

The Premier Bank Limited

Premier Bank
s e r v i c e f i r s t



Internship Report

On

**An Analysis of Customer Satisfaction
at the Premier Bank Limited.**



INTERNSHIP REPORT

ON

An Analysis of Customer Satisfaction at the Premier Bank Limited

Presented to
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June 10, 2012

Samina Haque

Lecturer

BRAC Business School

Subject: Submission of Report of Internship Program.

Dear Madam,

I am pleased to inform you that for the partial fulfillment of my BBA Program I have completed my internship Program in the Premier Bank Limited. I am submitting the internship report on “An Analysis of Customer Satisfaction at the Premier Bank Limited”.

The report will preview the mechanism of how provide Best service to the customer in department to department to get the best result for the banks benefit. I have placed my best effort to gather extensive experience and collect information about service providing operation and mechanism.

I am submitting the report for your kind perusal and acceptance. It would be pleasure for me if this report can serve its purposes and I will be available to explain your queries, if you feel necessary.

Thanking you,

Mehenaj Jabin Shanta

ID- 08304052



Acknowledgement

At the very beginning, I would like to express my deepest gratitude to the Almighty Allah for giving me the ability and the strength to finish the task successfully within the scheduled time.

I am deeply obliged and respectful to our University Lecturer Samina Haque for her whole-hearted supervision during my internship program. Her advices, suggestions and support were really a great source of spirit to make the report a good one.

My earnest gratitude goes to Mr. I. N. M. Mohaimen Billah, SVP and Manager of Premier Bank Limited, Kakrail Branch Mr. Hassan Mahmud Tariq, FAVP and Deputy Manager, Mr. Anisur Rahman (FEO), Ms. Jasmin Chowdhury (FEO), Mr. Rejaul Amin Ms Saima Akter, Mr. Shahadat Hossain and all officer of Premier Bank Limited, Kakrail Branch for giving me valuable advice, and helped me with all kinds of necessary information to complete the report and make it rich with supportive information. I would like to give thanks to my intern colleague Mitu to help me and give me support as a friend all time during my internship period.

Lastly, I would like to give many special thanks and inexpressible greets to my faculties, and other officials of the University for giving me good advice, suggestions, inspiration, support and help.

Thanks to all from the core of my heart.

(Mehenaj Jabin Shanta)



EXECUTIVE SUMMERY

The Premier Bank Limited is one of the most well known private banks in our country. It undertakes all type of banking transactions to support the development of trade and commerce in the country. Above all of their service they go through their objectives such as earning and maintaining performing strong, establishing relationship banking, introducing fully automated systems, ensuring an adequate rate of return on investment, maintaining adequate liquidity to meet maturity obligations, pursuing an effective system of Management by transparency and accountability at all levels.

As a part of fulfilling their objectives through their customer PBL offers the following accounts such as Current Deposits, Savings Bank Deposits, Fixed Deposits, Short Term Notice Scheme Deposits, Monthly Savings Scheme, Education Scheme, Monthly Income Savings Scheme and other deposits as may be approved/ advised by Head Office. They give credit and loan to their valued customer where interest rate is charged according to the rate fixed by Bangladesh bank.

In General Banking, Clearing department receives cheques, pay order etc from depositors attached with a deposit slip.

The system of transactions of the bank is essentially double entry system of book keeping. In the bank, instead of recording transactions in a journal initially, these are directly recorded and posted in the ledger (computer) separating the debits and credits by slips or voucher system.

Foreign exchange is an important department of Premier Bank Limited, which deals with import, export and foreign remittances. It bridges between importers and exporters. This department is playing an important role in enhancing export earnings, which aids economic growth and in turn it helps for the economic development. On the other hand, it also helps to meet those goods and service, which are most demandable and not adequate in our country.



In The Premier Bank Limited, Kakrail Branch everyone has the tendency to give proper and better service to the customer. Here numbers of customer come in this branch everyday. When I have talked with some customer they told me about their experience. They are very much glad to be the customer of this bank and branch. They always get fast service from the employee and staff. They don't have to wait in queue for collecting and depositing money. There are always five employees to serve the fast service to the customer.

First day when I was standing in front of door to ask them about the service of premier bank and to drop different type of emotion of their experience, they are very joyous to give the answer and to drop the smiling face which is excellent and good. So I found that the customer of Premier Bank Limited is happy by the banking service.

On the other hand, there are some problems which customers face and by that they are not satisfy with the service Such as debit card and credit card related problem and not to have available booth service and so on.

Finally The Premier Bank Limited is trying to develop their service and to give their customer best and fast service. So that they are bringing special and more benefit to market for the customer. By this they provide "Service First" as their slogan.



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Chapter 1

1.1 Introduction:

The Banks play an important role in the economy of the country. Early banking system served mainly as depositors for funds, while the more modern system has considered the supplying of credit their main purpose. Banks are financial institutions or financial intermediary that collect fund from people as deposit and lend this fund as loans and advances to the borrowers in different sectors of the economy against interest for a certain period.

Banks play a very important role in both National and International trade. Now a day, no country can survive without international trade. Moreover, banks provide some other non-traditional services like- factoring, issuing bank guarantees etc., which are very much supportive to modern business.

After liberation of our country all banks were nationalized accepts the foreign banks. These banks were merged and grouped into six commercial banks. Total six commercial banks along with Uttara and Pubali were transferred to private sector from 1985. The financial system of Bangladesh consists of Bangladesh Bank (BB) as the central bank, 04 nationalized commercial banks (NCB), 5 government owned specialized banks, 30 domestic private banks, 10 foreign banks and 28 non-bank financial institutions are existing in our country at present.

1.2 Scope:

The premier bank limited provides different types of service to its customer. It provides good service with good behavior to their customer. So the customers feel excellent to their service and behavior. Here we are focusing on finding out the level of customer satisfaction and how it could be improve.



1.3 Objective:

The internship program, designed to provide the student with an opportunity to obtain on the job training and it aims to bring the two facts of learning the theoretical and practical knowledge together.

1.3.1 Primery objective:

- To measure the level of customer satisfaction.
- To find out the way to improve customer satisfaction

1.3.2 Secondary objective:

- To give an overview of operations of PBL.
- To identify the problem and solution related with the service which is provided by the bank.
- To analyze the gap between expectation and perception of customers regarding the service provided by JBL.
- At last to relate theoretical knowledge with practical experience in several functions of bank.
- Fulfillment of the BBA Program and Internship Program requirements

1.4 Methodology:

The report has been prepared on the basis of the experience gained during the period of the internship. Here both quantities and qualitative data are included. However, this report is basically qualitative in nature. The important feature of the report is the use of both primary and secondary data. The data is collected from two sources:



1.4.1 Primary Source:

- Personal experience by MEET and GREET with the customer.
- Personal experience gained by visiting different desks.
- Personal investigation with bankers.

1.4.2 Secondary Source:

- Different “Procedure Manual” published by The Premier Bank Ltd.
- Publications of Journal
- Internet
- Annual Report

1.5 Limitation:

Information couldn't be gathered because of confidentiality of the bank. Therefore, it is very difficult to carry out detailed analysis of the Banks problems and the service provided by the Premier bank limited (Kakrail Branch). The study was limited to the Premier Bank Ltd and paper documents.



Chapter 2

Background of the organization

The Premier Bank Limited

Premier Bank

s e r v i c e f i r s t



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Website: www.premierbankltd.com



2.1 The Organization:

The Premier Bank Limited (PBL) is the leading private bank in Bangladesh. It is a scheduled bank, which is incorporated in Bangladesh as banking company on June 10, 1999 under Companies Act.1994. It has created a new way of its own banking area of Bangladesh in terms of providing service to customer and value addition to its stakeholders. Bangladesh Bank, the central bank of Bangladesh, issued banking license on June 17, 1999 under Banking Companies Act.1991. The Head Office of the Premier Bank Limited is located at Banani. Within short period of time, the bank has been successful in positioning itself as progressive and dynamic financial institution in our country. The bank is now widely operated by the business community from small entrepreneurs to big merchant and multinational because of modern and innovative ideas and financial solution. Now it has opened 65 branches in different areas of the country.

2.2Company overview :

The Premier Bank Limited is managed by a group of dynamic Board of Directors drawn from different disciplines. They hold very respectable positions in the society and are from highly successful group of Businesses and Industries in Bangladesh. The Bank has a very competent Management Team who have long experience in domestic and international Banking. The Bank upholds and strictly abides by good corporate governance practices and is subject to the regulatory supervision of Bangladesh Bank.

Authorised Capital: BDT 6000.00 Million

Paid up Capital: BDT 3818.61 Million



2.3 Vision

The bank has a clear vision towards its ultimate destiny – “To be the best amongst the top financial institutions.”

2.4 Mission

- To be the most caring and customer friendly provider of financial services, creating opportunities for more people in more places.
- To ensure stability and sound growth while enhancing the value of shareholders investment.
- To aggressively adopt technology at all levels of operation to improve efficiency and reduce cost per transaction.
- To ensure a high level of transparency and ethical standards in all business transacted by the bank.
- To provide congenial atmosphere this will attract competent work force.
- To be socially responsible and strive to uplift the quality of the life by making effective contribution to national development.

2.5 Values:

- Service first
- Easier banking
- Better relationship
- Assured confidentiality
- Good corporate governance
- Corporate citizenship



2.6 Objective

- To encourage and motivate new entrepreneur to establish industries and business in line with development of the national economy.
- To boost up investment in private sector by financing independently or under syndication arrangement.
- To financing foreign trade of the country both in export and import.
- To enhance savings tendency of the people by offering attractive and lucrative new savings scheme.
- To develop the standard of living of the limited income group by offering consumer credit scheme.
- To boost up mobilization of savings both from urban and rural areas.
- To develop the model of participatory banking.
- To develop competitive, most modern scientific and social welfare oriented banking institution on the country.
- To finance the industry, trade and commerce through conventional way as well as by offering various customers friendly credit products.

2.7 Strategy of the Premier Bank Limited

Be Pro-active

We make conscious endeavor to elevate our life and activities. There is no place for fun in 'Reactive Management'. We learn to anticipate and act.

Begin With the End in Mind

Our every action corresponds to our goal. We set our goal from what lies behind and beyond us. We begin in earnest to finish in time to pursuing that goal.



Put First Things First

We make a choice for things that make an upbeat difference. Things that matter most are not put at the mercy of things that matter least.

Think Win-win

Win-win is a frame of mind and heart that constantly seeks mutual benefit in all human interactions. In our philosophy, we want to see all parties an optimistic winner. A forward looking planning helps us engage in a win-win relationship. Seek first to understand and then be understood we prize our ability to communicate over all other values. Most of the time, we patiently hear people more than we are heard. We seek first to understand how we are expected- then we position ourselves as befittingly as we can.

Synergy

The effect of a combined whole is always greater than the sum of individual parts. The relationship which the parts have to each other is a part in itself. We believe, every part is important and each can contribute. We work together with others to build a team work those results in a better success.

Care and Share Alike for the Society

We care for the feelings, needs and experience of the society and share our interests equally. We try hard to provide for the less privileged and have-nots to ensure a better society and a more prosperous Bangladesh. It is an honor, our duty and privilege, to be able to serve the nation in more ways than just providing banking services.



2.8 Functions of the Bank:

The Bank offers:

- Commercial banking service including collection of deposit, short term trade finance, working capital finance in processing and manufacturing units and financing and facilitating trade.
- Term loans and working capital loans to industries.
- Loans to Small and Medium Enterprises (SMEs).

2.9 Business philosophy of the bank:

The philosophy of PBL is to develop the Bank as an ideal and unique banking institution such as providing “service first”. The bank is quite different from other privately owned one-managed commercial bank operating in Bangladesh. PBL is to grow as a leader in the industry rather than a follower. The leadership will be in the area of service constant effort being made to add new dimension so that clients can get additional value in the matter of services to match with the needs and requirements of the country's growing society and developing economy.

Slogan of PBL

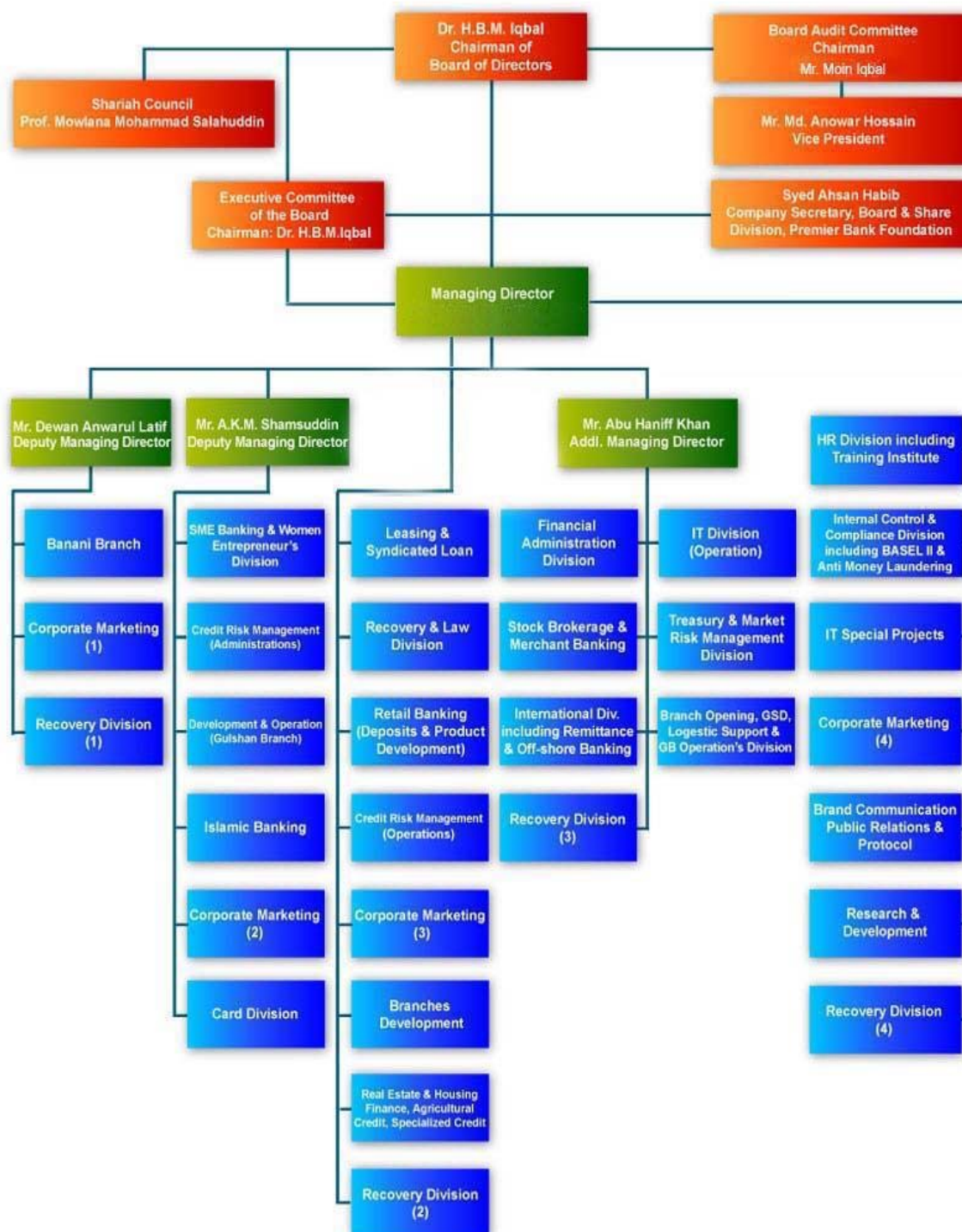
Service first

2.10 Board of Directors:

The Board of PBL consists of 15 Directors. Out of 15 members, one is from Taiwan. The members of the Board of Directors of the Bank hold very respectable positions in the society. They are from highly successful group of Business and Industries in Bangladesh. Each member of the Board of Directors plays a significant role in the socio-economic domain of the country.



2.11 Ownership structure of Premier Bank Limited:





2.12 Division of PBL:

The MD is the head of the operational area, of the bank and its chief executive. The MD is appointed by the board of directors with prior permission of Bangladesh bank. All policy formulation and subsequent executions are done in the Head office. It comprises the following divisions. Financial Administration Division (FAD), GSD, ID, ITD, Establishment, Accounts.

2.13 District-wise Branch distribution of Premier bank Limited:

Agrabad Branch	Ambarkhana Branch	Ashkona Branch	Ashugonj Branch	Banani Branch	Kakrail Branch
Bhulta Branch	Board Bazar Branch	Bogra Branch	Comilla Branch	DEPZ Branch	Dhanmondi Branch
Elephant Road Branch	Feni Branch	Gulshan Branch	Gulshan Circle-2 Branch	Imamgonj Branch	Jessore Branch
Kakrail Branch	Kawran Bazar Branch	Khatungonj Branch	O.R. Nizam Road Branch	Rampura Branch	Sylhet Branch (Islamic Banking)
Khulna Branch	Mirpur Road Branch	Mymensingh Branch	Pagla Branch	Rangpur Branch	Tangail Branch
Konabari Branch	Motijheel Branch	Narsingdi Branch	<u>Panthapath Branch</u>	Savar Bazar Stand Branch	Uttara Branch



Meghnaghat Branch	Moulvi Bazar Branch	<u>Nawabpur Road Branch</u>	Rajshahi Branch	Shymoli Branch	Zinzira Branch
Barisal Branch	Dilkusha Branch	Joydebpur Branch	Bhairab Bazar Branch	Dilkusha Corporate Branch	Jublee road Branch

2.14 Products and Services of the bank:

Premier Bank is always conscious of the changing needs of the customers and strive to develop new and improved services for its valued customers. Bank offers various Deposits and Lending Products & Services to meet all kinds of financial needs of our customers.

Deposit Product	Loan Product	Customer Service
1. Fixed deposit 2. Current account 3. Savings account 4. Premier genius account. 5. 50+ Account 6. Monthly income scheme 7. Monthly savings scheme 8. Education savings scheme	1. Personal loan 2. Consumer credit scheme 3. House building loan 4. Doctors loan 5. SME financing 6. Women entrepreneur financing 7. Student credit program 8. Lease financing 9. VISA credit card	1. Islamic banking 2. Evening banking 3. Remittance service 4. SME service 5. International service 6. VISA and ATM service 7. Brokerage house 8. Call center 9. Premier service 10. Premier TC



2.14.1 Product of Premier Bank Limited:

2.14.1.1. Deposit Products:

- ☐ Monthly Savings Scheme (MSS)
- ☐ Monthly Income Scheme (MIS)
- ☐ Education Savings Scheme (ESS)
- ☐ Special Deposit Scheme (SDS)
- ☐ Fixed Deposit (FD)
- ☐ Saving Account (SB)
- ☐ Current Account (CD)
- ☐ Corporate Savings Account (SB)
- ☐ Short Term Deposit Account (STD)
- ☐ RFCD/ NFCD Account

Premier Bank is paying interest on daily balance of the Savings & Corporate Savings Accounts.

2.14.1.2 Lending Products:

- ☐ Consumer Credit Scheme
- ☐ Rural Credit Scheme
- ☐ Student Credit Programme
- ☐ Special Credit Scheme on RMG
- ☐ Doctor's Loan
- ☐ Lease Finance
- ☐ SME Finance
- ☐ Hire Purchase
- ☐ Trade Finance
- ☐ Working Capital Finance
- ☐ Project Finance



- ☐ Finance for Agroprocessing Industry
- ☐ Other Commercial Lending such as: Cash Credit, PAD, LIM, LTR

2.14.1.3 Islamic Banking Operation:

In order to serve those Customers who neither receive or Pay Interest, we have decided to open separate branches based on SHARIAH PRINCIPLES. The activities & book keeping will be kept separate from the Conventional Branch Operations.

Islamic Banking service is now available at MOHAKHALI BRANCH and SYLHET BRANCH. These two branches are run under Islamic Shariah Principles. Chairman of Islami Bank Limited, former secretary of Government of Bangladesh and former Deputy Governor of Bangladesh Bank - Mr. Shah Abdul Hannan is also the chairman of Islamic Shariah Council of Premier Bank. The council also consists of renowned Islamic scholars like Dr. A.R.M. Ali Haider, Professor of Department of Islamic Studies, University of Dhaka, Moulana Ruhul Amin Khan, Executive Director of the Daily Inqilab and others who determine the guiding principles for operation of our Islamic Branches. The performance of our Islamic banking branches during the year 2011 is Deposits 6750.22, Investments 3572.03, Profit 294.97 (*Taka in Million*).

2.14.2 Services of the Bank:

2.14.2.1 Locker Service:

For safekeeping of customers' valuables like important documents and goods like jewelries and gold ornaments, Premier Locker Service is available in most of the Branches in urban areas.



Nature of Service	Nature of Charges	Rate of Charges
Custody of Locker / Safe	Rent	a) Yearly TK.1,000/= for small size locker b) Yearly TK.1,200/= for medium size locker c) Yearly TK.2,000/= for big size locker

2.14.2.2 Online any Branch Banking:

We have set up Wide Area Network using Radio, Fibre-Optics & other available communication systems to provide any branch banking to our customers. Customer of one branch is now able to deposit and withdraw money at any of our branches except Barishal Branch. Our Barishal Branch will be included in our Wide Area Network shortly. No TT/DD or cash carrying will be necessary.

Online branch banking service is designed to serve its valued clients. Under this system, you shall be able to do the following type of transactions. Cash withdrawal from your account at any branch of the Bank. Deposit in your account at any Branch of the Bank. Transfer of money from your account to any other account with any Branch of the Bank.

Transaction Limit - Unlimited transaction.

Online Transaction Membership Fee - No Membership fee is required.

Charges for Online Transaction - No charges for online transaction.

2.14.2.3 ATM:

We have four ATM booths. But the bank are planning to install more ATMs around the country to enable our Account Holders & Card Members to draw cash, do fund transfer, payments and balance inquiry on line.



2.14.2.4 Banking Software:

A Robust banking software which will integrate the Total Banking Operation and provide total solutions to customer needs is under selection. Implementation is expected soon.

2.14.2.5 Swift:

Premier Bank Limited is one of the first few Bangladeshi Banks who have become member of SWIFT (Society for Worldwide Inter-bank Financial Telecommunication) in 2002. SWIFT is members owned co-operative, which provides a fast and accurate communication network for financial transactions such as Letters of Credit, Fund transfer etc. By becoming a member of SWIFT, the bank has opened up possibilities for uninterrupted connectivity with over 5,700 user institutions in 150 countries around the world.

SWIFT No.: PRMRBDDH

2.14.2.6 Credit Card:

Premier Bank holds the principle member License from VISA International to issue & acquire the world's most widely used Credit Card. Premier Bank is the first local private bank to offer VISA International credit card in the country. The Bank is offering both Local International Cards.



2.15 Performance of the bank at a glance:

(TK. In Million)

Particulars	2006	2007	2008	2009	2010	2011
Authorized Capital	2000.00	2000.00	2000.00	6000.00	6000.00	6000.00
Paid-Up Capital	845.00	1689.99	1689.99	2242.28	2914.97	3818.61
Reserve Fund	543.76	649.79	870.22	1148.59	1651.25	1800.27
Deposits	24199.01	27114.47	32059.62	37381.96	54691.47	60692.97
Advances	20677.68	23637.61	30319.53	33664.59	46400.57	49774.91
Investment in Govt. Securities	2392.01	3461.45	4107.03	5872.65	7289.20	9239.80
Foreign Trade Business	38797.18	43222.20	59546.70	56470.03	79381.60	76287.12
Foreign Remittance	940.10	1620.60	2786.40	2223.20	2669.50	4745.12
Income	3622.05	4186.33	5070.04	5762.92	8250.78	10003.68
Expenditure	2679.98	3188.22	3797.10	4371.06	5390.79	9186.38
Operating Profit	942.07	998.11	1272.94	1391.87	2859.98	817.30
Fixed Assets	163.93	219.79	298.85	529.55	652.52	1220.87
Total Assets	27170.45	32573.19	38723.49	47343.24	68240.25	74951.11
Book Value per Share (Taka)	192.44	145.88	138.97	187.51	20.50	16.99
Earning per Share (Taka)	43.63	4.66	29.02	48.54	6.08	1.34
Dividend	10.00%	7.00%	24.00%	30.00%	31.00%	22.00%



Loan as a % of total Deposits	85.45%	87.18%	94.57%	90.06%	84.84%	82.01%
Non-Performing Loan as % of total Loan	4.91%	5.96%	4.55%	1.83%	4.66%	4.28%
Capital Adequacy Ratio	10.66%	12.66%	12.71%	15.14%	10.01%	10.55%
Number of Branches	26	27	30	38	52	64
No. of Foreign Correspondents	350	397	414	439	454	473
Number of Employees	677	731	834	893	965	1117



Chapter 3

3.1 Project Description:

Customer is the most important part of any organization and customer satisfaction is the only thing to get more customers, to make more profit. Bank is a service organization, here it is mandatory to satisfy its customers. The Premier Bank Limited always tried to provide better service to its customer. But it is not possible to any one or any organization to satisfy the entire customer. If PBL provide best service to its customer, there will be some people who will be not satisfied at all. Not only that, customer satisfaction level might be changed day by day. In my intern period, I observe that one customers choice, his/her opinion, feelings about PBL products, behaviors are different from other customers, and satisfaction level is also vary from others. To run business successfully, every organization must measured its customer's satisfaction level. In PBL, I have to meet many customers in a day. Some of them are happy with PBL but some of them are totally disappointed with PBL. To understand this situation more clear I choice this customer's satisfaction level as my intern project. To measure this satisfaction level, I asked some fixed question to 50 different customers who visited PBL, Kakrail Branch frequently. (Questioner is attaching in appendix). I divided my questioner in some criteria, like PBL product, Employees behavior, Charges, Loan facilities, Interest rate etc. Two types of customers are visiting PBL most. One for transaction and another for account service. I choose randomly my samples for my survey. In my target customers, some of them are businessman, some people are service holder, some of them are house



wife or student etc. After completing my survey, I analyzed those data by using graph and have found a result.

2.2 Customer Satisfaction:

The customer satisfaction level of Premier Bank we should know what is customer satisfaction? What are the factors those are influencing the customer satisfaction and why it is needed? Customer satisfaction is really hard to define as many factors have a great influence on it. The generally accepted the definition of customer satisfaction is “The extent to which a product perceived performance matches a buyer’s expectation. If the product’s performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectation, the buyer is satisfied or delighted”.

So, Customer satisfaction = Perceived Performance – Actual Performance

When Customers are Satisfied?

Dissatisfaction: It occurs when the actual performances fail to met its expectation.

Satisfaction : It occurs when the performance meets the expectation.

Delight : It occurs when the performance level exceed it expectation.

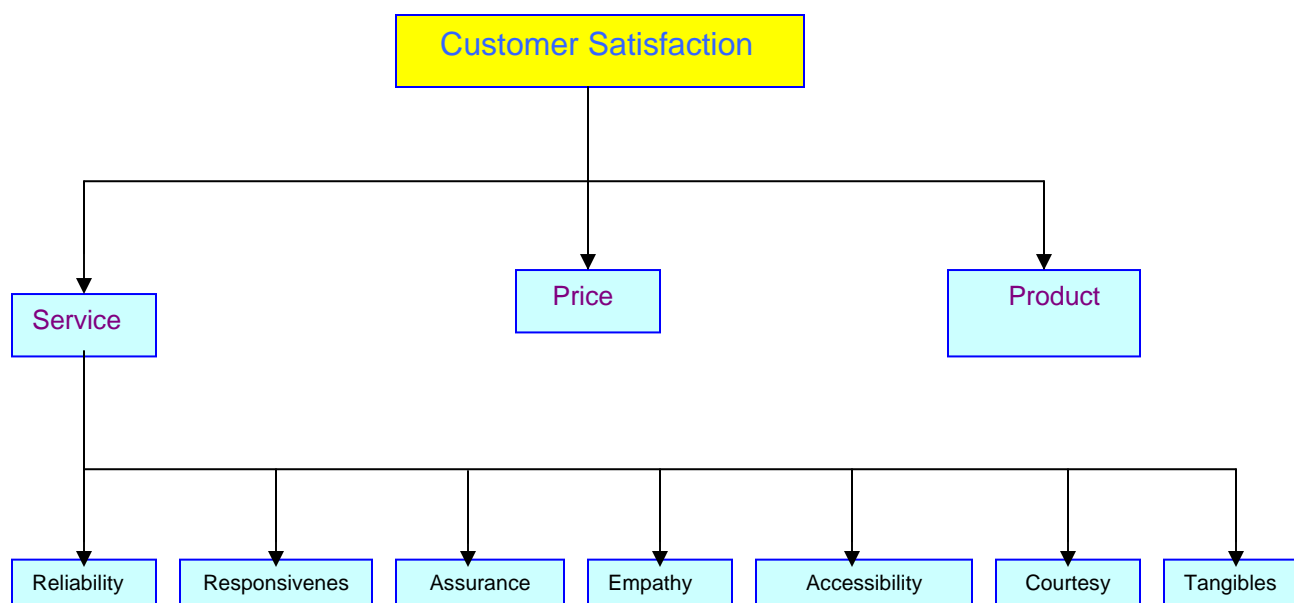


Figure: Variable of customer satisfaction

This service quality has some dimensions that are presented in the above diagram. Quality of service is one of the important factors that influence customer satisfaction. Researchers and managers of service firms concur that service quality involves a comparison of expectations with performance. So, by this diagram the author tried to show the 7 dimensions of service quality and the reliability, responsiveness, assurance, empathy, tangibles, access and lastly courtesy. These seven dimensions are discussed here below:

▪ **Reliability:**

- Providing service as promised
- Dependability in handling customers' service problems
- Providing services right the first time.
- Providing services at the promised time.



- Maintaining all of free records accurately.
- **Empathy:**
 - Giving customers individual attention
 - Employees who deal with customers' in a caring fashion (recognizing regular customer)
 - Having the customer's best interest at heart.
 - Employees who understand the need of their customers
 - Convenient business hours.
- **Responsiveness:**
 - Keeping customers' informed as to when services will be performed
 - Prompt service to customers (sending bill)
 - Willingness to help customers (calling back)
 - Readiness to respond to customers' requests
- **Tangibles:**
 - Modern equipment
 - Visually appealing facilities (plastic credit card)
 - Employees who have a real, professional appearance
 - Visually appealing materials associated with the service.



- **Assurance:**
 - Employees who have confidence in customers
 - Making customers feel safe in their transactions
 - Employees who are consistently courteous.
 - Employees who have the knowledge to answer customer questions.
 - Physical Safety
- **Accessibility:**
 - The service is easily accessible by telephone (lines are not busy and don't put you on hold)
 - Waiting time to receive service is not expensive
 - Convenient time of operation
 - Convenient location of service facility
- **Courtesy:**
 - Politeness, respect, consideration and friendliness
 - Clean and neat appearance of public contact personnel.
 - Consideration for the consumer's property.

2.3 Customer satisfaction factor:

Banking is a service oriented business. They are providing service to attract the customer. They are the key element of business. So Banks are mostly emphasizing on providing better and quality service to the customer. They should more concern about what type of service they are providing. Now in the market there are tough competitions among banks. Customer satisfaction depends on several factor of bank. Herewith we can measure the



level of customer satisfaction by analyzing different satisfaction factor. Customer satisfaction factor are given bellow.

- ✓ Advanced product and service
- ✓ Account opening procedure
- ✓ Time taken to issuance cheque book and debit card
- ✓ Interest rate of different deposit scheme
- ✓ Loan and credit facility of PBL
- ✓ Interest rate charged by PBL for different loan
- ✓ Online banking system of PBL
- ✓ Service charge
- ✓ Behavior of employee
- ✓ Internal environment
- ✓ Employee interaction
- ✓ ATM Booth Service

Here we have taken information from the general customer of the bank who has taken service from the bank at different times. So we have taken the information from 50 general people who have divided bank's service quality into some criteria such as Excellent, Good, Average and Bad. To collect the information, we have used customer evaluation box in the bank. And daily we have recorded the information in our logbook.

2.4 Data Analysis and Interpretation

After collection of all necessary data, those are analyzed in the following two ways:

- **Subjective Analysis:** Qualitative data are analyzed critically using judgment and knowledge.
- **Statistical Analysis:** Appropriate statistical tools are used to analyze the gathered data. All these analysis will be done with Microsoft Excel statistical analytical software.

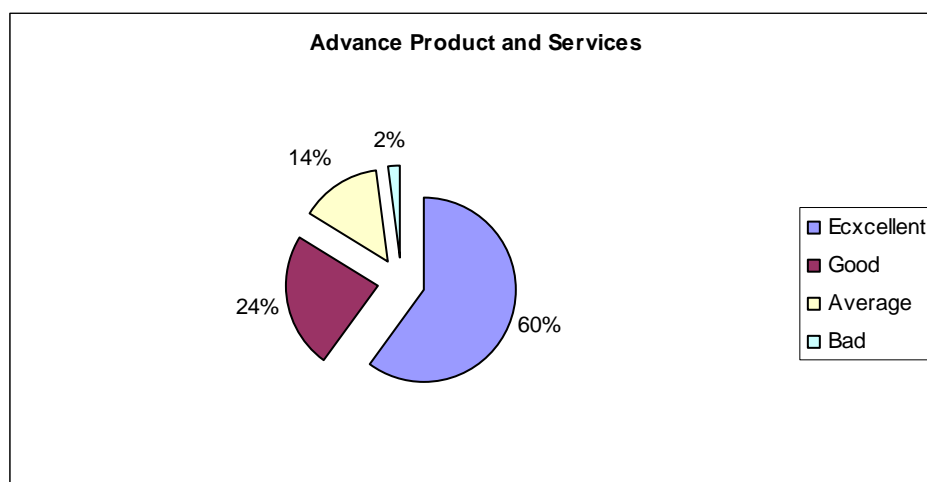


Advanced product and service:

The main customer satisfaction factor is the various types of product and services. Advanced product and service helps the customer to define which their satisfaction level and to find out which bank provides them best services. So here is aimed at finding out how much customer is satisfied with the advanced product and service of Premier Bank Limited, Kakrail branch, at present.

Responses	Frequency	Percentage
Excellent	30	60%
Good	12	24%
Average	7	14%
Bad	1	2%

The above figure shows 60% of the total customer are said Premier Banks Limited's Advanced product and service are excellent that is they are fully satisfied regarding the product and service of Premier Bank Limited, 24% are said good. Therefore, in general it can be said that customers are satisfied regarding product and service of Premier Bank Limited.



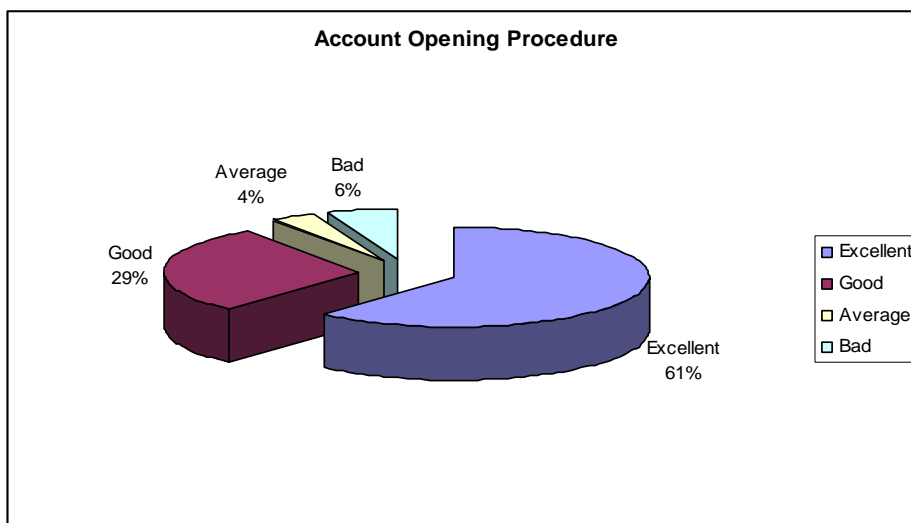


Account opening procedure:

Account opening procedure is also an important satisfaction factor of customer. Most of the time, customers make compare with other bank about fast service. So here our aim is to measure the level of customer satisfaction against account opening procedure.

Responses	Frequency	Percentage
Excellent	32	61%
Good	15	29%
Average	2	4%
Bad	3	6%

Majority of the client about 61% expressed that A/C opening procedure excellent where as 29% Said Good Service 4% said average service. Therefore, in general it can be said that customer are satisfied A/C opening procedure of Premier Bank LTD.



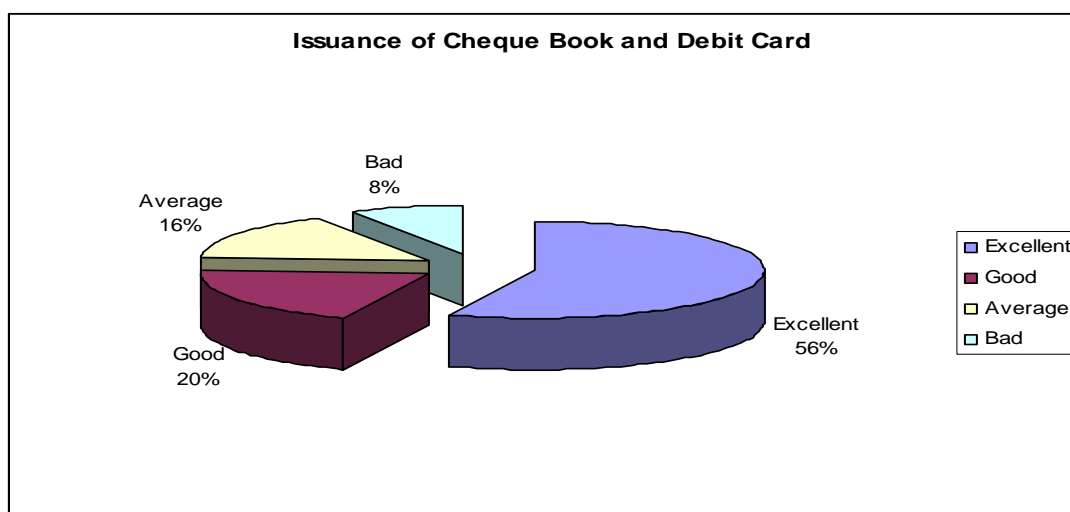


Time taken to issuance cheque book and debit card:

Time is one of the most important elements of customer. They don't want to compromise with the time. They want best service within short period of time. In that case, to issue cheque and debit card, they want fast service. So by the analysis, our aim objective is to find out the level of customer satisfaction about Time taken to issuance cheque book and debit card

Responses	Frequency	Percentage
Excellent	28	56%
Good	10	20%
Average	8	16%
Bad	4	8%

The above figure shows 75% of the total customer are said PBL's Cheque Book Issuance procedure are excellent that is they are fully satisfied regarding the Cheque Book issuing procedure of Premier Bank Limited, 20% are said good and 16% Said Average. Therefore, in general it can be said that customers are satisfied regarding Cheque Book Issuance procedure of Premier Bank Limited.

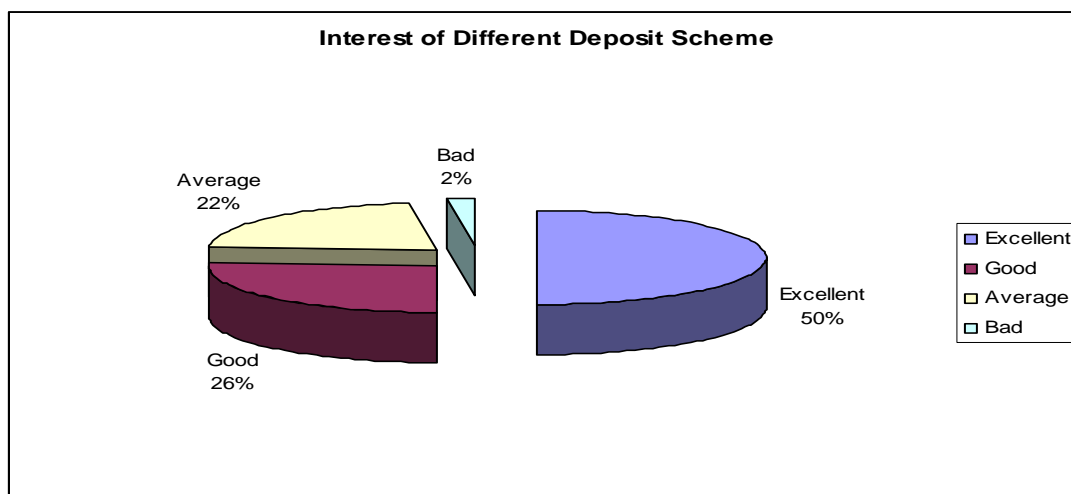




Interest rate of different deposit scheme:

Interest rate of different deposit scheme is also an important factor of level of customer satisfaction. Customers always want best benefit. In that case, they always expect high interest rate against their deposit money. So they can get high profit of their deposit money at the end of maturity. But it is rarely varied from other bank because interest rate is getting fixed from Bangladesh bank, itself. But as a satisfaction factor of customer, our aim is to find out their satisfaction level.

Responses	Frequency	Percentage
Excellent	25	50%
Good	13	26%
Average	11	22%
Bad	1	2%



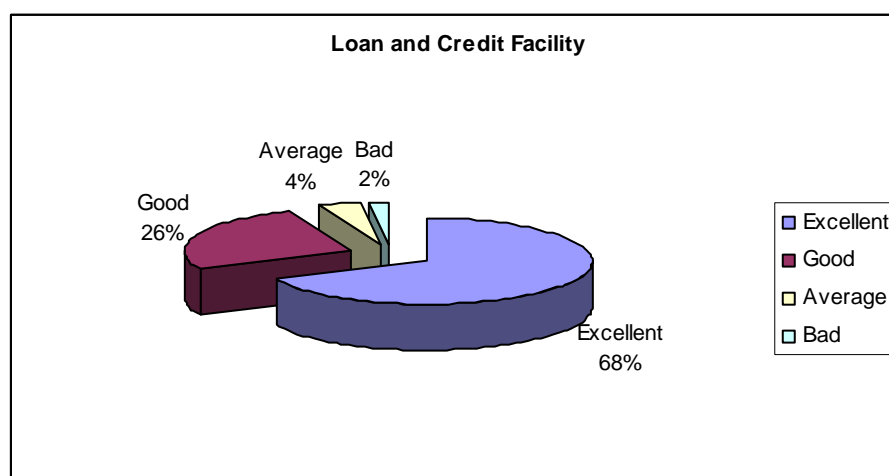
The above figure shows 50% of the total customer are said PBL's interest rate provided for different deposit scheme are excellent that is they are fully satisfied regarding the interest rate provided for different deposit scheme of Premier Bank Limited, 26% are said good and 22% said Average.



Loan and credit facility of PBL:

The Premier Bank Limited (PBL) gives loan and credit facility to customer. In kakrail Branch, there are some customers who take loan in a regular basis. They are satisfied with the service of the Premier Bank Limited Kakrail branch. So here we will follow how much customer is satisfy with the Advanced Loan and credit facility of premier bank, Kakrail branch, at present.

Responses	Frequency	Percentage
Excellent	34	68%
Good	13	26%
Average	2	4%
Bad	1	2%



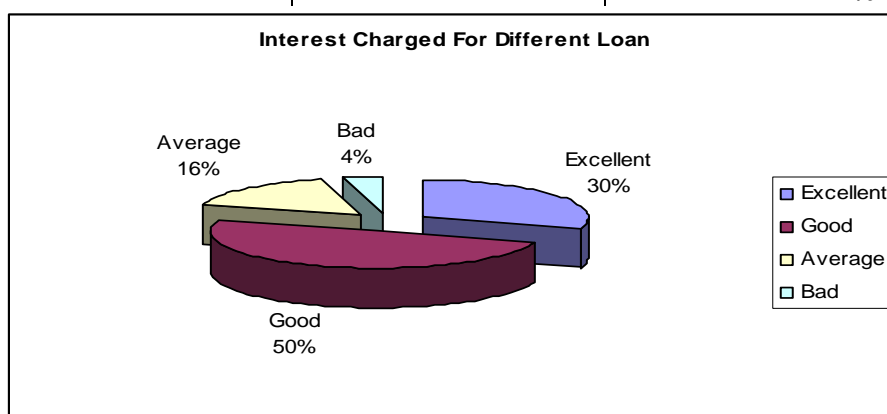
The above figure shows 68% of the total customer are said Bank 's loan issuing procedure are excellent that is they are fully satisfied regarding the loan issuing procedure of Premier Bank Limited, 26% are said good on their loan issuing procedure. Therefore, in general it can be said that the credit customers are satisfied regarding loan issuing procedure of Premier Bank Limited.



Interest rate charged by PBL for different loan:

Here our aim is to find out customer satisfaction level case of Interest rate charged by PBL for different loan. Here customers want to give less interest.

Responses	Frequency	Percentage
Excellent	15	30%
Good	25	50%
Average	8	16%
Bad	2	4%



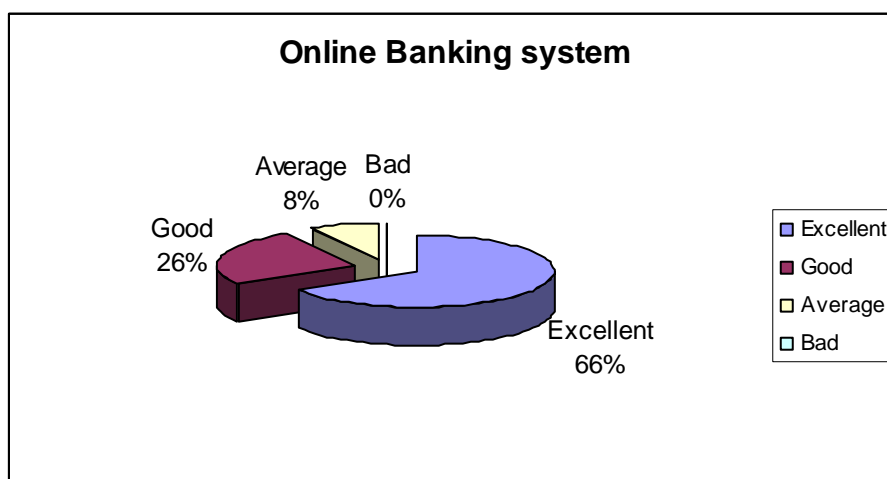
The above figure shows number of the customer are fully satisfied regarding interest rate charged by Premier Bank Limited on their different Credit Scheme. 30% are said Excellent and 50% said good that is they are satisfied, 16% are said average that is they are moderately satisfy, 4% are not totally satisfied on their credit price. Therefore, in general it can be said that the credit customers are quite satisfied regarding interest rate charged by Premier Bank Limited on their different Credit Scheme.



Online banking system of PBL:

Here our aim is to find out customer satisfaction level case of Online banking system of PBL. Here customers want to give less interest.

Responses	Frequency	Percentage
Excellent	33	66%
Good	13	26%
Average	4	8%
Bad	0	0%



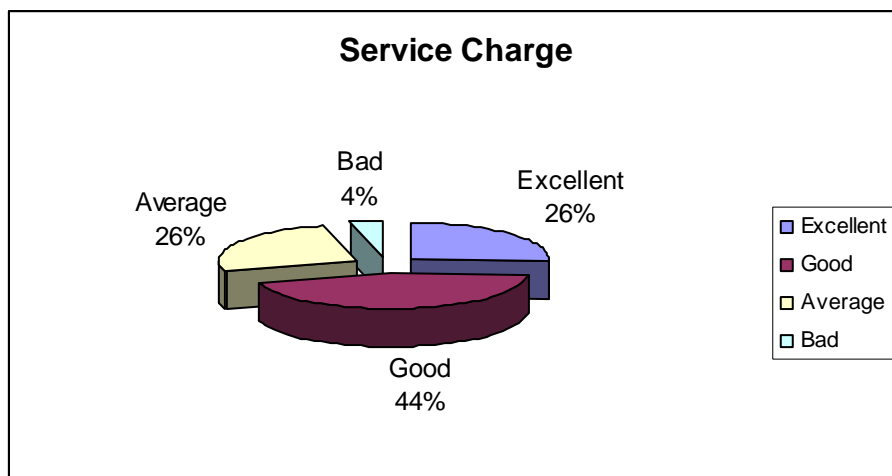
The above figure shows number of the customer are fully satisfied regarding online banking system by Premier Bank Limited. 66% are said Excellent and 26% said good that is they are satisfied, 8% are said average that is they are 8% said average. Therefore, in general it can be said that the general customers are quite satisfied regarding online banking system by Premier Bank Limited.



Service charge:

Our aim is to find out customer satisfaction level case of Service charge charged by PBL for different service provided. Here customers want to pay less charge and compare with different bank.

Responses	Frequency	Percentage
Excellent	13	26%
Good	22	44%
Average	13	26%
Bad	2	4%



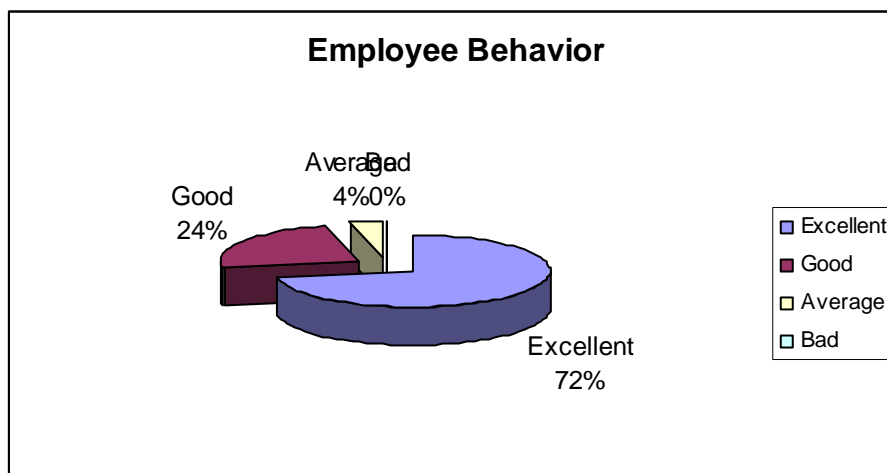
The above figure shows 44% customers are satisfied considering good to the service charge, 26% said excellent and 26% mentioned it as average.



Behavior of employee:

Employee's behavior is also important factor of customer satisfaction. Some times customer came back to the bank because of friendly behavior by employee. On the other hand if they are disturbed for one time, they don't come for second time. That's why, this is important factor. Now our objective is to find out customer satisfaction level case of behavior of employee of PBL, Kakrail Branch.

Responses	Frequency	Percentage
Excellent	36	72%
Good	12	24%
Average	2	4%
Bad	0	0%



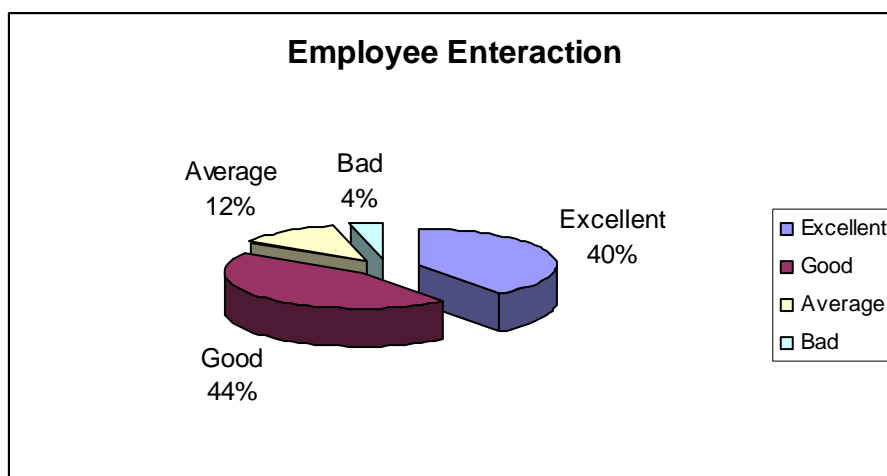
The above figure shows that 72. % are agreed with the opinion 'Employee behavior is perfect' in Premier Bank limited. 24% are agreed with good. So in general it can be said that Employee interaction is perfect in Premier Bank Limited.



Employee interaction:

Our objective is to find out customer satisfaction level case of behavior of employee of PBL, Kakrail Branch. Sometime customer may become de-motivated to do transaction with us because of miss interaction of the employee.

Responses	Frequency	Percentage
Excellent	20	40%
Good	22	44%
Average	6	12%
Bad	2	4%



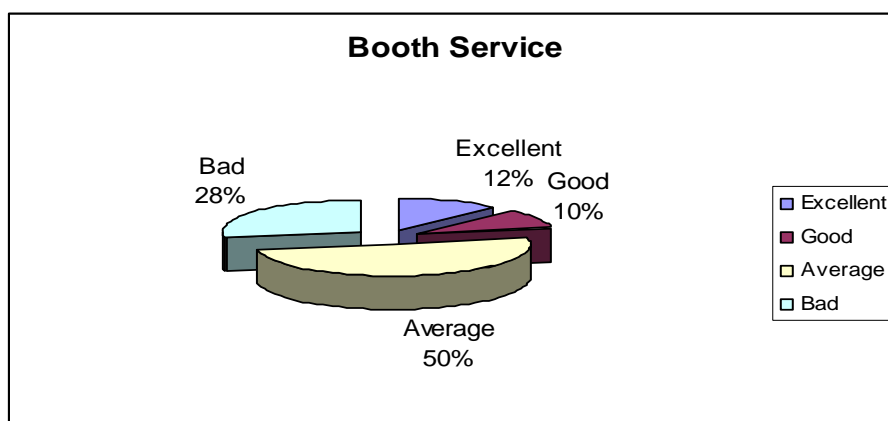
The above figure shows that 40% are agreed with the opinion 'Employee interaction is perfect' in Premier Bank limited. 44% are agreed as good. So in general it can be said that Employee interaction is perfect in Premier Bank Limited.



ATM Booth Service:

Here our main objective is to find out customer satisfaction level in case of ATM booth service.

Responses	Frequency	Percentage
Excellent	6	12%
Good	5	10%
Average	25	50%
Bad	14	28%



Here the percentage shows that 50% customer has mentioned about the service of ATM booth is average. So comparing to the other segment we can say that customer didn't find proper service from it. So here their satisfaction level is quite low.



Chapter 4

4.1 My Job Part:

I, Mehenaj Jabin Shanta, joined at the Premier Bank Limited Kakrail Branch as Service Intern on 11th March 2012. I feel so lucky that I have met with some nice people. Our branch Manager I. N. M. Mohaimen Billah and Hassan Mahmud Tariq FAVP both are kind hearted and helpful person to me. From the very beginning, they are giving me right way and proper direction to my assign duty which is given by Head Office.

In this internship Program, I have played the role of service intern. As a service intern, I have introduced with the banking system of premier bank. First two month, I have met and greet with the customer. I have talked with them and tried to find out their expectation toward the bank and find out the solution how it could be solved. Then I have asked them the question and recorded the answer to my note book.

In the mean time, from the general banking department, I have learnt how to open a bank account such as current account, savings account, MSS, FDR etc. I have learnt about how to issue cheque book and sometimes by using other user id I gave different types of posting such as cheque book posting.

I can give solvency certificate to the customer and bank account statement to the customer. For that it has procedure. But I have learnt it and could easily do the work.

Along with, I have started to move each and every desk and tried to learn about the activities of other desk. But from the third month I have started to work in loan and Credit department. From the loan department, I have learnt about how to prepare bank guarantee and the process of sanctioning bank guarantee.



Then I have learnt about how to prepare Credit Information Bureau (CIB) report and I have prepared about 7 or 8 CIB Report of the borrower and bank guarantor of Kakrail Branch.

I have also learnt about how to make credit or loan proposal. By the short time, as intern I have made 2 loan proposals. I am happy by giving that service to the bank. And I hope my seniors are also happy with the performance of me comparing to the other intern of the branch.

4.2 Findings and analysis:

- PBL Kakrail branch has not adequate number of skilled manpower in branch.
- PBL has only 64 branches throughout the country, and most of the branches are in Dhaka city. So the service coverage of PBL is very narrow.
- PBL has maintained lengthy process in maintaining record for any type's of data sending and receiving such as issuing debit card and cheque book. Sometime its good as it become secured and sometime it has negative effect that the customer become bored and it takes more time to maintain the process.
- PBL has very small operational network. So it cannot do remittance business extensively.
- The branch does not do any treasury function. It is rather done by Head Office.
- PBL has introduced Visa Debit Card first time ever done by a Local Bank in Bangladesh.



- PBL has also introduced SMS Banking for its valued clients. The customers can check their account balance, send request for bank statement, and other features are added in this SMS banking service. But not broadly.
- Branches maintain systematic records of transactions with the customers in hard discs with backups so that these can be retrieved when necessary.
- The Bank has adopted online banking. It provides all the modern services with latest technology.
- The Bank uses “Ultimus” software.
- The branch frequently face network problem but there are no network operator in the branch. Every time the branch has to call network operator from Head Office, which cause loss of many valuable time.
- The communication network used for online banking by the bank often goes down, which cause many problems to the clients to make or get payments or balance transfer and hamper their business.



Chapter 5

5.1 Recommendation

In the fast evolving world, it is very necessary for each and every organization to build a strong presence in the market by maximizing profit margin by satisfying their customers as much possible. As a bank, the manager has to identify the strategies that align, fit or match the banks' resources and capabilities to the demands of the environment in order to exploit opportunities and counter threat and to correct company weakness building on the strength. It is like a process containing corporate planning, performance analysis, program or service delivery, and evaluation and review.

After completing my internship program with PBL, Kakrail Branch, I think the following recommendations will help them to improve the level of customer satisfaction.

- **Deposit book:**

Deposit book should be provided to the regular account holder such as current account and MSS account holder. Some customers want a full book of deposit slip. By discussing with them it comes to know that they are the current account holder and MSS account holder. They have to come the bank daily or monthly. So it becomes tough to them to come in the bank to put the signature on deposit slip. If they get that slip as book, it will be helpful for them as they can send bearer to deposit the money.

- **Debit card**

Debit card should be given to the new account holder with in short period of time and it should be activated as early as possible. Sometime customers open bank account for their early and fast service in the case of carrying debit card but it is reached on customers hand after 15 or 20 days later. So they claimed that the service of premier bank is not excellent. So it takes more time to issue debit card and activation of it.



- **ATM Booth Service:**

ATM Booth service is very poor in PBL Comparing to the other bank. So it should be developed as early as possible. Number of booth should be improved to fill up customer demand as we know that at present it has only for Booth throughout the country. so it should be reachable and available to the customer.

- **Locker service :**

Premier bank Limited have the facility of locker service for the customer. But it has only in head office. But it should be improved at PBL, Kakrail Branch. There are many customer have come to take that service at their nearer branch.

- **Number of Branches:**

PBL should create business opportunities for themselves. Nowadays there is a intense competition between the banks. All the banks are expanding with aggressive approach. so Premier bank needs to open more branches to capture the market and it should be nearer to the customer address. So they can do banking easily with PBL.

- **Number of Trained employee:**

There are some employees untrained which decreases the efficiency of the bank branch. Number of trained employee should be improved to give proper and better service to the customer. As we know that PBL of Kakrail branch faces employee shortage.

- **Cheque authorization Process:**

Cheque authorization Process should be developed to save the time of customer. Here customers have to wait for long time to take the authorization of cheque from other branch.



- **Marketing Effort:**

Premier Bank limited should give more emphasize on their marketing effort and try to increase their sales force. Model Banks like Citibank, HSBC Bank, Standard Chartered Bank are using media very effectively to increase the business of banks. So PBL should need to use electronic media for its business developments.

- **Increase Loan Facility:**

Premier Bank should pay attention to consumers' need and want. It should increase the facility of consumer loan products, small loan products like car loan, personal loan, and student loan, House Building loan etc.

- **House-Building loan facility**

There are House-Building loan facilities available in Premier Bank Ltd, Which is only offered to Staffs of the bank. This loan facility should be opened for every people.

- **Job rotation:**

Most of the bank employees are sticking to one seat only, with the result that they become master of one particular job and lose their grip on other banking operation. In my opinion each employee should have regular job change.



5.2 Conclusion

Success in the banking business largely depends on effective lending. Less the amount of loan losses, the more the income will be from lending operations. The more the income from lending operations the more will be the profit of the bank

Overall of my investigation I can say that Products and services are satisfactory and continuously meet the challenges of developing new products and services to match the specific requirements of customers.

Over the years Premier Bank Ltd. had shown commendable improvement. But as discussed earlier, the world will not compromise for PBL, for that matter, neither local competitors nor the multinational ones. In this era, when only the fittest survives, PBL wrap a long yard behind from that fitness. This is the crucial time for PBL to consolidate the success they have achieved, and go on with its mission. Otherwise 'A Bank with Vision' will only be an illusion to them.



Appendix

PREMIER BANK LTD.

CUSTOMER SATISFACTION QUESTIONNAIRE

We appreciate you taking the time to complete this questionnaire. Please circle the numbers you think are most appropriate and return the form.

“Customer Satisfaction Level at PBL, Kakrail Branch”

Perceptions statements in the reliability dimension
--

	Excellent	Good	Average	Bad
1. The account opening process of Premier Bank Limited is efficient.	4	3	2	1
2. You did not have to wait for a long time at customer service to open an account.	4	3	2	1
3. The bankers and staffs of PBL were sincere about your service concern.	4	3	2	1
4. You were given enough information about your accounts regularly.	4	3	2	1
5. There are enough officers on duty in the bank.	4	3	2	1



Statements in the responsiveness dimension

1. The officers at customer service correctly answered your required inquiries.	4	3	2	1
2. The staff and employees of the bank are helpful and cordial.	4	3	2	1
3. The officers at customer service responded at your call promptly.	4	3	2	1
4. The officers are friendly and competent.	4	3	2	1
5. The amount of time taken at cash counter to deliver service to you was enough.	4	3	2	1
6. The competence and knowledge of officers about banking system is good.	4	3	2	1

Statements in the assurance dimension
--

1. The officers are helpful, competent and knowledgeable.	4	3	2	1
2. The officer who helped you to open the account was courteous and helpful.	4	3	2	1
3. You had confidence and trust on the officers at customer service.	4	3	2	1
4. Your chequebook and ATM card was delivered carefully and efficiently.	4	3	2	1
5. Overall, you are satisfied with the service you received.	4	3	2	1
6. The cash counter and consumer banking department is very organized	4	3	2	1
7. The bank environment is peaceful and comfortable.	4	3	2	1



Statements in the tangible dimension

1. All departments are very clean and comfortable.	4	3	2	1
2. ATM machine is in good working condition.	4	3	2	1
3. Parking area is sufficient.	4	3	2	1
4. The sitting arrangement is comfortable.	4	3	2	1
5. Other machines such as lift, AC and lightning of the bank are of high quality.	4	3	2	1
6. The interior decoration is comfortable.	4	3	2	1
7. Bank security is satisfactory.	4	3	2	1



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