



*“Level of Customer Satisfaction at
“Premier Bank Ltd”
& Way to Improve It”*



Internship Report
On
“Level of Customer Satisfaction at “Premier Bank Ltd”
& Way to Improve It”



Submitted To

Syeda Shaharbanu Shahbazi
Senior Lecturer
BRAC Business School
BRAC University

Submitted By

Fatema-Tuz-Zohara
BRAC University

Submission Date: 2nd July, 2012



Letter of Transmittal

July 2, 2012

Syeda Shaharbanu Shahbazi

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report on “Level of Customer satisfaction at “Premier Bank Ltd” & way to improve it”.

Madam,

I am very glad to submit the report on Level of Customer satisfaction at “Premier Bank Ltd”. I would like to say that this report is very helpful for me to gather real life experience about whole job activities performed in a bank. I also came to know that how handle customers and provide service to them as a service Intern.

So it was a wonderful opportunity for me to work on this topic and I am very grateful to you for giving me this opportunity.

Sincerely Yours,

Fatema-Tuz-Zohara



Declaration

I hereby declare that I have carried out Internship Project on the topic entitled “Level of Customer Satisfaction at “Premier Bank Ltd” and Way to Improve It”

I further declare that this Internship report is based on my original work and no part of this project has been published or submitted to anybody.

Fatema-Tuz-Zohara



Acknowledgement

I, Fatema-Tuz-Zohara, Student of BRAC University, is highly grateful to all those who guided me in completing this project.

First of all, I would like to thank my almighty. Then I would like to pay my heartiest thanks to entire family of, “Premier Bank Ltd” especially Retail Banking Division, who provided me such a wonderful opportunity to do internship and provided their valuable suggestions in understanding the work of Research Project. Then I would like to thank my branch manager, Ali Ahmed Dewan for his overall co-operation, guidance, advice and support in discharging my responsibilities consciously and preparing this report.

Last but not the least; I would like to thank Career Service Office for arranging an internship for me at “Premier Bank Ltd”. I would like to thank all faculties of BRAC University who gave me the useful tips and suggestions regarding project. I would like to thank my project advisor Syede Shaharabanu Shahbazi for imparting her valuable guidance to me.

Words can never express the deep sense of gratitude, I feel for “Premier Bank” employees, who has been a constant source of inspiration and encouragement for me



Executive Summary

Premier Bank, one of the renowned Banks among third generation banks, enacted in our country in 10th June, 1999. From that time this financial institution is providing superior services in our country and it has 44 branches all over the country. They are providing SMS banking, on-line banking, and evening banking facilities for providing quality and ease services to its customers. Profitability of this bank is also remarkable and it has increased year by year which is remarkable.

Narayangonj branch is one of the profitable branches of Premier Bank and it is always counted among 10 profitable branches of Premier Bank. It is basically an advanced based branch rather than deposit based. Number of customers of Narayangonj branch is very low but it has some particular corporate clients who are very loyal to the bank. Level of satisfaction of customers of this branch is high and customer's perception toward service quality is higher than their expectations. It implies that employees of this branch are very responsive and reliable even though customer's face some problem while dealing with the bank like- manpower problem, scarcity of machines, insufficient cash, credit card problem, lower quality customer services and others many problems.

Some effective steps should be taken for the betterment or upgrading of such a crucial service. To gain major market share the bank should improve its customer service also they will have to give a lot of efforts to marketing program. Because most of the customers are unaware about the facilities that Premier Bank is providing. Only after that Premier Bank will be able to enhance and improve its image nationally & internationally.



Table of Contents

Particulars	Page No
Chapter: 1	
1.1 Introduction of the study	1
1.2 Objective of the Study	2
1.3 Methodology of the Study	2-3
1.4 Scope of the Study	4
1.5 Limitations of the Study	4
Chapter: 2	
2.1 Background	5
2.2 Mission and Vision of the Bank	6
2.3 Values of the bank	6-7
2.4 Performance of PBL	7-9
2.5 Assets and Liabilities of PBL	10-11
2.6 Five Product Levels of bank	12-13
2.7 Bank's Product Decision	13-14
2.8 Profile of "Premier Bank"	15
2.9 Products & Services	16-25
2.10 SWOT Analysis	26
Chapter:3	
3.1 Overview of Narayangonj Branch	27
3.2 Organogram of Narayangonj branch	28
3.3 Performance of Narayangonj branch	29



Particulars	Page No
3.4 Composition of deposits	29
3.5 Export/Import position	30
3.6 Job Duties and Responsibilities	31-32
Chapter: 4	
4.1 Logbook Analysis	33
4.2 Logbook Findings	34
4.3 Literature review	35-38
4.4 Questionnaire analysis	38-44
4.5 Findings of Questionnaire	45
4.6 Problems faced by customers	46-50
Chapter: 5	
Recommendation	51-53
Chapter: 6	
Conclusion	54
Chapter :7	
Questionnaire	55-59
Chapter :8	
References	60



Acronyms

MSS	Monthly Saving Scheme
FDR	Fixed Deposit
SND	Short Notice Deposit
SME	Small and Medium Enterprise
Forex	Foreign Exchange
PBL	Premier Bank Ltd
EVP	Executive Vice President
AVP	Assistant Vice President
SEO	Senior Executive Officer
FEO	First Executive Officer
EO	Executive Officer
JO	Junior Officer
TJO	Trainee Junior Officer
DD	Demand Deposit
PO	Pay Order
TT	Telephonic Transfer
L/C	Letter of Credit
BTB	Back to Back
CL	Classified Loan



Chapter One

1.1 Introduction of Study

For an economy money is one of the most important and essential elements which can be compared with blood of our body when financial institution like bank act as a artery system of that body. The financial institution is one of the booming and increasing sectors in our country. From the beginning to today bank is playing an important role in our economy. First of all banks cater the need of society by mopping up deposits as different forms like savings, MSS, FD, SND and many other options at reasonable rates. Also bank provide credit facility to high end investors for big projects in the industrial, infrastructure and service sectors. Also SME sector get credit facility from financial institutions to establish new business as well as for expanding their existing business. It means financial institution acts like an intermediary who receive money from surplus unit and deliver that money to the deficit unit. So it is proved that without financial institutions many students could not obtain proper education, many families could not buy their own house to live, industry could not grow up and government could not provide public services to mass people.

Bankers who work in a bank are one of the most powerful, efficient and effective channel through which the company sales it's various types of financial products. It is really difficult to convince customers and sell a single product. So according to academic rule we, the students of BBA had to choose an organization for internship purpose and I chose "Premier Bank Ltd" to face those challenges. Also I wanted to be a part of the most important institution of our country and cater need of society. As my major subject area is Finance and marketing so it has also influenced me to choose a bank like "Premier Bank Ltd".

In "Premier Bank Ltd" I was assigned as a service intern and my main objective was to find out customers satisfaction level. The ultimate purpose of giving me this topic was to know about the customer's perceptions about the different products of the bank. Like a personal banker I tried to find out their problem and also found out solutions of those problems. Also I tried to better understand customer requirement. I also worked in the General banking division, Forex division



and credit division. I have tried to fulfill my job duties and responsibilities perfectly and also tried to enjoy my professional life of three months.

1.2 Objective of the Study

The main objective is to know whether the incumbent customers of this particular organization are happy with service that they are receiving from the organization. Whether they have any dissatisfaction concealed in their mind that can hinder the overall performance of the organization and find out effective measures to ease those factor positively to meet up the optimum goal of the organization.

The specific objectives of the particular orientation are-

- To identify the indicator of customers dissatisfaction of “Premier Bank Ltd”, Narayangonj branch.
- To know the level of customer’s dissatisfaction.
- To scrutinize the problems identified to have better solution.
- To produce different alternatives and bring brainstorming recommendation for customer’s dissatisfaction.

1.3 Methodology of the Study

i) **Research Design**

The research is based on explanatory in terms of research type. Exploratory research is one type of research design, which has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher. Exploratory research is used in case of problem must define more precisely, identify relevant courses of action, or gain additional insights before an approach can be developed. When an issue is encountered that is already known and have a description of it, there might arise need to begin to wonder why things are the way they are. The desire to know the reason to explain is the purpose of exploratory



research. This research process is flexible and unstructured. By doing explanatory research it will be helpful to study about customer's satisfaction of "Premier Bank Ltd".

i) Scaling technique

Log book and evaluation box are maintained to find out customers reaction towards services of "Premier Bank Ltd". Also open and close ended question are asked to scrutinize problems properly and to find out problems that customers are facing.

ii) Sampling technique

- ✓ **Elements:** Customers of PBL, Narayangonj Branch is my elements of research.
- ✓ **Sampling size:** In case of evaluation box, responses are collected from almost every customers of branch, who has visited the branch within three months. The sample size of study for questionnaire is 35 customers of PBL, Narayangonj branch.
- ✓ **Sampling method:** In this research random sampling technique was used to collect data.

iii) Source of Data

In this research two sources are used to collect data and they are primary data source and secondary data source. Primary data are those data which is originated by the author for the specific purpose of describing or analyzing something. Secondary data are data collected for some purpose other than the main facts. Secondary data are quick source of background information,

- **Primary data source**
 - ✓ Questionnaire development
 - ✓ Survey
 - ✓ Observation
 - ✓ Face to face conversation.
- **Secondary data**
 - ✓ Internal record of bank
 - ✓ Annual report of PBL
 - ✓ Internet



1.4 Scope of the Study

I have been assigned in Narayangonj branch where I got the scope to be familiarized with the efficacy of customer service. I have worked as a service intern and try to resolve customer's problem. Also I worked in different department of Bank like General banking and Forex division. I also worked a little bit in credit division. But it was not possible to learn all job activities within these three months.

1.5 Limitations of the Study

There are some specific problems and limitations those were faced during the entire process of preparing the report. Some of them are-

- ▶ Because of time and cost constraints, it was not possible to interview all customers who are very high-profiled personnel and more frequent users of accounts.
- ▶ The on line account holder outside Narayangonj city cannot be covered due to time and cost constraints.
- ▶ During the interview, there was some amount of non co-operation from a section of the respondents, which were unavoidable. Hesitation and refusal of the respondents caused one of the major limitations.
- ▶ The lack of experience in the field of research may become another limiting factor.
- ▶ Lack of time and resource constraint has also limited the scope to conduct the survey smoothly and so as to prepare the report.



Chapter Two

2.1 Background

The PBL has started its journey in our country as Public Limited Company on 10th June 1999 under company act 1994. On 17th June Bangladesh bank issued their license under banking company's act 1991. Now it has 44 branches all over the country. Among them some branches are authorized and some are non-authorized. Also it has 8 SME branches and 6 brokerage houses operating in our country. Its head office is situated in Banani, which is one of the commercial areas.

The board of PBL consists of 14 honorable and significant member of our society and among them one is from Taiwan. They try their best to maintain corporate governance in organization. Also they try to improve performance of bank through their important decision and intelligence. They disclose accurate and authentic information to the shareholders. Also they formulate policies, strategies, procedures for the welfare of the company as well as customer's of PBL.

From the beginning PBL promised to provide premier and quality service to its customers and that's why they started their operation in 1999 with a popular motto which is "Service first". To accomplish that promise they have introduced various product and services one after another. On 3rd august 2003 PBL introduced real time online banking so that customer can take service from any branches if they are premier customer. PBL also introduced SMS banking so that customer can easily bank with premier sitting at home. PBL is the first local bank that has started to provide facility of "Premier 50 plus" and "Premier Genius". PBL is the first local bank that receives the principal membership of Visa International to issue and acquire Visa debit and credit cards. Also they have launched platinum dual currency Master card. PBL has its own remittance software named "Druti" which is introduced in 2008 and also it has remittance deal with Grameenphone. PBL is also providing ATM services and very recently they are going to inaugurate at least 50 ATM booths in whole Bangladesh.

The range of banking activities of PBL consists of deposits taking and extending credit to different corporate and retail business as well as small and medium enterprises. It also finance for lease, purchase or project purpose. PBL also provide Islamic banking service maintaining all



rules and regulation of Sariah. They also provide brokerage service and margin loan facilities in the capital market.

2.2 Mission and Vision of the Bank

Vision

The Bank has a clear vision towards its ultimate destiny- to be the best amongst the top financial institutions.

Mission

The mission of the Bank is

- ✦ 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 whilst enhancing the value of shareholders investments.
- ✦ To aggressively adopt technology at all levels of operations and 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 which will attract competent work force who will be proud and eager to work for the Bank
- ✦ To be socially responsible and strive to uplift the equality of the life by making effective contribution for social development.

2.3 Values of the bank

- ✦ **Service first:** “Service first” is not just a motto of PBL, they really mean it. PBL try to provide quality service according to customer’s need and desire. That’s why PBL train up its employees so that they can satisfy customer’s need, resolve problems quickly and make suggestions about how to serve them customers in a better way.



- ✦ **Easier banking:** Providing comfortable environment and up to date technical facilities to customers is another important aspect of the customer service at PBL. Main goal is to make banking easier through one communication.
- ✦ **Better relationship:** According to PBL, banking is a long term relationship with customers. So it understands customer's expectation and responds proactively to their financial needs. That's why customers believe on PBL and come again and again for different service purpose.
- ✦ **Assured confidentiality:** At PBL, customers are pampered and treated very well to make sure that all banking transactions are being done in a confidential and professional manner.
- ✦ **Good corporate governance:** The PBL limited has a very dynamic board of directors drawn from different disciplines. They hold very respectable position in the society and are form highly successful group of business and industries in Bangladesh. The bank has a very competent management team who has long experience in domestic and international baking. The bank upholds and strictly abides by good corporate governance practices and is subject to the regulatory supervision of Bangladesh bank.

2.4 Performance of PBL

(Figures in million Taka)

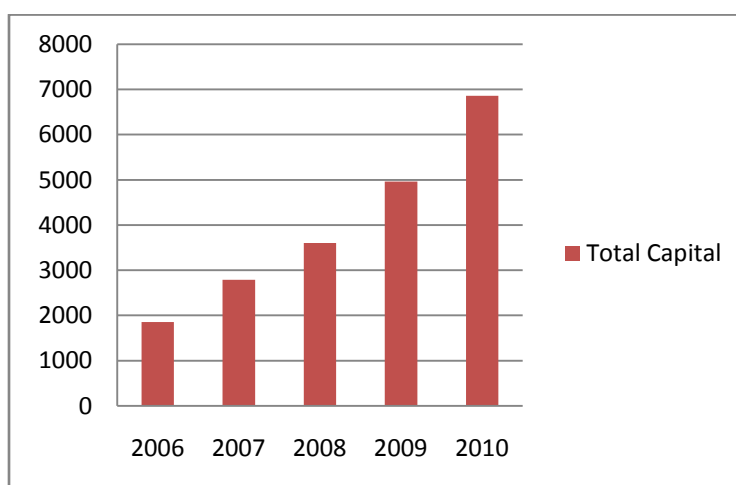


Figure: Total Capital of PBL



From the figure above we can see that PBL maintained adequate capital base and by year its adequacy has been increased. At the end of year 2010 it had TK 5,976.44 million as core capital and TK 886.73 million as supplementary capital and total capital was TK 6,863.17 million. The main factors of adequate capital are strong capital base, low levels of nonperforming assets and low risk profile of on-balance sheet and off-balance sheet exposure.

(Figure in million Taka)

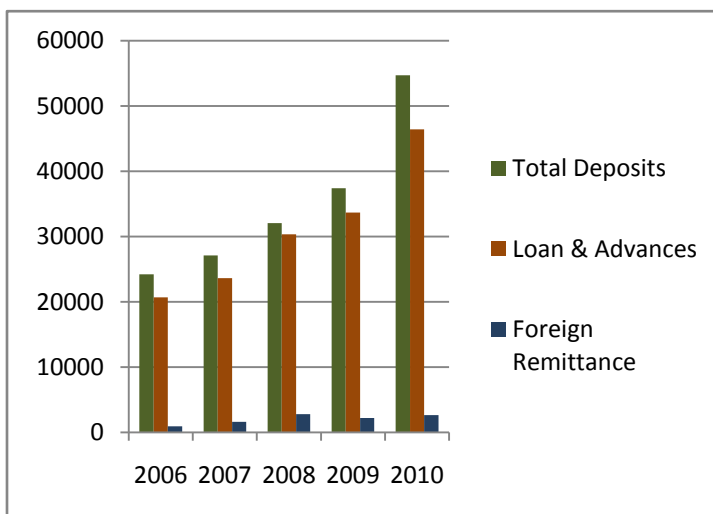


Figure: Performance of deposits, loan and foreign remittance

From figure above we can see that deposits, loan & advances and foreign remittance has been increased by year and among them performance of deposits is praiseworthy which is the blood for financial institution. In 2010 deposits reached at record level which was TK 54,691.47 million. Growth of deposit is 46.30% compared to 2009. Also credit performance of PBL is praise worthy as it has increased year by year. In 2010 credit portfolio of the bank reached to TK46, 400.57 million. Growth rate was 37.83% over the previous year 2009.



(Figure in million Taka)

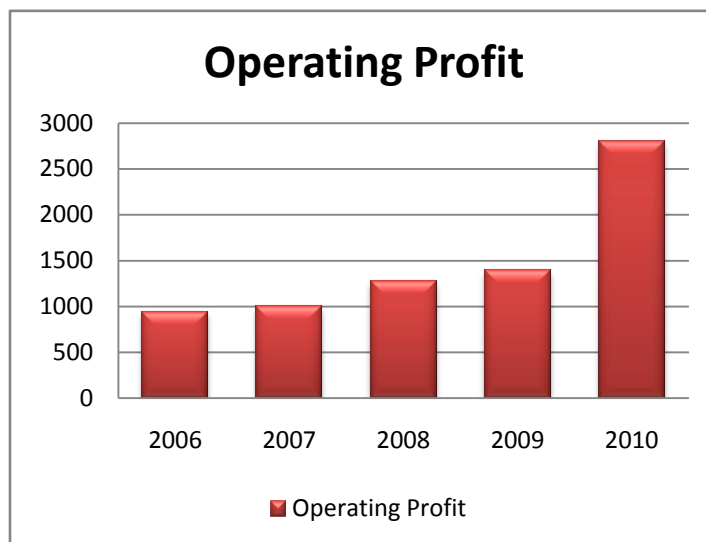


Figure: Operating profit of PBL

The bank generated total operating income of TK 2,806.45 million in 2010 recording a growth but in 2009 it was 1392.46 million. The main contributors for increase in operating income are strong growth in loans an advances and significant recovery from interest suspense account.



2.5 Assets and Liabilities of PBL

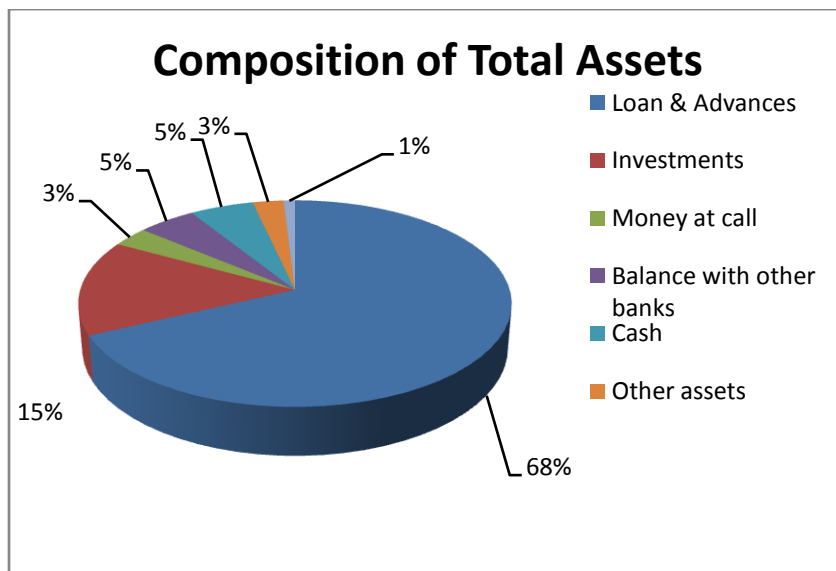


Figure: Composition of total assets

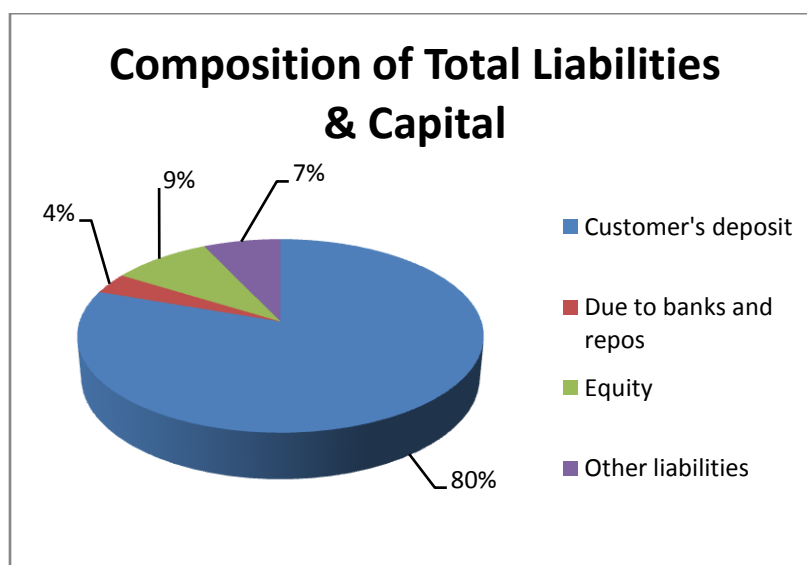


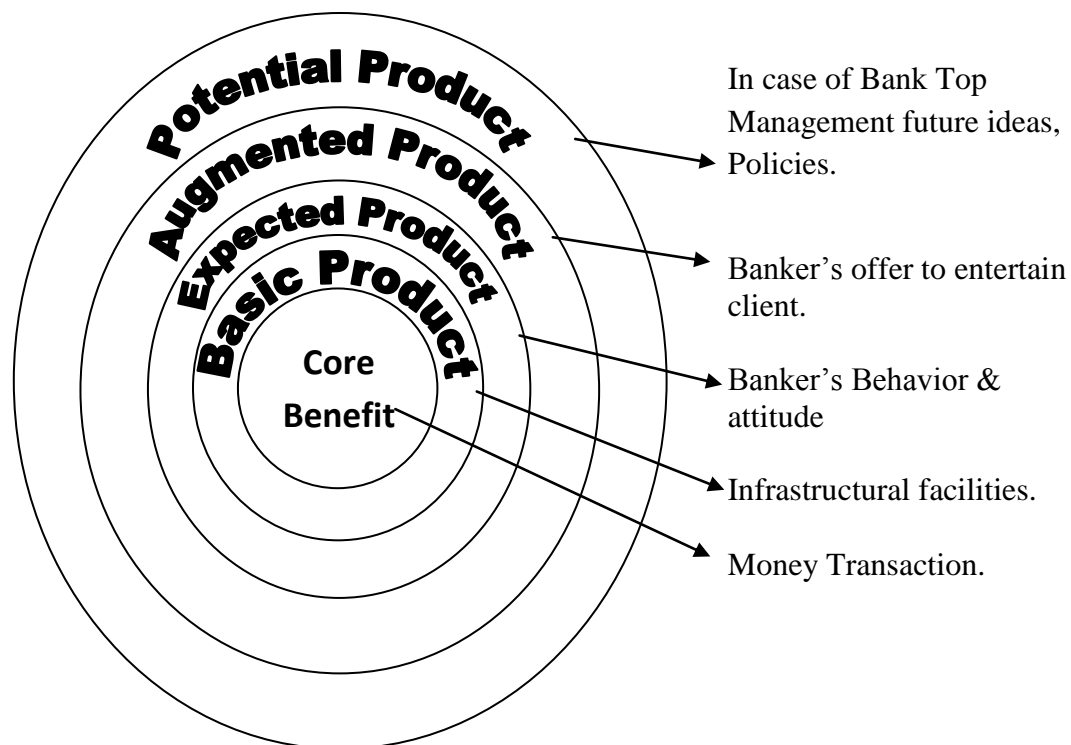
Figure: Composition of total liabilities & capital



In 2010 total assets of bank was TK 68,240.35 million but in 2009 it was TK 47,343.24 million. The reason of improvement is loan and advances the increase in loan book has happened basically for enhanced in participation in local corporate and SME credit line, margin loan facility etc. Increased in liabilities has occurred due to robust of deposit. The ratio of deposit was 88.26% compared to 87.53 % at the year 2009.



2.6 Five Product Levels of PBL



Core benefit

Core benefit is the most fundamental requirement that a customer desire from a product and service. In case of “Premier Bank Ltd” money transaction is the core benefit that a customer perceives from this bank. As customer is satisfied with the money transaction that occurs daily, it is confirmed that the bank is able to fulfill core desire of customer.

Basic Product

At the second level the marketer has to turn the core benefit into a basic product and in case of PBL, bank's environment, air conditioned, toilet, decoration etc act as a basic product. It means the bank is able to ensure that all branches of PBL are well decorated and all machineries work properly and that's why when customer enter into the bank, positive feelings and image creates in customer's mind.



Expected Product

At the third level, the marketer prepares an expected product, a set of attributes and conditions buyer normally expect when they purchase the product. If we consider PBL then I can say that Security of money, correct transaction, smiling face and marketer's behavior from Bank staffs act as expected product.

Augmented Product

Augmented Product is the product that can differentiate one bank from other many banks. At the fourth level, the marketer prepares an augmented product that exceeds customer expectations. For example: the way bankers address customers, offer tea or coffee, wish good luck to customers act as augmented product for PBL.

Potential Product

At the fifth level stands the potential product, which encompasses all the possible augmentations and transformations the product might under go in the future. For Example: Top management new idea, policies etc works as potential product for PBL.

2.7 Bank's Product Decision

Right product decision in the right time is essential for all organization. If focuses on decision about product attributes, branding, pack aging, labeling and product support services is determined properly then it will add competitive advantage for a bank.

Product attributes

Product attributes means different types of product that PBL if offering to its customers. It can be different loan or deposit scheme or service that bank is offering for its customers



Branding

Brand is a name, firm, sign, symbol, or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. For PBL their logo can be a source of branding. CSR activities like sponsorship of different sports, that PBL perform can be an important source of branding.

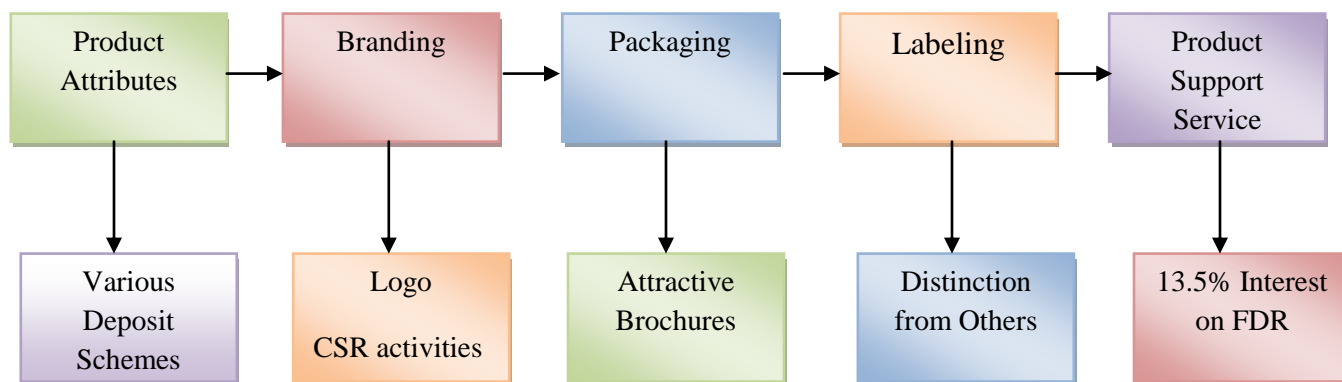


Figure: Individual product decision

Packaging

Packaging refers to the activities of designing and producing the container or wrapper for a product. For PBL brochures, leaflets, banners can act as a packaging of their service.

Labeling

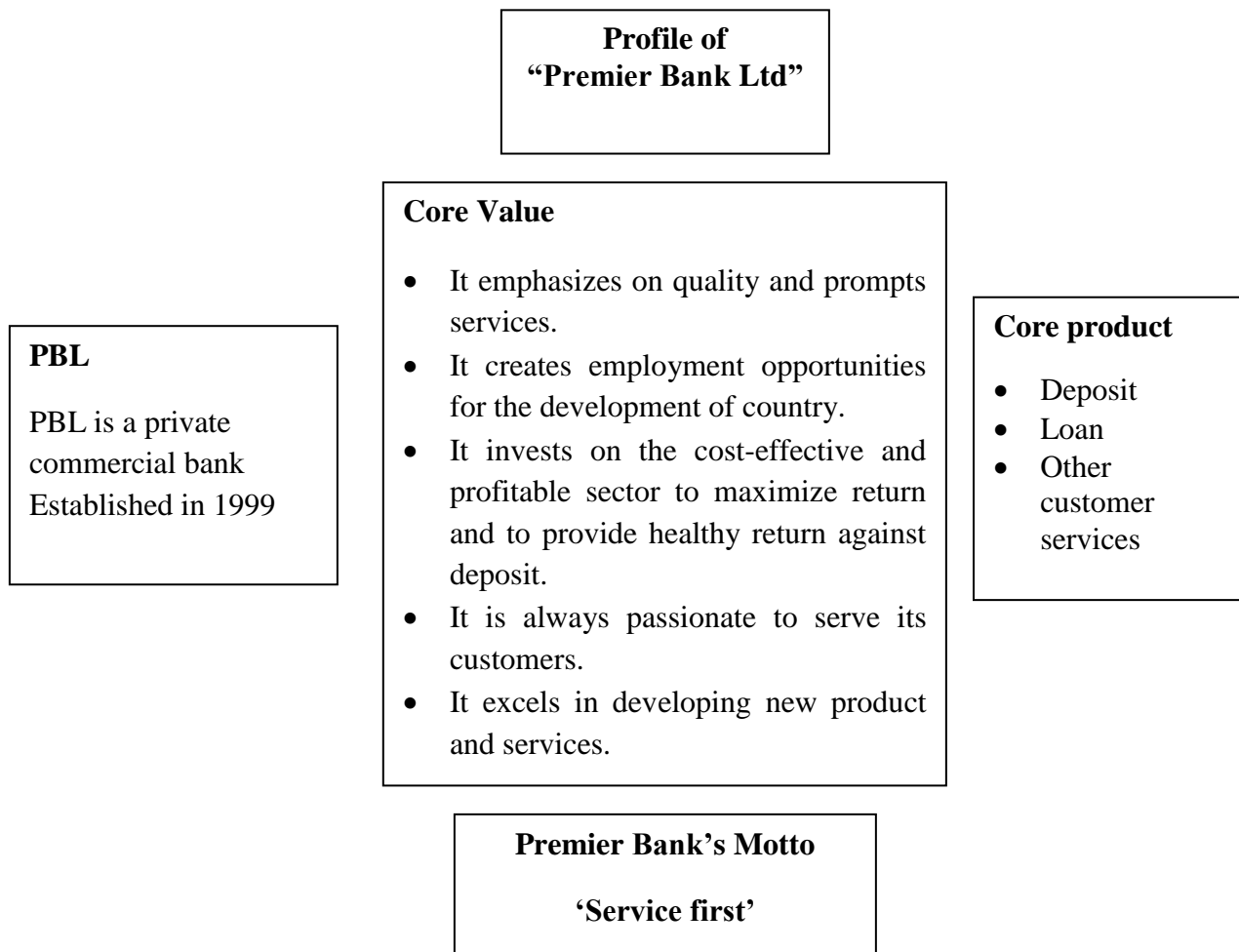
The level identifies the product or brand, such as the distinct characteristics of product and services. PBL is the principal membership of Visa International debit and credit card. So it has differentiated PBL from other banks. Druti, own remittance software can also act as a label for the bank.

Product support service

Product support services are the augmented products. More and more companies are using product support services as a major tool in gaining competitive advantage. For example- 13.5% interest on FDR can be a product support service for PBL.



2.8 Profile of PBL





2.9 Products & Services

As PBL always think about its customer so they offer a lot of products and services considering its customer's needs, wants. Not only that PBL also know that customers taste and preference changes with the time so they try to introduce new product for its valued customers. Products and services those are available for the customers are given below:

Deposits/ Liability Products

✚ Savings account (SB)

Like other banks PBL also offers savings account for its customers and this account plays a vital role in the profitability of the bank. Because it is low cost bearing account. In case of savings account PBL is offering 6% interest rate.

Features & benefits of savings account

- TK 1000 is required to open an account and minimum 500 TK is required to maintain the account.
- Interest is calculated on monthly basis but payable on half yearly basis.
- Interest is calculated on the minimum balance that a customer maintains in his/her account during the month.
- Interest is paid from first to last day of the month on the minimum balance of the account.

✚ Current account (CD)

Current account is the non interest bearing account but a customer can issue cheques as much as want. Actually it helps or secures customers from carrying money around. It is most useful for businessmen who withdraw and deposit money several times a day.

Features and benefits of CD

- 5000 TK is required to open ac account and have to maintain minimum balance of 2000 tk. Only.
- Current Account can be opened individually, jointly or in the name of an organization. Also Club, Association, Organization or Institution can open Current Account providing Bye Laws and Articles of Association acceptable to the Bank.
- A depositor can deposit and withdraw from the Current Account as many times as required.



- Cheques will only be issued to a customer when all documentation considered necessary by the Bank has been obtained.

✚ Special notice deposit account (SND)

This account can be opened individually or corporate body but 7 days notice is required before withdrawing money. In case of SND a customer can not issue cheques as many as possible because limitation remains in issuing cheques.

Features of SND:

Daily closing balance	Annual percentage rate	Annual effective rate
Less than TK 1 crore	4.00% P.a.	4.04% P.a.
Tk 1 crore and above but Less than Tk 25 crore.	5.00% P.a.	5.06% P.a.
Tk 25 crore and above but Less than Tk 50 crore.	5.25% P.a.	5.32% P.a.
Tk 50 crore and above but Less than Tk 100 crore.	5.50% P.a.	5.58% P.a.

- Interest is calculated everyday on end interest is payable on half yearly basis or at the end of account closing.

✚ Premier 50+ account

This account is applicable for those individuals whose age is already 50 or more than 50. When our age crosses 50 we want some extra benefit than other accounts and PBL has started providing those facilities to our senior citizens, keeping those needs or wants in mind.

Features of Premier 50+ account

- Interest rate is @ 7.25% p.a. on daily closing balance but it will be payable half yearly.
- 5,000 Tk is the minimum balance that must exist in account at the end of the day to get interest.
- Account maintenance fee is not required but can withdraw money as many times as wanted.
- 50% discount on uses of Debit Card annually.



- No transfer fee is required in case of online banking in any branches of PBL up to 1,00,000 tk. but if the branches are situated in same clearing house area than individuals can withdraw any amount without any charges.

Premier Esteem Savers

"Premier Esteem Savers" is a savings account that will offer the most attractive benefits, flexibilities and other values to the top income level customers than any other savings account offered by the PBL yet.

Features of Premier Esteem Savers

Daily Closing Balance	Annual Percentage Rate (APR)	Annual Effective Rate (AER)
BDT 10,00,000 and above	8.50% P.a.	8.84% P.a
From BDT 5,00,000 to less than BDT 10,00,000	7.75% P.a.	8.03% P.a.
Less than BDT 5,00,000	Nil	Nil

- Interest will be calculated on daily closing balance for the respective day and interest is payable on monthly basis.
- If the accounts' closing balance goes below the amount of BDT 500,000 on a particular day; there will be no interest on that specific day.

Facilities of Premier Esteem Savers

- Privileged Banking Service
- Uniquely Designed Personalized Cheque Book
- Total freedom on number of transactions or amount of money
- Free MasterCard/VISA Debit Card
- Extended ATM limit on Debit Card to BDT 50,000/- per day
- Exclusive Benefits on ForEx Services
- Special Discounted rate on Locker Service
- Free Online Cash Transaction Facility
- Free Standing Instruction
- Free Solvency Certificate



✚ Premier Excel Savers

"Premier Excel Savers" is a savings account that will offer the second most attractive benefits, flexibilities and other values to the upper mid to top income level customers than any other savings account except "Premier Esteem Savers" offered by the PBL

Daily Closing Balance	Annual Percentage Rate (APR)	Annual Effective Rate (AER)
BDT 5,00,000 and above	8.00% P.a.	8.30% P.a
From BDT 1,00,000 to less than BDT 5,00,000	7.50% P.a.	7.76% P.a.
Less than BDT 1,00,000	Nil	Nil

- Interest will be calculated on daily closing balance for the respective day and interest is payable on monthly basis.
- If the accounts' closing balance goes below the amount of BDT 100,000 on a particular day; there will be no interest on that specific day

Facilities of Premier Esteem Savers

- Privileged Banking Service
- Uniquely Designed Personalized Cheque Book
- Total freedom on number of transactions or amount of money
- Free MasterCard/VISA Debit Card
- Extended ATM limit on Debit Card to BDT 25,000/- per day from any VISA / MasterCard
- Exclusive Benefits on ForEx Services
- Special Discounted rate on Locker Service
- Free Standing Instruction
- 50% discount on Solvency Certificate

✚ Premier genius account

This is basically designed for students who want to save money for their future. Students need and preferences are difference than adults, so they want some extra benefit like higher interest rate and lower monthly installment.



Eligibility to be account holder

- Maximum age is 25 years.
- Need to be nation of Bangladesh
- Must be a full time student of an educational institution at Primary, Secondary, Higher Secondary, Under Graduate/ Post Graduate level.

Benefits & Features

- 7.00% p.a. interest rate and paid half yearly on monthly minimum balance.
- Can withdraw maximum 20,000 Tk per day from any ATM.
- Free Online banking for any amount in between branches of same Clearing House Area only.
- Free of charge standing instruction to transfer fund
- After completion of the education, Premier Genius Account will be converted in to regular Savings Account
- Free Debit Card for ATM uses without any fees.

🌟 Monthly Savings Scheme

This account is basically for fixed income people who do not have capability to deposit big amount every month. So by depositing a small amount each month, they can get handsome amount of money after a fixed time period.

Terms and Condition

- Amount of monthly Deposit: BDT 500/- or its multiple(s).
- Term: 3 years or 5 years
- MSS Account can be opened by Individual/Joint/Corporate Bodies. Non Resident Bangladeshis are also allowed to open MSS Account. There is no age bar. Minor can open Joint Account with Parents
- A lump sum amount shall be paid to the depositor(s) after maturity of respective MSS as per following example:

Monthly Deposit	500 TK	1000 TK
Tenure	Amount payable at maturity	
3 Years	21500 TK	43000 TK
5 Years	40500 TK	81000 TK

- In case of premature encashment, interest will be allowed on the deposited amount at ruling savings rate only if it remains with the Bank at least Six Months



- The first installment can be paid at any day according to customer's flexibility but next installments should be deposited within 10 days of the beginning of the month.
- When a depositor fails to deposit any installment in time, he/she will have to pay a 1 % fine on deposited amount.
- If clients fail to deposit 4 consecutive installment then his/her account will be treated as simple savings account instead of MSS.

Fixed Deposit

If someone wants to deposit money for a fixed time period then FDR is one of the best options for his/her. But if someone wants to withdraw money in between of the time period then the customer can do that but rate of interest will be low.

Amount	1 Month	3 Months	6 Months	12 Months
Any amount	11.00 % P.a.	12.50% P.a.	12.50% P.a.	12.50% P.a.

Double Benefit Scheme

If someone wants to double investment in 6 years then he/she should go for double benefit scheme. It's a great opportunity to utilize idle money that PBL is offering for customers.

Terms and Condition

- Deposited Amount should be multiple of 1000 tk
- Money must be kept to bank for 6 years to double the investment.
- If someone wants to encash money before maturity then savings interest rate will be paid on deposited money which is 6% but for that money should be kept to bank for at least six months.
- The amount payable at maturity against deposit of BDT. 1.00 lac is shown below:
- 80 % of the deposited money is provided to depositors as a loan if the depositor wants.



Education Savings Scheme

Children are important for every parent and all parents are worried about expense that is going to be incurred in future. This scheme is for those parents who wants to secure their children's future and wants to ensure happy life.

Terms and Condition

- Monthly Deposit Amount should be like 1000, 2000, 3000, 4000 or 5000 tk and terms would be like 5, 8 or 10 years.
- The deposit amount with interest is payable at maturity in lump-sum amount as per the following example:

Monthly deposited amount	Payable after 5 years	Payable after 8 years	Payable after 10 years	Payable after 12 years
1000	75850	139000	190000	253500
2000	150500	278000	380000	490000
3000	226500	416500	573500	760500
4000	302000	560000	765000	1005000
5000	377000	694500	960000	1267000

- The instrument shall not be encashed before maturity. If someone wants to encash money before maturity then savings interest rate will be paid on deposited money which is 6% but for that money should be kept to bank for at least six months.
- 85% loan facility is given on deposited money. In that case banks rules and regulation will be applicable of loan facility.

Asset Products

Consumer Credit Scheme

This scheme is basically for those people who wants to improve their standard of living and wants to lead a happy life. It means to take the loan an individual need not to have a high income level because anyone can repay this loan within 12 to 60 equal installments.



+ Personal Loan

Anyone can take loan to fulfill any personal needs like Purchase of Electronic goods, House/Office Renovation, Marriages in the family, Advance Rent Payments, Travel Expenses and Payment of Taxes, medical needs etc.

+ SME Finance

In our country there are so many people who can not start their own business due to lack of capital even though they have potential to be a successful entrepreneur. PBL really wants to help those individuals and want to develop economic condition of our country. Our SME products are basically Project Finance, Working Capital Finance, Lease Finance /Hire Purchase, Work Order Finance, etc.

+ VISA Credit Card

Our VISA International Credit Card is accepted globally and VISA Local Credit Card is accepted at more than 3500 outlets across the country. You will get free credit facility up to 45 days without any interest. You can draw cash up to 50% of the credit limit of local Visa Card. You can also pay only 5% of your billing amount every month.

Facilities

- Master card
- Flexible Payment Option
- Instant Cash
- Wide Acceptance
- Interest-Free Days
- Access to 600 Airport lounges all over the world
- Waiver of Annual Membership Fee

+ Housing Loan

To have own house is basically a dream of every people and PBL wants to take part fulfilling that dream. Realizing the importance of having one's own place to live, PBL is providing loan for both residential and commercial purpose at a competitive interest rate.



+ Lease Finance

We offer Lease Finance/Hire Purchase to facilitate your funding requirement for the procurement of assets in order to grow your business. Meet up financial need without out flowing own fund. You can acquire the lease assets keeping your capital intact. Thus, leasing helps to build up your fund raising capacity.

+ Doctors' Loan

This scheme is designed to financially assist registered Doctors & Medical Practitioners for availing up to 100% finance for Medical Equipment, Motor Car, and Ambulance etc. Loan for rental advance for Chamber, Office Decoration are also available under this loan scheme.

Services

+ Islamic Banking Services

PBL is also providing Islamic Banking service by upholding all rules and regulation of Sunnah and Sariah because now a days Islamic Banking is widely accepted. PBL is operating Islamic banking through two branches and they are-

1. Islamic Banking Branch, Mohakhali, Dhaka. 2.
2. Islamic Banking Branch, Laldighirpar, Sylhet.

+ Remittance Service

PBL is providing remittance service to ease customer's problem to bring money in their own country from foreign country. Remittance procedure is very secured, reliable and fast. PBL has long term arrangement with different well recognized remittance Transfer Company and they are Money Gram, Dolex, Xpress Money Services and Western Union. Also PBL has agreement with GrameenPhone so that by using mobile technology and distribution outlet it can provide quality and quick service to their customer.



+ Premier SMS Banking

SMS banking has given a great opportunity to customers to know about balance statement sitting at home or while roaming around. Also customers can stop cheque payment through SMS banking. Also customer can go through of last three transactions through this facility.

+ PBL Brokerage Service

It is providing various facilities for those investors who want to invest in share market.

Facilities provided by Brokerage service

- Share Trading
- BO Account Opening
- Margin Loan facilities



2.10 SWOT Analysis

Strength

- Best Practice of corporate governance.
- High emphasis on recruitment and selection of job candidates.
- Committed to give extensive training to employees.
- Favorable working environment for their employees to explore new ideas and strategy.
- Wide range of product for customer to choose the desired one.

Weakness

- Weak marketing activities of product and services.

Opportunities

- The banking sector is growing at a great pace.
- Government is favorable to financial institutions.
- International expansion is possible by opening up of overseas branch.
- Increasing number of customers by providing quality services.

Threat

- Political instability.
- Over competition among existing bank.
- High inflation.
- Instable stock market.
- Government interference in banking operation.
- New competitors in market.



Chapter 3

3.1 Overview of Narayangonj Branch

Narayangonj branch is one of the 44 branches that PBL operates all over the country. It is 20th branch of PBL. This branch was inaugurated by late Mr. Borhan Uddin, who was the foremost manager, in 15th December, 2004 as a bough of PBL. In 2005 it becomes authorized dealer branch and includes Foreign exchange with other two departments. It is a big branch which is erected on 3,000 square feet. It is situated in Tan Bazar which is one of the commercial areas of Narayangonj city and that's why not only PBL but also other 15 banks are functioning in this same area which has created competitive environment for all banks. Narayangonj branch is situated in 2nd floor and it is well furnished, decorated and air conditioned. Ali Ahmed Dewan, ex- manager of Dutch Bangla Bank Ltd, is EVP & Manager and Sikder Mozammel Haque is the Deputy Manager of PBL, Narayangonj branch. There are fifteen officers and two attendants functioning in this branch and they are very welcoming and cooperative with their clients and at any how they try to solve problem of their clients if it is possible. Narayangonj branch operates its business with the help of three distinct but important division and they are general banking division, credit division and Foreign exchange division. It is basically an advanced based branch rather than deposit based. As Narayangonj is a business area and that's why they like to invest money in different business rather than keeping money idle as deposits form. This branch is always counted among ten profitable branches of PBL. About 85.50% of profit generates from ForEx division and rest 14.50% of profit generates from credit. It is the feeding branch of four other branches and they are Bhulta, Pagla, Meghnaghat and Modonpur. Russel garments, Fakir Apparels, Prime Jeans Culture, and Anowara Trendy are some of the corporate clients of Narayangonj branch. Russel Garments offer approximately 60% business to PBL and rest 40 % is offered by other clients.



3.2 Organogram of Narayangonj branch

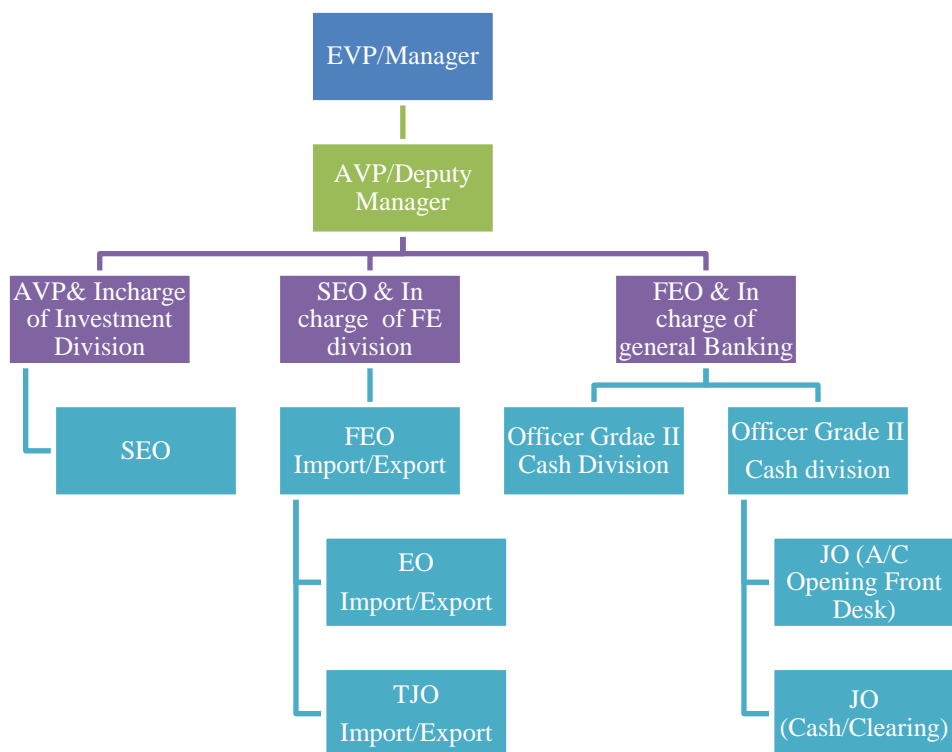


Figure: Organogram of Narayangonj branch



3.3 Performance of Narayangonj branch

(All figures in crore)

Particulars	Year 2009	Year 2010	Year 2011	Year 2012 (Till May)
Deposit	84.69	105.37	128.39	144.37
Advance	68.20	151.35	100.96	153.76
Import	115.00	297.01	285.10	26.25
Export	234.80	515.00	606.01	77.67
Letter of Guarantee (L/G)	0.69	0.70	0.69	0.69
Profit	5.35	7.25	13.35	0.95
Recovery of Non Performing Loan	0.00	0.00	0.00	0.00
Cost of Deposit (%)	8.19%	7.84	7.93	8.53
Yield on Advance (%)	15.05%	12.67	14.16	12.79
Overhead Cost (%)	3.36%	1.08	1.87	1.57

Table: Performance of Narayangonj branch

3.4 Composition of deposits

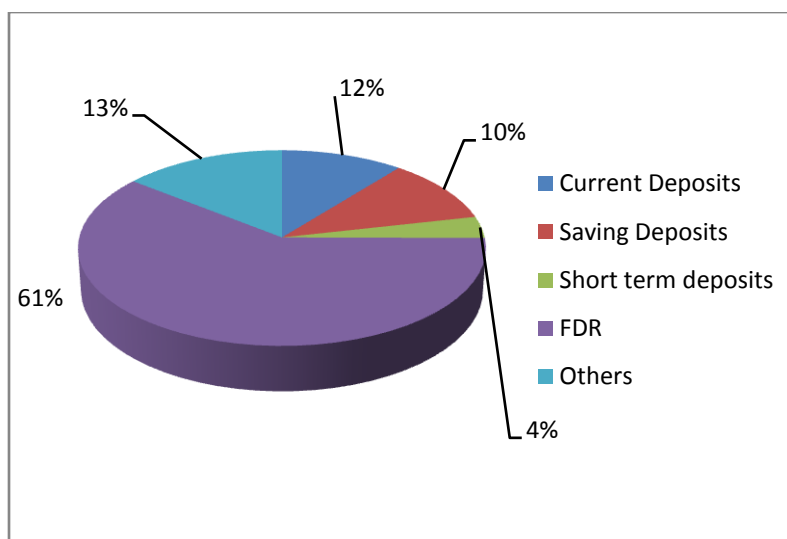


Figure: Composition of deposits of Narayangonj Branch



If composition of deposits in Narayangonj branch of PBL is observed then it is seen portion of FDR of different forms like 1 month, 2 months, or 3 months is higher which is 61% and portion STD is lower compared to other forms of deposits which is only 4%.

3.5 Export & Import position of Narayangonj branch

(All figures are in crore)

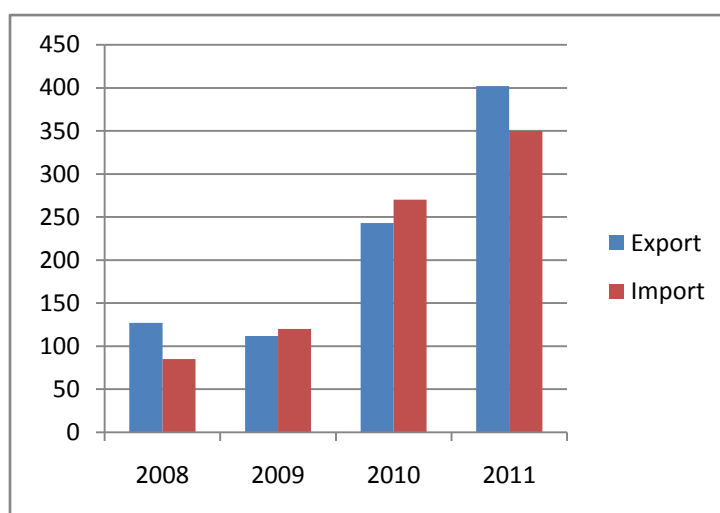


Figure: Export & Import position

Export and import are basically the most important source of income in Narayangonj branch as it is a business area. That's why most of the business person or corporate clients come to open L/C in the branch. They basically come to open L/C of fabrics, raw cotton, yarn, accessories, and machineries. From figure it is seen that both export and import has been increased by years. Among them in 2008 and 2011 export was more than import but in 2009 and 2010 the picture is reverse.



3.6 Job Duties and Responsibilities

Narayanganj Branch is one of the big and profitable branches of PBL. For conducting its activities basically three important divisions are required and they are GB, FOREX and Credit division. The nature of the core jobs performed by different department of are as follows:

+ General Banking

- ✓ Supervision of Inward and outward registers.
- ✓ Works of account opening and account closing.
- ✓ Supervision of OBC.
- ✓ Preparing all kinds of statements.
- ✓ Issuing DD, TT, PO, cheque book, client statement.
- ✓ Maintenance of all account opening form & taking approval from manager.
- ✓ Outward & inward clearing with all related works and Sonali Bank account maintenance reconciliation etc.
- ✓ Daily voucher counting, stitching and recording in register properly.
- ✓ Checking of supplementary.

Cash

- To work in cash department – both receipt and payment of cash.
- Checking the daily supplementary before end of the day.

+ Foreign Exchange

• Import

- ✓ Foreign sight L/C open, settled and lodgment
- ✓ Issuance of shipment guarantee and collecting CRF copy
- ✓ Issuance of acceptance of foreign BTB L/Cs
- ✓ Payment of foreign accepted bills for payment.
- ✓ Preparing case to case foreign exchange proposal.
- ✓ Swift Operation.
- ✓ Bangladesh Bank return.
- ✓ Issuance of packing credit.



- **Export**

- ✓ Proceed realization
- ✓ Export performance ledger maintenance
- ✓ Foreign bill negotiation
- ✓ BTB L/C open
- ✓ Payment of BTB L/C
- ✓ Foreign remittance

- **Bills**

- ✓ Local bills purchase, forward for collection
- ✓ Purchase/discount of local bills
- ✓ settlement of bills after realization
- ✓ Follow up and monitoring of over due bills.
- ✓ Submission of exceptional loan listing to HO.

- **Credit**

- ✓ Preparation of all types of credit proposal.
- ✓ Preparation and submission of CL & CIB statement to head office.
- ✓ Preparation and submission of all types of credit statements.
- ✓ Custody of credit cards.
- ✓ Supervision and monitoring of general credit, CCS etc.
- ✓ Personal loans and others.
- ✓ To monitor CIB of the clients.



Chapter 4

Analysis and Finding

4.1 Logbook Analysis

Log book analysis is done with the help of evaluation box where four symbols or demonstrations are used and they are excellent, good, average and bad. From the table it is observed that there are total 983 responses regarding the service provided in Narayangonj branch that I received from customers. Among them 290 responses was in favor of excellent service, 481 was for good, 202 for average and only 10 was in favor of bad services.

Particulars	Total Respondent	Frequency	Cumulative frequency
Excellent	290	29%	29%
Good	481	49%	78%
Average	202	21%	99%
Bad	10	1%	100%
Total	983	100%	

Table: Logbook Analysis

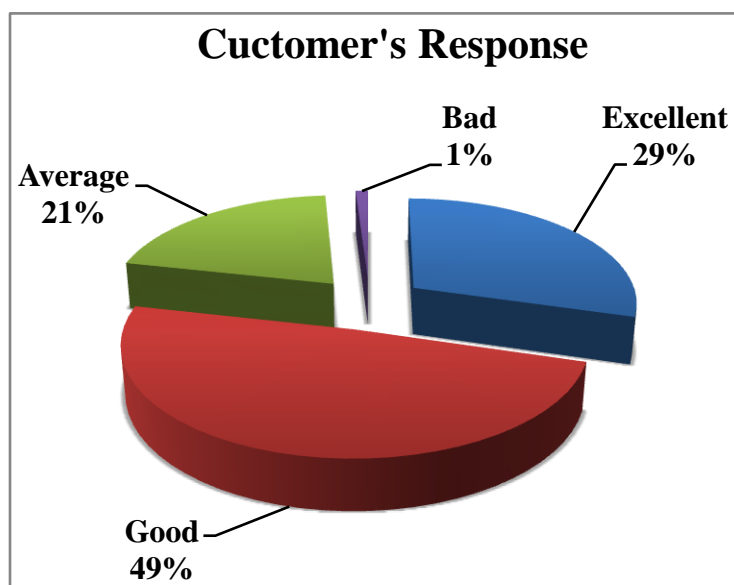


Figure: Responses collected through evolution box



4.2 Logbook Findings:

Here through the customer evaluation box and logbook I tried to find out customer's overall perception towards services provided in PBL.

From my analysis part I can see that 29% are highly satisfied with the service of Premier when 49% of customers have mentioned that service of PBL is good. Actually But 21 % was neutral of their opinion about the service of PBL, because according to them PBL is not providing any special services that can differentiate PBL From other banks. But 1% is totally dissatisfied with the service of PBL. So it implies that most of the customers are satisfied with the service that branch is providing. Actually number of customers of Narayangonj branch is very low but it has some very loyal and valued customers who are dealing with this bank since 5 or 6 years. So even the branch has some lacking, but they try to cope up with those deficiencies, as employees try to satisfy customers at their level best. Another thing that is noticeable is that only 1% customers are dissatisfied with the service which can be ignored.



4.3 Literature review

Customer's Job Satisfaction:

Customer's Job satisfaction is really hard to define as many factors have a great influence on it. With the help of a research paper I have developed a diagram related to customer satisfaction.

What Is Satisfaction

Performance < Expected	—————→	Dissatisfaction
Performance = Expected	—————→	Satisfaction
Performance > Expected	—————→	Delight

It implies that if customer's expectation is not fulfilled by bank's performance then customer is dissatisfied and if performance is equal to expectation then customer is satisfied. But if bank's performance is higher than expectation then it can be implied that customer is delighted with the service of bank.

Factors influencing satisfaction

Customer's satisfaction basically depends on various factors. Customers will be satisfied with the bank when they will get excellent and quality services from employees of bank on a continuous basis. There are different factors that influence customer's satisfaction level. In this research, I have tried to find out customer's satisfaction on five important dimensions and they are tangibles, reliability, responsiveness, Assurance and empathy.

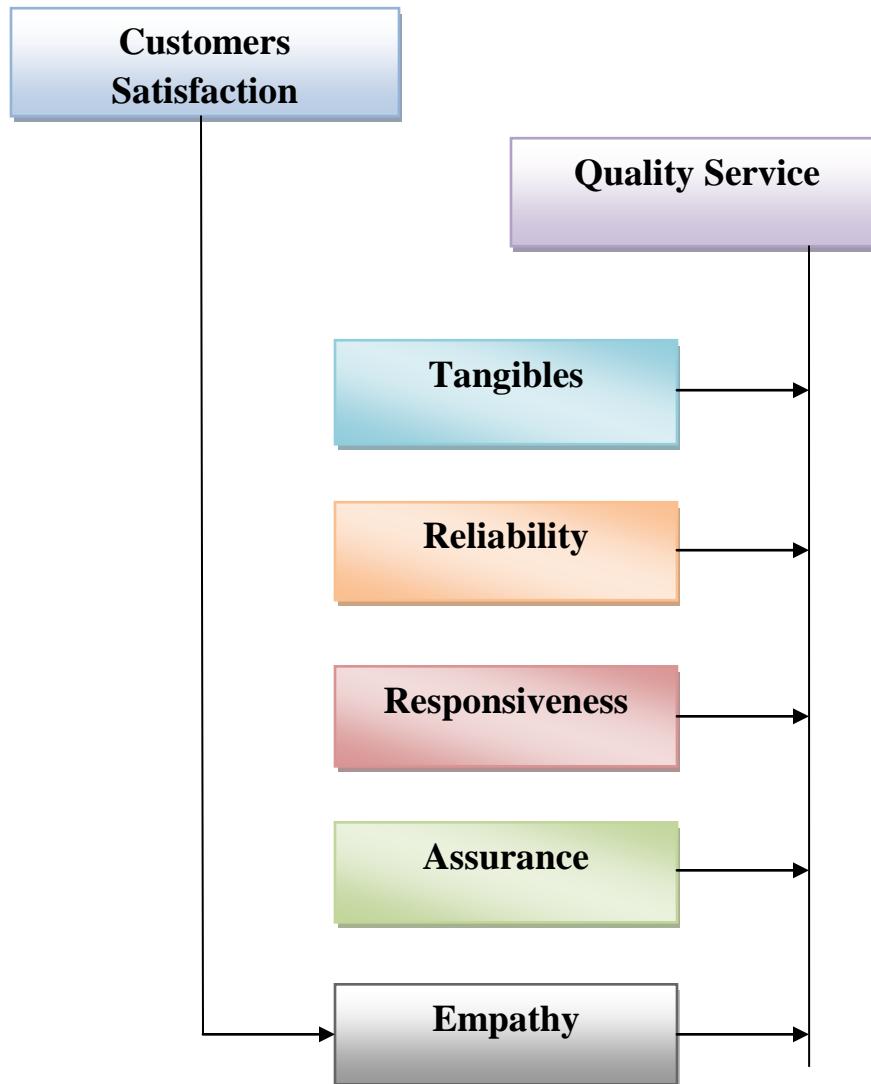


Figure: Factors influencing satisfaction

Tangibles

Tangible is the appearance or visibility of a branch. It also includes physical facilities, equipment, and appearance of personnel service provided by an organization for example - modern equipment, well furnished desks or table. Also employees' dress code and behaviors also generate positive impression to customers.

So the hypothesis is follows- If tangibles are greater than 50%, then it will imply that customers are satisfied.



Reliability

Customers store up their wealth towards bank, so it is bank's responsibility to ensure proper management of that precious wealth. So reliability means capability to perform the promised service consistently and accurately. Employees should always try to serve customer first and at the right time, so that customers can rely on that bank.

So the hypothesis is as follows-

If reliability is more than 50%, the customers are satisfied.

Responsiveness

Responsiveness is the willingness to help customers and provide prompt service. Keeping customers' informed about the particular time, when the service will be performed as it is their responsibility. So employees will have to be very proactive and will have to come forward to perform their duty

So the hypothesis is as follows-

If responsiveness is greater than 50%, the customers are satisfied.

Assurance

Assurance can be defined as the knowledge and courtesy of employees and their ability to convey trust and confidence among customers. So employees will have to assure that no matter whatever customers are, relationship will always remain constant and flawless as long as they visit the branch and it will help to instill confidence among customers.

So the hypothesis is as follows-

If assurance is greater than 50%, the customers are satisfied



✚ Empathy

Empathy is the caring, individual attention that a firm provides to its customers. Employees will have to understand customer's demand and will have to provide service so that every single customer feels himself important and valuable for the bank.

So the hypothesis is follows-

If empathy is greater than 50%, the customers are satisfied.

4.4 Questionnaire analysis

✚ Analysis of Tangibles

Here I have tried to make an assessment among the data's that I got from the survey of questions. I am trying to represent a picture from those answers, which were collected from the survey.

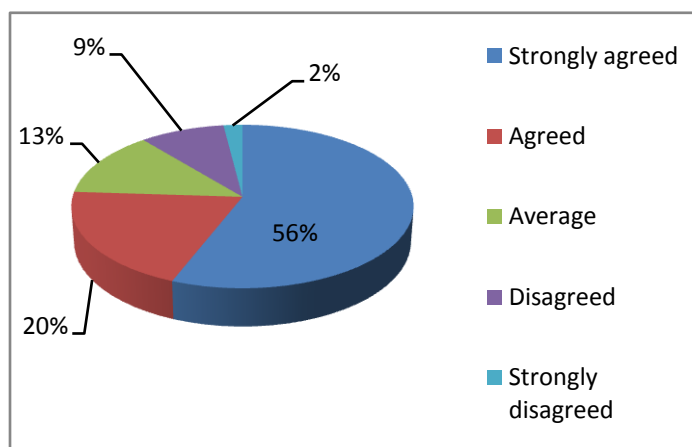


Figure: Customer's perception of Tangibles



More than half of the sample liked the equipments that are used by PBL in order to provide a quality service to their customers. This portrays how careful PBL is about their customer's satisfaction. 56% respondents are very satisfied, 20% are satisfied, 13% are neutral, 9% are dissatisfied and 2 % are dissatisfied with the equipments.

Thus, the first hypothesis of being tangibility more than 50% which will allude to, that the customers are very satisfied is true because 56 % customers strongly agreed on the tangibility of PBL.

Analysis of Reliability

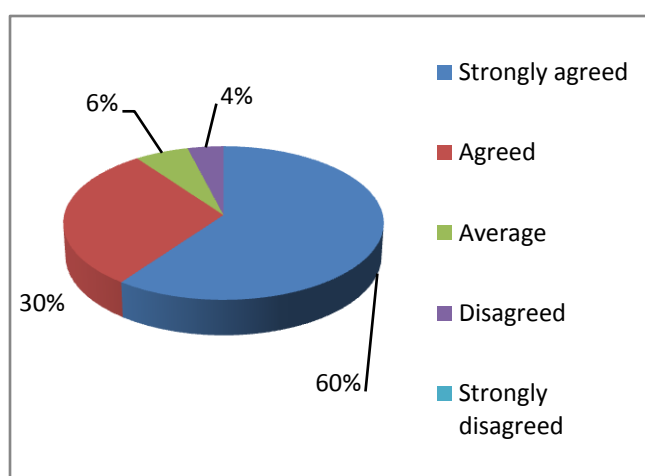


Figure: Analysis of reliability

In case of reliability, 60% strongly agreed that PBL is providing quality and reliable services to them. When 30 % agreed with the statement, 6% told that service is average compared to other banks and 4% totally disagreed with the statement. In case of reliability no one strongly disagreed with the statement. So it implies that customers are safe and confident by maintaining relation with PBL.

Thus, the second hypothesis of being reliability is also true as 60% strongly agreed with the statement. So Perception is more than expectation. It implies that PBL is providing reliable services.



✚ Analysis of Responsiveness

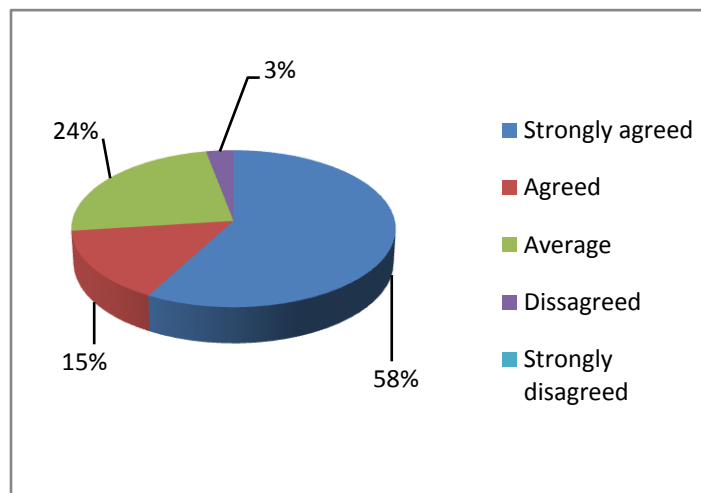


Figure: Analysis of responsiveness

Here I have observed that the customers are very satisfied and that's why 58% customers have mentioned that they are highly satisfied with the service and 24% have mentioned that they are neither satisfied nor dissatisfied. 15 % have mentioned that they are satisfied and 3% articulated that they are not satisfied. So it implies that Employees of PBL are always passionate and keen to provide first service to their valuable customers.

Thus, the third hypothesis of being PBL responsiveness if it is greater than 50%, the customers is very satisfied. This hypothesis is true as, 58% customer feels PBL is responsive and the customers are more than satisfied with the service.



✚ Analysis of assurance

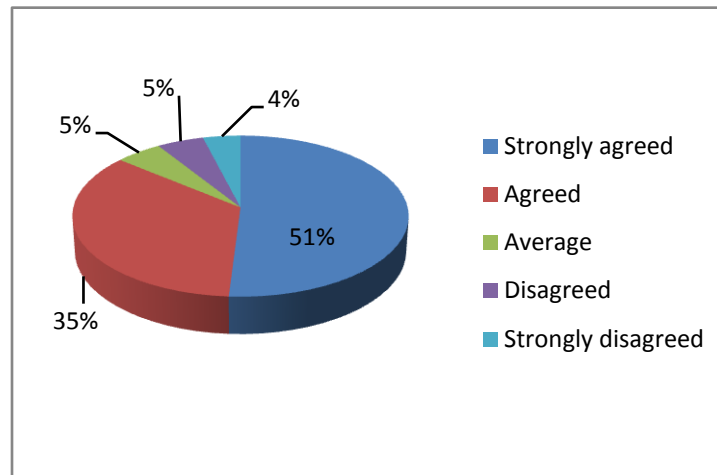


Figure: Analysis of assurance

Here 51% have strongly agreed with the statement, when 35% have agreed that employees of PBL have the ability to convey trust among customers. 5% have articulated service of PBL is neither satisfied nor dissatisfied if assurance is considered. 5% have disagreed with the statement and 4% have strongly disagreed with the comments.

So the fourth hypothesis is also true because 51% have mentioned that they are highly satisfied. It implies that employees are capable to maintain long term relation with their customers.

✚ Analysis of Empathy

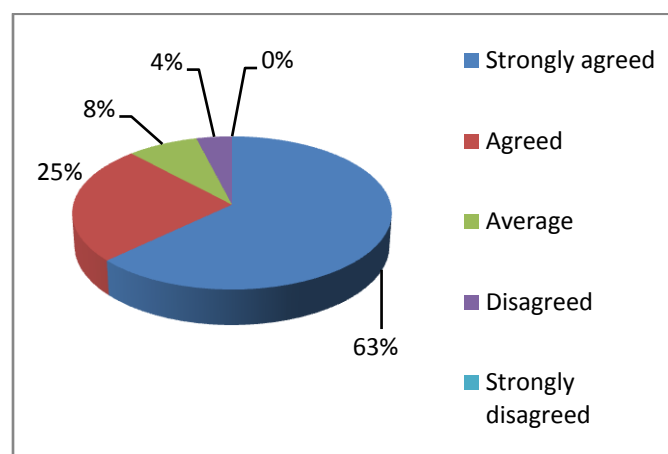


Figure: Analysis of empathy



In case of empathy 63% have strongly agreed with the statement when 25% have agreed with it 8% have articulated that it is average compared to other banks and 4% have disagreed with the statement. So it implies that PBL is very caring to its customers and they always try to provide best services to customers.

So the fifth and last hypothesis is also true as perception is more than expectation, which is 63% and more than 50%.

Overall satisfaction analysis

After analyzing every individual factor that influences customer satisfaction, I tried to find out overall satisfaction of customer.

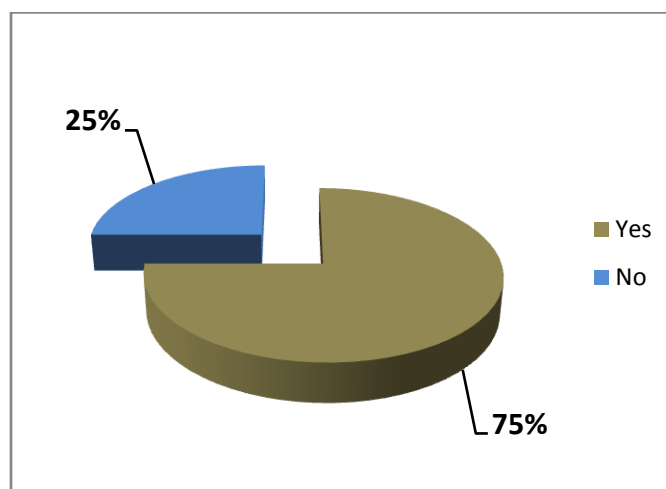


Figure: Satisfaction of having account in PBL

When it was asked that whether customers are satisfied with having account with PBL, 75% articulated that they are satisfied and 25% mentioned that they are not satisfied.

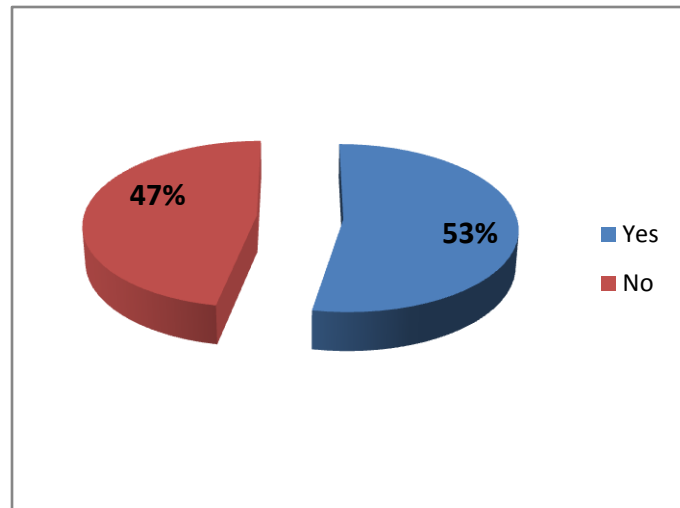


Figure: Recommendation of PBL

When it was asked that whether existing customers will recommend PBL to others or not, 53% mentioned that they will recommend and 47% articulated that they are not interested to recommend the bank to others, as the service quality of the bank is not worthy enough of recommendation.

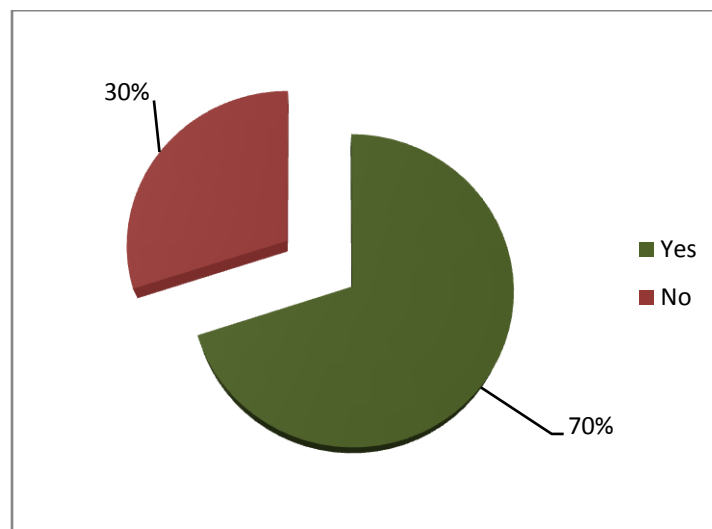


Figure: Frequent visit in Narayangonj branch



When it was asked that whether particular customers are eager to come to the bank for transaction frequently, 70% mentioned that yes, they will come again but 30% said no for frequent visit in the PBL.

Time duration of services

Particulars	Percentage
More than 15 minutes	20%
Between 10 to 15 minutes	32%
Between 5 to 10 minutes	26%
Between 1 to 5 minutes	15%
Less than one minutes	7%
Total	100%

Table: Time duration of service

From this table we can see maximum respondent's assumption about the time duration of services is 32%. Others are 20%, 26%, 15%, & 7% as well as more than 15 minutes between 5 to 10minutes, between 1 to 5 minutes and less than 1 minute.



4.5 Findings of Questionnaire

From the analysis it is understood that satisfaction level of the customers of PBL is high. If we consider the factors of customers' satisfaction, then it is seen that all hypothesis has been proved as true. It implies that employees, services and materials associated with the branch are capable to meet up customer's expectation. Service provided large depends on the aptness and efficiency of the bank staff. In this case the time taken to provide a specific service is important and for this PBL has preset time criteria regarding service that they provide. A big portion has told than they need more that 15 minutes to get service which is a matter of concerned. If such a big chunk of time is needed then the customer will really be unhappy with the service. But 70% customers are eager to come to the Narayangonj Branch again and again for transaction purpose. Also 53% interested to recommend the branch to others because they think that service of PBL is quite good compared to other banks. But 47% have mentioned that they will not advocate PBL which is a matter of concern for Narayangonj branch as well as for PBL. If number of employees does not increase, profitability will not increase. Another factor which is remarkable is that most of the corporate clients have mentioned that they are satisfied with the service. But individual and general customers who do not come to the branch frequently are not satisfied enough with the branch. It implies that employees are not that much conscious and responsible towards general customers.



4.6 Problem faced by customers

Through Questionnaire development and conversation with customers, some problems have come forward that is being faced when they come to the bank and deals with employees for transaction purpose. Those problems are given below-

+ Insufficient cash

It is the most common and big problem that customers face when they come to the bank. This problem becomes severe at the very beginning of the month. As most of the customers of PBL are related with garments business, so they need to provide salary to their employees at the very beginning of the month. So they need huge amount of money. Most of the time we need to bring money from other banks through pay order or DD. For that they need to wait a long time for money and while providing big chunk of money. Sometimes it becomes impossible to give full amount of money that customer want.

+ Manpower Problem

Narayangonj branch is one of the biggest branches of PBL and its profitability is praiseworthy, if it is compared with other branches. But number of employees of this branch is very low and this branch is being operated with 15 officers only, which is one of biggest reason of customer's dissatisfaction as well as employee's dissatisfaction. When any customer comes for service, they often get the desk empty or officer's busy dealing with another customer. They have to wait to get service from the officer. Most of the time officers are messed up with several works so they are exhausted and depressed and can not provide best service to customers. As we know that only satisfied employees can create a satisfied and loyal customers for company. So due to lack of employee, it becomes impossible to provide individual attention to customers.

+ Deposit slip & cheque books

Often customers come to bank to ask for deposit books and they are refused which is very awful for bank to say no to a customer. But officers have nothing to do as they do not do it purposely. Again in case of cheque book it is bank's rule that a customer will have to inform for cheque book seven days before. But unfortunately often customers do not get cheque book even after two or three weeks after sending requisition. Basically it is head office's responsibility to deliver



cheque books and deposits slip timely after sending requisition. But sometimes it is delayed due to technological problem or lack of machineries and customers do not get them timely.

+ Server Problem

PBL performs all of its banking activities systematically rather than manually. All activities are done through “Bank Ultimus” which has linked all branches with the head office. Due to this software it has been ease to work smoothly. But most of the times server is very slow and it becomes difficult to provide quick and quality service to customer. The worst thing is that sometime Ultimus stops working totally and employees have to work through modem. So due to server problem customers have to wait to get service.

+ Scarcity of device

In Narayangonj branch employees need a lot of logistic support. Employees do not have enough PC, UPS, and Printer to provide quick and quality service to customers. Also there is one teller machine in the cash, but sometime that machine doesn't work properly. That's why customers have to spend their valuable time to get any document and to deposit or withdraw money. Also employees often feel lacking of others many pity stationeries to work while working.

+ Product's features

Features of product do not change with the passage of time. According to customers interest that PBL is providing in case of saving account or FDR is not changing from last few months. But other banks are providing higher interest rate than PBL. Also sometime customers claim that benefit that bank is providing with the product is not that much attractive or useful for customers. Another argument that customers raises is that in case of double benefit scheme, customers do not get double amount of money after the maturity.

+ Internal Environment and decoration

According to customers opinion internal decoration of the bank should be changed. Sitting arrangement are not enough according to the number of customers. Desk and furniture are old-modeled and also air conditions do not work properly. Also electronic rate board where, Interest



rate of Liability items and Exchange rate are shown for the convenience of customers does not work at all. These are some of the problems that customers feel.

Credit card

PBL does not have enough ATM booth which is the common problem faced by credit card holder of PBL. Even there has no ATM booth near to the Narayangonj branch. Another problem is that people do not get credit card after applying for it and that's why according to them it's very difficult to get credit card of PBL. According to some businessman PBL should provide credit card for them who are regular and loyal customers. Also according to customers price of Visa Credit card is very high compared to other banks. So people are not that much eager to have credit card of PBL.

Lack of professionalism

There has lack of professionalism in employees of Narayangonj branch. Here clients are very close to the officer and that's why most of the time employees behave casually with customers. It's good to maintain friendly relation with clients but sometimes it works reverse, as problem occurs due to informal conversation between employees and clients.

Customer service

Often customers complain that all customers are not treated equally. According to them valued and loyal customers always get special and customized services from employees when normal customers do not. One female customers have mentioned that remittance form have to fill up personally when other banks are helping customers to fill up the form.

Personal loan

PBL provides personal loan facility to individual customers like house loan, car loan, education loan. But in Narayangonj branch customers do not get these kinds of loan facilities. As I have already mentioned that this branch has some loyal and valued customers who are always in top priority while providing loan. When any customer comes for personal loan, they refuse him/her without any credit rating. Only they provide personal loan to customer against FDR otherwise they refuse.



+ L/C problem

Previously employee of any branch could permit for L/C if everything is alright but now a day they can not do so. All branches have to send export proposal to head office and they decide whether the proposal will be approved or not. Sometimes head office denies opening L/C even though the proposal is attractive, as they do not know the customer. So sometimes employees have to say no to loyal customers and that is very disappointing.

+ Lack of Marketing

In Narayangonj branch marketing of product is badly needed. Because during three months I have seen that many customers do not know about the facilities that bank is providing. For example some customers do not know about on line service of PBL. Even customers do not know the name of some products like Genius account, Premier Esteem Savers, Premier Excel Savers. So bank does not get customers of these types of attractive products. Also Credit division of the Narayangonj Branch is not that much active. In case of credit card personal marketing is very much important but here customers are not that much aware about the facilities that they will get from the credit card of PBL. Also marketing is very important to collect deposit from customer. But in this branch marketing program is not strong enough to grab new customers.

+ Frequent change of system

According to customers, systems, rules and process of working in Premier Bank changes frequently. So it becomes very difficult for both employees and customers to adopt those changes. When an employee works with a certain process or system then he/she becomes familiar and feels comfortable with that. But if any new systems come forward frequently then it becomes difficult to cope up with that system. It also hampers employees' daily activities as well as customer's service is also hampered.



Money transfer

In Narayangonj branch foreign remittance can be collected through different remittance software like- Money Gram, Druti, Express etc. But if money comes through Western Union money transfer then it is not possible for customers to collect foreign remittance from Narayangonj branch. So employees have deny customers if money comes through Western Union. So it is a problem that customers of Narayangonj branch faces.



Chapter 5

Recommendation

- ✦ Bank will have to make people aware about the different product of PBL that the bank is offering and will have to explain the benefit of becoming customer of PBL through different advertisements or marketing program. For that they can use print media, electronic media or they can distribute leaflets to customers, also they can set up stall in different trade fair.
- ✦ PBL should reengineer their products and services according to customer's needs, wants or competitor's action. Customer's needs and preferences change with the passage of time, so also features of product should not be same for several years or month. In that case competitors might launch new product or service or they may introduce existing product with more attractive features. In that case customers may switch to another bank which will hamper profitability as well as reputation of PBL.
- ✦ Sometimes rules and regulation should be trim down due to welfare of the organization and to grab greater number of employees. There are many customers who face problem to find an introducer while opening an account or they can not apply for credit card due to so many requirement. So if some of the rules can be compromised then it will help bank to increase number of customers.
- ✦ Manpower in every branch should be increased so that whenever customers come to the branch they always get employees ready to help them or at least they may not to wait more than 3 or 5 minutes to get the service.
- ✦ High level of customer service needs to be provided. Now every single company is very much concerned about customer service as customer is very much important to them. Also so many competitors and substitute are available so it is very easy to switch from one organization to another one. Especially for banks, customer service is more important because products of every bank are almost same but service is the only thing that differs from



bank to bank. So it's very important to provide superior, quality and error free service to customers.

- ✦ Narayangonj branch is in badly needed of logistic support. A sufficient number of appliances like PC, UPS, fans, generator etc should be provided, so that employees can work smoothly. Also supply of pity stationery items should be available when needed.
- ✦ PBL has only one central server and one back up server which is not enough to work properly, smoothly and speedily. So number of server should be increased so that customers can get service whenever they come to the branch. Also IT individual should be dynamic and active to perform their duty. They should visit every branch at least thrice in a weak, so that they can sort out every single technical problem when it occurs.
- ✦ Narayangonj branch should hire some more expert and skilled people so that they can handle customers smartly and can solve their problem as soon as possible. Because if there is smart people in the branch then it will be easy to convince customers even after having a lot of lacking. Also appropriate and effective training is needed for existing employees. PBL always arrange training program for employees but they should notice, whether employees are considering the training program seriously or not. Also they should obverse whether learning from the training is being used in practical work or not.
- ✦ Corporate culture is very important for an organization. It will help employees to behave properly with customers as well as with other coworker. Thus disagreement between employees and customers over trivial matter will not occur. If corporate culture is established in a branch then employees will be self motivated and creation will increase. Even it will help to work within group.
- ✦ If Narayangonj branch wants to increase credit card users, then very soon it should open an ATM booth near to the bank also huge personal marketing is needed to let people know about the facilities of credit card.
- ✦ In Narayangonj Branch job grouping is very important. Work activities of every employee should be allocated properly. It is higher authority's responsibilities to allocate job within



employees. Works of employees should not mix up otherwise confusion will create and customer service will be hampered.

- ✚ Systems or way to work should not be changed all on a sudden because it is very difficult to adopt with a new system leaving the previous one because employees are very comfortable and relaxed with the old or previous system. If it is necessary to change system all on a sudden then first of all higher authority should inform about the changes to employee and provide proper and necessary training one the changes done.
- ✚ Internal decoration should be change to give modern look to the branch so that whenever clients come to the branch, they feel delighted and comfortable.
- ✚ PBL basically accomplish credit rating by external organization but if it was done internally then it will be very cost effective for PBL. Also it will unlock a new business for the bank and their business portfolio of PBL will be rich. Also profitability will increase as it will also accomplish credit rating for other many organizations that does not have own credit rating facilities.
- ✚ Premier Bank does not have any offshore branch which is one of the shortcomings. If it can open new branch outside Bangladesh then it will be able to expand its business internationally and also brand image will create.



Chapter 6

Conclusion

Every organization must have a goal to achieve. To achieve that goal organization must fix its vision and mission. According to vision and mission, an organization is able to fulfill its target. Customers are in the center of that mission and vision for financial companies like Bank. Because most of the banks are providing same products and their features and characteristics are also same. So it becomes very difficult for a financial institution to create competitive advantage and to provide superior and quality products to customers. Only thing that can stand out a bank from other many banks is quality service. Service is the only device that can differentiate one bank from other banks. Customers will choose that bank which is providing first, error free and quality services. Otherwise it will be very difficult for a bank to capture more customers and even they can loose their existing customers if service quality is not good enough.

PBL is one of the renowned banks among third generation's bank. It is competing with many other banks and also new banks are about to come. So, it will have to face tough competition to survive. The major task for banks to survive in this competitive environment is managing its assets and liabilities in a profound way and also acquiring new advanced technology to cut down its operating expense giving a way to more profit. This profit will come, if there are large and big corporate customers. These customers will remain with the bank if service quality is superior. So PBL will have to ensure quality service in every single branch. For quality service PBL will have to solve problems of their customers. Every single and silly mistake can spoil their business.

To provide quality service PBL will have to leave traditional method of banking. In this competitive world this sector has expanded its wings widely enough to cover any kind of financial services anywhere in the world. So PBL should take effective measures to satisfy customers.



Chapter 5

Questionnaire

Section 1:

Customer Profile

Please circle the most appropriate answer.

Gender: Male Female

Age Range: 18-25 26-35 36-45
 46-55 55-65 66 or older

Occupation:

Section 1I:

Please indicate the extent to which you agree or disagree with the following statements about the service you received from the bank staff during your transaction.

Strongly agree=5

Agree=4

Average=3

Disagree=2

Strongly disagree= 1.



Expectations

Tangibles

- | | | | | | |
|--|---|---|---|---|---|
| 1) Bank should have modern looking equipment | 1 | 2 | 3 | 4 | 5 |
| 2) Materials associated with the service (Such as pamphlets or statements) should be visually appealing in a Bank. | 1 | 2 | 3 | 4 | 5 |

Reliability

- | | | | | | |
|--|---|---|---|---|---|
| 1) Customers of banks should feel safe while transaction | 1 | 2 | 3 | 4 | 5 |
| 2) The behavior of employees in bank should instill confidence in customers. | 1 | 2 | 3 | 4 | 5 |

Responsiveness

- | | | | | | |
|---|---|---|---|---|---|
| 1) When Banks promise to do something by certain time, they should do so. | 1 | 2 | 3 | 4 | 5 |
| 2) When a customer has a problem, bank should show a sincere concern in resolving it. | 1 | 2 | 3 | 4 | 5 |
| 3) Bank should perform the service right the first time | 1 | 2 | 3 | 4 | 5 |
| 4) Employees in bank should always be willing to help customers. | 1 | 2 | 3 | 4 | 5 |



Assurance

- | | | | | | |
|---|---|---|---|---|---|
| 1) If there is any problem bank should take initiative or assure customer to solve the problem. | 1 | 2 | 3 | 4 | 5 |
| 2) Employees should have quality to instill confidence in customers | 1 | 2 | 3 | 4 | 5 |

Empathy

- | | | | | | |
|--|---|---|---|---|---|
| 1) Bank should give customers individual attention. | 1 | 2 | 3 | 4 | 5 |
| 2) The employees of bank should understand the specific needs of their customer. | 1 | 2 | 3 | 4 | 5 |

Perceptions

Tangibles

- | | | | | | |
|--|---|---|---|---|---|
| 1) PBL has modern looking equipment | 1 | 2 | 3 | 4 | 5 |
| 2) Materials associated with the service (Such as pamphlets or statements) is visually appealing in PBL. | 1 | 2 | 3 | 4 | 5 |

Reliability

- | | | | | | |
|--|---|---|---|---|---|
| 1) Customers of “Premier Bank Ltd” feel safe while transaction. | 1 | 2 | 3 | 4 | 5 |
| 2) The behavior of employees in PBL instill confidence in customers. | 1 | 2 | 3 | 4 | 5 |



Responsiveness

- | | | | | | |
|---|---|---|---|---|---|
| 1) When employees Premier Bank promise to do something by certain time, they do so. | 1 | 2 | 3 | 4 | 5 |
| 2) When a customer has a problem, employees of “Premier Bank Ltd” show a sincere concern in resolving it. | 1 | 2 | 3 | 4 | 5 |
| 3) Employees of “Premier Bank Ltd” perform the service right the first time | 1 | 2 | 3 | 4 | 5 |
| 4) Employees in PBL are always willing to help customers. | 1 | 2 | 3 | 4 | 5 |

Assurance

- | | | | | | |
|--|---|---|---|---|---|
| 1) If there is a problem, employees of Premier bank take initiative or assure customer to solve problem. | 1 | 2 | 3 | 4 | 5 |
| 2) Employees have quality to instill confidence in customers. | 1 | 2 | 3 | 4 | 5 |

Empathy

- | | | | | | |
|---|---|---|---|---|---|
| 1) Employees of PBL give individual attention to customers | 1 | 2 | 3 | 4 | 5 |
| 2) The employees of bank understand the specific needs of customer. | 1 | 2 | 3 | 4 | 5 |



Overall Satisfaction

1) How much time is needed to provide service to you?

- i) More than 15 minutes
- ii) Between 10 to 15 minutes
- iii) Between 5 to 10 minutes
- iv) Between 1 to 5 minutes
- v) Less than one minutes

2) Are you satisfied with having account with Yes No

“Premier Bank Ltd”

3) Will you recommend “Premier Bank Ltd” Yes No

to friends and/or associates.

4) Are you willing to have transactions with this bank Yes No

again and again?

****If you have any specific complain or problem regarding the service provided by PBL then you can mention it below



References

- ✓ Marketing Research, Naresh K. Malhotra, Satyabhusan Dash, 6th Edition
- ✓ Management, George T. Milkovich, Jerry M. Newman, 8th Edition
- ✓ Financial statements and other statements of Premier Bank Ltd
- ✓ Annual Report of PBL
- ✓ <http://www.premierbankltd.com/pbl/index.php>
- ✓ <http://investing.businessweek.com/research/stocks/people/board.asp?ticker=PREMIERB:BD>