

Internship report
on
Customer Service at Branch of
BRAC Bank

Customer Service at Branch of BRAC Bank

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**An Internship Report Presented in Partial Fulfillment
of the Requirements for the Degree
Bachelor of Business Administration**

BRAC UNIVERSITY, BANGLADESH

Head of HRM
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Subject: Submission of the internship report.

Dear Sir/Madam,

I would like to thank you for assigning me this subject to prepare the internship report on “Factors influencing consumer intention to use online banking in the context of BRAC BANK LIMITED”, and also like to thank you for your guidance and supervision in its completion. I completed my Internship Attachment at BRAC Bank Ltd. from the 9th October 2011 to 8th January 2012. This task has been given me the opportunity to explore customer service in the context of BRAC Bank Ltd.

It was a great pleasure for me to do this research. During the completion of the report I came across hosts of practical experiences which will be great supportive for me to do further research in future.

I hope that my works meet approval. I would be keen to assist for the interpreting my report or any further clarification if required.

Thanking You,

Sincerely Yours

Md. Kayser Hasan
ID# 07304080

Acknowledgement

All praises to almighty Allah who has created me and has given me opportunities and strength to work with people. With deep interest I had started my work. My “Internship Program” is just a part of BBA under the Dept. of BRAC Business School, BRAC University, Bangladesh.

With due respect I remain all the teachers of my department, who have significant contribution behind merging “Internship program” in BBA curriculum. I am greatly indebted to Anahita Ahmed, Lecturer of BRAC Business School. who has supervised instructed & directed me to complete “Internship Training”. She always gave me her suggestions in making this study as flawless as possible.

I am also grateful to **Maksud Ahmed**, Branch Manager of Motijheel Branch BRAC Bank, Md. Sharif Al Mahmud, Customer Service Manager and **Md. Arif**, Customer Service Manager, Motijheel Branch , BRAC Bank Limited who has helped me very much by providing me various documents and information of BRAC Bank Limited which is related to my Internship Report. I want to thanks all the Branch Sales and Service Officers (BSSO) who have help me at every steps of my internship.

Special thanks go to the respondents, who spared their time generously, besides I am also grateful to the authors, researchers, and articles writer who’s Books, Reports, Thesis papers and journals that have helped me to prepare my Internship Report successfully.

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Executive Summary :

BRAC Bank Limited is a scheduled commercial bank in Bangladesh. BRAC Bank is providing various services to its customers and they are trying to improve every time. The service providers of BRAC bank are the people who are related to the development of bank and customer reliability. As an intern I got the chance to attach at BRAC bank motijheel branch for 12 weeks. The internship is a way to relate practical knowledge with the theoretical knowledge. Based on the observation and question answer session with the Branch Sales and Service Officers (BSSO) I found some unique and common comments on customer service. Bank has some strong points, some weak points and some opportunity along with threats in their customer service. Organization can take steps to get the better output from employees by giving trainings and by increasing the motivation level of employee's .To make the strong points sustainable and to develop the weak points BRAC Bank employee satisfaction level need to improve along with better customer packages. Moreover according to the changing economical condition BRAC bank have to change the strategy as well. Because the customer depends on the service selling and they need to differentiate their packages to arrange better customer experience. The level of satisfaction among the customers and employees can go up by the dedicated steps of organization and its necessary.

Introduction:

Banking Industry is one of the most promising industries of our country. Generally by the word 'Bank' we can easily understand that the financial institution deals with money. There are different types of banks such as; commercial Bank, Agricultural Bank, Industrial Bank, Savings Bank & Exchange Bank. But when we use the term 'Bank' without any prefix, or qualification, it refers to the 'Commercial Bank'. Commercial banks are the primary contributors to the economy of a country. It helps to flow funds from surplus unit to deficit unit and through this it facilitated the efficient allocation of the resources as well as accelerated economic growth. This sector is moving towards new dimension as it is changing fast due to competition, deregulation and financial reforms. BRAC Bank Limited is a scheduled commercial bank in Bangladesh. It established in Bangladesh under the Banking Companies Act, 1991 and incorporated as private limited company on May 20, 1999 under the Companies Act, 1994. Its operation started on July 4, 2001 with a vision to be the market leader through to providing all sorts' support to people in term of promoting corporate and small entrepreneurs and individuals all over the Bangladesh. BRAC Bank, for the first time among local commercial banks, starts providing loan facilities to small and medium trading, manufacturing and service oriented enterprises all over the country. In this competitive banking industry BRAC Bank trying to differentiate them through their service. BRAC Bank tries to provide service to its customers and gain the customer's trust.

Organizational Background:

BRAC Bank Limited is a scheduled commercial bank in Bangladesh. It established in Bangladesh under the Banking Companies Act, 1991 and incorporated as private limited company on 20 May 1999 under the Companies Act, 1994. BRAC Bank will be a unique organization in Bangladesh. The primary objective of the Bank is to provide all kinds of banking business. At the very beginning the Bank faced some legal obligation because the High Court of Bangladesh suspended activity of the Bank and it could fail to start its operations till 03 June 2001. Eventually, the judgment of the High Court was set aside and dismissed by the Appellate Division of the Supreme Court on 04 June 2001 and the Bank has started its operations from July 04, 2001. BRAC Bank Limited, with institutional shareholdings by BRAC, International Finance Corporation (IFC) and Shore cap International, has been the fastest growing Bank in 2004 and 2005. The Bank operates under a "double bottom line" agenda where profit and social responsibility go hand in hand as it strives towards a poverty-free, enlightened Bangladesh. The management of the Bank believes that this sector of the economy can contribute the most to the rapid generation of employment in Bangladesh. In the years ahead BRAC Bank expects to introduce many more services and products as well as add a wider network of SME unit offices, Retail Branches and ATMs across the country. BRAC bank will be knowledge-based organization where the BRAC Bank professionals will learn continuously from their customers and colleague's worldwide to add value. It will work as a team, stretch, they will innovate and break barriers to serve customers and create customers loyalty through a value chain of responsive and professional delivery. The bank promotes broad-based participation in the Bangladesh economy through the provision of high quality banking services. BRAC Bank will do this by increasing access to economic opportunities for all individuals and business in Bangladesh with a special focus on currently under-served enterprises and households across the rural – urban spectrum. BRAC Bank believes that the pursuit of profit and developmental goals is mutually reinforcing.

Product/service offerings:

SME Banking

» Deposit Products

BRAC Bank, being the youngest bank, took a step to break away from usual tradition and tapped into the true suburb entrepreneurial initiatives.

Today, with over 10,000 crores of loans disbursed till date, BRAC Bank is country's largest SME financier that has made more than 265,000 dreams come true

Deposit Products:

With 151 outlets, 250 ATMs and over 500,000 plastics in the market, BRAC Bank offers you a wide range of financial solutions to meet customer's everyday need.

Savings Accounts

- Triple Benefit Savings Account
- Savings Classic Account
- Aporajita Account
- Future Star Account

Current Accounts

- Current Classic Account
- Current Plus
- EZee Account
- Salary Account
- Campus Account

Term Deposits

Loan Products

With 151 outlets, 250 ATMs and over 500,000 plastics in the market, BRAC Bank offers you a wide range of financial solutions to meet your everyday need.

Salary Loan

- Loan amount up to 15 time of their Salary
- Having one year of service experience.
- Having an minimum income of BDT 12,000

Quick Loan

- Loan up to BDT 1000,000
- No cash security or collateral required
- Minimum documentation & faster processing

Auto Loan

- Both salaried executives and business persons
- Age between 21 at the time of application to 60 at the time of maturity
- Minimum monthly income
BDT 25,000

Home Loan

- Maximum Loan amount is BDT 75,00,000 but not exceeding 80% of the property value
- Maximum age at the time of loan maturity is 65 years.

Secured Loan/Overdraft

- All BRAC Bank account holders aged from 21 to 65
- People from all income groups - salaried employees and self-employed business people with security in their possession

Cards

With 151 outlets, 250 ATMs and over 500,000 plastics in the market, BRAC Bank offers you a wide range of financial solutions to meet your everyday need.

Credit Card

- Platinum Card
- Universal Card
- Universal VISA Classic
- Universal VISA Gold
- Co-branded Universal ICDDR,B Card.

Debit Card

- VISA Planet Card

Prepaid Card

- Hajj Card
- Travel Card
- Schedule of Charges

P@y Flex Program

Exciting Offers & Discounts

- Fuel Stations
- Hospitals
- Discount on CNG Conversion at Intraco CNG Ltd.
- Discounts on Restaurants
- Hotels & Holiday Resorts -- Seagull Hotels , Jamuna Resort
- Discount on Shopping Outlets

Fast Rewards Programs

- Earning Points
- Redeeming Points

Travel Related Services (TRS):

Travel Related Services deals with the sale of AMEX Travelers Cheques (TC) and Cash FCY against Individual's Travel Quota and Medical File. This entitlement is for a Calendar Year i.e. from 1st January to 31st December.

Travel Quota (For a Calendar Year):

- USD 1500 or equivalent for SAARC Countries & Myanmar
- USD 5000 or equivalent for Non SAARC Countries
- Maximum Cash limit USD 2000

Medical File Quota (For a Calendar Year)

USD 10,000 or equivalent (If patient requires more than USD 10,000 for treatment, Bangladesh Bank's permission is required)

Features of Travelers Cheque (TC)

- Cheaper than cash Foreign Currency
- More secure than cash

Education Related Services (ERS)

BRAC Bank ERS offers '**Student File**' services which eases educational related financial transactions abroad. **Student File** opening is a mandatory requirement set by Bangladesh Bank for Foreign Exchange transfer to other countries. Through opening **Student File**, educational related expenses can be remitted abroad.

Services offered :

- Student File Opening
- Foreign Demand Draft (FDD)/ Foreign Telegraphic Transfer (FTT) issuance for tuition fees
- Travelers Cheque (TC) endorsement to pay off living expense

Features

In the process of services, BRAC Bank has initiated "Non-Stop" banking services for the customers. The service has the two following schedules of two different types of banking service that are convenient for the distinctive customers.

Wholesale Banking » Corporate Banking

BRAC Bank offers a full array of Financial Services to Corporations and Institutions. Having access to the deepest end of the country, BRAC Bank is there to assist businesses in Bangladesh. With us on your side, you have the power of local knowledge with the capabilities of global standard.

Corporate Loan Products

- Overdraft
- Short Term Loan
- Lease Finance
- Loan Against Trust Receipt (LATR)
- Work Order Finance
- Emerging Business
- Syndication
- Term Loan
- Project Finance
- Bill Purchase
- Bank Guarantees

Trade Finance

Corporate Cash Management

Cash & Trade Unit provide a wide range of Corporate Fund Management Solutions for the large, medium and small business enterprise. Our strategy is to provide tailored comprehensive solution to the clients of this segment. We have designed and redefined our services, which are flexible and customizable in terms of individual corporate requirement.

Custodial Service

BRAC Bank Limited offers ‘Probashi Biniyog’ – a product that exclusively provides Non-Resident Bangladeshis (NRBs) the opportunity to invest in the Bangladeshi Capital Market through a Beneficiary Owner’s (BO) account which will be funded by a Non Resident Investor’s Taka Account (NITA). Both BO account and NITA will be held with BRAC Bank Limited.

Probashi Banking:

When you send your hard-earned money from abroad to dear ones at the farthest end of Bangladesh, ask them to collect it from over 3,500 pay out locations of BRAC Bank.

Every month, Probashi Banking executes around 150,000 transactions; which has made BRAC Bank one of the largest players among private commercial banks in channelizing inward remittance in the country.

Remittance Info

When you send your hard-earned money from abroad to dear ones at the farthest end of Bangladesh, have it collected it from over 3,500 BRAC Bank pay out locations.

Every month, Probashi Banking executes around 150,000 transactions; this has made BRAC Bank one of the largest players among private commercial banks in channelizing inward remittance to the country.

E-Banking:

- E-Commerce
- Internet Banking
- 24 Hour Call Center
- SMS Banking

SME Banking

Deposit Products

- Prapti Current Account
- Prachurjo Fixed Deposit

Loan Products

- Anonno Rin
- Apurbo Rin
- Prothoma Rin
- Durjoy
- Shomriddhi Rin
- Shompod Rin
- Shokti Rin

Retail Banking » Deposit Products

Savings Accounts

- Triple Benefit Savings Account
- Savings Classic Account
- Aporajita Account
- Future Star Account

Current Accounts

- Current Classic Account
- Current Plus
- EZee Account
- Salary Account
- Campus Account

Term Deposits

- DPS
- Fixed Deposit General
- Flexi DPS
- InterestFirst Fixed Deposit
- Freedom Fixed Deposit (FFD)

- Abiram Fixed Deposit

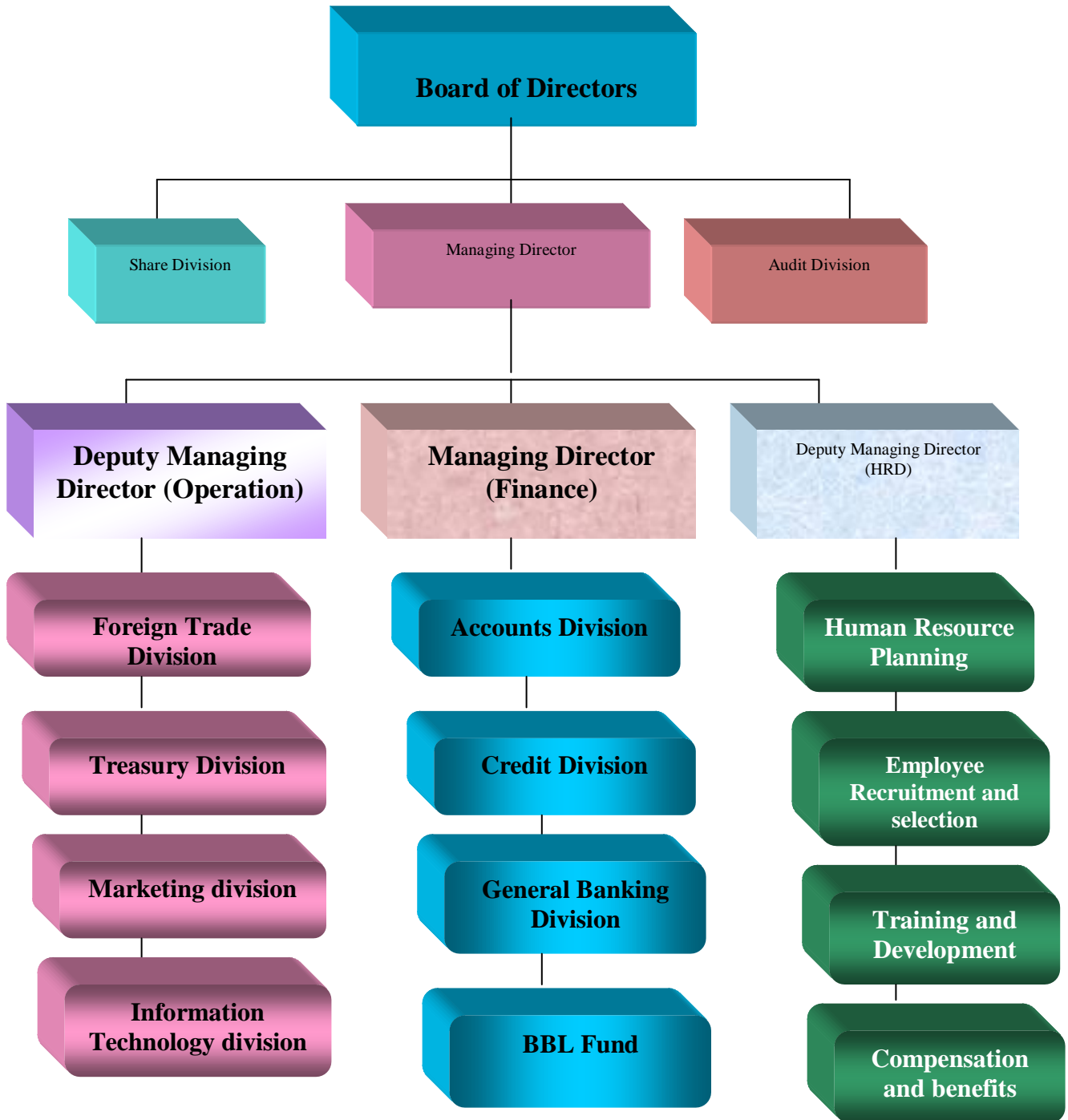
Loan Products

- Salary Loan
- Quick Loan
- Auto Loan
- Home Loan
- Secured Loan/Overdraft

Cards

- Credit Card
- Debit Card
- Fast Rewards Programs
- PayFlex Programs
- Exciting Offers & Discounts

**BRAC BANK
ORGANOGRAM**



Vision

BRAC Bank will be a unique organization in Bangladesh. It will be a knowledge-based organization where the BRAC Bank professionals will learn continuously from their customers and colleagues worldwide to add value. They will work as a team, stretch themselves, innovate and break barriers to serve customers and create customer loyalty through a value chain of responsive and professional service delivery.

Continuous improvement, problem solution, excellence in service, business prudence, efficiency and adding value will be the operative words of the organization. BRAC Bank will serve its customers with respect and will work very hard to instill a strong customer service culture throughout the bank. It will treat its employees with dignity and will build a company of highly qualified professionals who have integrity and believe in the Bank's vision and who are committed to its success. BRAC Bank will be a socially responsible institution that will not lend to businesses that have a detrimental impact on the environment and people.

Mission

BRAC Bank will adhere to highly professional and ethical business principles and internationally acceptable banking and accounting standards. Every BRAC Bank professional will need first of all a commitment to excellence in all that he/she does, a keen desire for success, a determination to excel and a drive to be the best.

Goals

BRAC Bank will be the absolute market leader in the number of loans given to small and medium sized enterprises through out Bangladesh. It will be a world-class organization in terms of service quality and establishing relationships that help its customers to develop and grow successfully. It will be the Bank of choice both for its employees and its customers, the model bank in this part of the world. To establish, maintain, carry on, transact and undertake all kinds of investment and financial business including underwriting, managing and distributing the issue of stocks, debentures, and other securities. To develop the standard of living of the limited

income group by providing Consumer Credit & finance the industry, trade and commerce in both the conventional way and by.

Objectives

The objective of BRAC Bank Limited is specific and targeted to its vision and to position itself in the mindset of the people as a bank with difference. The objective of BRAC Bank Limited is as follows:

- Building a strong customer focus and relationship based on integrity, superior service.
- To creating an honest, open and enabling environment
- To value and respect people and make decisions based on merit
- To strive for profit & sound growth
- To value the fact that they are the members of the BRAC family – committed to the creation of employment opportunities across Bangladesh.
- To work as a team to serve the best interest of our owners
- To relentless in pursuit of business innovation and improvement
- To base recognition and reward on performance
- To responsible, trustworthy and law-abiding in all that we do
- To mobilize the savings and channeling it out as loan or advance as the company approve.
- To establish, maintain, carry on, transact and undertake all kinds of investment and financial business including underwriting, managing and distributing the issue of stocks, debentures, and other securities.
- To finance the international trade both in import and export.
- To develop the standard of living of the limited income group by providing Consumer Credit.

Job as an intern:

As an intern I got the chance to attach at BRAC bank motijheel branch for 12 weeks. I have to attain there on regular basis at 9:30 am to 6:00 pm. I have to work as an observer and work on my selected subject. I got the chance to interact with branch sales and service officers (BSSO). Usually I had to observe what are the problems that customers are facing and what are the complains they have. I also get a chance to know how customer service officers give solution to the problems and how they try to satisfy the customers.

To be more specific I can say my job was collecting information and analyzing these data to get elements for fruitful report writing. For report writing on customer service at branch banking I get a chance to work with BSSO through a questioner. Though I didn't get the chance to interact with customers directly to get their opinion I get a chance to observe them and realize the service.

The basic aspects of my jobs were writing a report and find out the real scenario of customer service of BRAC Bank practically. I got the chance to get the knowledge about how employees are working for customer service and what are the customer's points of views. I can split my internship report writing in six parts; these are : Research Proposal Writing, Literature Review, Data Collection, Data Analysis & Interpretation, Final Draft Paper, Internship Research Paper. Internship is a way for me to learn practical knowledge with academic learnings.

Objective of the project :

The internship is a way to relate practical knowledge with the theoretical knowledge. Our basic objective of the internship is to get practical knowledge about the branch banking and customer service. Having an experience on working environment and the way of relating theoretical knowledge. To fulfill my Bachelor of Business Administration degree internship is an essential part.

Methodology:

To get internship report elements I worked as observer at motijheel branch and try to gather information from service provider. To fulfill the project I worked in some steps. These steps are: Research design, Research Approach, Sampling method, Survey instrument, Data collection, Data analysis.

Limitations:

Though I had a wish to work vastly at this subject it was difficult to do so as some limitations took place. As Bank is a sensitive financial institution I was unable to get many information. Some information was unveiled to me as those are confidential. Also I didn't get chance to interact directly with the customers due to the rules of banks. I tried to visit Service Quality Department but I didn't get permission to visit. These are the limitations mainly present during report writing though I tried to do better in report writing.

SOWT analysis of some services at BRAC Bank branch banking:

Bank services like: Account/FDR/Loan opening and closing, Bank certificate issue, instruction processing, Branch operation file maintenance -

Strength:

- Quick Service
- Reliable Service
- Strong and dedicated officers
- Different types of services according to customer demand
- Big number of service providing points
- Strong management
- Service Priority
- Strong IT support
- Accountability
- Large ATM network

Opportunity:

- Can extend service for rural areas
- Internet based banking service
- Offshore Banking
- Global Banking
- Using Large ATM network for other banks
- Use of advance technology for better service
- Can set new service quality goals for better service
- Can decentralize every service in different branches
- Can arrange skilled service provider for every service point

Weakness:

- Lack of product knowledge
- Lack sincerity at every level
- Technological Difficulties
- Lack of commitment among the sales and service officers
- Time management
- High Service charges
- Notification problems
- Lack of loyal customers
- No clear instruction for customer service provider
- Biasness during service providing
- Lack of knowledge at software execution
- Limited manpower

Threats:

- Number of competitor is very high
- Some other banks have better service packages
- Changing economical conditions
- Customers are choose in terms of service parches
- Customers have so many choices in terms of investment
- Emancipation of service providers

Findings:

Based on the observation and question answer session with the Branch Sales and Service Officers (BSSO) I found some unique and common comments on customer service.

Some strong points regarding customer service at branch banking:

- Issuing ATM card at minimum time
- Better solution to customers
- Remittance
- Checkbook requisition
- Quick loan
- Quick service
- Extra service zone
- Premium service zone
- Phone banking assistance
- Delivery of all products
- Account opening
- Evening Banking

Some weak points regarding customer service at branch banking:

- Customer satisfaction levels.
- Time consuming.
- Foreign exchange.
- Customer's illiteracy at bank's services.
- Lack of training.
- Lack of product knowledge.
- Lack of mental strength to provide customer service.
- The number of service provider is very less than the customers.
- Some service provider tries to avoid their responsibilities and pass the customers to others.
- Service officers often take more time to provide service than necessary.
- Sometimes the service officers are not available during their service hours.

- Lack of capability regarding pay orders.
- Sometimes customers are getting wrong and unclear information.

Some sectors where service officers need to have training:

- Software execution
- Product knowledge
- New product introduction
- On the job training on change management
- Training on customer support
- Foreign exchange services
- Professional Skills
- Behavioral aspects with customers

Recommendation:

After spending my internship period on BRAC bank motijheel branch I found some sectors of service where they can improve. The sectors are :

- Need to arrange training on varies software execution
- Need to review the training session's output regularly
- Often the information of sales team differ with the branch sales and service officers which need to sort out urgently.
- Sales team should have clear guideline and should be monitored strictly.
- Need to synergy strongly sales team and BSSO
- Should take strong and effective steps to attract potential customers.
- One BSSO should have capability to give every service solution.
- Should reduce the misguidance regarding information.
- Should have a minimum time limit to provide per customer service.
- Need to provide the description of all charges to the customers
- There should introduce a feedback system for customers.
- High authority should take necessary steps to motivate employees immediately
- Need to improve on welcome and goodbye greetings of BSSO.
- Need to improve the printing system of this particular branch.
- Need to improve internet banking service.
- Need more workforce to meet the customer's need and especially for telephone operating and file management.
- Need to relate strongly service quality department with branch customer service department.
- Should reduce the frequent changes on rules and regulations.

Conclusion :

In the end I can say it was a lifetime achievement for me to work in a place and gather knowledge. BRAC Bank as a organization tried to establish there service and they can improve their service through low price service with skilled service provider. The level of satisfaction among the customers and employees can go up by the dedicated steps of organization and its necessary.

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Appendix

- Questionnaire