

Report on
**Customer's Satisfaction on Service Quality of Southeast Bank Ltd.,
Banglamotor Branch**

By

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Submitted to

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Associate Professor
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*An internship report submitted to the BRAC Business School in partial fulfillment
of the requirements for the degree of BBA*

BRAC Business School
BRAC University
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Student Declaration

It is hereby declared that

1. The internship report titled Customer's Satisfaction on Service Quality of Southeast Bank Ltd. (Banglamotor Branch) submitted is my original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Associate Professor, BRAC Business School
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Letter of Transmittal

Mr. Mahmudul Haq
Associate Professor,
BRAC Business School
BRAC University, 66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

With great honor, I am here to submit my internship report titled “**Customer Satisfaction on Service Quality of Southeast Bank Ltd., Banglamotor Branch**” in regard to the fulfillment of the requirements for BBA program. Doing this internship was an excellent opportunity for me to gain hands on experience on professional work environment and had definitely enlarged my academic outcome. I have tried my level best to present a decent work on paper following your guidelines and suggestions. I firmly believe, the knowledge I have acquired from this will serve as an asset further in my career path.

Of course, it goes without saying; the completion of this report would not be possible without your cooperation and constant support. For that, I am indebted to you. Additionally, I would be at ease to clarify any further enquiries concerning this report. I sincerely hope, you accept this report and also that it serves its purpose.

Sincerely yours,

Ramisa Nuzhat

Ramisa Nuzhat
Student ID: 16104065
BRAC Business School
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Date: September 27, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Southeast Bank Ltd. and the undersigned student at BRAC UniversityRamisa Nuzhat.....

Acknowledgement

First and foremost, I would like to express my gratitude to my respective supervisor, Mr. Mahmudul Haq, Assistant professor of BRAC Business School for his cooperation and constructive advice while preparing this report. His timeliness and generous effort on helping me successfully complete this report is very much appreciated.

It was an amazing opportunity to be working as an intern in Southeast Bank Ltd. (Banglamotor Branch). I am here to thank all the branch staff and my colleagues for their immense support throughout my internship. I have learned valuable lessons observing their daily operations at work and I believe it has given me the right exposure for my academic background.

I would like to extend my appreciation and specially thank Mr. Mahmudul Hasan, Assistant Vice President & Head of Branch and Md. Shafiqul Islam, First Assistant Vice President & Manager Operation of the branch for always keeping their door open for me, for providing me with any consultation I needed during my internship. I would also like to express my deepest gratitude to Most. Nasima Khatun, Junior Officer of this branch for her constant support and patience with me learning front desk operations. Last but not least, I am thankful to Md. Shahadat Hossain, Senior Executive Officer of the branch for his expert advice and assistance from day one of my internship.

Finally, I would like to mention the amazing hospitality I received throughout my time at Southeast Bank, Banglamotor Branch. Each and every staff member welcomed me cordially and helped me learn valuable life lessons and I highly appreciate their cooperative energy in the workplace. Moreover, I am extremely grateful to my parents for their constant mental support throughout the time of pandemic without which I would not be able to stand where I am today.

Executive Summary

As per the degree requirement for BRAC Business School, I took part in internship program where I got to apply my academic concepts into practical world. While being at work and studying, researching and compiling this report, I came to understand various theories regarding significance of customer satisfaction of service quality in the banking industry.

This report explores on measuring customer satisfaction of Southeast Bank Limited, Banglamotor Branch where I was appointed as an intern. My main tasks at hand were General Banking activities which enabled me to deal with customers on a day to day basis and gain valuable and interesting insights to provide on this report.

Through cultivating innovations, Southeast Bank Limited envisions business to thrive, ensure economic growth and ultimately serve people with premier banking service. The first chapter of this report comprises introduction of the report that outlines the basic parts. The second chapter discusses some valuable research papers in the topic of customer satisfaction and its significance in banking sector. Necessary information on the organization is provided on the third chapter. Chapter four encompasses my overall internship experience and learning's. Product and service offers are discussed on chapter five. The final part of the report consists of the analysis, findings and recommendations for this branch regarding the service quality and customer's perception.

Undoubtedly, customer satisfaction has become the core criteria in judging the performance of a bank among its competitors. I believe the insights taken from this report will be helpful for the bank policy makers in taking meaningful actions toward enhancing customer satisfaction with the service quality of this branch.

Keywords: Customer Satisfaction; Service Quality; SERVQUAL Model; Banking Industry.

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List of Acronyms

SEBL	Southeast Bank Limited
CSR	Corporate Social Responsibility
A/C	Account
NID	National Identity Card
CD	Current Deposit
SB	Savings Bank Account
SND	Special Notice Deposit
ATM	Automated Teller Machine
FCA	Financial Conduct Authority
R&D	Research And Development
CMSME	Cottage, Micro, Small and Medium Enterprise
ICAB	The Institute of Chartered Accountants of Bangladesh
NRB	Non Resident Bangladeshi
MICR	Magnetic Ink Character Recognition
MSS	Monthly Savings Scheme
PSS	Pension Savings Scheme

Glossary

SERVQUAL Model	Service Quality Model is a technique to evaluate and apprehend the service quality experienced by customers.
Customer Satisfaction	It refers to the satisfaction level of customer with company's certain products/services.

Chapter 1: Introduction

Like many other service oriented firms, bank is a customer focused institution. A bank's goodwill in the market depends primarily on customer's hands. A bank can distinguish itself from competitors by ensuring high quality customer service. (Naeem & Saif, 2009). Due to rapid growth of technology and globalization, customers are now more mindful of selecting services that offer superior benefits to them. Thus those service providers, who have good service quality, hold a high level of customer satisfaction and also have a competitive edge in the market that can be sustainable in the future also. (Karim & Chowdhury, 2014)

A key ingredient of a bank's success lies in identifying customer's needs, perception and expectations and serving those to the extent of satisfaction. When a customer is fully satisfied with the service of a bank, he/she will refer to more people in their network with positive word of mouth. Similarly a poor service can lead to customer's dissatisfaction and a negative feedback from customers may result in bank losing its clients. This way, loyal customers act as assets to a bank and it is the duty of the bank to retain their loyalty toward their organization with excellent service quality.

Due to the emergence of substantial growth of banks in Bangladesh in recent decades, customers in banking industry are in a resilient position to choose their bargain. Thus the stakes are high for the banks. Banks deal with customer's money. Therefore, as long as customers are satisfied and involved with a bank, the bank can sustain in the market. The profitability and overall performance of bank are deeply rooted with customer's satisfaction level. To be more elaborate on the fact, errors in the service quality can lead to the cost of bad reputation in the market and as well as the cost of customer switching to other institution due to poor banking relationship. So it has become crucial for every bank in our country to have commitment to ensure superb service quality which possibly will lead to their contribution to economic development of the country.

The populations I have chosen for this report are the customers/clients of Southeast Bank Ltd. Banglamotor Branch for measuring whether customers are satisfied with the service quality and how it is all related to their overall position in the market.

1.1 Objective of the Report

The objectives of this report are-

- To understand the customer's perception/expectation about SEBL of the branch I worked as an intern.
- To assess the customer satisfaction level on service quality factors like responsiveness, reliance, affordability of costs, relationship with branch staffs etc.
- To find gaps if any and give prospective recommendation for enhancement of customer satisfaction.

1.2 Scope of the Report

The report is based on the study of customer satisfaction in the service quality of SEBL Banglamotor branch. The population includes the customers/clients of this bank. Here, the independent variable is customer's satisfaction on the service quality and the dependent variables are promptness, bank charges, behavior of the branch staffs toward the customers, service offers etc. The context of this report is relevant to the private/commercial bank of Bangladesh.

1.3 Methodology of the Report

The type of research that is used for preparing this report is descriptive research. The methods include- survey questionnaire technique, observations from working as an intern in the organization and primary and secondary data collection.

- **Sample Design:** The primary focus of the report is the customers/clients of SEBL. The survey consists of 50 respondents who are taking banking facilities of this branch.
- **Questionnaire Design:** A structured survey questionnaire was prepared with GOOGLE Form, to collect responses which consisted of respondent's demographic profile, close and open ended questions and linear scales to measure their satisfaction level with the banking service.

- Pretesting of Questionnaire: Pretesting of the questionnaire was done among few selected respondents first and corrections were made where required.
- Sampling Area: Area is based in Dhaka, Bangladesh.
- Data Collection Method: Primarily data was collected through the survey questionnaire, observations as an intern and also face to face interview. Secondary data was collected through various sources online platforms- journal papers, articles, research papers, internship reports, academic reports and company's databases

1.4 Limitation of the Report:

The report is confined to only one branch of SEBL that is situated in Banglamotor. There are total of 133 branches of this bank in 34 districts in Bangladesh. Therefore, this report does not justify the whole service quality of the organization itself, rather just one branch.

Due to pandemic, it has also been difficult to have enough face to face interviews. Participants of this survey were more prone to get their work done and leave immediately after rather than sitting for chitchat due to certain health related risk even wearing protective mask. So collecting primary data was a tough job regarding the situation.

1.5 Significance of the Report:

As bank's reputation depends vastly on how they deal with their customers, the importance of measuring customer satisfaction level has become a crucial topic. This report brings light to the measurement of customer satisfaction of a commercial bank in Bangladesh. The banking sector of Bangladesh is booming rapidly. The dimension of the earlier banking stage has definitely shifted. Before the service quality was not as much sought after by the customers as they were not much exposed to a vast majority of options. But over time, customers have become more and more drawn to excellent service options because of technological and globalization effect. Today, banks face competition in offering distinctive and prompt services to attract and retain customers otherwise fail to sustain in the market. Exceeding customer's expectations is now the key factor as it gives a competitive advantage. Therefore, it is indispensable to identify the

influential factors responsible for the quality of the services offered in a bank. I believe the observations and findings of this report would be useful to the representatives/policymakers of SEBL to enhance their service quality for their clients. (Rahman, 2013)

Chapter 2: Literature Review

2.1 Customer Satisfaction and Its Role in the Banking Industry

Customer satisfaction is measured by comparing post consumption with preconceived notion of the customer of any product or service. Satisfaction factors differ from people to people and each facility. A customer of a bank is a person who holds accounts or transacts with the bank. Today it is all about how smooth a bank delivers its service to its customers. Let us take a glance over some studies related to customer satisfaction and service quality in the banking sector.

There are some factors that are responsible for the customer satisfaction in banking industry. Such are advanced services, fast network access and procedures, behavior, comfort and appearance. It is to be noted that, private and public sector has not much significant difference in achieving customer satisfaction. (Silky, 2007).

There is another empirical study solely focusing on the effective management of service quality that influences customer satisfaction of a bank. (Naeem, 2009). Another study emphasized on the urgency of banks to meet customer demand with smooth service within the branches. Their study also shed light on the fact that the high salary group customers are more prone to getting dissatisfaction with banks service and it is revealed that in order to improve the quality of service, banks should focus two mechanisms, for example- reliability and responsiveness. (Agathee, 2010).

Customer satisfaction is subjective and thus there are many more factors that influence the intensity level. In the study of (Singh, 2011) customers of public banks were dissatisfied with staff behavior, atmosphere and bank set-up, while respondents of private and foreign banks were dissatisfied with availability, communication and high rate of service charges.

Further research has been done and several studies reinforced the idea that employee satisfaction is reflected upon customer satisfaction and service quality. The significance of customer satisfaction cannot be dismissed because pleased customers are like free advertising. Speedy and

proficient service, privacy of bank, transaction speed, approachability of bank employees, billing accuracy, timeliness, billing transparency, pricing of the competitors, 24/7 ATM service, convenient location of a bank, i.e.-parking space, goodwill of the bank and service quality are the vital factors which considerably affect customer's satisfaction (Hokanson, 1995)

Extremely satisfied customers can turn into loyal customers which will result in higher profits. That satisfaction may lead to repurchase intentions, act as a reference group and also the customers will be less likely to switch to competitors. (Rahman, 2016)

2.2 SERVQUAL Model

SERVQUAL Model or The Service Quality Model was first established and implemented by the American marketing experts Valarie Zeithaml, A. Parasuraman and Leonard Berry in 1988. It is a technique to evaluate and apprehend the service quality experienced by customers. The SERVQUAL Model is principally a qualitative analysis. The observed quality is measured through basic, environmental factors when a survey is done between supplier and a buyer. (Mulder)

The **SERVQUAL** model contains five **dimensions** that are used in this report: reliability, responsiveness, assurance, empathy, and tangibility. All are described below.

Tangibility: the appearance of the physical facilities, equipment, employees and communication resources

Reliability: refers to the assurance that the service is delivered precisely and consistently as guaranteed.

Responsiveness: is the promptness and willingness with which service is delivered to customers.

Assurance: comprises all the aspects such as communication, good manners and amenities that make customers assertive and confident that the service obligation is achieved.

Empathy: point to the factors that the staffs/service providers are kind, friendly and subtle to the needs of customers and are completely involved with them in every contact. (RABBANI, QADRI, & ISHFAQ, 2016)

This model can be utilized by bank administrators to measure the service quality of banking sector. All the characteristics of this model are related directly with customer satisfaction as the importance of it has been quite visible in the face of surviving and thriving in this sector.

Chapter 3: The Organization

3.1 Company Profile

Southeast Bank Limited started its journey in 1995 with the aim to become the leading banking institution in bank industry and also play an important role in the national economic growth of Bangladesh. Its head office is located at Dilkusha Rd, Dhaka. At present the bank has 135 branches and 198 ATMS across the country. The pioneers of this bank are prestigious business professionals and renowned industrialists of the country having contributions in different sectors of national economy. Mr. Alamgir Kabir, FCA is the incumbent chairman of the bank.

SEBL is managed by efficient and qualified professionals. The corporate culture of this bank is built on trust and discipline and an amiable work - environment is visible that further empower the employees to align with company's vision, mission and objectives. This company's brand identity through its staff members reinforces excellence and quality in service.

SEBL supports gender equality and they are proud to welcome women in banking professions. Also they offer special treatment to minority group of customers.

Since the commencement of its corporate journey, Southeast Bank Limited has committed to innovation, transformation and renewal of strategies for a sustainable organizational growth. SEBL has invested on resilient R&D division and training institute constantly working on developing new ideas, resourceful training and bring innovation in the field. They have also an appreciative culture and a reward system to endorse and cultivate new ideas into its business model. They have online training program incessantly to assist their employees in creating work value and engagement. SEBL also puts great emphasis on preserving environment. They motivate their customers and clients to avail from projects that are environmental friendly and supports green economy. Their commitment to innovations, excellent service, good relations with stakeholders and customers while preserving environment is a great indicator of their credibility in the industry.

3.2 Vision, Mission, Strategic objectives, Core Values

Vision

The vision of SEBL is to become the pioneer of banking industry and also make significant contributions in the national economic sector.

Mission

The mission of SEBL is to cultivate innovation for sustainable growth. They aim to provide quality and excellent customer service with the help of modern technology. To offer steady yields on shareholder's equity and give innovative banking services in competitive pricing. To provide resourceful training to it build an efficient workforce and encourage gender equality in the banking profession. They also care about preserving the environment. Southeast Bank Green Foundation engages in CSR activities and work toward creating a sustainable society.

Strategic Objectives

- Enhance shareholder's value by keeping a good track record on quality ensured assets portfolio that offers steady and sustainable returns.
- Maintaining a good balance of capital adequacy with the risk management of the bank
- Building strong relationships with customers by providing excellent and reliable service
- Hiring standard and skilled workforce
- Utilizing technology to diminish operational downfalls and make management practices more efficient
- Nurturing innovation into its targeted marketing field
- Discovering new roadmaps for development and profitability.
- Implement good risk management techniques that aligns with six core risks in banking operations and also reduce environmental risk factors
- Practice good governance and ethics, while maintaining all legal obligations and ensure good monitoring actions in its internal system.
- Preserving brand's image of excellent customer service by product diversification and keeping the best interest of client base.

- Practicing good CSR activities and contributing to projects that promotes social improvement.
- Covering bank services to the un-banked individuals for financial inclusion for socio-economic benefit.

Core Values

- Trust and Discipline
- Cooperative
- Civility
- Loyalty
- Business with ethics
- Innovation
- Friendly Work Environment
- Green economy
- Fast and Quality service
- Gender Equality
- Durable Client Base

3.3 Features of SEBL: Slogan, Logo, Achievements & Awards

Slogan

“A bank with vision.”

Logo



Figure 1: LOGO of SEBL

Achievements & Awards

- Southeast Bank Limited received the “First Position” award under the category of “Corporate Governance Disclosures” and “Joint Second Position” under the category of “Private Sector Banks” in Bangladesh by The Institute of Chartered Accountants of Bangladesh (ICAB) in their “19th ICAB National Award for best presented Annual Reports 2018.
- Southeast Bank won First Prize for its exceptional contribution to finance in the Cottage, Micro, Small and Medium Enterprise (CMSME). Award was given by Bangladesh Bank under the category of financial inclusion activities.
- 2018-2019, SEBL was awarded 2nd position among other 33 banks in Bangladesh for collecting DHAKA WASA Bill from Ministry of Local Government, Rural Development and Cooperatives.
- Won the “Top Ten Remittance Award 2020” for its excellent remittance service at the inauguration program of World Conference Series 2020 organized by Center for Non Resident Bangladeshi (NRB).
- Awarded as country’s 7th highest Income Tax Payer in the Banking Category for the assessment year 2018-2019 in Tax Payer Reception Ceremony.

- SEBL received award for “Excellence in MasterCard Prepaid Business 2018-19” at “MasterCard Payments Summit & Gala Award Night 2019” at Hotel InterContinental, Dhaka.

(Haider, 2019)

3.4 Organogram of the SEBL

Managerial Hierarchy of the Bank:

Table 1: Managerial Hierarchy of SEBL

Top Level Management	Managing Director
	Deputy Managing Director
	Senior Executive Vice President
	Executive Vice President
Mid-Level Management	Senior Vice President
	Vice President
	Assistant Vice President
	First Assistant Vice President
Low Level Management	Senior Executive Officer
	Executive Officer
	Senior Officer
	Management Trainee
	Junior Officer
	Trainee Assistant

Organogram of Banglamotor Branch

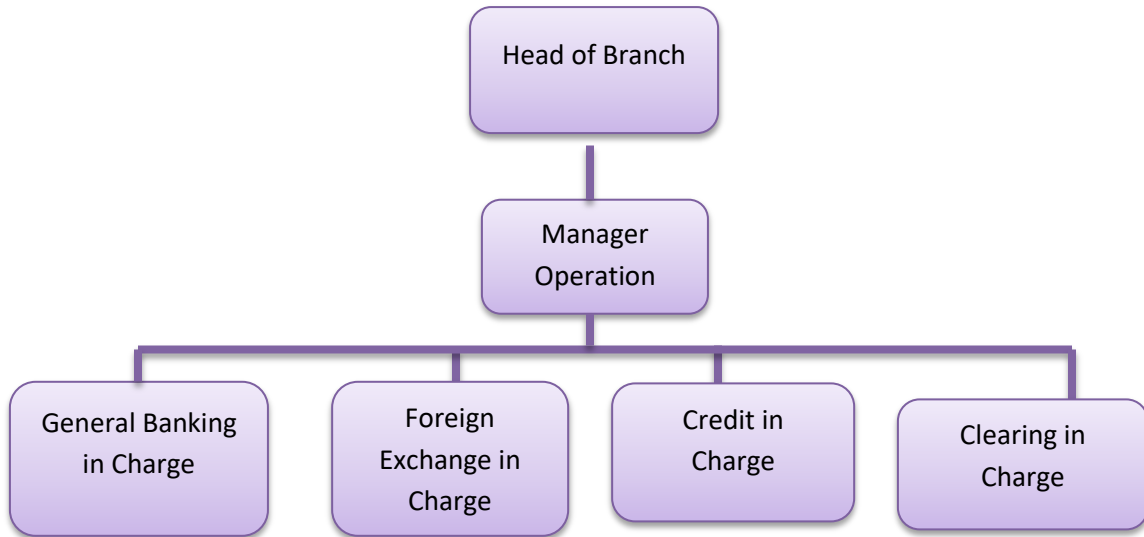


Figure 2: Organogram of the Branch

3.5 SWOT Analysis of SEBL

Strengths

- SEBL holds a loyal client base with 135 branches all over the country having a renowned brand image
- Diverse set of products and service portfolio with attractive paybacks
- Use of modern banking systems in service
- Strong R&D team on developing products/services and training programs for employees and good reward system
- Constant renewal of strategies for innovative banking service creation
- Financial expansion and inclusion of unbanked population into customer base
- Funding projects related to environment preservation, presenting a good public image by doing enough CSR activities
- Friendly work environment that strengthens internal branding.
- Geographically well spread operations

Weakness

- Not enough ATM Booth channels
- SEBL's Mobile banking (TeleCash) is not gaining much popularity due to already prevailing popular applications in the market such as bKash, Nagad
- Need more market exposure

Opportunities

- Possibility of development in the private sector, getting more investors
- Possibility of expansion in the international market
- Tele-Banking opportunities, new products addition

Threats

- Huge competition in the banking sector of Bangladesh
- Risks presiding with the pandemic, financial downfall
- Customer's switching cost due to alternative banking options
- Operational risk due to slow network or weak IT support

3.4 Credit Rating Report of SEBL

Credit Rating	2018	2019
Long Term	AA	AA
Short Term	ST-2	ST-2

Table 2: Source: Credit Rating Information and Service Limited (CRISL)

Outlook: Stable

Dated: July 29, 2020

Validity: July 28, 2021

- Higher safety and higher credit quality
- Risk is moderate but may change under economic condition

- High certainty of timely payment
- Liquidity is sufficient

Chapter 4: Internship Overview

4.1 Internship Position

I was appointed as an intern on August 24, 2020 in the SEBL, Banglamotor branch. I was supervised in the general banking section from the beginning. The general banking of this branch is distributed in four sections to operate, such are: A/C opening and customer service, clearing, accounts and cash.

4.2 Duties & Responsibilities

From day one, I was told to assist and get hands on experience on front desk operations. Mst. Nasima Khatun, Junior officer of this branch supervised and provided me with valuable teachings on how to handle customers. Customer is the main focus in the front desk and it is crucial to listen to their concerns in order to provide helpful service. My observations were that, for a quality service creation, it is needed for the person in charge to be amicable, patient and prompt.

During my internship, the tasks I performed are following-

- Sorting A/C opening application forms by date and category in a chronological manner
- Checking any necessary information missing on the form i.e.-signature or document or introducer's information.
- Verifying NID's on the computer and make prints for the application form
- Finish up any pending forms with designated people's seal on each page
- Getting signatures from authorities for A/C opening review, admission, approval and verification of data
- Keeping records of check book arrivals on the registry for Current and Savings account. When a checkbook arrives, the customers get SMS from the bank. I make sure when a customer comes to the front desk to take their checkbooks, they sign on the registry with the date.
- Maintaining the dispatch registry, that is to keep a track of any correspondence sent from the office.

- Calling the clients who applied for Debit Cards (VISA) when their cards arrive. There are two registry books assigned for this task. One is for delivery of the card and another one is for the pin code number. Customers are told to give signatures on both upon arrival.
- I was also instructed to fill up pay order forms, however the ultimate authorization of pay orders were done by my supervisor. I was just to fill up any necessary information on paper.
- Occasionally, my task was to observe the all the other desks and talk with people in charge to gain an overall idea of their tasks at hand. Also assist them if they had any extra tasks for me. On the clearing section, there was Md. Toufiqul Alam in charge, from whom I got to learn clearing processes and additional career suggestions. Personally, this internship was a great opportunity for me to connect with individuals in various professional heights. As a business graduate, I definitely think, networking is super important for career development.
- I also assisted in the accounts section. Ms. Razia Soltana was in charge of that section. Through her supervision, I learned packing and sorting of debit vouchers and credit vouchers. At the end of the day, all the vouchers are counted, calculated and put inside in an A4 size envelope with labels for an organized record keeping.
- Overall, my main focus was on customers. My duty was to welcome them cordially and assist them with any information they needed from the bank. As customers are the core element of general banking function, it was required of me to represent values of SEBL at all cost.

4.3 Overall Experience at SEBL Banglamotor Branch

My observations while working as an intern in SEBL, Banglamotor Branch was that it was very neat and well organized. The customers were well managed and there were fewer crowds during the bank hours compared to its other branches. My first day at work, I was introduced to all the staff members in the office by my supervisor. It operates on two floors. The second floor is dedicated to foreign exchange and credit section and the bottom floor is dedicated to Manger in operation. I was very much appreciative of their friendly nature at work and supportive attitude toward me.

Working in the time of pandemic

It was definitely a challenge to work in the time of Covid-19 pandemic. However, the health protocols were all maintained in the office. Everyone in the office wore masks and practiced social distancing. Hygiene facilities were at accessible length so that both the customers and staffs can feel safe while entering and leaving the bank in this time of pandemic. It is praiseworthy that SEBL embraced the new normal in order to be a safe banking choice for its customers.

Chapter 5: Product & Service Portfolio of SEBL

5.1 SEBL Products at a Glance

Conventional Banking Products

SEBL has attractive range of deposit and loan products available in its portfolio. They have retail banking, debit cards, credit cards, mobile banking, branches for ladies and 24/7 call center to suit the needs of its customers.

Asset Size	BDT 377410.85 million
Deposits	BDT 307155.24 million
Loans & Advances	BDT 258516.26 million
Operating Profit	BDT 8093.79 million

Table 3: Source: Annual Report of SEBL, 2019

- ❖ **Savings Account:** Savings Bank (SB) Account is for the customers who want to save a part of their income and also intend to gain returns on their savings. A small amount is deposited to open this account and customers can withdraw upon desire. However the total amount of withdrawals in a month is limited.

Key features:

- Attractive interest amount for the customers
- Customized MICR Check Book is offered.
- Minimal service charge.
- Person holding savings account can deposit/withdraw from any branch
- Bank takes bank orders from A/C holders.
- A/C can nominate beneficiary of the account proceeds
- Interest is due on half yearly basis.
- Statement of A/C, Balance Confirmation Certificate twice in a year on half yearly basis which can be collected charge free. Collection of e - Statement on monthly basis.

“Anonya” Savings Account for Women:

- “Anonya” is specially tailored for female customers of the bank to make transactions easier and smoother for women.
- Minimum deposit is 1000.
- Special interest rate
- Interest paid on monthly basis
- Free online facility from any branch of SEBL
- ATM card charges are free for first year
- Credit card yearly fee is 50% off for the first year
- Internet banking service without any charge
- E-statement service
- Free SMS alert
- 50% accounts maintenance fee is free for all time
- Locker facility 50% free of charge for the first year
- First check book is free

“Bichokkhon” Savings Account for Senior Citizens:

- “Bichokkhon” is designed for creating exclusive banking experience for senior customers of SEBL.
- 1% higher interest rate on savings deposit for the senior citizens on a monthly basis
- free online banking and internet service
- Free ATM Card, e-statement, free sms alert, lifetime 50% waiver on account maintenance fee, 50% discount on locker fee and free first cheque book.
- Account holders can avail this service from any of SEBL branch.

“Taroka” or School Banking

- Especially designed for children (Aged 6-18 years)
- Can be managed by parents
- Initial deposit is only 100 taka
- Free debit card for students
- First checkbook is free

- No minimum balance requirement
- Interest on daily basis
- Interest rate is 25 percent higher than normal savings account
- Life insurance offers (on conditions)
- Tax not applicable

“Nokhotro” Savings Account

- Especially designed for students aged from 18 to below 28 years.
- Minimum initial deposit is 200 taka
- Free ATM card facilities
- No account maintenance fee
- Interest rate is on daily basis
- Interest rate is 0.25% higher than normal savings rate
- 50% money off on processing fee of Virtual Card (to pay exam fee of SAT, GMAT, IELTS etc.)

❖ *Current Account*

Current Deposit (CD) Account is used by individual with business concerns where there are no limitations on number of transactions.

Key Features:

- No limit on transactions
- Custom-made MICR Cheque Book is there.
- No withdrawal notice required.
- Minimal service charge.
- Cash withdrawal and deposit from any branch
- Bank takes banking orders from A/C holders.
- Interest is due on half yearly basis.
- Nomination facility available.
- No Charge on collection of statement of A/C, Balance Confirmation Certificate twice in a year on half yearly basis. Collection of e -Statement on monthly basis.

❖ ***Special Notice Deposit (SND):***

Special Notice Deposit (SND) Account is a deposit account that is interest bearing where notification upon withdrawal is required. The key features are alike CD account except the fact that, there are certain limitations on transactions.

❖ ***Fixed Deposit Receipt (FDR):***

FDR deals with customers who want to invest on a fixed amount for a fixed period at a fixed rate of interest to get a wholesome amount of return against the fund.

Key Features:

- Interest rate is attractive.
- Auto renewal option
- Loan can be given against FDR.
- Premature closure option is available but conditions may apply

❖ ***Monthly Savings Scheme (MSS):*** Southeast Bank gives Monthly Savings Scheme (MSS) to help customers build their wealth at low risk with secure returns, protection and suitability.

❖ ***Pension Savings Scheme (PSS):*** Pension Savings Scheme deals with clients to deposit their hard earned money every month for a secured future. Maximum loan of 80% against the lien of the PSS amount deposited can be availed.

❖ ***Monthly Income Scheme (MIS)***

❖ ***Millionaire Deposit Scheme (MDS):*** Millionaire Deposit Scheme (MDS) Account is a time definite monthly deposit scheme for customers where the deposited money will become 1 million on maturity.

Priority Banking Service, “Esteem”:

The main attraction of the new product “Esteem” is that the client base will get bank services at

their doorstep. The honors they will relish include free benefits and private support services. A devoted Relationship Officer will be allocated to take care of their related needs. There is free locker service, cheque book, inclusive health services, life insurance offers, MasterCard, World Credit Card, vehicle tracking Systems, overseas insurance and several more.

ISLAMIC Banking Deposit Products:

Besides conventional Banking, SEBL has 05 (five) Islamic banking Branches based on Islamic Shariah where Separate Accounting system is being maintained. As a part of strategic business plan, Islamic Banking Service Desk (IBSD) has already been expanded to every conventional Branch.

Asset Size	BDT 24,908.31 million
Deposits	21,691.78 million
Loans & Advances	BDT 17,959.72 million
Operating Profit	BDT 637.56 million

Table 4: Source: Annual Report of SEBL 2019

- ❖ ***Mudaraba Savings (MSB) Account***
- ❖ ***Al-Wadiah Current (CD) Account***
- ❖ ***Mudaraba Special Notice Deposit (MSND)***
- ❖ ***Mudaraba Term Deposit Reciept (MTDR)***
- ❖ ***Mudaraba Monthly Savings Scheme (MMSS)***
- ❖ ***Mudaraba Pension Savings Scheme (MPSS)***
- ❖ ***Mudaraba Monthly Income Scheme (MMIS)***
- ❖ ***Mudaraba Term Deposit Reciept (MTDR)***

Loan Products

❖ *Corporate Loans:*

- Working loan Capital
- Overdraft
- Project Finance
- Syndicated Loan
- Packing Credit
- Loan Against Export Bill
- Loan Against Trust Receipt

❖ *Retail Loan Products*

- Home Loan
- Personal Loan
- Car loan

❖ *SME & Agricultural laons:*

- Shopan
- Shikhor
- Shuprova
- Shopnil
- Agricultural Loan

OFF-SHORE BANKING

Southeast Bank has two Off-shore Banking Units (OBUs). DEPZ and CEPZ. SEBL OBUs provide a range of financial services such as FC Account for Non-residents, Term Loan in Foreign Currency, export-import services etc.

Asset Size	BDT 20,111.42 million
Loans & Advances	BDT18,533.05 million
Operating Profit	BDT 223.79 million

Table 5: Source: Annual Report of SEBL 2019

Southeast Bank Instant Banking

To make its mark on modern banking, Southeast Bank launched SEBL Instant Banking. SEBL Instant Banking is an Electronic Booth that is to provide customers with real time cash receipt and dispense facility besides many other banking services on a 24/7 basis. Customers can also avail utility bill payment fund transfer service.

Remittance Services

Southeast Bank is popular for its representation among the Emigrants' and their family members home and abroad.

- Instant Cash withdrawal facility from 600 Branch Centers of NGOs
- Fast Customer Services.
- Pleasant in service delivery.
- No service charge taken from beneficiaries at home country end.
- Customers' complaints are resolved fairly, consistently and promptly.
- Maintenance of privacy and confidentiality of transactions.
- Customers can get educated on Anti-Money Laundering (AML) and Combating Terrorist Financing (CTF).

SWIFT Service

The Society for Worldwide Inter Bank Financial Telecommunication ("SWIFT") functions as a worldwide financial messaging network. Messages are safely exchanged between banks and other financial institutions. Southeast Bank Limited has SWIFT services.

Locker Service

A client must have a SB or CD or STD account in the respective branch where the client wants to avail the locker service

ATM & Cards Service

SEBL has 175+ ATMs and 9000+ ATMs of member Banks under National Payment Switch of Bangladesh (NPSB). Card services include:

- Credit Card
- Virtual Card
- Travel Card
- Prepaid Card
- Hajj Card
- EXPRESS Card
- Personalized Debit Card
- Student Debit Card
- My Remit Card

“TeleCash” SEBL Mobile Financial Service:

Southeast Bank has launched mobile financial services named- TeleCash that enables electronic fund transfer, utility bill and tuition fee collection services.

Chapter 6: Questionnaire Analysis with SERVQUAL Model

A survey was done with 50 respondents who are picked randomly among clients from SEBL. The questionnaire elements were aligned with the dimensions of SERVEQUAL Model to get an overall idea about customer satisfaction of this branch. Following is an overview of the analysis. Customers were asked to rate their experience with the bank on 1 to 5 Likert scale (1= Very poor, 2=Poor, 3=Average, 4=Good 5=Excellent). The questionnaire was kept short and breezy so the customers do not hesitate to participate in the survey. Along with the questionnaire, face to face interviews were conducted for collecting additional information.

Tangibility:

- The branch ambiance is neat and orderly
- Please rate your experience with online/internet banking services of this bank.

Reliability:

- Would you recommend Southeast Bank Ltd. as a preferred banking choice to your colleagues / Friends/ Family?

Responsiveness:

- The branch staff has good manners and responds to your need on time.

Assurance:

- The fees charged by this bank is reasonable
- Overall, how would you rate your satisfaction with the service offered here at this branch?

Empathy:

- The branch staff has good manners and responds to your need on time.

6.1 Result of the Overview

Demographic Profile:

1. What is your gender?

50 responses

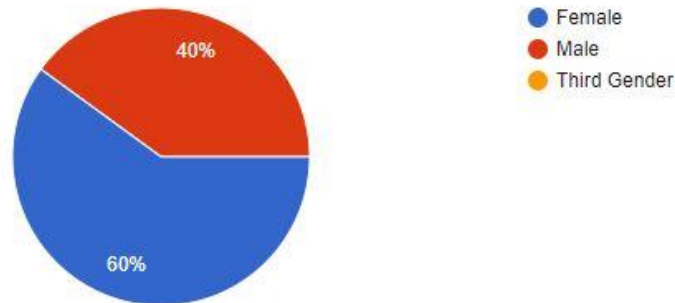


Figure 3: Demographic Profile

Among the 50 respondents, 40% were male and 60% of them were female customers. However, I did not find any third gender respondent who took banking services in this branch.

2. What is your age group?

50 responses

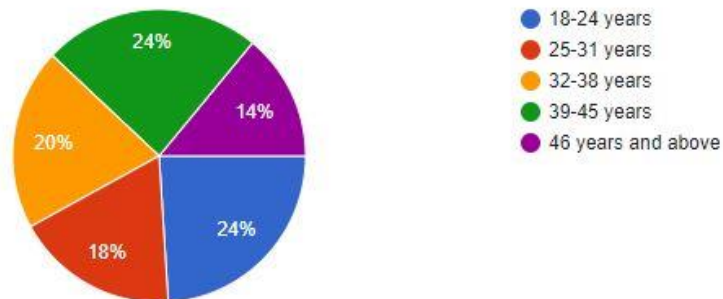


Figure 4: Age group

The age group of the clients consisted 24% of 18-24 years old, 18% of 25-31 year old, 20% of 32-38 year old, 24% of 39-45 year olds and finally 14% of 46 years and above aged group individuals.

3. What is your profession?

50 responses

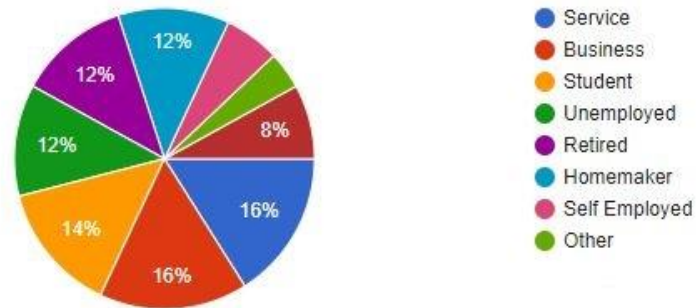


Figure 5: Occupation

Above figure shows that 12% of the respondents were service holders, 16% of them were in the business profession, 14% of them were students, 12% were unemployed, 12% were retired, 12% were homemakers, self-employed were at 6%, and others were at 4%.

4. Income Range:

50 responses

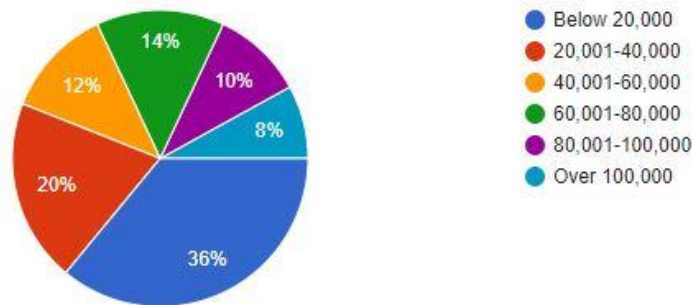


Figure 6: Income Range

The income range of the respondents were 36% below 20,000 BDT, 20% at 20,001-40,000 BDT, 12% at 40,001-60,000 BDT, 14% at 60,001-80,000 BDT, 10% at 80,001-100,000 BDT and finally 8% at over 100,000 BDT of income group.

5. Which of the following banking service do you use in this branch? (You can mark more than one)

50 responses

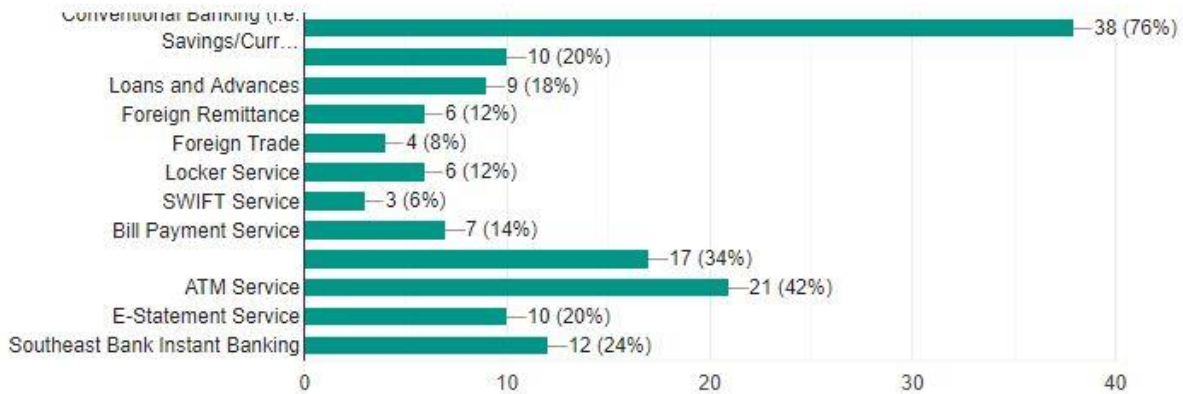


Figure 7: Services used

76% of the respondents use conventional banking services such as SB or CD accounts, while 20% use Islamic Banking service, 18% use Loan and Advances facility, 12% use remittance service, 8% use foreign trade, 12% use locker service, 6% use SWIFT service, 14% of the respondents use bill payment service, 42% use ATM service, 20% use E-statement service and 24% of the respondents use SEBL instant banking service. The results of this particular survey question are mutually inclusive because respondents have marked more than one service.

6. How many banks are you a client to?

50 responses

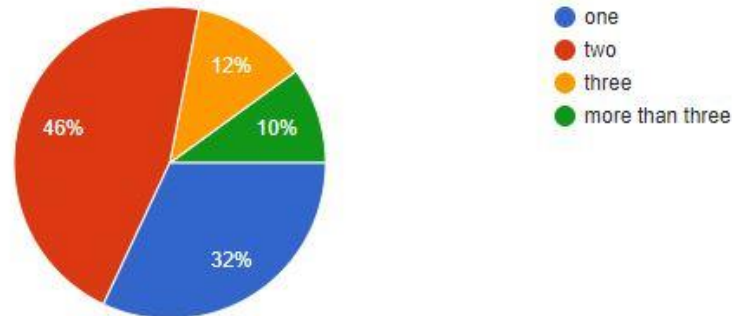


Figure 8: Other Banks

Among the respondents, 32% were client to a single bank, 46% of them were client to two banks, 12% of them were client to three banks and 10% of them were client to more than three banks.

7.The branch staff have good manners and respond to your need on time.

50 responses

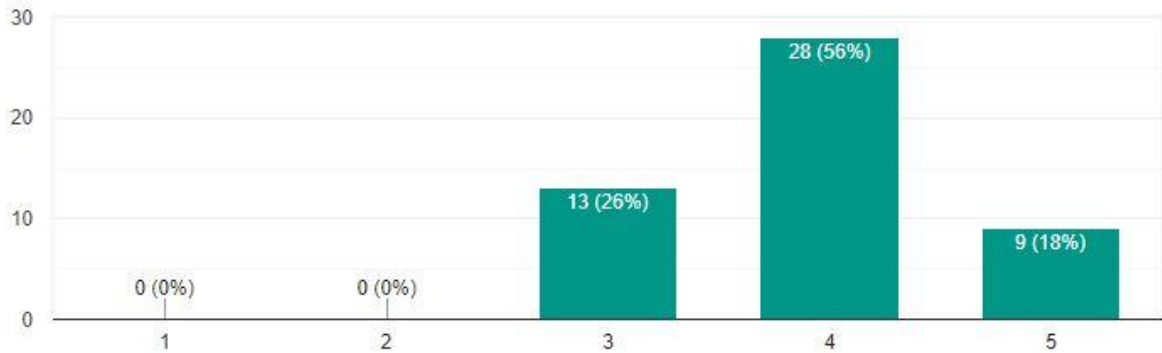


Figure 9: Responsiveness

Responsiveness:

The average rating of the respondents on the responsiveness factor is 4=Good. 56% of them rated the experience 3=Average and 18% of them rated the experience as 5=Excellent.

8. The branch ambiance is neat and orderly.

50 responses

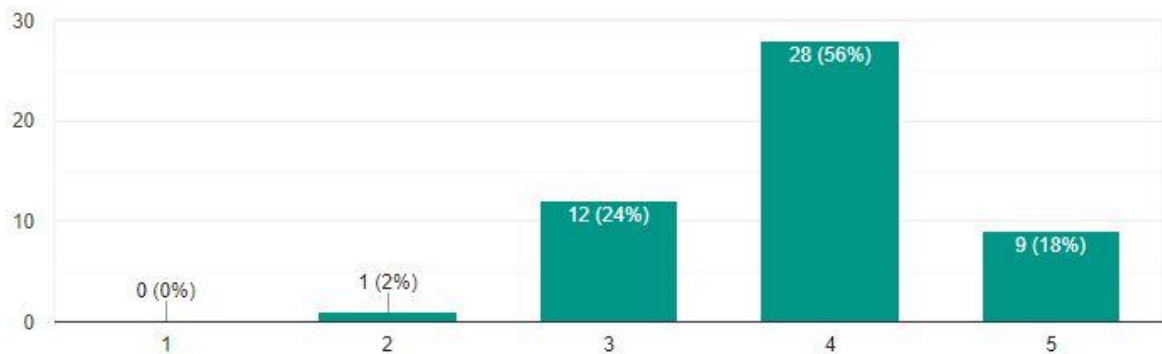


Figure 10: Tangibility (A)

Tangibility:

18% of the respondents rated the experience 5=Excellent, 56% rated 4=Good, 24% rated 3=Average, 2% rated 2=Poor.

10. Please rate your experience with online/internet banking services of this bank.

50 responses

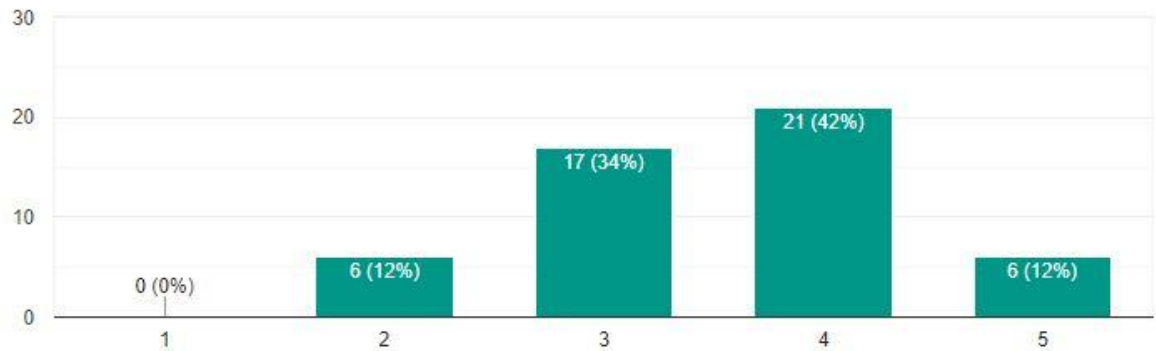


Figure 11: Tangibility (B)

Furthermore on tangibility dimension, 12% of the respondents rated their experience with online/internet banking service as 5=Excellent, 42% rated 4=Good, 34% rated 3=Average and 12% rated 2=Poor.

The average rating on Tangibility factor is 4=Good.

9. The fees charged by this bank is reasonable

50 responses

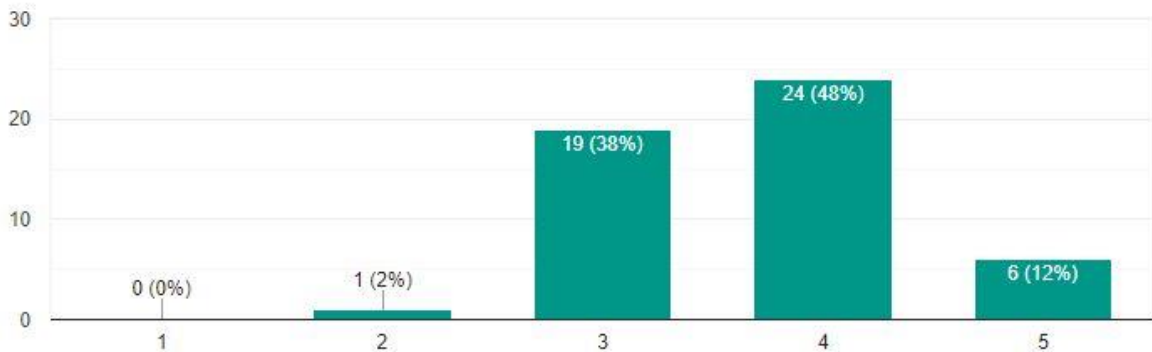


Figure 12: Assurance (A)

Assurance: 12% of the respondents rated fairness of the fees charged by the bank as 5=Excellent, 48% of them rated 4=Good, 38% rated as 3=Average and only 2% rated the experience as 2=Poor.

11. Overall, how would you rate your satisfaction with the service offered here at this branch?

50 responses

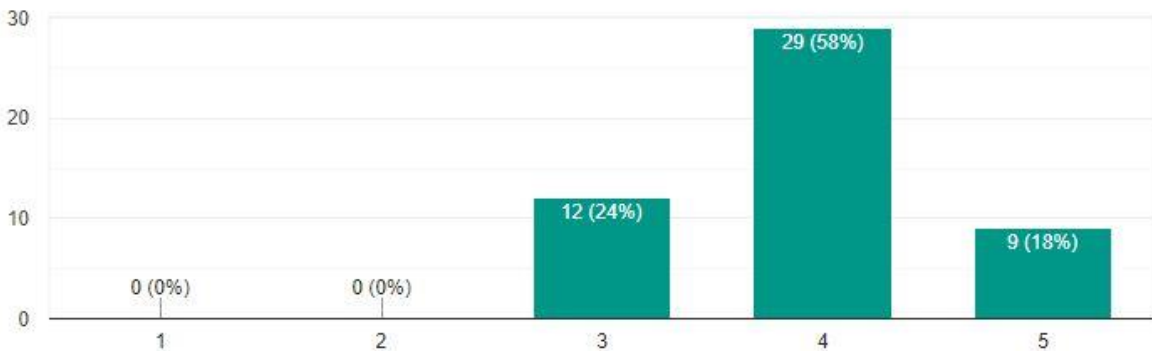


Figure 13: Assurance (B)

Furthermore on assurance, 18% of the respondents rated their overall experience with the bank as 5=Excellent, 58% as 4=Good, 24% as 3=Average. The average rating on assurance factor is 4=Good.

12. Would you recommend Southeast Bank Ltd. as a preferred banking choice to your colleagues / Friends/ Family?

50 responses

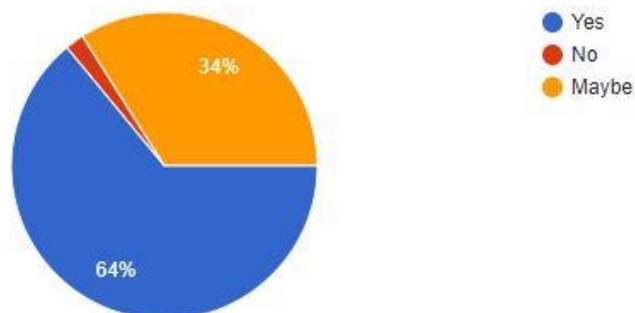


Figure 14: Reliability

Reliability:

64% of the respondents said yes when asked if they would refer SEBL to their family member/colleagues/friends. 34% said maybe and only 2% said no. Majority of the respondents find the banking service reliable hence they would spread word of mouth for this bank which can be beneficial for the bank.

7.The branch staff have good manners and respond to your need on time.

50 responses

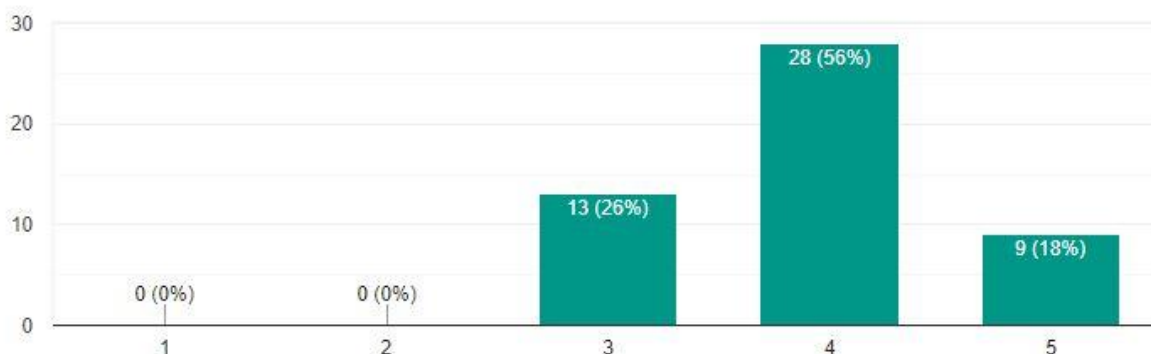


Figure 15: Empathy

Empathy: When asked if the branch staff have good manners and show their promptness, 18% of the respondents rated their experience 5=Excellent, 56% rated 4=Good and only 26% rated the experience as 3=Average. The average score on the empathy factor is 4=Good.

6.2 Critical Observations & Findings:

The summary of the survey results predict that the customer satisfaction level of SEBL, Banglamotor branch is up to the mark. However these days, having satisfied customers is not enough. The service is considered excellent if the expectations of the customers are exceeded, that is giving such service that exceeds customer's perception of quality offered.

It is observed from the survey that, majority of the clients in this branch is female account holders. SEBL offers special deposit product for women named as "Anonya" savings deposit offering various facilities and this could be a driving factor for getting more female clients.

Majority of the respondents have mid-level or low level income which can be a reason for higher customer satisfaction. There is a study which shed light on the fact that the high salary group customers are more prone to getting dissatisfaction with banks service and it is revealed that in order to improve the quality of service, banks should focus two mechanisms, for example- reliability and responsiveness. (Agathee, 2010).

According to the survey, majority of the customer groups were client to at least two banks including this bank. That means there is definitely competition persisting for this branch and in order to get superiority; SEBL needs to step up its game.

In relation with the SERVQUAL Model, the five dimensions- Tangibility, Responsiveness, Assurance, Reliability and Empathy were rated as Good by the respondents. This is an indicator that the service quality of this branch is standard. Customers are satisfied and have durable relationship with the bank.

Through my observations and working in front desk dealing with customers every day, I came to learn that there were more often happy customers than problematic ones. Through face to face interviews and informal conversations, I learned that customers of this branch were satisfied with the service and also they said if they faced any issue with anything, it is dissolved right away by the branch staffs. They praised the fast and hassle free service of the bank. Also there is a facility for the senior customers to not wait in queue for deposits/withdrawal or any banking task. The

senior customers were very much satisfied with this facility. Most customers praised the amicable behavior of the staff and how they feel at home with this bank. This is a great indicator that this branch is doing exceptionally well with customers satisfaction.

6.3 Recommendation & Conclusion

General banking is a customer focus activity and through my internship journey I got to experience the key driving factor for a bank to function. It is its customers and client relationships. Only by satisfying the need of the customers can a bank secure a good position in the market. However, a bank has to face a lot of challenges in getting customer's ultimate approval as customers these days have more than one banking option.

Respondents were given space to write/give any feedback on the service matter of SEBL Banglamotor branch. From the survey one feedback is received as- "Overall service is good, sometimes service appears time consuming due to slow response of Network/LAN as reported by counter people." "Location of the ATM booth near this branch should be at a convenient and safer place."

As per my observation along with customer's feedback, following are some recommendations:

- SEBL, Banglamotor Branch should ensure strong LAN/Network for the fastest service at all time.
- Some customers were cross about the location of the ATM booth near this branch. They said they faced some safety issues and the booth should be at a convenient place.
- SEBL should pull out more marketing exposure (i.e.: Social media marketing) for its diverse range of Deposit and Loan products. As some customers are not educated enough about the variety of service offered at this bank.
- SEBL should hire more employees for the front desk operations at this branch. As sometimes it gets difficult to manage the rush of customers with fewer staff on this section. They can definitely use a helping hand.
- The online and internet banking facilities of this bank can be improved by strong IT support and customer care. As some customers find it difficult to avail online facilities they can be given helpful advice on how to use online services.

- Their Debit Visa card was delayed due to unavailability of raw materials in manufacturing facility. Due to pandemic, the demand for this card had increased and customers who applied for this card faced delay in delivery. It is recommended that, to avoid such problems in future, SEBL should have a proper and prior production plan with a view to serving customer's demand on time.

Southeast Bank Limited is one of the fast paced banks in Bangladesh which has also taken part in environment friendly projects. Through innovation and upgraded strategies, SEBL has reached potential milestones and envisions in becoming the pioneer in the industry. Their commitment to their client base is truly remarkable. It was my immense pleasure to be a part of their corporate team where I got to learn valuable lessons that will assist me through lifetime.

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Appendix

Survey Questionnaire

1. What is your gender?
 - Male
 - Female
2. What is your age group?
 - 18-24 years
 - 25-31 years
 - 32-38 years
 - 39-45 years
 - 46 years and above
3. What is your profession?
 - Service
 - Business
 - Student
 - Unemployed
 - Retired
 - Homemaker
 - Self-Employed
 - Other
4. Income Range:
 - Below 20,000
 - 20,001-40,000
 - 40,001-60,000
 - 60,001-80,000
 - 80,001-100,000
 - Over 100,000
5. Which of the following banking service do you use in this branch? (You can mark more than one)
 - Conventional Banking (i.e: Savings/Current/MSS)
 - Islamic Banking
 - Loans and Advances
 - Foreign Remittance
 - Foreign Trade

- Locker Service
 - SWIFT Service
 - Bill Payment Service
 - SEBL Cards (Debit/Credit/Remit Card)
 - ATM Service
 - E-Statement Service
 - Southeast Bank Instant Banking
6. How many banks are you a client to?
- One
 - Two
 - Three
 - More than three

Please rate the following elements based on your experience with customer service in Southeast Bank, Banglamotor Branch:

1= Very poor, 2=Poor, 3=Average, 4=Good 5=Excellent

7. The branch staff have good manners and respond to your need on time.
- 1
 - 2
 - 3
 - 4
 - 5
8. The branch ambiance is neat and orderly.
- 1
 - 2
 - 3
 - 4
 - 5
9. The fees charged by this bank is reasonable
- 1
 - 2
 - 3
 - 4
 - 5
10. Please rate your experience with online/internet banking services of this bank.
- 1
 - 2
 - 3
 - 4
 - 5

11. Overall, how would you rate your satisfaction with the service offered here at this branch?

- 1
- 2
- 3
- 4
- 5

12. Would you recommend Southeast Bank Ltd. as a preferred banking choice to your colleagues / Friends/ Family?

- Yes
- No
- Maybe

Feedback and suggestions as to how they can improve their banking relationship with you:
(Optional):
