

**CUSTOMER SERVICE AND HOW IT AFFECTS THE SATISFACTION OF  
ACCOUNT HOLDERS A STUDY OF SHAHJALAL ISLAMI BANK  
LIMITED, COLLEGE GATE BRANCH.**

**BY**

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**ID: 19104107**

**An internship report submitted to the BRAC Business School in partial  
fulfillment of the requirements for the degree of Bachelor of Business  
Administration.**

**BRAC BUSINESS SCHOOL**

**BRAC UNIVERSITY**

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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MD. MOKSUDUL MOMEN

ID: 19104107

Supervisor's Full Name & Signature:

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Dr. Tanima Warda Andalib

Assistant Professor, BRAC Business School

BRAC University

## **Letter of Transmittal**

Date: 10 November, 2023

Dr. Tanim Warda Andalib

Assistant Professor

BRAC Business School

BRAC University

Subject: Request for Internship Report on "Customer Service and its Impact on the Satisfaction of Account Holders: A Study of Shahjalal Islami Bank Limited, College Gate Branch"

Dear Maam,

I have the pleasure of submitting my internship report on "Customer Service and its Impact on the Satisfaction of Account Holders: A Study of Shahjalal Islami Bank Limited, College Gate Branch" as a constraint for my graduation. I feel most privileged to be associated with an experienced, efficient, and professional team. I strongly believe that this report will satisfy your requirements and expectations. I have tried my best to make this report as informative, practical, reliable, and relevant as possible. I have reviewed few books, journals, articles from internet, taking few interviews, annual report.

If you have any further questions or need any further clarification about this report, I will be happy to help.

Sincerely yours

Md. Moksudul Momen

ID: 19104107

BRAC Business School

BRAC University

**Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

These terms and conditions are agreed by Shahjalal Islami Bank Limited and the student at BRAC University named Md. Moksudul Momen, Id: 19104107.

## **Acknowledgment**

First of all, I would like to express my gratitude to Almighty Allah who allowed me to complete the entire internship process and prepare a report about it. I would like to express my deep feeling of gratitude and sincere appreciation to my honorable internship supervisor Dr. Tanima Warda Andalib, Assistant Professor, BRAC Business School, BRAC University for their valuable guidance and special supervision during my work.

Mainly in our academic life, we have gained many theoretical experiences regarding commercial activities. I felt great pleasure every time I saw those forms of entrepreneurial activities in my practical participation. This allowed me to bridge the gap between my theoretical understanding and practical work meticulously.

From the very first stages of brainstorming my report's concept to its final polish, Shahnaz Parvin, Deputy Manager of Shahjalal Islami Bank Limited (SJIBL) College Gate Branch, Dhaka—provided me with invaluable logistical support.

Additionally, I'd like to express my gratitude to every single Bank official who generously spent their time helping me with my report.

I doubt I would have been able to finish my report in such a timely manner without your help.

## **Executive Summary**

Shahjalal Islami Bank Limited (SJIBL) started doing business on May 10, 2001, in line with Islamic Shariah law and the Bank Companies Act, of 1991. Over the past seventeen years, SJIBL has expanded its service area by opening new stores in strategically important places across the country that offer a range of services. In its most basic form, Islamic banking is not only interest-free lending, but it also offers deal-based business products that bring in real money and raise the economy's GDP. Shahjalal Islamic Bank Limited is a bank that serves a wide range of customers, from

individuals to businesses. It follows both the Bangladesh Centre Bank Act and the Shariah Act that their Shariah Council gives them. In order to comprehend and evaluate the bank's consumer service procedure, I have collected information from their clients and included it in this internship report. The essential information has been compiled by me from primary and secondary sources. I also went over a report called "Customer Service and its Impact on the Satisfaction of Account Holders: A Study of Shahjalal Islami Bank Limited, College Gate Branch ".

In this research, I also examined, discussed, and analyzed their management and marketing practices. I obtained the data for the financial analysis from the annual reports for the years 2018 through 2022. In addition, I covered their information management system and operations, as well as a general analysis of the sector utilizing Porter's Five Forces and SWOT analysis. Lastly, every single one of this bank's clients has given their approval for its executives and staff to use their banking services. which was what this bank's clients wanted.

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## **Chapter 1: Overview of the internship**

### **1.1 Student Information: Name, ID, Program, and Major**

Name: MD Moksudul Momen

ID: 19104107

Program: Bachelors in Business Administration (BBA)

Major: Human Resource Management

Minor: Finance

### **1.2 Internship Information**

#### **1.2.1 Period, Company name, Department**

Internship Period: 10 September 2023 to 3<sup>rd</sup> December

Company Name: Shahjalal Islami bank Ltd

Department: General Banking and Customer Services Intern

Address: Union Center (1st floor), 1/5, Mohammadpur Housing Estate, Mirpur Road,  
Dhaka

#### **1.2.2 Internship Company Supervisor's Name and Position**

Name: Shanaz Parveen

Position: SAVP & Deputy Manager

#### **1.2.3 Job Scope: Responsibilities as Intern of SJIBL:**

As an intern at Shahjalal Islamic Bank Limited, I was in charge of several different jobs.

Here are some of my duties:

1. Verifying one's identity with an NID and filling out all necessary paperwork.
2. Note Down, arranging, and filing loan applications, charges, and related paperwork.
3. Issues with customer accounts are managed, including balance inquiries, statement distribution, solvency certificate issuance, and problem resolution.
4. Checking and clearing cheques from other banks, making payments on orders, and routing them to the proper officers for further processing are all ways you can help the department officers out.
5. Calling customers for consultations
6. 6. Obey the deputy manager and other officers and show your support.

### **1.3 Internship Outcomes:**

#### **1.3.1 My Contribution to Shahjalal Islami Bank Limited:**

During my period I think that by doing my best work as an intern at Shahjalal Islamic Bank Limited, I gave the bank the best service possible. I have worked hard for the company by doing every job correctly because I believe that performance is the most important thing. The people who work in the General Banking area and my boss have been helping me learn how they do their jobs for the first week. An intern at a bank doesn't get that much work to do, but I was ready to learn. For that reason, I sought out new knowledge from my supervisors at the bank. They couldn't wait to demonstrate various tasks to me as well.

While I worked at the business, I did things for the bank like

1. starting new accounts for customers and helping to collect their debit and credit cards;
2. Working in different areas. Like the credit department or the general banking department.

3. Helped with paperwork and setting up meetings between workers
4. Keeping an eye on the operations manager's work by reviewing the work and success of other employees
5. Helping the bank workers with their work
6. Giving customers care when they need it
7. It can be easier and faster to share ideas about how to handle client information if it is digitalized.
8. Did chores based on what was needed, like making different kinds of administrative papers.

My internship with Shahjalal Islami Bank significantly helped me understand Bangladesh's overall economic situation and acquire experience working with bankers. Throughout my stay at BRAC University and my internship, I have finished several courses and put many of the theories I have learned into practice. As a result of this experience, several traits have been refined, including corporate etiquette, time management, leadership skills, and so forth. These benefits will unquestionably aid me in my career in the long run.

### **1.3.2 Problems and difficulties faced during the internship:**

Shahjalal Islami Bank Ltd. has a well-organized internship program. As a result, I didn't have many issues when I was working there. However, I first struggled to keep to my schedule because I was new to an office job. I struggled for the first few days to get to work on time, but I quickly overcame that issue. I first struggled in my job because I was still learning because of it. As a result, whenever I was assigned work that I was unfamiliar with, I had to consult with a different person to figure out how to perform it. Sometimes, though, I got no assistance since other people were preoccupied with other responsibilities. Other than that, I had no trouble finishing any duties because I was picking up knowledge quickly.

### 1.3.3 Recommendations:

Every undergraduate student should seize the internship opportunities that are offered to them. I observed the organizations' internship process while I was an intern, and I am willing to share some advice for internship programs in the future based on what I learned. First and foremost, it is important to inform interns about the types of tasks they will be performing. To ensure that they learn something from the work they are performing, it is important to assign them difficult and instructive projects. Since all researcher are known of the bank's confidentiality, there should be no need to be concerned about giving the intern critical information. Employees at the bank should inspire and prepare interns to learn new things. Senior officer's ought to inspire and support interns in all facets of their work. The final and most crucial point is that interns should have the chance to work in every area of the bank so they can build a comprehensive acknowledgment of banking industry.

## Chapter 2: **Organization Part**

### 2.1 Introduction

A "bank" is any institution dealing with monetary transactions. The commercial banking sector is the largest employer in the country. On the flip side, they take loans and advances from locals and then give them to enterprises. As a result, both the public and the government have come to rely heavily on these banks to serve as mediators in the economy. Financial institutions like banks can turn a profit by accepting deposits at a low interest rate and lending money at a higher rate.

### 2.2. Overview of the Organization

Shahjalal Islami Bank Limited (SJIBL) started doing business on May 10, 2001, in line with Islamic Sharia law and the Bank Companies Act, of 1991. Over the past seventeen years, SJIBL has expanded its service area by opening new stores in strategically important places across the country that offer a range of services. In its most basic form, Islamic banking is not only interest-free lending, but it also offers deal-based business products that bring in real money and raise the economy's GDP. Shahjalal Islamic Bank Limited is a bank that serves a wide range of customers, from



individuals to businesses. It follows both the Bangladesh Centre Bank Act and the Sharia Act that their Sharia Council gives them.

At the moment, the bank has about 123 locations across the country. There are a lot of different areas that the Shahjalal Islami Bank serves. Those are:

1. Corporate Banking
2. Retail Banking,
3. Consumer Banking,
4. SME & NGO finance from industry to agriculture,
5. Real estate to software and is backed by the latest technology.

Finance, Banking, Customer Satisfaction, HR Planning, and other highly skilled professionals are controlling the bank. Shahjalal Islamic Bank's key motto is "Dedicated to Friendly Service." Over the past seventeen years, the bank has already reached its goal of becoming one of the best Islamic banks in the country.

### **2.2.1 Vision and Mission of SJIBL**

Vision-In Bangladesh, the most admired brand of Shariah banking and investing, delivers long-term value for all our stakeholders via human development based on morals and ethics.

#### **Mission**

1. To provide customers with high-quality facilities.
2. To establish a high value of honesty.
3. To put money into a good investment.
4. To ensure sustainable growth in business
5. To achieve maximizing Shareholders' value.
6. Objective To provide cutting-edge services to our clients by combining cutting-edge technology with Islamic values.
7. To assure human resource development to address current problems.

## **2.3 Management practice of SJIBL**

### **2.3.1 Leadership styles:**

Shahjalal Islami Bank mostly adheres to the participative leadership style inside its organization. This method is mostly considered a procedural term. The active participation of employees, managers, and staff members is strongly encouraged and constitutes a significant component of the decision-making process. The participative leadership style encompasses various elements such as open communication, empowerment, collaboration, and inclusiveness. Shahjalal Islami Bank Ltd employs a leadership style that fosters an environment of open communication, encouraging all individuals to actively contribute their ideas and perspectives. The organization encourages transparent communication and provides employees the freedom to proactively take initiatives and make decisions, fostering a culture of collaboration and teamwork among the workforce.

2.3.2 The process of selecting and recruiting individuals for employment at SJIBL The selection method employed by Shahjalal Islami Bank Limited is characterized by a structured approach that adheres to a set of specific steps. SJBL employs two distinct groups of personnel, namely recent university graduates and seasoned professionals. Fresh graduates are required to submit an application and undergo a written examination.

If they successfully pass the written examination, they will be invited for an interview. Following the interview, further steps will be taken. Upon acceptance, individuals will receive an offer letter and then commence their participation promptly. During the selection process for experienced personnel, applicants are required to submit their applications. Unlike entry-level candidates, experienced applicants are exempted from written examinations and proceed directly to the interview stage. If successful in the interview, they will receive an offer letter and then join the organization by the terms outlined therein.

### **2.3.3 Compensation and benefits of SJIBL:**

The remuneration and benefits framework within the banking sector has consistently exhibited a high level of competitiveness. In the banking industry, there has been a consistent presence of competition aimed at attracting personnel who demonstrate exceptional performance. However, it is worth noting that in recent years, this trend has continued. The intensity of competition has increased due to developments in banking technology. In light of increasing competition for attracting high-performing individuals, SJIBL is diligently prioritizing this objective by thoroughly examining prevailing trends in compensation incentives and human resource practices. The aim is to formulate an effective management strategy that will enable them to achieve their goals. The forthcoming package offered to employees is driven by market forces and encompasses a comprehensive compensation structure. This package includes short-term benefits such as hospitalization coverage, as well as long-term benefits including gratuity and superannuation funds.

### **2.3.4 Training and education:**

According to Shahjalal Islami Bank, the enhancement of job knowledge and abilities through appropriate training is a significant factor in fostering human resource development and increasing the pool of skilled personnel. Training is a systematic and ongoing learning process designed to enhance the skills and abilities of employees, hence improving their ability to perform their job tasks effectively. Undoubtedly, enhancing the training and knowledge provided to staff will significantly enhance their ability to ensure the long-term sustainability, growth, development, and expansion of the Bank. Consequently, the establishment of the Shahjalal Islami Bank Training Academy took place on January 20, 2015, under the auspices of the bank's administration. The subjects covered in this course include General Banking, Investment Operations, and International Trade Financing, Banking law practices, Documentation, Monitoring, and Recovery Investments, Managerial Functions and Leadership, Foreign Trade and Foreign Exchange Operations, Investment Operations and Management, and Shariah Compliance in Islamic Banking Operations, among others.

### **2.3.5 Performance appraisal:**

The performance appraisal conducted at SJBL can be considered a procedural endeavor aimed at achieving and ensuring staff productivity, with a primary focus on boosting it. Based on a specific study, it has been determined that employee motivation can be enhanced through strategies such as setting clear targets, providing rewards for successful outcomes, and delivering constructive feedback. Assist individuals in consistently assessing their level of competitiveness, as well as identifying their ongoing strengths and flaws. It is advisable to offer performance evaluations to employees to facilitate their professional development and advancement.

## **2.4 Marketing practices of SJIBL**

SJBL primarily adopts a customer-centric marketing strategy aimed at providing Sharia compliant financial solutions to its clients. This is achieved through the delivery of exceptional financial and banking services, with the ultimate goal of fostering strong customer relationships, promoting innovation in products and services, and maintaining a competitive advantage in the Islamic banking market. The focus of this study is to investigate the effects of a specific intervention on a particular outcome

### **2.4.1 Target:**

The objective is to establish a dominant position in the Islamic banking sector in Bangladesh and to actively contribute to the growth of the market by offering distinctive financial services.

### **2.4.2 Customer focus:**

client focus is a key priority for the organization, as it strives to consistently prioritize client happiness and ensure high levels of customer contentment. The organization endeavors to distinguish itself by offering a diverse array of financial products, accompanied by personalized services and competitive interest rates.

#### **2.4.3 Marketing channel:**

Shahjalal Islami Bank employs a diverse range of marketing channels to promote its products and services. These channels encompass conventional brick-and-mortar establishments such as branches and ATMs, as well as digital platforms like as online banking and mobile banking. Islamic banking aims to provide accessibility and convenience to a wide variety of customers.

#### **2.4.4 New product and services:**

The bank prioritizes the continuous development of its products to effectively address future demands and provide competitive interest rates, together with flexible lending terms, to maintain market adaptability.

#### **2.4.5 Branding Activities:**

SJIBL possesses a widely recognized brand inside the market of Bangladesh. The company engages in branding endeavors, including sponsorships of events and initiatives that are in line with its core principles and cater to the interests of its customers. The bank's logo and branding exhibit a consistent presence throughout all marketing materials. The study focuses on the many advertising and promotional techniques employed in marketing strategies.

#### **2.5.6 Advertising and promotional methods of SJIBL:**

SJIBL has used digital marketing strategies and included social media channels for advertising and promotion. To efficiently engage its intended demographic, the organization implements focused digital advertising initiatives. The bank engages in social media interactions with clients to disseminate updates, promotions, and feedback, thereby enhancing its digital footprint.

### **2.5.7 Critical marketing issues and gap:**

One of the significant marketing challenges that SJIBL encounters is the rapid technological advancements in the banking industry. Maintaining pace with digital innovations and safeguarding the security of online services is of paramount importance. Moreover, the banking industry is characterized by intense competition, necessitating Bank to continuously engage in innovation and differentiation strategies to maintain its market share.

The marketing strategies employed by Bank revolve around prioritizing customer centricity, ensuring accessibility through many channels, fostering innovation, and establishing a robust digital footprint. The bank faces challenges in adapting to technological advancements and maintaining a competitive edge, however, it remains steadfast in its dedication to providing superior financial services to its intended clientele.

## 2.6 Company's finance and accounting practices:

Particulars	Note	31.12.2022 Taka	31.12.2021 Taka
<b>Property and Assets</b>			
<b>Cash</b>			
Cash in Hand (including Foreign Currencies)	3a	2,399,102,842	1,943,331,636
Balance with Bangladesh Bank & Sonali Bank Ltd. (including Foreign Currencies)	4a	14,924,287,024	12,087,735,744
		<b>17,323,389,865</b>	<b>14,031,067,380</b>
<b>Balance with Other Banks and Financial Institutions</b>			
Inside Bangladesh		2,192,462,827	1,993,712,408
Outside Bangladesh		1,103,127,014	1,029,495,149
	5a	<b>3,295,589,841</b>	<b>3,023,207,557</b>
<b>Placement with Other Banks &amp; Financial Institutions</b>	6a	<b>21,276,957,716</b>	<b>18,514,593,291</b>
<b>Investments in Shares &amp; Securities</b>			
Government		25,639,910,000	28,047,670,000
Others		7,846,594,135	8,219,932,088
	7a	<b>33,486,504,135</b>	<b>36,267,602,088</b>
<b>Investments</b>			
General Investment etc.		220,328,259,077	198,607,299,997
Bills Purchased and Discounted		16,901,718,515	17,979,284,002
	8a	<b>237,229,977,592</b>	<b>216,586,583,999</b>
<b>Fixed Assets including Premises, Furniture and Fixtures</b>	9a	<b>5,272,662,474</b>	<b>5,077,326,059</b>
<b>Other Assets</b>	10a	<b>21,844,875,177</b>	<b>20,141,811,136</b>
<b>Non-Banking Assets</b>	11	<b>88,909,355</b>	<b>88,909,355</b>
<b>Total Property and Assets</b>		<b>339,818,866,156</b>	<b>313,731,100,865</b>
<b>Liabilities and Capital</b>			
<b>Liabilities</b>			
<b>Placement from Other Banks &amp; Financial Institutions</b>	12a	<b>42,036,645,204</b>	<b>32,436,452,822</b>
<b>Deposits and Other Accounts</b>			
Mudaraba Savings Deposits		36,934,789,424	36,326,437,165
Mudaraba Term Deposits		86,817,226,090	74,469,380,080
Other Mudaraba Deposits		50,064,730,403	63,296,520,951
Al-Wadeeah Current & Other Deposit Accounts		48,293,094,847	39,179,680,779
Bills Payable		5,872,217,849	4,016,969,162
	13a	<b>227,982,058,614</b>	<b>217,288,988,137</b>
<b>Mudaraba Bonds</b>	14	<b>10,200,000,000</b>	<b>12,200,000,000</b>
<b>Other Liabilities</b>	15a	<b>37,492,869,557</b>	<b>31,765,514,727</b>
<b>Deferred Tax Liabilities</b>	16a	<b>237,151,866</b>	<b>237,151,866</b>
<b>Total Liabilities</b>		<b>317,948,725,240</b>	<b>293,928,107,552</b>
<b>Capital/Shareholders' Equity</b>			
Paid-up Capital	17.2	10,805,517,980	10,290,969,510
Statutory Reserve	18	9,372,461,107	7,927,205,795
Retained Earnings	19a	1,692,161,829	1,584,818,008
<b>Total Shareholders' Equity</b>		<b>21,870,140,916</b>	<b>19,802,993,313</b>
<b>Total Liabilities &amp; Shareholders' Equity</b>		<b>339,818,866,156</b>	<b>313,731,100,865</b>

SL	Items	2022	2021	2020	2019	2018
<b>F. Profitability, Performance and Liquidity Ratio</b>						
1	Net Asset Value per Share (Taka)	20.24	18.33	17.44	16.84	15.84
2	Investment to Total Deposit Ratio (%)	83.64	84.48	79.62	87.47	90.32
3	Debt Equity Ratio (Times)	14.54	14.84	15.35	15.11	15.48
4	Return on Equity (%)	16.92	13.70	11.08	10.98	10.47
5	Return on Assets (ROA) (%)	1.08	0.85	0.68	0.67	0.65
6	Cost/Income ratio (%)	40.98	44.92	53.50	44.17	47.11
7	Net Profit (Interest) Income Ratio (%)	2.74	2.52	2.42	3.40	3.08
8	Operating Income Ratio (%)	37.12	32.84	20.25	24.83	22.94
9	Gross Income Ratio (%)	62.88	59.62	43.54	44.48	43.38
10	Net Profit (Interest) Income as a percentage of Working Funds (%)	2.31	2.12	2.01	2.82	2.58
11	Net Income Ratio (%)	15.70	14.14	9.44	7.28	7.38
12	Cost of Deposit (%)	3.32	3.19	4.98	6.05	6.05
13	Cost of Fund (%)	5.27	5.28	7.39	8.42	8.31
14	Return on General Investment (%)	6.36	6.76	8.34	10.07	9.81
15	Net operating Cash flow per Share (Taka)	3.59	0.58	16.15	9.09	(3.07)
16	Profit Per Employee	2.94	2.19	1.54	2.21	1.91
<b>G. Dividend</b>						
1	Cash Dividend	12%*	10%	7%	5%	-
2	Bonus Dividend	3%*	5%	5%	5%	10%
3	Dividend Cover Ratio (Times)	2.17	1.67	1.63	1.84	1.73
4	Market Capitalization	20,314	22,434	22,444	21,842	23,420
*Proposed by the Board of Directors						
<b>H. Shareholders Information</b>						
1	No. of Share Outstanding (million share)	1,080.55	1,029.10	980.09	933.42	848.56
2	Earnings Per Share (Taka)	3.26	2.39	1.85	1.75	1.58
3	Number of Shareholders	24,172	26,060	28,924	31,022	34,229
5	Market Value Per Share (Taka)	18.80	21.80	22.90	23.40	27.60
6	Price Earning Ratio	5.76	9.11	12.35	13.35	17.51
<b>Other Information</b>						
1	Number of Branches	140	132	132	132	122
2	Number of Brokerage House	8	8	8	8	8
3	Number of Employees	2,835	2,741	2,657	2,652	2,395
4	Number of foreign Correspondents	437	436	412	416	428

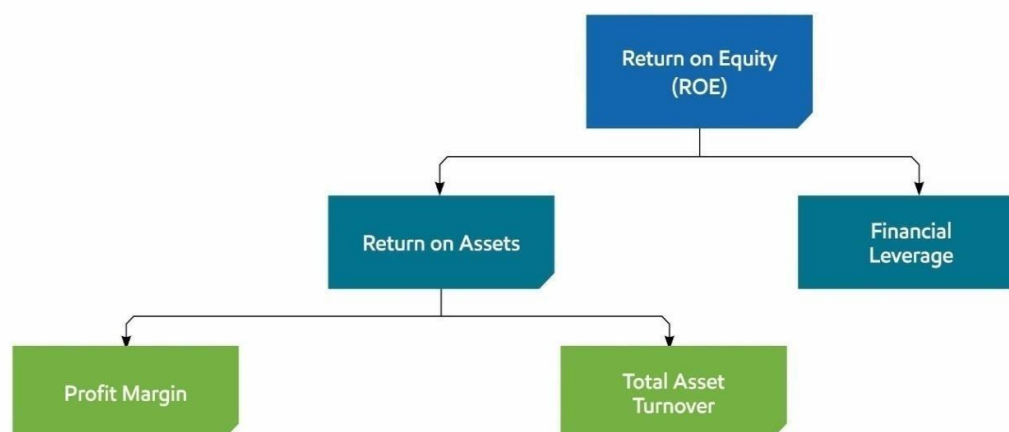


	2022	2021	2020	2019	2018
Investment Income	93%	81%	99%	119%	100%
Less: Profit paid on Deposits	74%	65%	101%	116%	100%
<b>Net Investment Income</b>	<b>130%</b>	<b>110%</b>	<b>96%</b>	<b>123%</b>	<b>100%</b>
Income from Investment in Shares/securities	464%	319%	167%	128%	100%
Commission, Exchange and Brokerage	188%	121%	95%	111%	100%
Other Operating Income	225%	174%	135%	132%	100%
	<b>233%</b>	<b>158%</b>	<b>113%</b>	<b>118%</b>	<b>100%</b>
<b>Total Operating Income</b>	<b>163%</b>	<b>126%</b>	<b>102%</b>	<b>121%</b>	<b>100%</b>
Salaries and Allowances	134%	113%	113%	110%	100%
Rent, Taxes, Insurances, Electricity etc.	86%	73%	94%	100%	100%
Legal Expenses	92%	68%	83%	77%	100%
Postage, Stamps, Telecommunication etc.	126%	95%	105%	94%	100%
Stationery, Printings, Advertisements etc.	131%	95%	80%	115%	100%
Chief Executive's Salary & Fees	140%	144%	135%	125%	100%
Directors' Fees & Expenses	106%	103%	108%	119%	100%
Shariah Supervisory Committee's Fees & Expenses	120%	144%	57%	254%	100%
Auditors' Fees	110%	110%	100%	100%	100%
Depreciation & Repairs of Bank's Assets	286%	274%	200%	153%	100%
Zakat Expenses	165%	144%	129%	113%	100%
Other Expenses	177%	142%	121%	132%	100%
<b>Total Operating Expenses</b>	<b>142%</b>	<b>120%</b>	<b>116%</b>	<b>114%</b>	<b>100%</b>
<b>Profit before Provision/Operating Profit</b>	<b>182%</b>	<b>131%</b>	<b>89%</b>	<b>128%</b>	<b>100%</b>
Specific provision for Classified Investment	70%	49%	14%	104%	100%
General Provision for Unclassified Investment	101%	93%	109%	251%	100%
General Provision for Off-Balance Sheet Items	0%	1307%	205%	100%	0%
Provision for diminution in value of Investments in Shares	0%	0%	0%	291%	100%
Provision for Other Assets	1120%	100%	0%	0%	0%
<b>Total Provision</b>	<b>79%</b>	<b>83%</b>	<b>32%</b>	<b>140%</b>	<b>100%</b>
<b>Profit before Provisions for Taxation</b>	<b>228%</b>	<b>153%</b>	<b>115%</b>	<b>123%</b>	<b>100%</b>
Deferred Tax Expenses	0%	(495%)	1594%	1021%	100%
Current Tax Expenses	219%	135%	98%	126%	100%
<b>Net Profit after Taxation</b>	<b>240%</b>	<b>176%</b>	<b>130%</b>	<b>117%</b>	<b>100%</b>
<b>Earnings Per Share (EPS)</b>	<b>188%</b>	<b>145%</b>	<b>112%</b>	<b>106%</b>	<b>100%</b>

	2022	2021	2020	2019	2018
Investment Income	70.74%	75.51%	84.23%	85.91%	85.83%
Less: Profit paid on Deposits	37.12%	40.38%	56.46%	55.52%	56.62%
<b>Net Investment Income</b>	<b>33.62%</b>	<b>35.14%</b>	<b>27.77%</b>	<b>30.39%</b>	<b>29.21%</b>
Income from Investment in Shares/securities	7.72%	6.52%	3.09%	2.03%	1.87%
Commission, Exchange and Brokerage	15.53%	12.25%	8.67%	8.71%	9.28%
Other Operating Income	6.02%	5.72%	4.02%	3.35%	3.01%
	<b>29.26%</b>	<b>24.49%</b>	<b>15.77%</b>	<b>14.09%</b>	<b>14.17%</b>
<b>Total Operating Income</b>	<b>62.88%</b>	<b>59.62%</b>	<b>43.54%</b>	<b>44.48%</b>	<b>43.38%</b>
Salaries and Allowances	15.77%	16.31%	14.74%	12.33%	13.24%
Rent, Taxes, Insurances, Electricity etc.	1.76%	1.83%	2.12%	1.94%	2.29%
Legal Expenses	0.01%	0.01%	0.01%	0.00%	0.01%
Postage, Stamps, Telecommunication etc.	0.24%	0.22%	0.22%	0.17%	0.21%
Stationery, Printings, Advertisements etc.	0.60%	0.54%	0.41%	0.50%	0.52%
Chief Executive's Salary & Fees	0.10%	0.13%	0.11%	0.08%	0.08%
Directors' Fees & Expenses	0.03%	0.03%	0.03%	0.03%	0.03%
Shariah Supervisory Committee's Fees & Expenses	0.00%	0.00%	0.00%	0.01%	0.00%
Auditors' Fees	0.00%	0.00%	0.00%	0.00%	0.00%
Depreciation & Repairs of Bank's Assets	2.49%	2.93%	1.93%	1.27%	0.98%
Zakat Expenses	0.92%	0.98%	0.80%	0.60%	0.62%
Other Expenses	3.86%	3.80%	2.93%	2.72%	2.45%
<b>Total Operating Expenses</b>	<b>25.77%</b>	<b>26.79%</b>	<b>23.29%</b>	<b>19.65%</b>	<b>20.44%</b>
<b>Profit before Provision/Operating Profit</b>	<b>37.12%</b>	<b>32.84%</b>	<b>20.25%</b>	<b>24.83%</b>	<b>22.94%</b>
Specific provision for Classified Investment	70.87%	46.40%	34.78%	58.89%	79.00%
General Provision for Unclassified Investment	19.03%	16.67%	50.62%	26.66%	14.85%
General Provision for Off-Balance Sheet Items	0.00%	36.07%	14.60%	1.63%	0.00%
Provision for deminution in value of Investments in Shares	0.00%	0.00%	0.00%	12.82%	6.15%
Provision for Other Assets	10.10%	0.86%	0.00%	0.00%	0.00%
<b>Total Provision</b>	<b>4.94%</b>	<b>6.38%</b>	<b>2.23%</b>	<b>8.35%</b>	<b>7.07%</b>
<b>Profit before Provisions for Taxation</b>	<b>32.18%</b>	<b>26.46%</b>	<b>18.02%</b>	<b>16.49%</b>	<b>15.87%</b>
<b>Less: Income Tax Expenses</b>	<b>16.48%</b>	<b>12.31%</b>	<b>8.58%</b>	<b>9.21%</b>	<b>8.49%</b>
Deferred Tax Expenses	0.00%	(0.98%)	4.10%	2.10%	0.26%
Current Tax Expenses	100.00%	100.98%	95.90%	97.90%	99.74%
<b>Net Profit after Taxation</b>	<b>15.70%</b>	<b>14.14%</b>	<b>9.44%</b>	<b>7.28%</b>	<b>7.38%</b>

# DUPONT ANALYSIS

DuPont analysis is an approach that consists of a detailed examination of Return on Equity (ROE) of a company which analyses Net Profit Margin, Asset Turnover, and Financial Leverage. DuPont Analysis gives a broader view of the Return the company in earnings on its Equity. This analysis, in turn, helps management to take various strategic and operational decisions.



Particulars	2022	2021
Net Profit Margin (PAT/Total Income)	15.70%	14.14%
Total Asset Turnover (Total Income/Average Assets)	6.87%	6.02%
Return on Asset (PAT/ Average Assets)	1.08%	0.85%
Financial Leverage (Average Assets/Average Equity)(Times)	15.68	16.09
Return on Equity (PAT/Average Equity)	16.92%	13.70%

The higher the value of all components of DuPont analysis indicates the higher positive impact on Return on Equity. Main Highlights of DuPont analysis:

1. Net Profit Margin has been increased due to significant increase of net investment income and other operating income.
2. Asset Turnover in terms of total income has been increased due to substantially increased of other operating income.
3. Financial Leverage shows decreasing trends due to increase of shareholder's equity.
4. Return on Equity has been increased due to significant increase of net investment income and other operating income.

### **Accounting practices of SJBIL:**

I discovered some facts about Shahjalal Islami Bank Limited's accounting practices through its annual reports. The following are some crucial accounting processes used by SJBIL:

- Accounting Standards: According to the 2019 Annual Report, the bank compiles its financial reports in line with IFRS and Bangladesh Accounting Standards (BAS).
- Recognition of Income and Expenses: The bank recognizes income and expenses on an accrual basis, which means that regardless of when the cash is received or paid, they are recorded at the time they are earned or incurred.
- Bad Debt Provisioning: The bank adheres to the guidelines established by the Bangladesh Bank for the provisioning of bad and questionable loans. This indicates that a specific sum of money has been set aside to offset any potential losses from loans that may not be repaid.
- Fixed asset depreciation: The bank employs the straight-line method to allocate the depreciation of its fixed assets throughout their projected useful lives. The assessment of the assets' useful lives is conducted periodically, and necessary modifications are implemented accordingly.
- Fair Value Measurement: The bank calculates the fair value of its financial assets and liabilities. The determination of the fair value of financial assets and liabilities is based on the use of quoted market prices or alternative valuation methodologies if they are accessible.

Employees benefits: The bank used the projected unit credit method to account

- for its liabilities related to employee benefits, including gratuity and pension. This approach evenly distributes the expenses associated with these benefits during the duration of the employees' service.

In general, it can be observed that SJBIL Bank's accounting techniques appear to be consistent with established accounting standards and principles. The bank adheres to established regulations and accounting principles to accurately determine its income

and expenses in real time. In addition, the bank allocates funds to mitigate potential losses and determines the equitable valuation of its financial assets and liabilities.

## **2.7 Management of operations and information systems procedures**

### **2.7.1 Information Security Management System (ISMS) Policy:**

In Bangladesh, Shahjalal Islami Bank Limited (SJIBL) is a well-known bank that offers core financial and banking services. Due to the nature and value of the transactions it handles in this digital age, banking is one of the most vulnerable industries when it comes to information and communication technology (ICT) security. Any Information System that is affected by this will be at a higher risk of being attacked.

The Bank is dedicated to safeguarding its data by carefully finding both obvious and hidden threats and weak spots, actioning the necessary ICT risks, and thinking about the overall Cyber Security of the Organization.

Within this process, Shahjalal Islami Bank Limited understands how important it is to follow the local laws, rules, and regulations, as well as the internationally agreed-upon standards, requirements, rules, and regulations when it comes to its Information Security Management System.

Through this plan, SJIBL hopes to improve its information security management system (ISMS) performance so that it meets all the necessary standards, meets the wants and expectations of its stakeholders, and keeps getting better at protecting its data.

To reach the goal of Confidentiality, Integrity, and Availability (CIA), SJIBL created and introduced an Information Security Management System (ISMS) for the whole company. Regarding its information security management system, Shahjalal Islami Bank Limited is committed to always meeting all of its legal and statutory duties.

Senior management at Shahjalal Islami Bank Limited supports this Policy, and it has been shared with everyone who needs to know about its Information Security.

### **2.7.2 Operation management:**

Operations management is the systematic assessment and optimization of processes inside a bank. This includes the analysis and streamlining of daily operations to minimize bottlenecks and improve the overall efficiency of staff work. Then, the topic of discussion pertains to disaster recovery. The organization implements and maintains comprehensive disaster recovery plans to enable the uninterrupted operation of the business in the case of anticipated or unforeseen circumstances, including natural disasters.

## **2.8 Porter's Five Factors and SWOT analysis of SJIBL**

### **2.8.1 Porter's five forces:**

New Entrant Risk:

Bangladesh Bank, the central bank, has created enormous regulatory hurdles for the banking sector. These strict standards make entry difficult for novices. Before opening a bank, you must receive a banking license, have enough money, and follow tight compliance standards.

Due to its size, reputation, and many branches, SJIBL has economies of scale.

Bargaining Power of Suppliers:

Any company that sells software, technology, or staff can supply banks. When suppliers work together, they may negotiate more effectively. SJIBL and other financial institutions need technology for fundamental banking and cyber security. Good supplier relationships are essential for access to cutting-edge technology and cyber defense.

#### Bargaining Power of Buyers:

SJIBL understands that retaining and growing its customers requires innovation, customization, and competitive pricing.

#### Threat of Substitutes:

SJIBL addressed this issue by funding its digital infrastructure. Online and mobile banking have expanded users' electronic banking possibilities.

SJIBL will use new technology and partner with fintech firms to stay ahead in this fast-growing field.

#### Competitive Rivalry

Bangladeshi banks fight intensely with domestic and foreign banks. Shariah-compliant financial services and solutions are SJIBL's main differentiator. SJIBL seeks to stand out in this competitive industry with strong customer ties, unique value propositions, and market adaptability.

### 2.9 SWOT Analysis of SJIBL

SWOT analysis is a technique for evaluating a company's strengths, weaknesses, opportunities, and threats. For all of these reasons, SWOT analysis is regarded as a critical approach for making some changes in organizational future management.

#### Strength of Shahjalal Islami Bank:

1. The management team at the top is one of the most efficient in the company.
2. A solid reputation in the financial sector as a prospective company status.
3. Many locations to accommodate clients' needs.
4. Several services and amenities are available to customers.
5. Weakness of Shahjalal Islami Bank:
6. The top office was crucial in making decisions.
7. No new content has been added to the website.
8. The compensation is not sufficient.

9. There isn't much being done to spread the word.
10. Not everything in the system is digital.

#### Opportunities of Shahjalal Islami Bank

1. Adding extra branches
2. Introducing a specialized trading framework
3. New, cutting-edge facilities.

#### Threats of Shahjalal Islami bank

To stay in business in the financial market, the default risk for all loan terms needs to be kept as low as possible. Because default risk makes it possible for the business to fail. Pay packages for mid-level and lower-level employees are not competitive, which makes workers less motivated.

Threats are:

1. There is market risk and equity risk.
2. Credit risk
3. Reinvestment risk
4. Inflation risk
5. Horizon risk
6. Longevity risk
7. Foreign investment risk
8. Currency risk
9. Liquidity risk
10. Credit risk



## **2.10 Conclusion:**

Based on my practical experience in customer relations throughout my internship at Shahjalal Islami Bank Ltd, I have developed a strong and well-founded assumption with a high level of confidence. I hypothesize that my state of awareness will align with the perspectives of a majority of banking intellectuals. There is a need to promptly establish a well-structured and proficient system. Moreover, any financial institution needs to compete with a vast array of both domestic and international banks. Therefore, to maintain the anticipated profit margin both presently and in the future, it is imperative for every bank to diligently and earnestly endeavor to satisfy consumers using intelligent and reliable means. However, it is important to note that a significant number of banks are seeing a decline in profitability as a result of their existing customers transitioning to foreign banks that offer superior customer service amenities. There is a significant demand for the implementation of ongoing research studies and surveys conducted by Islamic Jurists, Shariah Scholars, Islamic Economists, and Bankers. The purpose of these endeavors is to facilitate the development of Shariah-compliant products and services that align with contemporary market requirements. This is essential to maintain the competitive edge and superiority of Islamic banks over conventional interest-based banks. It is imperative to promptly choose to introduce advanced banking instruments at the earliest opportunity. Implementing strategic and efficient tactics for proficient personnel and resources would facilitate the local branch of Shahjalal Islami Bank Limited in attaining optimal levels of success, characterized by elevated profitability and productivity.

## **2.11 Recommendation:**

The following recommendations are suggested:

1. Shahjalal Islami Bank Limited should provide training for its newly hired personnel at reputable professional institutes such as the Bangladesh Institution of Bank Management (BIBM). Continuous training is essential for employees working in various industries.

2. To assess an employee's performance, it is important for the bank to examine their work activities. If any difficulties arise, they must be handled with utmost care, as they have the potential to negatively impact the organization's reputation and standing.
3. It is imperative for banks to prioritize the selection of highly qualified candidates for every job inside the institution.
4. To make informed decisions, banks should conduct thorough investigations to ascertain the underlying causes behind staff attrition.
5. Banks should be concerned about their cyber security.

### Chapter 03: **Project Part**

General Banking at Shahjalal Islami Bank Limited (SJIBL): A Study of Customer Service and Its Effect on Account Holder Satisfaction.

#### **Time Frame Flow Chart**

<b>Task Name</b>	<b>Time</b>
Overview of the Internship, Organization Part	1 <sup>st</sup> Month of the Internship
Projects Part : Literature Review & Methodology	2 <sup>nd</sup> Month of the Internship
Findings and Analysis	3 <sup>rd</sup> Month of the Internship

### **3.1 Introduction**

A report on Shahjalal Islami Bank Limited, College Gate Branch" is a study that looks into how satisfied JBL's clients and staff are with their experiences. To determine how satisfied customers and employees are, the report looks into several factors, including management styles, organizational culture, customer service, and product quality.

### **3.1.1 Background**

To fulfill a prerequisite for my BBA degree, I have completed an internship at the SJIBL college gate branch. I had the opportunity to carefully observe how the bank ran its business during my time there, particularly about staff and customer satisfaction. All of the things I saw and learned during my internship are summarized in this report. An analysis and evaluation of SJIBL customer satisfaction are the goals of this study. It is going to disclose the bank's overall performance in terms of customer satisfaction, staff engagement, and customer service. To improve the bank's reputation and raise staff and customer happiness, it will also recommend areas for improvement. To get the information I needed, I conducted surveys, focus groups, and interviews with bank employees and clients. Important areas of strength and weakness will be highlighted in the report, which will assess the input gathered from these groups. Improving customer happiness is important for a business because happy customers are more likely to stick with the business, place return orders, and use a variety of services it provides. Instead of a single definition, I think it is appropriate to give multiple definitions because a single definition gives the impression that there can only be one, which is certainly not true. Professionals who work in customer-centric companies or who operate call centers or help desks need to stay informed about the latest customer satisfaction techniques to perform a valuable customer service function. Kotler (1999) also said that happiness is a function of perceived performance and expectations. This means that satisfaction is how someone feels when comparing a product's perceived performance to their expectations. Bitner and Zeithaml (2003) said that something is satisfied when a customer rates a product or service based on how well it meets their wants and expectations.

### **3.1.2 Literature Review**

This part gives an overview of the study and writing that has already been done on how satisfied customers and employees are with SJIBL in the banking business. This report looks into how important it is for customers and employees to be satisfied, what

factors affect happiness, and how to find out how satisfied people are. The review gives a full picture of the subject by using many scholarly papers and articles.

### **Importance of Customer and Employee Satisfaction:**

Customer and employee satisfaction is essential to every business's success, but it's especially critical in the banking sector. Studies show that happy customers are more likely to stick with the bank, spend more money there, and refer others to it (Rana, M., 2014). As a result, contented workers are more likely to stay dedicated, engaged, and productive, which improves customer service and profitability. (Rahman, M. M., Rashid. M., & Haque, M. R, 2020). Numerous factors might impact the level of satisfaction among clients and staff in the banking sector.

One of the most crucial factors is service quality, or how well the bank satisfies the needs of its clients (Islam, S., 2021). Other crucial factors are products, communication, trust, and ease of use (Siahaan, Harahap, & Safitri, 2019). Work-life balance, job stability, chances for training and advancement, and leadership are all important factors that influence employee job satisfaction (Munia, S., 2023.)

#### **\* Measuring Satisfaction Levels:**

To identify its advantages and disadvantages and implement improvements, any firm must measure its level of satisfaction. Customer happiness is frequently measured through surveys, which examine many aspects of the customer experience (Rana, 2014). Similarly, surveys and focus groups that reveal the opinions of workers regarding their positions and workplace cultures can be used to gauge employee happiness (Safiullah, M, 2010).

In conclusion, it is imperative for every organization, particularly those in the banking industry, to prioritize client satisfaction and retention. Customer happiness is influenced by several aspects, including pragmatism, open communication, faith in one another, excellent service, and product choices. Surveys and focus groups must be used to gauge satisfaction levels to identify areas of strength and weakness and make necessary improvements.

### **3.1.3 Objectives**

The general objective of this study was to determine the General Banking at Shahjalal Islami Bank Limited (SJIBL): A Study of Customer Service and Its Effect on Account Holder Satisfaction.

A careful review of the subject matter led to the development of the following specific objectives.

1. To know about the General Banking function of Shahjalal Islami Bank Limited (SJIBL).
2. To determine the Customer Satisfaction on each element of Shahjalal Islami Bank Limited (SJIBL).
3. Analyze customer opinion regarding satisfaction by questioning customers.
4. To recommend actions necessary to improve in the customer satisfaction.

### **3.1.4 Significance of the study**

To create a loyal client base and keep them around for a long time, every modern business conduct customer satisfaction research. As a service-oriented organization, the management should keep an eye on their retail products and tout on these for sale. The bank should design their products in a such that can cater to the needs of people of different classes. Research conducted by Shahjalal Islami Bank Limited (SJIBL) on their general banking services focuses on these products in particular, with an emphasis on customer service and its effect on account holders' satisfaction.

### 3.2 Methodology



The notion of customer and account holder satisfaction in general banking at Shahjalal Islami Bank limited was investigated through this study using a qualitative approach, which involved 30 in-depth interviews and 20 focus groups. The snowball study approach was used to collect all of the samples.

I refrained from inquiring about respondents' identities (name, age, occupation, etc.).

The participants in the focus groups and interviews have my word that they will not be used for anything other than study. In order to protect the respondents' identity, personal information, and safety, the researchers took these measures. The following criteria were used to identify the respondents:

1. The individual being questioned must have an account with Shahjalal Islami Bank Ltd.
2. The researchers made sure to choose responders from across the various SJIBL client segments.
3. The researchers only included respondents who were open to taking part in the study, and their involvement was entirely voluntary.

Nevertheless, some of the questions asked to the respondents are mentioned below:

1. Which source you are come to know about the Shahjalal Islami Bank Limited (SJIBL)?
2. What factors influenced your decision to choose the Bank?
3. Have you faced any issues while using SJIBL services and what are the issues?
4. Describe the attitude & Behavior of employee toward account holder of this bank ?
5. How much satisfied with the service of SJIBL? Please describe the reasons Why you have felt satisfied with the services provided by this bank.
6. Are you dissatisfied with sjbil services? Please share the reasons why you feel dissatisfied with this bank?
7. are you willing to have transactions with this bank again after taking their service and why?

## QUALITATIVE APPROCH

*According to (Creswell, 2014) : Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.*

## FOCUS GROUP DISCUSSION

*focus group usually consists of four to six people, led by a facilitator who conducts a non-governing interview (Creswell, 2014b). The purpose is to get many differ- ent views from the group on a specific topic.*

Data analysis Procedures

Collected information have then processed & compiled with the aid of MS Word, Excel & other related computer software. Necessary tables have been prepared on the

basis of collected data and various statistical techniques have been applied to analyses on the basis of classified information. Detail explanations and analyses have also been incorporated in the report.

### **3.3 Limitations**

1. All the employees of the bank were busy. So, they didn't have enough time to provide the information.
2. It was very difficult to communicate with the customers because many of them were unable to give much time for interview.
3. Lack of knowledge of respondents about the modern interview questionnaire. In most of the cases the respondents were not able to get the point of the questionnaire that, researchers really asking for.
4. Insufficient chances to expand the Field's reach.
5. Lack of sufficient time. The study misses a lot that, sufficient time may help to prepare something more, and researcher needed.

### **3.4 Findings and Analysis**

#### **3.4.1 Data Analysis**

The following are some of the most important points that I was able to collect from my questionnaire. All the customers of Shahjalal Islami Bank Limited (SJIBL) and the sample size was 50 customers of the bank. I plan to ask questions and to note down the answers that I get from them, in some cases I had to record the interview by phone.

Here is the process I mentioned For Transcriptions:

1. At first, I listened to the audio and Note Down of the interviews and focus group discussions that I had taken.



2. After deciding on a transcription format, I shall transcribe word for word.
3. The transcription process began. Take short listens to the Note Down and transcribe what you hear. To highlight key moments, such as pauses or changes in speaker, I utilized timestamps.
4. I double-checked the interview transcript for clarity and correctness once I finished transcribing it. Ensure that all mistakes and typos are fixed.

### **Transcriptions:**

I have interviewed many customers but here are transcriptions from the recordings of three customers.

My first participant's name is Md Abu Hanif Rifat, he's a lawyer. I took her in-depth interview, he is a regular customer of this branch. He has an FDR took out a house loan from SJIBL, and is a frequent customer of this branch. I conducted an in-depth interview with her. He was informed about SJIBL by a coworker who frequently visits the SJIBL college gate branch. Speaking from his location on Mohammadpur Babar Road, directly behind the branch, this is the reason Mr. Abu Hanif Rifat stated that he has chosen to conduct transactions with this bank. It was this place that drew him to create an account with this bank. Although he has no issues with banking, he has trouble entering the bank because the well-known diagnostic center Hospital is under construction and is located on the first level of this particular bank building. Mr. Abu Hanif claims that the consumers are treated rather amiably by the police here. He believes that their employee members have a very positive attitude toward the clients because he is friendly with every investment officer here. Mr. Abu Hanif Rifat finds this bank's services satisfactory. The Branch has an appropriate position extremely close to his house, he said, which is the reason for this. He is greatly drawn to this place by its alluring service and product offerings. Furthermore, every officer assisted him in obtaining the house loan, which he obtained from this location with great ease when he needed it. Mr. Rifat declared that his dissatisfaction with this bank's service was nonexistent. According to

Mr. Abu Hanif Rifat, he will undoubtedly conduct more business with this bank in the future because he completed FDR and obtained a home loan here.

An individual with minimal income is my second participant. I interviewed with a teacher named Md. Rashedul Islam. His cousin told him about this bank. The primary factor that persuaded him to begin doing business with this bank was his search for an Islamic bank based on Shariah. From Rashedul's perspective, he states that he appreciated the way the cops behaved here, that when he first came, he had no idea what banking was all about, and that the officers helped him out whenever he needed it. Being a Madrasha teacher, Mr. Rashedul is quite happy with the Shariah-based services provided by Shahjalal Islami Bank. Additionally, he has an international brother who transfers money to this bank without any problems, and he can easily pick it up from here. He appreciates the staff member's prompt service and other things. discovered Every employee is incredibly productive. Since Mr. Rashedul is a brand-new client in the banking industry. He has not yet experienced any disappointment with Shahjalal Islami Bank's goods because he is so pleased with it. Finally, he wants to do additional transactions in the future.

Lastly, I took an interview with a housewife named MRS Shamsun Nahar. Ms. Shamsunnahar chose to conduct business with this bank after hearing positive things about it from her relatives, who were regular customers. This is how she first learned about the bank. She loved the bank's many service options when he arrived to open an account. She mentioned the pleasant atmosphere within the bank, which made him quite glad since she is an account holder there. It was the helpfulness of the bank employees that made her happy. More transactions on this bank are acceptable to her.

Table: 3.4.5 Educational Qualification of Respondents

Educational Qualification	Frequency	Percent (%)
Doctorate	02	04%

Postgraduate	06	12%
Undergraduate	11	22%
H.S.C	15	30%
S.S.C	10	20%
Below S.S.C	06	16%
Total	50	100%

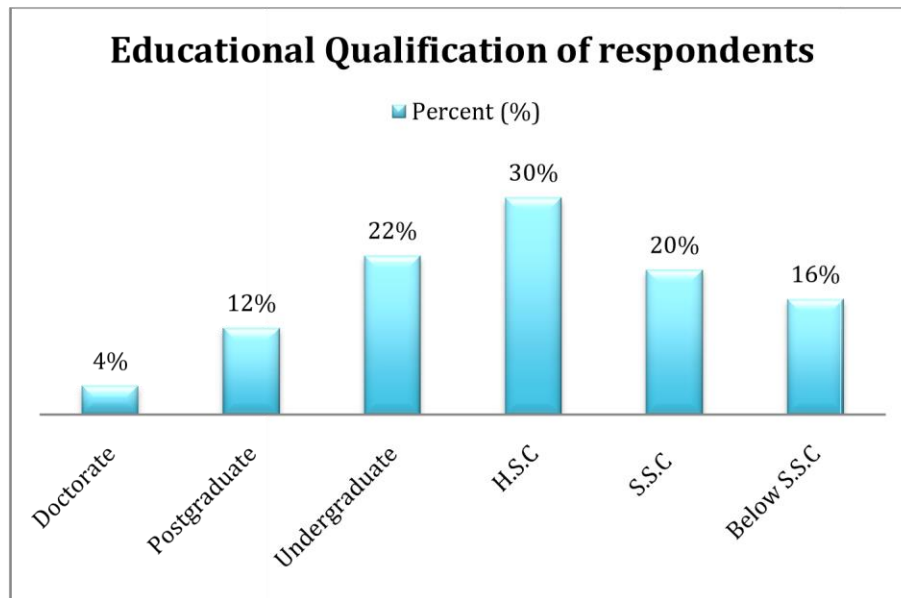


Figure 4.5 Educational Qualification of respondents

Comments:

This table and figure related to Educational Qualification of respondents. Here Out of 100% of respondents 04% respondents said their educational qualification Doctorate, 12% respondents said their educational qualification Postgraduate, 22% respondents said their educational qualification Undergraduate, 30% respondents said their educational qualification H.S.C, 20% respondents said their educational qualification S.S.C and 30% respondents said their educational qualification 16% respondents said bellow S.S.C.

Table: 3.4.6 Monthly gross Income range of respondents

Salary range	Frequency	Percent (%)
Below 20,000	12	24%
20,001 -40,000	18	36%
40,001 – 60,000	14	28%
Above 60,000	06	12%
Total	50	100%

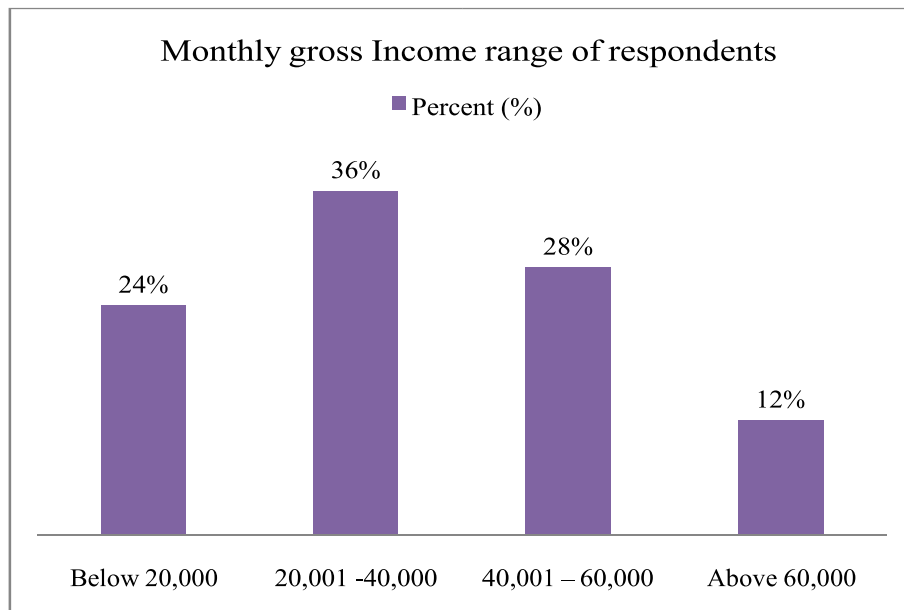


Figure 4.6 Monthly gross income range of respondents

Comments:

This table and figure related to Monthly gross income range of respondents. Here 24% customer said income Below 20,000 taka per month, 36% customer said 20,001 - 40,000-taka income per month, 28% customer said 40,001 – 60,000 taka income per month and 12% customer said Above 60,000 taka income per month.

Table: 3.4.7 Which source you come to know about the Shahjalal Islami Bank Limited (SJIBL)?

Source	Frequency	Percent (%)
Friends and relatives	25	50%
Advertisements	08	16%
Agents	04	08%
Bank officials	06	12%
Others	07	14%
Total	50	100%

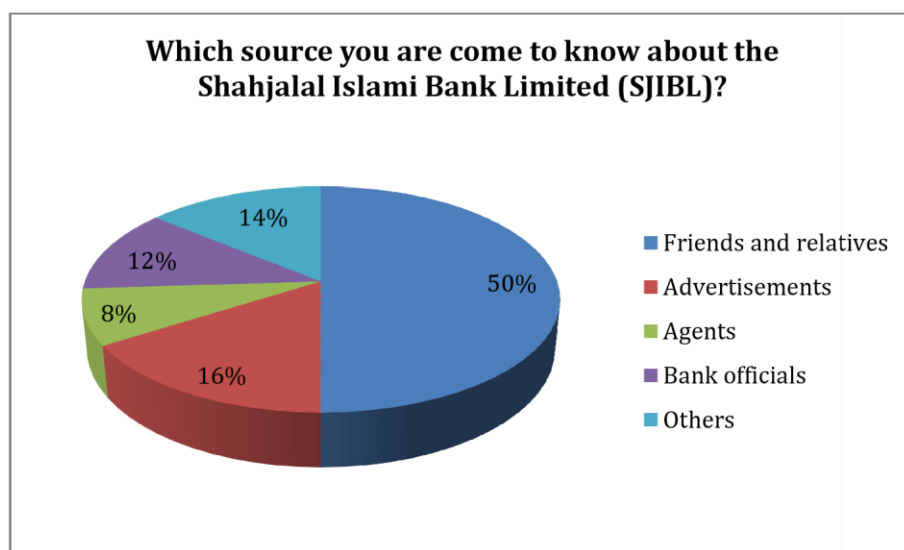


Figure 4.7 Which source you are come to know about the Shahjalal Islami Bank Limited (SJIBL)?

Comments:

This table and figure related to which source they are come to know about the Shahjalal Islami Bank Limited. Here 50% customer said from their Friends and relatives, 16% customer said from Advertisements, 08% customer said from Agent, 12% customer said from Bank officials and 14% customer said from others sources.

Table: 3.

4.8 Have you faced any issues or problems while using Shahjala Islami Bank Limited services?

Opinion	Frequency	Percent (%)
Yes	05	10%
No	38	76%
Sometime	07	14%
Total	50	100%

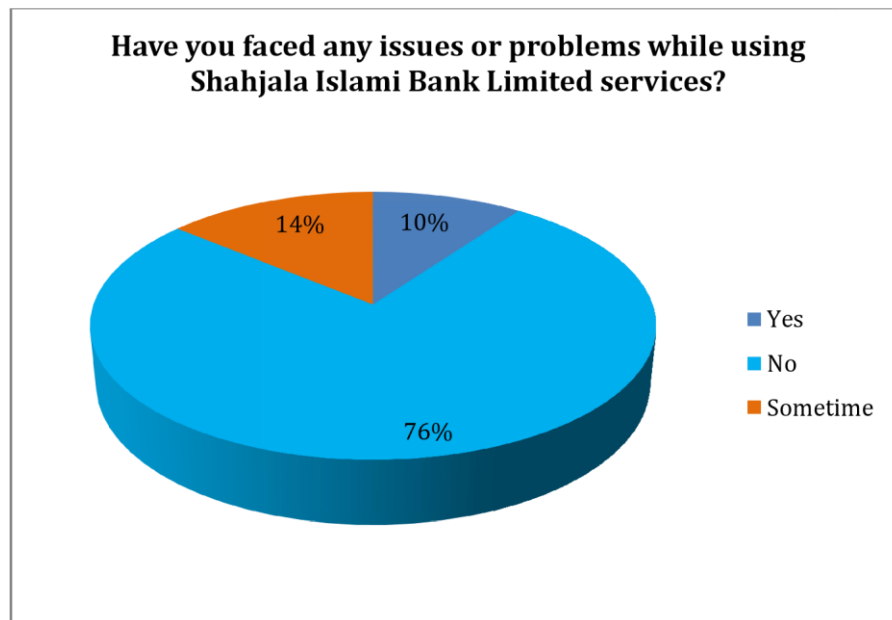


Figure 4.8 Have you faced any issues or problems while using Shahjalal Islami Bank Limited services?

Comments:

This table and figure related to face any issues or problems while using Shahjalal Islami Bank Limited services. Here 10% customer said yes for they face problem, 76% customer said ‘No’ for the faced any issues or problems while using Shahjalal Islami Bank Limited services and 14% customer said Sometime faced problem using this bank service.

Table: 3.4.9 What factors influenced your decision to choose the Bank?

Factors	Frequency	Percent (%)
Interest rates	06	12%
Convenient location	10	20%
Good customer service	25	50%
Availability of different services	09	18%
Total	50	100%



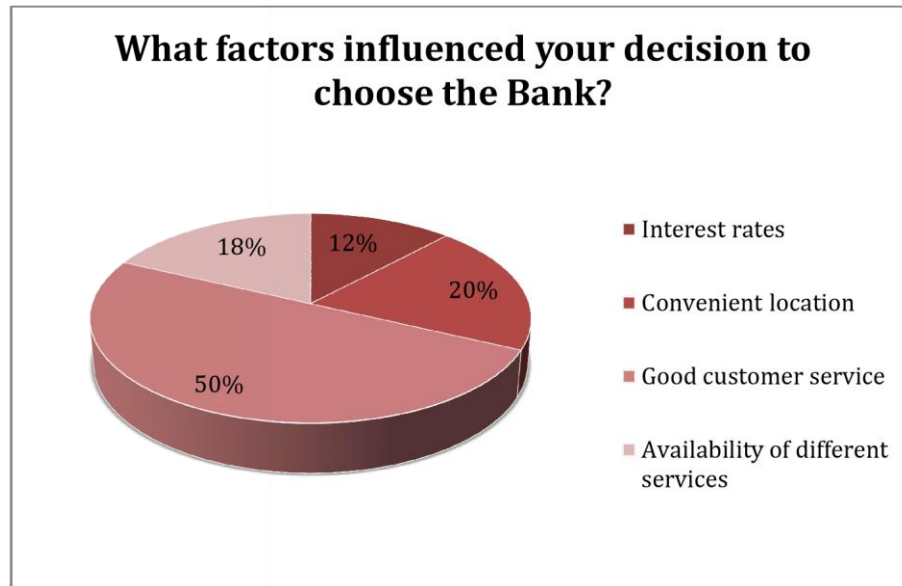


Figure 4.9 What factors influenced your decision to choose the Bank?

**Comments:**

This figure is related to factors influenced their decision to choose the Bank. Here 12% customer said for Interest rates, 20% customer said for convenient location, 50% customer said for good customer service and 18% customer said for Availability of different services.

**4.10 Attitude & Behavior of employee toward account holder of Bank.**

Opinion	Frequency	Percent (%)
Strongly Agree	08	16%
Agree	33	66%
Disagree	06	12%
Strongly Disagree	0	0%
Undecided	03	06%
Total	50	100%

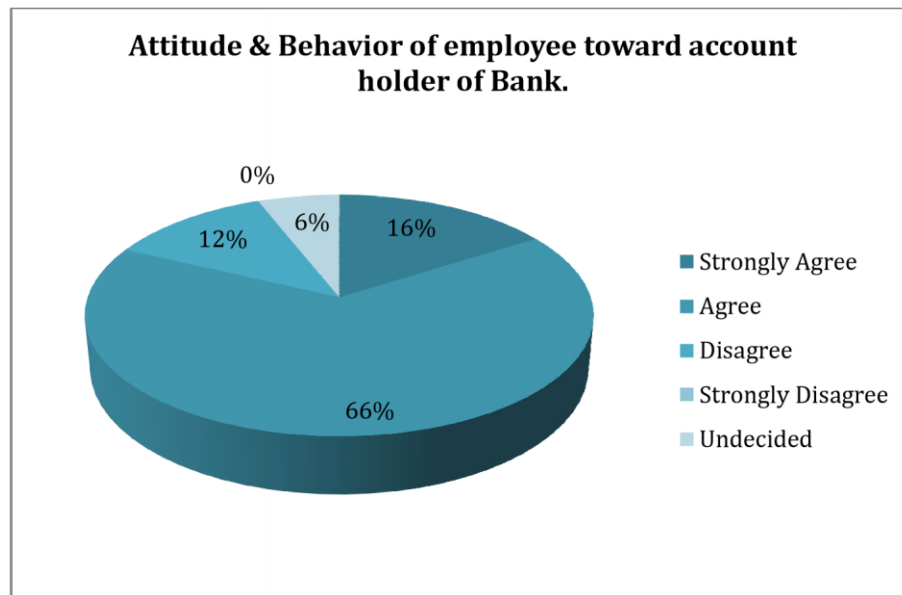


Figure 4.10 Attitude & Behavior of employee toward account holder of Bank.

Comments:

This statement is related to Attitude & Behavior of employee toward account holder of Bank. Out of 100% respondents of 16% respondents for Strongly Agree, 66% respondents said agreed they are satisfied Attitude & Behavior of employees of the bank, 12% respondents said Disagree and 06% respondents Undecided with this statement.

4.11 Bank service of SJIBL meets my expectations.

Opinion	Frequency	Percent (%)
Strongly Agree	08	16%
Agree	30	60%

Disagree	05	10%
Strongly Disagree	0	0%
Undecided	07	14%
Total	50	100%

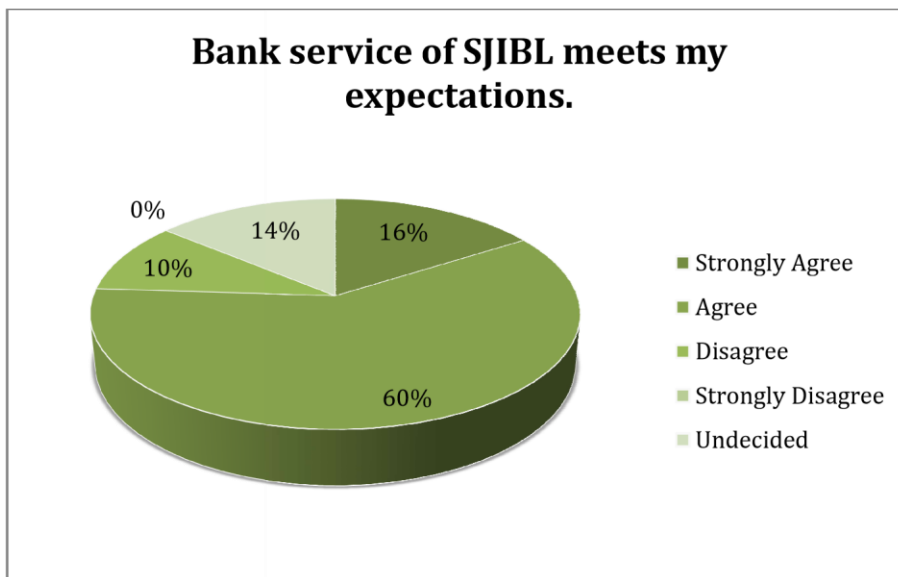


Figure 4.11 Bank service of SJIBL meets my expectations.

Comments:

This table and figure are related Bank service of SJIBL meets their expectations. Out of 100% respondents of 16% respondents for Strongly Agree, 60% respondents said Agreed for Bank service of SJIBL meets their expectations, 10% respondents said Disagree and 14% respondents Undecided with this statement.

4.12 I am satisfied with having bank account with SJIBL.

Opinion	Frequency	Percent (%)
Strongly Agree	07	14%
Agree	33	66%
Disagree	05	10%
Strongly Disagree	0	0%
Undecided	05	10%
Total	50	100%

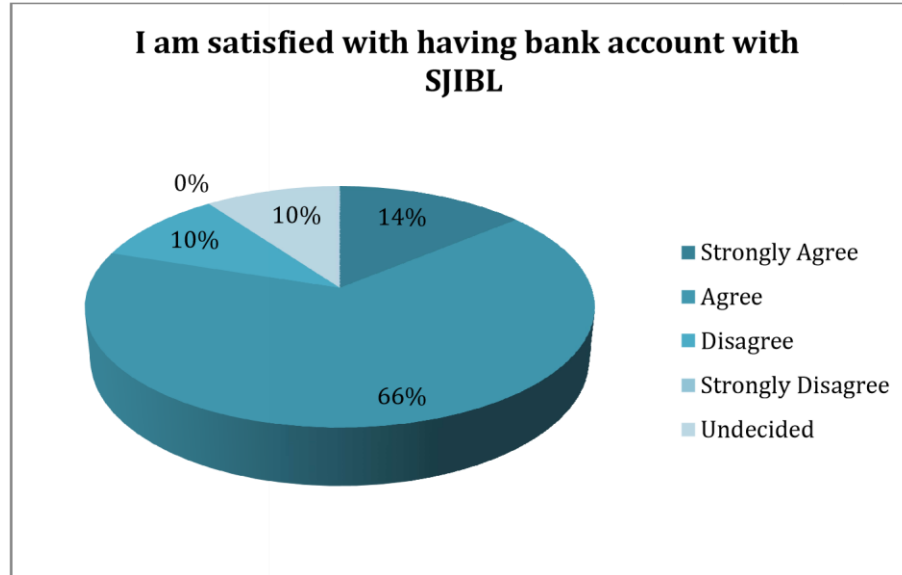


Figure 4.12 I am satisfied with having a bank account with SJIBL.

Comments:

From this table and figure we can see that satisfied with having a bank account with Shahjalal Islami Bank Limited. Out of 100% respondents of 14% of respondents said Strongly Agree, 66% respondents said Agreed for they are satisfied with having a bank account with Shahjalal Islami Bank Limited, 10% respondents said Disagree and 10% respondents Undecided with this statement.

4.13 I am willing to have transactions with this bank again.

Opinion	Frequency	Percent (%)
Strongly Agree	05	10%
Agree	35	70%
Disagree	10	20%
Strongly Disagree	0	0%
Undecided	0	0%
Total	50	100%

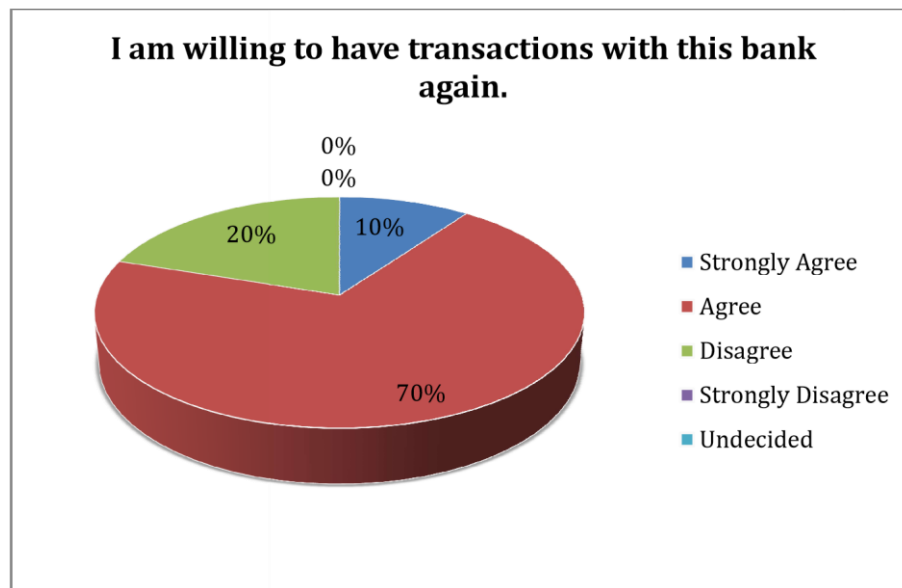


Figure 4.13 I am willing to have transactions with this bank again.

Comments:

From this table and figure we can see about they are willing to have transactions with this bank again. Out of 100% respondents of 10% respondents said Strongly Agree, 70% respondents said Agreed for they are willing to have transactions with this bank again, and 20% respondents are disagreed with this statement.

4.14 How satisfied are you with the services provided by SJIBL?

Opinion	Frequency	Percent (%)
Strongly Agree	10	20%
Agree	30	60%
Disagree	05	10%
Strongly Disagree	0	0%
Undecided	05	10%
Total	50	100%

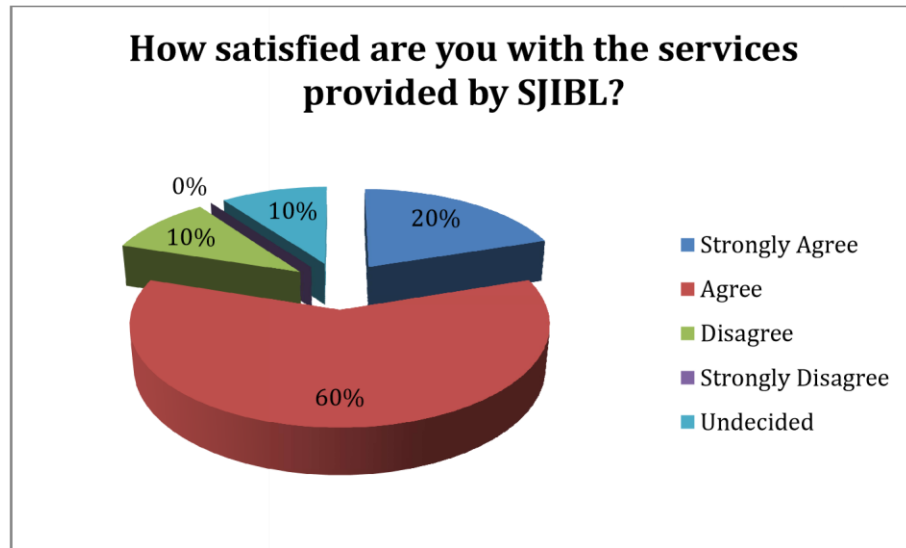


Figure 4.14 How satisfied are you with the services provided by SJIBL?

Comments:

From this table and figure we can see about satisfied with the services provided by Shahjalal Islami Bank Limited. Out of 100% respondents of 20% respondents said Strongly Agree, 60% respondents said Agreed for satisfied with the services provided by Shahjalal Islami Bank Limited, 10% respondents are not satisfied and 10% respondents undecided with this statement. Here 80 percent of the customers are satisfied with services of this bank and 10 percent are not to satisfied and rest 10 percent are confusing to answer. Most of the people mentioned the reason behind the satisfactions are: Fast services, suitable location, Flexibility, Efficient Employees, advanced technology etc.

### 3.5 Summary and Conclusion

Based on the findings, it is probable to conclude that the Shahjalal Islami Bank Limited (SJIBL) College Gate branch is experiencing problems with Customer Service and Its Impact on the Satisfaction of Account Holders. The majority respondents are male in this study. Out of 100% respondents of 28% customer said 40,001 – 60,000-taka income per month. Majority respondents said know about this bank and their service from their Friends and relatives. Most of the customer said 'No' for the faced any issues or problems while using Shahjalal Islami Bank Limited services. Most of the customer said for good customer service influenced their decision to choose the Bank. Out of 100% respondents of 66% respondents said agreed they are satisfied Attitude & Behavior of employees of the bank. Majority respondents said Agreed for Bank service of SJIBL meets their expectations. Most of the respondents said Agreed for they are satisfied with having bank account with Shahjalal Islami Bank Limited. Majority respondents Agreed for they are willing to have transactions with this bank again. Most of the respondents said Agreed for satisfied with the services provided by Shahjalal Islami Bank Limited. Most of the respondents Agreed for they rate the online banking services provided by SJIBL.

SJIBL is a Shariah-based Islamic bank in the private banking sector. The time period of this bank is very short, although SJIBL has already gained a good position among Islamic oriented banks and private banks and has created an image in the minds of customers. Shahjalal Islami Bank Limited believes that building strong relationships with all stakeholders, especially customers, is critical to growth and prosperity. Technology and competition have made it crucial to build stronger bonds with customers to meet their needs in the most cost-effective manner. SJIBL has placed emphasis on addressing this ongoing relationship management challenge. During my practical orientation I tried to learn banking practice to relate it to my theoretical knowledge. This internship was organized to gain knowledge about banking practice and comparing this practical knowledge with theoretical knowledge involves identify and making recommendations.



### 3.6 Factor influencing Customer satisfaction of SJIBL:

Fast customer service: The speed of the deal is a big part of how happy the customer is. The Shahjalal Islami Bank Limited handles transactions at a fairly fast rate because they offer an online service, a remittance service, and very good connections both within and between banks, as well as a group of experienced employees.

Efficient employee: Expertise in solving problems capability very needed to keep existing customer bases and attract new customers. Shahjalal Islami Bank Limited are not perfectly adequate for solving the problem but, they have some very good competent employee who solve the customer's problem with expertise and a smile.

Maintain customer confidentiality: Confidentiality in terms of transactions nowadays is very important to the customer in case of service satisfaction. Shahjalal Islami Bank Limited is very strict regarding customers' Confidentiality in terms of transactions. Therefore, in this area, the customer is very happy with SJIBL's service.

Working environment: Working conditions and working environment are now the symbol of good faith and a positive impression on the modern-day customer. If the working condition is good then the customer, feel comfortable eternally doing business with the organization. The working condition of Shahjalal Islami Bank Limited is really neat and clean, beautifully decorated, and very disciplined.

Employee appearance: Employee appearance is again important for providing a good impression and confidence of good customer satisfactory services. The employee appearance of Shahjalal Islami Bank Limited is very standard. The dress code is the world standard for men and traditional formal dress for women. So. The customer has no reason to feel uncomfortable about the appearance of Shahjalal Islami Bank Limited employees.

Suitable Location: Branch approachability is one of the important factors to attract the customer. Normally customer does not like to bother with distance because it kills their valuable time. The branches of Shahjalal Islami Bank Limited are situated

in major busy and familiar places. Therefore, the customer found Shahjalal Islami Bank Limited is very near to them and so bank services too. The branch location of the Shahjalal Islami Bank Limited is very suitable for the people. Because Shahjalal Islami Bank Limited always picks the proper place for operating bank business so, the bank selects busy or crowded places and keeps discovering where they can provide banking services to the people so that the bank develops them and itself.

Bank image: The image of the bank is one of the major factors to influence the customer to get the particular bank service. The image of Shahjalal Islami Bank Limited in Bangladesh is more than just simply good. Shahjalal Islami Bank Limited takes part in various corporate social activities besides only doing business. One of the biggest plus points of Shahjalal Islami Bank Limited in Bangladesh like a Muslim country is this is bank Islami Shariah operated bank. So, people's good faith is always very good in Shahjalal Islami Bank Limited in Bangladesh.

Shariah Banking: Interest rates on deposits are a highly profitable, significant, and customer-satisfying element. Unlike most conventional banks, Shahjalal Islami Bank Limited does not offer a fixed rate of interest. Based on the bank's profits and losses, Shahjalal Islami Bank Limited offers its depositors a competitive and attractive interest rate. If Shahjalal Islami Bank Limited does profit at a good margin then the interest rate for depositors will increase and if there is a minimum profit or loss then the depositor's interest rate will decrease. For this matter-of-fact Shahjalal Islami Bank Limited invest very carefully so that they provide good lucrative interest rate to the depositors. Through this careful business, Social Islami Bank Limited satisfies its customers.

Advanced technology: The opportunity for customers to receive higher-quality service is reminded by advanced technology. To provide banking services to customers in Bangladesh, Shahjalal Islami Bank Limited uses nearly the most cutting-edge technology available. With a large intranet connection connecting all of its branches, Shahjalal Islami Bank Limited uses proprietary software. to attain customer happiness, which is excellent for the banking industry, Shahjalal Islami Bank Limited must be able to offer customers quick, better, and high-quality service.

Eventually, by the above influential factor analysis, we can say that Shahjalal Islami Bank Limited is not much perfect bank service provider but this bank is quite good at providing quality service. In Bangladesh Shahjalal Islami Bank Limited, banking operation is friendly to providing good customer service and they are very serious about gaining customer satisfaction as well as maintaining psychological contracts properly so that PCV will not come into the workplace. In today's perspective in business customers are the bosses and those organizations will be succeeded, who are more concerned about.

### **3.6.1 Psychological contract between employees and customers on SJIBL:**

Establishing trust, open communication, and mutual respect are crucial components in implementing a psychological contract between customers and employees in the banking industry. This can be accomplished by banks making their customers their top priority, communicating openly and honestly about their products and services, and providing their staff with the resources they need to provide exceptional service. SJIBL makes it a point to supply Customers are more likely to stick with a bank and spread good word of mouth if they receive regular feedback, are treated as individuals, and have their expectations met through personalized interactions.

Bank customers and workers may experience psychological contract violations if they have conflicting assumptions about the nature of banking interactions and transactions. Both customers and workers have legitimate expectations, such as being treated fairly and with respect in exchange for their efforts. Not meeting these standards can cause consumer discontent, workers distrust, and a rift in the working relationship. The bank's reputation, client retention, and employee satisfaction could all suffer as a result.

Customers' and workers' expectations in the banking industry can be better managed and aligned with an emphasis on effective communication, adequate training, and open proccess.

### **4.4Recommendations**

Shahjalal Islami Bank Limited (SJIBL) should consider offering attractive products and services. Shahjalal Islami Bank Limited (SJIBL) should be more flexible in case of cheque book /delivery process. The minimum balance requirement should be strictly followed. Shahjalal Islami Bank Limited (SJIBL) Ltd. must be developed their ATM booth services. The banks should offer more facilities to the customers such as credit cards, visa cards, ATM booths etc. Shahjalal Islami Bank Limited (SJIBL) Should give more individual attention to their customers. Because customers think that they don't get enough individual attention. The employees must be smart and

energetic to serve the customers efficiently. The bank should consider increasing the number of ATM booth; obviously considering the cost effectiveness. Shahjalal Islami Bank Limited (SJIBL) should take some progressive decision to attract new clients. Such as it can offer a charge free ATM card facility. The management should undertake necessary actions for the bank's safety such as increase the number of security guards or cc cameras etc.

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<https://sjibld.com/index.php>

[https://sjibld.com/Account\\_Services.php](https://sjibld.com/Account_Services.php)

<https://sjibld.com/bod.php>

## Appendix Questionnaires

Dear Respondent,

As an internship requirement for my Bachelor of Business Administration degree at BRAC University, I am currently surveying customers of Shahjalal Islami Bank Limited's College Gate Branch to determine the effect of customer service on their level of satisfaction with the bank. Your sincere feedback is valued.

Any and all data collected will be kept strictly confidential and utilised exclusively for educational purposes.

Monthly gross salary range:

- Below 20,000      •20,001 -40,000
- 40,001 – 60,000 • Above 60,000

Through which source you are come to know about the Islamic banks:

- Friends and relatives      • Advertisements      • Agents
- Bank officials              • Others

### **What I get to know from the participants**

1)Which source did you come to know about the Shahjalal Islami Bank Limited (SJIBL)?

Ans: most of the participants said that they came to know about this bank through their friends and relatives. Some participants are known by advertisements and bank officers.

2)What factors influenced your decision to choose the Bank?

Ans: Most of the customers said the location and good customer service influenced them. Some of the clients said the convenient location, Attractive interest rate, and shariah banking services attract them.

3)Have you faced any issues while using SJBIL services and what are the issues?

Ans: Here, a small number of customers have reported concerns, such as delays, problems with the mobile app, and interruptions to their online banking. The majority of customers have not reported any problems.

4)Describe the attitude and behavior of the employee toward the account holder of this bank?

Ans: Employees' attitude and behavior toward AC holders was deemed good by the majority of respondents. They believe their interactions with customers are done appropriately. They pay close attention to what customers want.

5)How satisfied with the service of SJBIL? Please describe the reasons Why you have felt satisfied with the services provided by this bank.

Ans: The vast majority of Shahjalal Islami Bank customers are pleased with the service they receive, while a small percentage are dissatisfied. Quick service, convenient location, affability, efficient staff, cutting-edge technology, etc., were the most often cited reasons for satisfaction.

6. Are you dissatisfied with Sjbil services? Please share the reasons why you feel dissatisfied with this bank.

Ans: Some clients are not happy. They stated that there are insufficient numbers of general banking officers and lengthy wait periods as the reasons.

7. Are you willing to have transactions with this bank again after taking their service and why?

Ans: The majority of Sjbil's customers are eager to purchase their services. They mentioned that the speedy service and kind staff are what draws them in.