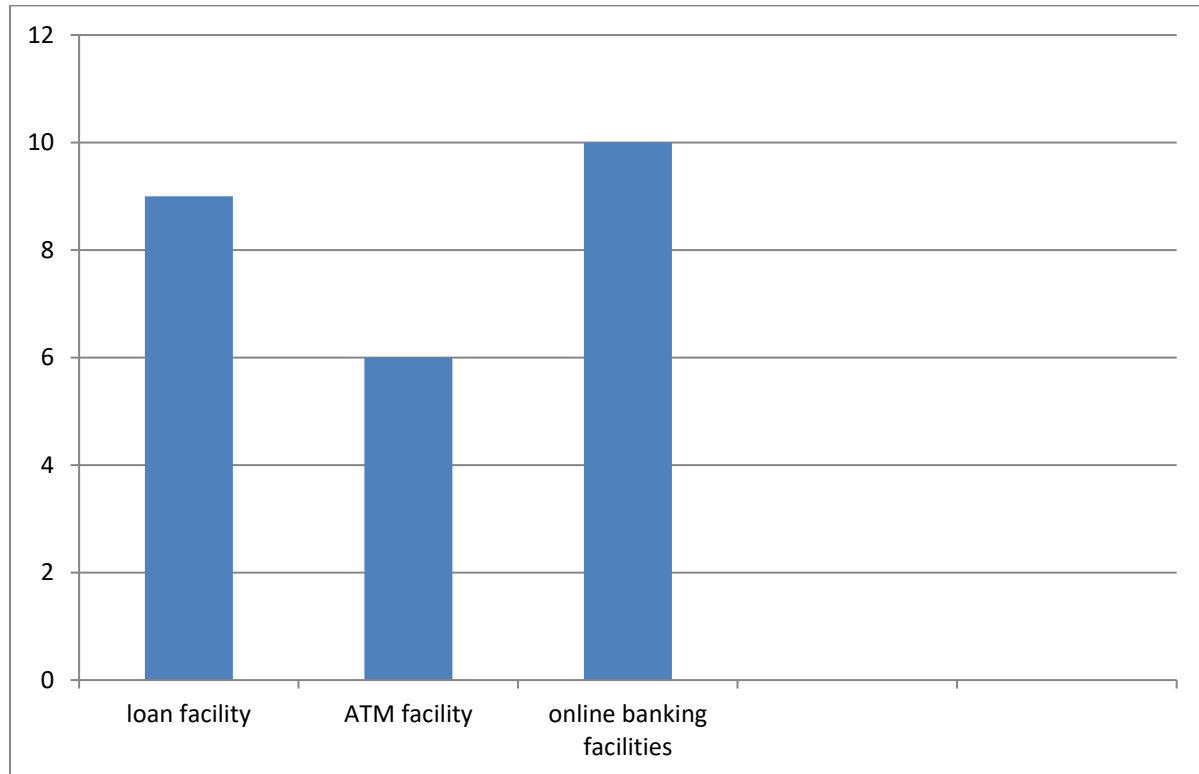
Interpretation: From the chart of the gender of the respondents I have discovered that 70% respondents of my poll are male and 30% respondents are female. So most of the clients of Ring Road part of The Standard Bank Limited are male.

### 1. What is the reason for choosing standard bank as your bank?



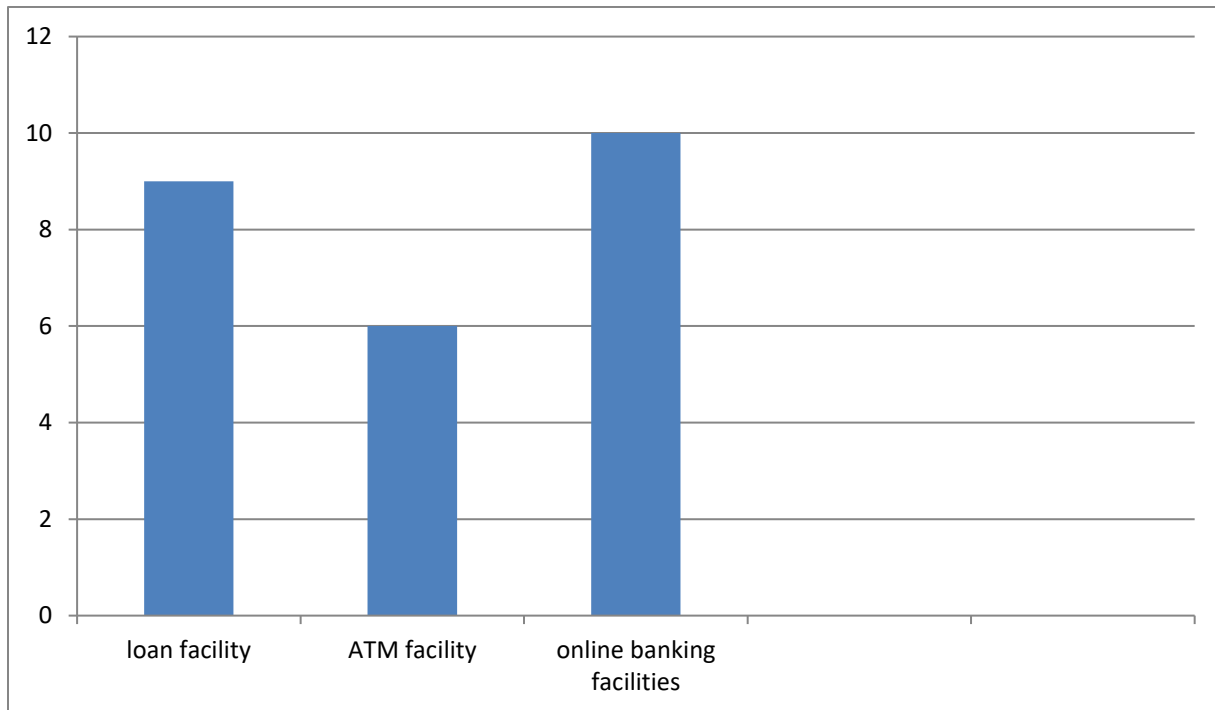
**Interpretation:** This graph shows that the number of respondent in “Nearness of office/ residence” is more than other sector. After that customers choose this bank because of “Incentive Schemes”. So it shows that most of the customers choose this bank because of nearness of office or residence so that they can communicate with them easily.

## 2. What kind of account do you maintain in this bank?



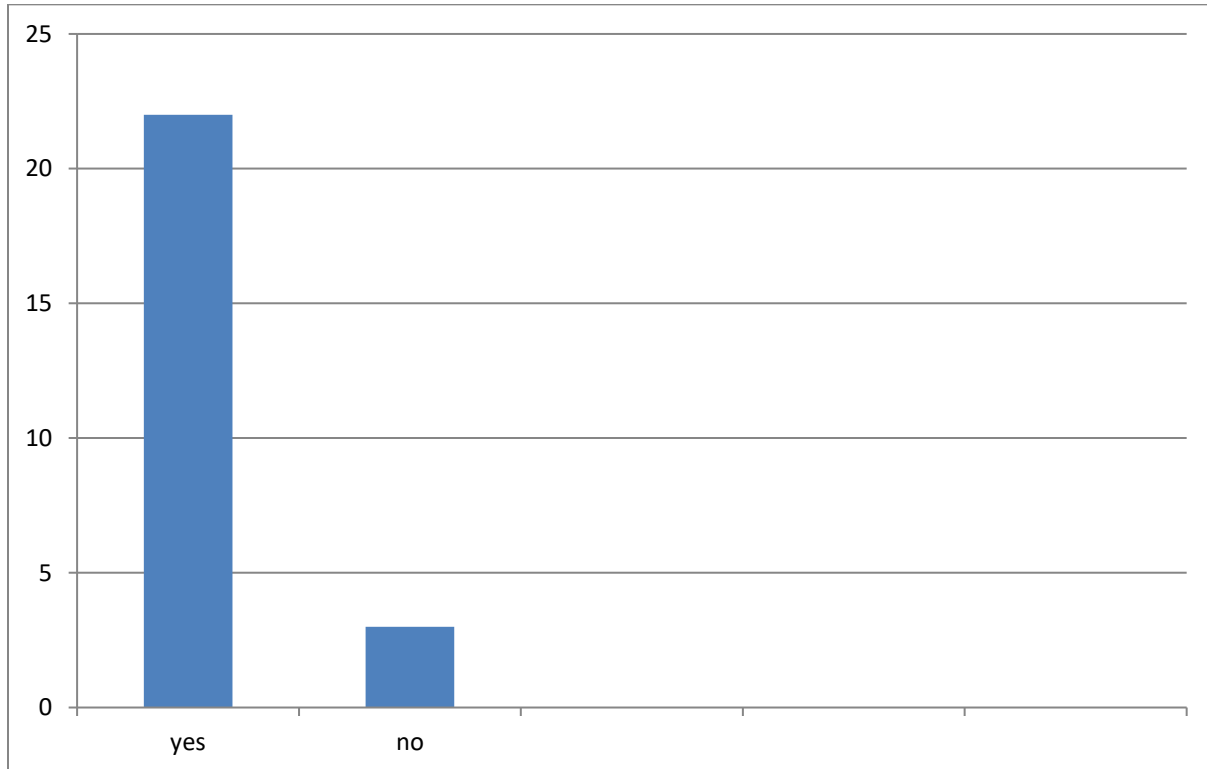
**Interpretation:** this graph shows that 10 out of 25 customers maintain savings account in this bank. Number of 8 out of 25 customers' use current account for their business. Others are maintaining other facilities.

### 3. Which of the following facilities is given more importance in this bank?



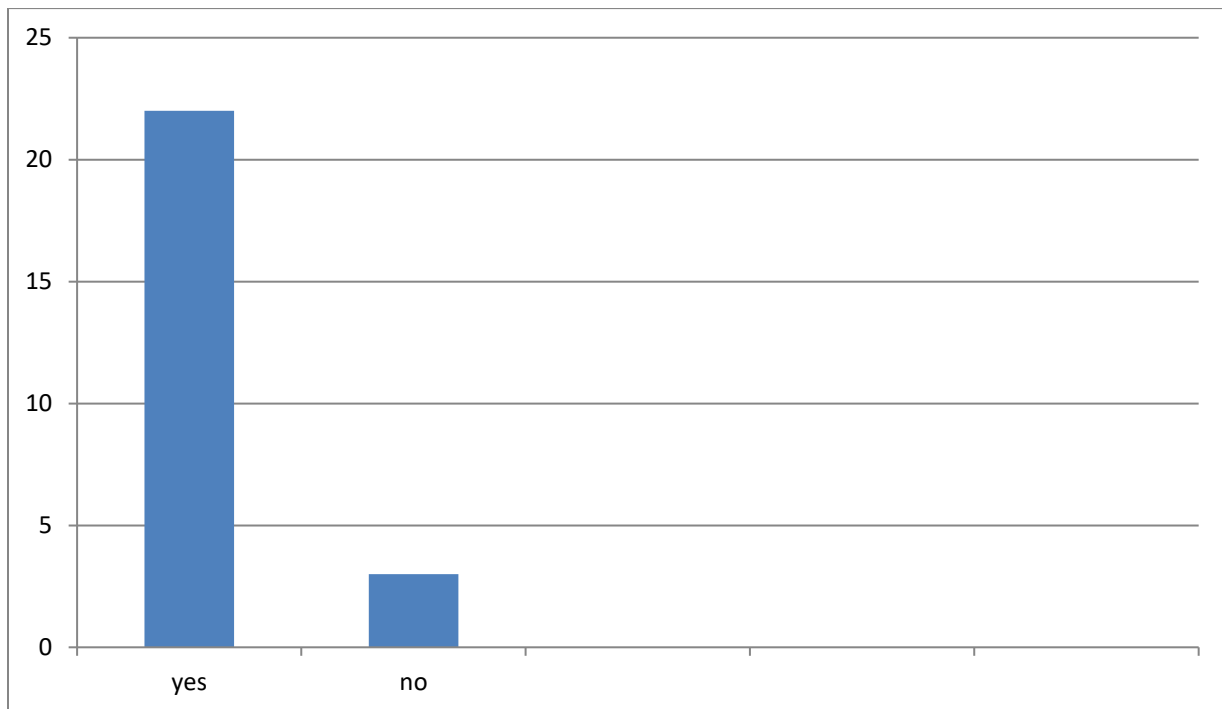
**Interpretation:** In this graph it shows that customers are more conscious about online banking facilities. They prefer more online banking facility than other facilities. So 10 people out of 25 given more importance on online banking facilities and 9 people out of 25 given more importance on loan facilities. But the number of ATM facilities is poor because of lacks of their ATM booth.

**4. The branch staffs have the required skill and knowledge about the bank product and services.**



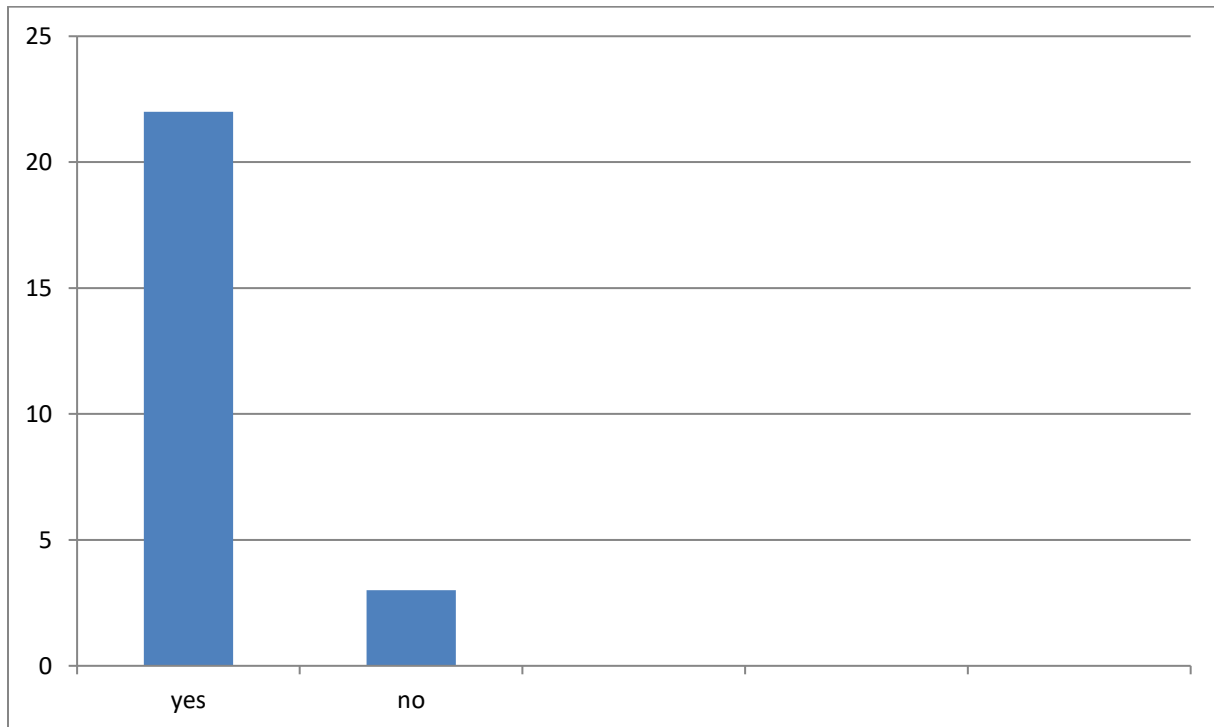
**Interpretation:** In this chart, it demonstrates that number of 12 clients out of 25 checks great to the branch staffs have the required aptitude and information about the bank item and administrations. 9 clients imprints superb to this point. So it demonstrates that in this branch clients are fulfilled on branch staffs that they have required learning about administrations.

**5. The branch staffs are friendly and behave in a courteous manner when dealing with you.**



**Interpretation:** It shows that most of the customers are pleased on the branch staffs behavior. For this reason 13 customers out of 25 marks good to this point and 10 customers marks excellent. So it demonstrates those clients are content with the branch staffs that they are cordial and carry on in a considerate way when managing them.

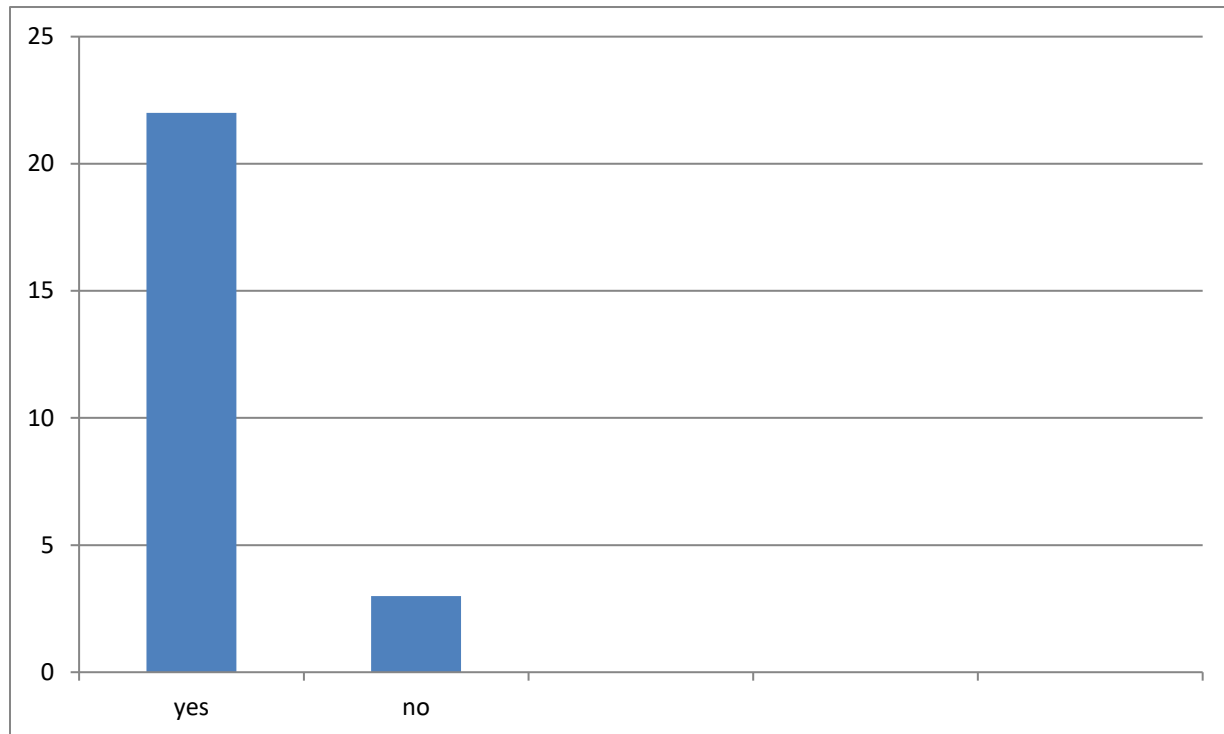
## 6. The branch overall appearance is neat and clean.



**Interpretation:** In this diagram demonstrates that 22 clients state yes that the branch by and large appearance is slick and clean. What's more, a few clients state no. so it likewise demonstrates that the greater parts of the clients are additionally happy with the branch appearance to managing. They get all help with great condition.

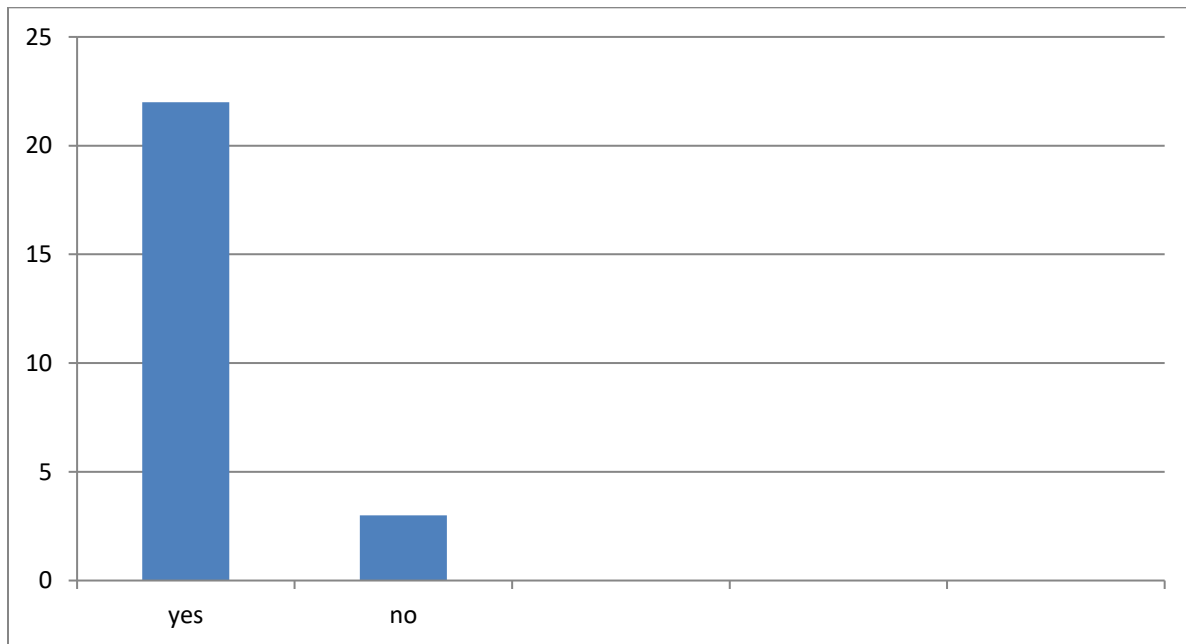


**7. The branch has sufficient and comfortable seating arrangement.**



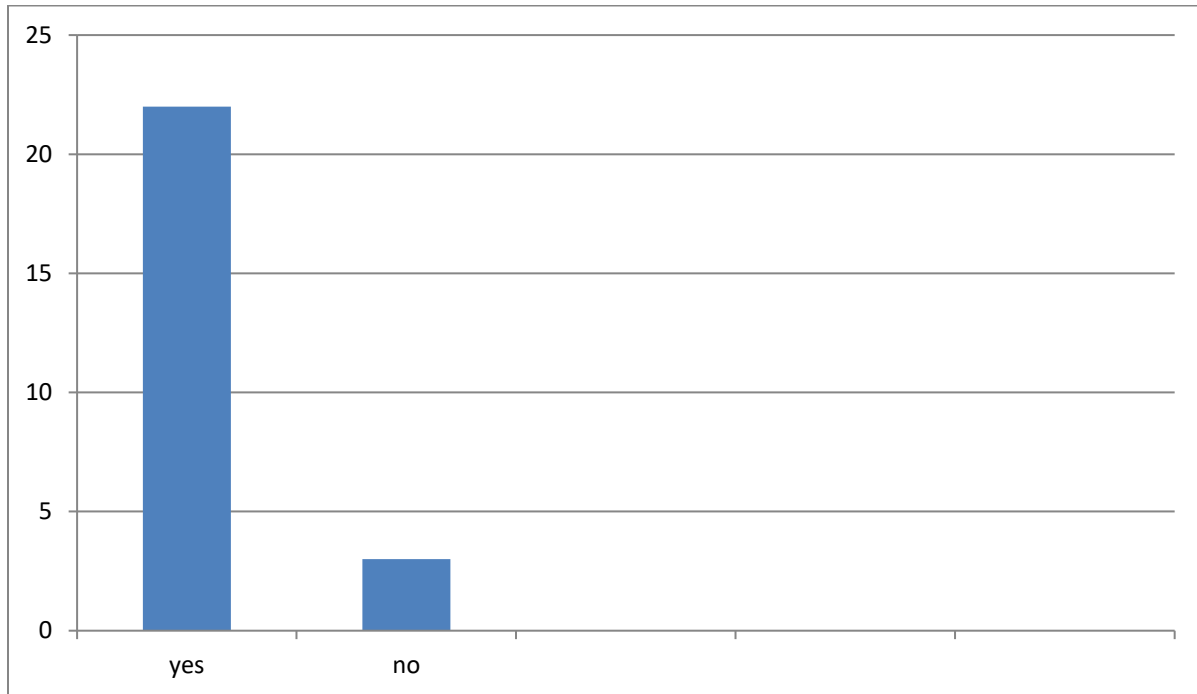
**Interpretation:** In this chart demonstrates that 18 clients out of 25 mark yes that the branch has adequate and happy with seating game plan. In any case, 7 clients out of 25 states that the branch has no adequate and open to seating plan. On account of low number of seat courses of action they mark no. In any case, the vast majority of the clients are happy with the branch condition.

**8. The branch has convenient working hours and is located at convenient locations to serve you.**



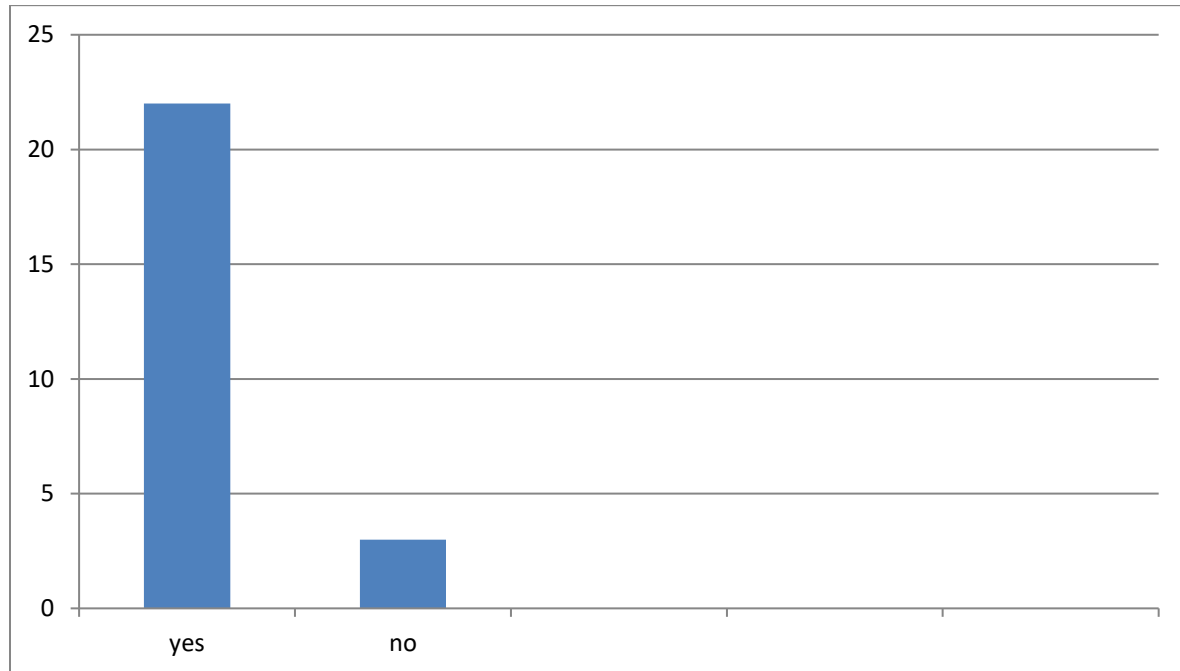
**Interpretation:** In this graph, all customers are satisfied with the branch working hours. They said that branch staffs provide service even after 4 pm when the bank close but if customers come they have always provide services. So it shows that customers are extreme satisfied with branch working hours and location.

**9. How might you rate simple entry and the value of our internet banking or advanced banking?**



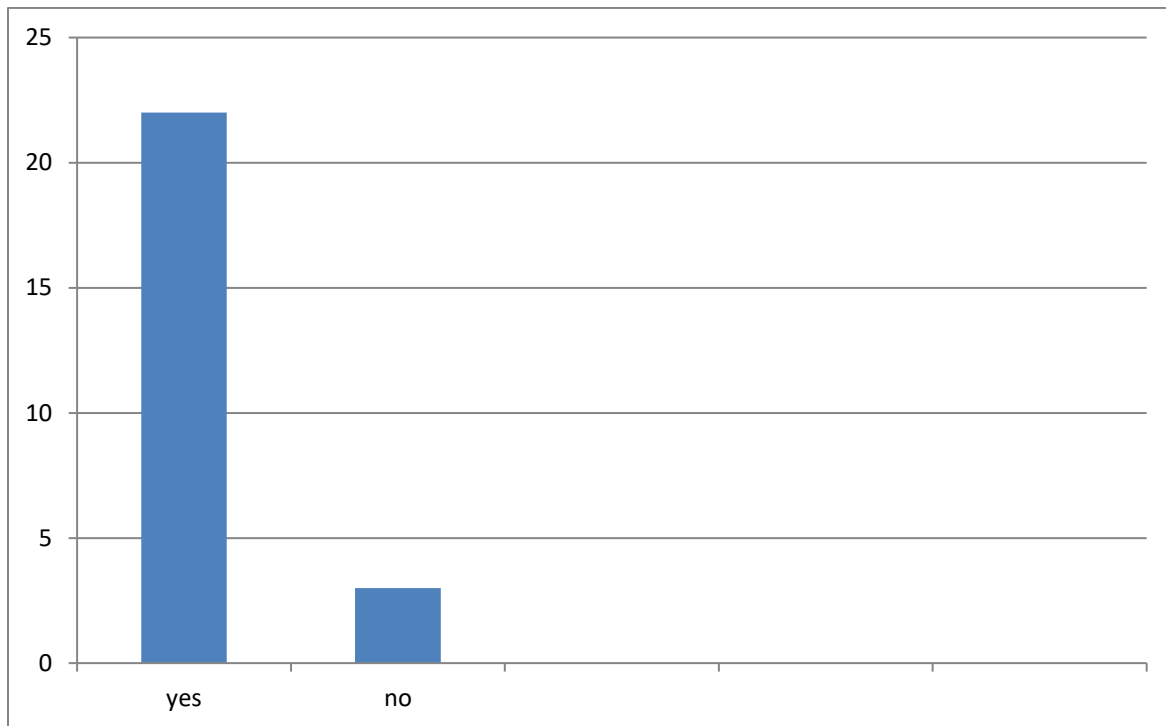
**Interpretation:** In this graph, most number of customers rate good to access and the usefulness of their online banking or digital banking. They rate good and excellent because DG banking facility of standard bank is very good to them. Customers can easily know about their account balanced. They informed about all services via message.

**10 Are you happy with the quantity of administrations offered on our financial stages?**



**Interpretation:** This chart demonstrates that, the greater parts of the clients are exceptionally happy with these branch administrations. Yet, a few clients are not fulfilled in view of lacking of ATM corner and other office like Visa or charge card.

**11. Would you prescribe Standard Bank as favored financial decision to your partners/companion/relatives?**



**Interpretation:** This graph shows that, most of the customers want to recommend this bank as preferred banking choice to their relatives or colleagues because of their good quality services and products.

## Chapter seven

### Findings

- ❖ The survey result of age group indicates that, young and medium age customer is higher than old age customer. It is happened because of lacking in brief administration.
- ❖ From the profession distribution of the survey result shows that the number of student is very low. Behind of this reason is less service for students.
- ❖ From the survey result most of the customers maintain savings account. At the point when gotten some information about SBL's appealing item, most of the respondents have gone with the savings. Some male and female customers said about DPS (Ghoroni) and FDR that their DPS and FDR facility is also attractive.
- ❖ The survey result shows that many customers claim about SBL's ATM facilities. They said that there are lacks of ATM booth.
- ❖ According to the survey result most of the customers in ring road branch banking with SBL since long time.
- ❖ According to the result most of the customers agree that the general banking activities of this branch is good enough. They said the branch staffs have the required expertise and information about the bank item and administration. Indeed, even they are neighborly and their conduct in a considerate way when managing their client.
- ❖ According to the outcome the vast majority of the clients feel safe in exchange in view of the branch condition. Be that as it may, a few clients from them guarantee that the seat courses of action of this branch are clogged.
- ❖ Most of the clients are very happy with the financial working hours and area.
- ❖ From the questioner survey we see that most of the customers responds' positively that this branch need improve their general banking activities.

## Recommendations

- ❖ Banks need to contribute on the profitable segment of the nation to improve this segment for the advancement of the monetary condition.
- ❖ The bank needs to improve store management. The store of the bank ought to be progressively enhanced.
- ❖ The bank should be improving the services for students so that the students also can get their service.
- ❖ The bank should build ATM booth so that the customers get ATM facilities easily.
- ❖ The seat arrangements should be comfortable and sufficient.
- ❖ They need to make customary survey of the more regrettable records.
- ❖ The credit management ought to be sufficient with the goal that they can diminish the default rate.

## Chapter eight

### Conclusion

The internship program was an extremely potential open door for me in those 3 months. during those 3 months at Standard Bank, Ring Road Branch I worked practically every one of the divisions pretty much and watched legitimately that how they functions in an organized manner. This functional temporary position program helped me a great deal to gain a capable measure of reasonable involvement in the professional workplace. Standard Bank is a very advanced save money with present day innovation that have a decent measure of fixed customers and the foreign exchange department is exceptionally fantastic with their L/C and other related items. In Bangladesh, the Banking segment can impact the standard of advancement through their financial framework and venture portfolio. More noteworthy accentuation on the picking and handling the ventures can be valuable for the Bank. Given the rich encounters of the Bank in Bangladesh, it is hard to disregard the job of Bank being developed administration particularly in a basic area like wellbeing and family arranging. With a view to using the possibilities of banking part, a refreshed general banking and legitimate settlement of portfolio can built up their position. The discoveries of the investigation demonstrate that if Bank utilize the refreshed process for picking the securities and segments or people for advances, it will be valuable for them. An effective educated supervisory crew can build their capacities and the aftereffect of the work will be straightforward. I am certain that the encounters that I learned through my temporary job program in Standard Bank, Ring Road Branch will help me a ton in my future regardless of whether I pick banking calling as my career



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Al Karim, R. (2013). Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions. *IOSR Journal of Business and Management*, 11(6), 13-20. doi:10.9790/487x-1161320

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Standard Bank Ltd. (n.d.). Retrieved from <https://www.standardbankbd.com/>

## Others:

- ✓ Annual report of SBL
- ✓ Various publications of SBL
- ✓ Statement of affairs- 2017 of Ring Road Branch



## Satisfaction of the Customers in Standard Bank (Ring Road Branch)

1. What is the reason for choosing standard bank as your bank?
  - Family tradition
  - Incentives Schemes
  - Nearness to office/ residence
  - Just by chance
  - Others (specify)
2. What kind of account do you maintain in this bank?
  - Current
  - Savings
  - Loan a/c
  - Credit card
3. Which of the following facilities is given more importance in our bank?
  - Loan facilities
  - ATM facilities
  - Online banking facilities
4. The branch staffs have the required skill and knowledge about the bank product and services.
  - Excellent
  - Good
  - Average
  - Poor
5. The branch staffs are friendly and behave in a courteous manner when dealing with you
  - Excellent
  - Good
  - Average
  - Poor
6. The branch overall appearance is neat and orderly
  - Yes
  - No
7. The branch has sufficient and comfortable seating arrangements
  - Yes
  - No

8. The branch have convenient working hours and are located at convenient locations to serve you
- Yes
  - No
9. How might you rate simple entry and the value of our internet banking or advanced banking?
- Excellent
  - Good
  - Average
  - Poor
10. Are you happy with the quantity of administrations offered on our financial stages?
- Yes
  - No
11. Would you prescribe Standard Bank as favored financial decision to your partners/companion/relatives?
- Yes
  - No
12. Feedback and suggestions as to how we can improve our banking relationship with you?