

# **Evaluating Customer Satisfaction in General Banking of The Premier Bank Limited**



***Evaluating Customer Satisfaction in General Banking  
of The Premier Bank Limited***

**Submitted To**

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**Submitted in Partial Fulfillment for the Degree  
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**BRAC Business School  
BRAC University**

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# Letter of Transmittal

December 17, 2012

**Mr. Muhammad Intisar Alam**

Senior Lecturer

BRAC Business School

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66 Mohakhali, Dhaka 1212.

**Subject:** Submission of Internship Report on “**Evaluating Customer Satisfaction in General Banking of The Premier Bank limited**”

Dear Sir,

It is a great pleasure to submit the report on “**Evaluating Customer Satisfaction in General Banking of The Premier Bank limited.**” which was assigned by you for the completion of my internship program. This report is intended to fulfill the essential requirement for the successful completion of BBA program. All the information is done with utmost sincerity and honesty. The observations and result of my study are embodied on this report. I have tried my best to match my theoretical knowledge with the practical field. I also confess that my report has some limitations because I am still student and I am in a process of developing my skills. So I hope that you will be kind enough to consider the limitations of this report.

I would like to express my gratitude for the effort you have provided during my internship with all your valuable suggestions and directions which have helped a lot to enhance the quality of this report.

Sincerely yours,

.....

**Fahmid Jahan Nayeem**

ID- 08204063

BRAC Business School

BRAC University

# Acknowledgement

Initially, I would like to express my gratitude to Almighty Allah for giving me the strength to complete the report within the stipulated time. Internship report is an essential part of BBA program as one can gather practical knowledge within the period of time by observing and doing the daily works of chosen organization. In this regard my internship has been arranged at Premier Bank Limited, Uttara Branch, Dhaka.

My heartfelt gratitude goes to my honorable teacher and supervisor **Mr. Muhammad Intisar Alam** for giving me valuable advice, supporting and suggestions to complete the report in an appropriate manner. His suggestions and comments were crucial in making the study as flawless as possible.

My sincere gratitude goes to **Mr. Md Emamul Haque**, my on-site supervisor, First Assistant Vice President (FAVP) & Manager-Operation of Uttara branch of Premier bank limited for the cooperation.

My special thanks go to **Mr. Mohammad Abu Sayed Toyon**, Trainee Junior Officer (TJO) of Uttara branch of Premier Bank Limited for guiding me at the time of my internship and giving me constant guidance and valuable suggestion from time to time. I truly believe that saying, “Thank You” to all individuals of Premier bank limited (Uttara branch) is not good enough to honor their support that I have been provided in preparing my report. Finally, I would like to give thanks to all the respondents for their participation to assist me sincerely.

## Executive Summary

Premier bank limited is one of the leading private commercial banks in the country. It is serving the nation from last 13 years. It has become the largest competitors among its peer group. Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within a business. So, evaluating the level of customer satisfaction actually helps to measure an organization's position in business. I've measured the customer satisfaction level of Premier Bank Limited, Uttara Branch. I've calculated the Customer Satisfaction Index by using SERVQUAL instrument having 22 statements on service quality dimensions through face to face interviews with the accountholders of the bank. Their agreements (agree & strongly agree) with the SERVQUAL statements touching the cut off score (4 & 5) used in 5 point Likert Scale is considered as satisfied in this study. The study shows that customers conceive this bank as reliable in getting accurate promised services, problem solving and in maintaining error free record. They also believe that there is assurance of competency, courtesy, credibility & security by the bank. They are also satisfied by the tangible appearances of the bank. But the customers are not enough satisfied in getting personal attention and they think that employees do not understand their specific needs. The unweighted SERVQUAL score of 4.27 and weighted score or Customer Satisfaction Index of 4.25 indicates a satisfactory state in the overall level of customer satisfaction.

On the basis of conducted Key Informants Interviews, the quantitative study result and my observation I believe that appointing more employees under General Banking department, maintaining time slots for each customer to serve, setting up of electronic calling machine for cash counter and customer service, setting up of query desk, replacement of core banking software by better one, regular arrangement of employee training workshops, appointing female employees, etc. will help to increase the satisfaction level of the customers of the bank.

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# Organization

## Introduction:

Economy is a part and parcel of each and every country. Banking industry is playing a vital role in the economy. With the passage of time this banking system has changed a lot. Initially banking system served mainly as depositors for funds, while now the more modern system has considered the supplying of credit their main job. Banks are financial institutions or financial intermediary that collect fund from people as deposit and lend this fund as loans and advances to the borrowers in different sectors of the economy in return they give or charge a certain amount of interest.

Banking industry is very important for both national and international trade. Now a day, no country can think their economy without international trade. Moreover, banking industry is providing some other non-traditional services like- factoring, issuing bank guarantees etc., which are very much supportive to modern national and international trades.

The financial system of Bangladesh consists of Bangladesh Bank (BB) as the central bank, 04 nationalized commercial banks (NCB), 5 government owned specialized banks, 30 domestic private banks, 10 foreign banks and 28 non-bank financial institutions are existing in our country at present.

## **Foundation and Growth:**

To light up the spirit of 21<sup>st</sup> century, The Premier Bank limited set off its voyage of success with a motto ‘Service First’ in 1999 to stand out from the crowd as a distinguished financial service provider. The motto reflects the Bank’s concern for customers’ satisfaction, flexibility, responsiveness and productivity. Service to the Premier Bank Limited is meant not only for clients but also for the community, not only for gain but also for governance and not only for delivery but to ensure dynamism, discipline and accountability.

The Premier Bank Limited is incorporated in Bangladesh as banking company on June 10, 1999 under Companies Act.1994. Bangladesh Bank, the central bank of Bangladesh, issued banking license on June 17, 1999 under Banking Companies Act.1991. The Premier Bank Limited launched its formal activities of banking business on 26 October, 1999 with an Authorized Capital of BDT 6000.00 Million and Paid up Capital of BDT 2242.30 Million. The Head Office of The Premier Bank Limited is located at Banani, one of the fast growing commercial and business areas of Dhaka city.

The Board of The Premier Bank Limited consists of 14 directors and Dr. H.B.M Iqbal is the honorable Chairman of the Board. The members of the Board of Directors of the Bank hold very respectable positions in the society. They are from highly successful group of business and industries in Bangladesh. Out of 14 members one is from Taiwan. Each member of the Board of Directors plays a significant role in the socio-economic domain of the country.



## **Principal Business Entities:**

### **Vision of the Bank**

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

### **Missions of the Bank**

- ✓ To be the most caring and customer friendly of financial services provider, 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 life by making effective contribution to national development.

### **Values of Premier Bank**

#### **☐ Service First:**

For Premier Bank 'Service First' is not just an abstraction; it really does mean it. It holds a prime and central focus in the Bank's operation. It believes discharge of quick and quality service is the hallmark for banking standard.

#### **☐ Easier Banking:**

Premier Bank has made day-to-day banking easier than ever through state of the art facilities. The Bank tends to create a friendly atmosphere for the customers to feel free and go easy with banking. Premier Bank divides its clientage into least possible individuals to impart the best attention and its tailor made services to meet special needs.

❑ **Better Relationship:**

As Premier Bank forms bondage with its valued clients, so the Bank develops it into a sustainable end. A good understanding with the customers while carrying out business transactions, help the Bank perceives their goals and thus, enable the Bank to respond pro-actively to their financial needs.

❑ **Assured Confidentiality:**

Since The Premier Bank Limited deals in business in the form of financial loss or gain, its solemn promise remains intact with interest of its clients so much so that all banking transactions are done in a confidential and professional manner.

❑ **Good Corporate Governance:**

The dynamic Board of Directors of The Premier Bank Limited hails from different disciplines of business and industry at home and abroad. They are well respected in the society for their contribution. The Bank is equipped with a highly competent management team who has long experience in domestic and international banking. The Bank upholds and strictly abides by good corporate governance practices and is subject to the regulatory supervision of Bangladesh Bank.

❑ **Corporate Citizenship:**

The Premier Bank Limited is a compliant Bank and it pays due taxes. The Bank is eager to inspire eco-friendly investment. The Bank is also an abiding citizen in terms of all laws, rules, norms, sentiments and values of the land.

### **Strategies of Premier Bank**

❖ **Be Pro-Active:**

Premier Bank makes conscious endeavor to elevate the life and activities. There is no place for fun in ‘Reactive Management’. The Bank learns to anticipate and act.

❖ **Begin with the End in Mind:**

The every action of The Premier Bank Limited corresponds to its goal. The Bank sets its goal from what lies behind and beyond it and what lies within it. Premier Bank begins in earnest to finish in time to pursue that goal.

❖ **Put First Things First:**

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

❖ **Think Win-Win:**

Win-win is a frame of mind and heart that constantly seeks mutual benefit in all human interactions. In this philosophy, The Premier Bank Limited wants to see all parties an optimistic winner. A forward looking planning helps the Bank to engage in a win-win relationship.

❖ **Seek First to Understand and Then Be Understood:**

The Bank prizes its ability to communicate over all other values. Most of the time, Premier Bank patiently hears people more than it is heard. It seeks first to understand how the Bank is expected- then it positions itself as befittingly as it can.

❖ **Synergy:**

The effect of a combined whole is always greater than the sum of individual parts. The relationship which the parts have to each other is a part in itself. Premier Bank believes, every part is important and each can contribute. The Bank works together with others to build a team work that result in a better success.

❖ **Care and Share Alike for The Society:**

Premier Bank cares for the feelings, needs and experience of the society and shares its interests equally. The Bank tries hard to provide for the less privileged and has-knots to ensure a better society and a more prosperous Bangladesh. It is an honor, duty and privilege for the Bank to be able to serve the nation in more ways than just providing banking services.

## **Premier Bank is What Premier Does:**

Premier Bank believes that it really does premier for the customers. Real time online banking equipped with state of the art technology is the part and parcel of its service. Wherever in the country the customers will go they can bank with any of the branches as a premier customer. The bank offers optimum return on savings investments. Premier Bank is the first local bank to offer unique benefits on “premier 50 plus” and “premier genius” savings accounts designed for the senior citizen and students. Premier Bank was recognized by Visa International as the first local bank to receive the principal membership of Visa International to issue and acquire Visa-Credit and Debit Cards in Bangladesh. The belief of Premier Bank Limited is that it excels in devising new products and services. In the variant choices of its clientele, its services are tailored and streamlines.

## Products of Premier Bank Limited:

### Deposit or Liability Products:

- **Fixed Deposit (FDR):** FDR is meant for those investors who want to deposit a lump sum of money for a fixed time period; say for a minimum period of 30 days to 1 year and above, thereby earning a higher rate of interest in return. The prevailing rates of interest are shown below:

Amount	1=><3 Months	3=><6 Months	6=><12 Months	12 Months
For Any Amount	11.00% P.a	12.50% P.a	12.50% P.a	12.50% P.a

- **Savings Account (SB):** Premier Bank offers competitive interest rate (6.00% P.a) on Savings Account. In addition, all account holders will get VISA Debit Card and ATM facility for 24 hours banking convenience.
- **Current Account (CD):** The current account is probably the most useful bank account that the customers will ever have. It is a non-interest bearing cheque account. Current account saves the hassle of carrying around cash every month.
- **Premier Genius Account:** Intellect and perseverance will lead customer to success and saving will guide customer to an enriched future. Premier Bank Genius Account offers easy and modern banking facilities to the students who are up to 25 years old. Wherever the customer's possibility may lie, be it in the country or abroad, Premier Bank will always be beside with customer as he builds his future. Genius Account offers highest profit (7.00% P.a) on monthly minimum balance and payable on every six months. It also offers discount on VISA Debit Card and other attractive facilities.
- **Premier 50+ Account:** If the customer is above fifty years of age, he will appreciate the Bank's unique Premier 50+ Account with a number of extra benefits such as higher rate of interest (5.75% P.a) on daily closing balance, priority service and no service charge. The Account is exclusively developed for the senior citizens of the country.

- **Double Benefit Scheme:** Under this scheme, any deposit becomes double after 5 years 6 months. It accepts deposit in multiples of Tk. 10,000. A specially designed instrument shall be issued for the deposit under this scheme in the same manner as issued in case of Fixed Deposit. The instrument is not transferable and renewable. In case of premature encashment after 3 months, benefits may be allowed on the deposit amount at prevailing savings rate. Loan facility may be allowed up to 80% of deposit against lien or pledge on such instrument at Bank's prescribed rates.
- **Monthly Income Scheme:** The savings of customers are always precious. Deposit a certain amount at the opening and earn monthly profit till the tenure completes. Customers will get back principal amount on maturity.

Years	Deposit Amount	Interest per Month (Tk.)
5	50000.00 or multiples (Tk.)	500.00 or multiples (Tk.)

- **Monthly Savings Scheme:** A regular savings pays off when customers really need it. Save small amount in their account each month and let their savings grow with time through the Monthly Savings Scheme.

Installment (TK)	3 years Amount at Maturity (TK)	5 years Amount at Maturity (TK)
500.00 or it's multiple	21500.00 or it's multiple	40500.00 or it's multiple

- **Special Notice Deposit Account:** Individuals or corporate bodies can open Special Notice Deposit Account for short time period. However, 7 days' notice is required to withdraw money from the account with interest.
- **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 Premier Bank yet.

- **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 Premier Bank.

#### **Loan or Asset Products:**

- **Personal Loan:** The Personal loan of Premier Bank is any purpose loan for customers. The purpose could be anything valid from buying household appliances to emergency medical needs. Some of these could be: purchase of electronic goods, house or office renovation, marriages in the family, advance rent payments, travel expenses and payment of taxes etc. This product is best suited for salaried executives who are working as confirmed employees in established organizations.
- **Consumer Credit Scheme:** Premier Bank has introduced consumer credit scheme to extend credit facilities to limited and fixed income group to improve their standard of living. The loan is repayable in easy Equal Monthly Installments (EMI) stretching from 12 to 60 installments.
- **Housing Loan:** Realizing the importance of having one's own place to live, Premier Bank has introduced Housing Loan at a competitive interest rate. The Bank provides this loan for both residential and commercial purposes.
- **Doctor's Loan:** This scheme is designed to financially assist registered doctors and medical practitioners for availing up to 100% finance for medical equipment, motor car, ambulance etc. Loan for rental advance for chamber, office decoration are also available under this loan scheme. Registered doctors and medical practitioners, eye specialists, heart specialists, child specialists, surgeon, dentist are eligible for this loan. Also hospitals, clinics and diagnostic centers owned and operated by the registered doctors may apply for this loan.

- **SME Finance:** Bangladesh, as a developing country, has been trying for its overall economic growth. The development of small and medium enterprises would be the key element in this regard. Recognizing this fact, Premier Bank has strongly started to finance SMEs. The SME products are- project finance, working capital finance, lease finance or hire purchase, work order finance etc.
- **Women Entrepreneur Finance:** Women Entrepreneurs Finance is an asset product offered to women entrepreneurs to expand their businesses. As the name implies, this scheme is exclusively tailored for women in businesses to give them extra edge and success to meet their financial freedom through their innovative entrepreneurship. This is more than a loan, a financing solution for their businesses.
- **Student Credit Program:** Premier Bank is proud to introduce a credit scheme which is being first of its kind whereby the meritorious students in the country shall enjoy credit facility in each month to defray educational expenses. The loan is to be disbursed in a lump sum amount or as monthly installments basis where necessary. Parents or guardian may apply along with estimate of education expense in a prescribed form to any branches of the Bank duly recommended by the Head of the Department or Head of the Education Institution.
- **Lease Finance:** Premier Bank offers lease finance to facilitate customer's funding requirement for the procurement of assets in order to grow their business. Meet up financial need without out flowing own fund. Customers can acquire the lease assets keeping their capital intact. Thus, leasing helps to build up customer's fund raising capacity. Premier Bank offers Lease Finance for capital machinery, medical equipment or office equipment, heavy construction equipment, lifts, elevators, power generators, air conditioners, machinery for agro based industry etc.



- **VISA and Master Card Credit Card:** The VISA and Master Card international credit card of Premier Bank Limited are accepted globally and VISA and Master Card local credit card is accepted at more than 3500 outlets across the country. Customers will get free credit facility up to 45 days without any interest. They can draw cash up to 50% of the credit limit of local credit Card. Customers can also pay only 5% of their billing amount every month. A customer may apply for supplementary cards for any person over 18 years of age. If customers lose the card, they just inform the Premier Bank Card Division without any delay and they will be protected against misuse of the card. Rates and other facilities are highly competitive in the market.

## **National and International Services of Premier Bank Limited:**

- **Islamic Banking Service:** Islamic Banking system has now-a-days become a reality all over the world. It is widely accepted and liked not only by the Muslims but also Non-Muslims. The Premier Bank Limited has launched Islamic Banking Operation through its two branches which are Islamic Banking Branch Mohakhali, Dhaka and Islamic Banking Branch, Laldighirpar, Sylhet.
- **Evening Banking Service:** A unique service of The Premier Bank Limited for receiving cash and documents beyond transaction hours till 8 o' clock in the evening. This service is attractive for those like shopkeepers who accumulate cash as sales proceeds in the afternoon when counters of Bank Branches usually remain closed. The service is available at selective branches of the Bank.
- **Remittance Service:** Premier Bank's Remittance Payment procedure is very safe, simple and fast. The Bank has signed a good number of long term deals with a group of well-connected remittance partners across the globe such as MoneyGram, Dolex, Xpress Money Services and Western Union etc. The Bank also has agreement with GrameenPhone (1, 40,000 outlets) to use its mobile technology and wide distribution outlets around the country.
- **SME Service Centre:** In order to facilitate the investors of Small and Medium Enterprise, Premier bank has opened several SME Service Centres at different locations – Banani SME Centre, Bangla Bazar SME Centre., Kawran Bazar SME Centre, Mohammadpur SME Centre , Malibagh SME Centre.
- **Premier TC:** "Premier TC" is prepaid foreign currency card denominated in US dollar available over the counter of the branches that makes customers foreign trip totally hassle-free and convenient. Customers can load this prepaid card with foreign currency in Bangladesh which gives them a 24-hours access to their money.
- **Premier SMS:** Customers can check their account balance from anywhere by using Premier SMS service.

- **Debit/Credit Card and ATM:** Premier Bank is offering Premier VISA and Master Card Debit/Credit Card Service as well as own Automated Teller Machine (ATM) facility to electronically debit money from customer's account. In addition to Premier Bank's own ATM Booth, customers can also use Premier VISA and Master Card Debit/Credit Card in other Bank's ATM where VISA and Master Card is accepted.
- **Brokerage House:** Get delight from the excellence services of Premier Bank Brokerage House. Share trading, BO account opening, margin loan facilities and more.
- **International Service:** The International Division is looking after correspondent banking relationships, treasury back office and international trade settlement. In order to smooth global operation of international business Premier Bank has correspondent banking relationship with 430 foreign banks around the globe and maintain 19 Nostro accounts in 9 currencies to service the customers. Bank is providing the facility of letters of credit, handling of import bills, issue of shipping guarantees, acceptance of bills, financing of imports. Advising of export letters of credit, confirmation of letters of credit, assistance in preparation of export documents, negotiation of letters of credit, handling export bills on collections, purchase or discount of export bills, pre-shipment facilities are extended for both domestic and foreign trade. The requirement of letters of guarantee, bid bonds, performance bonds, advance payment bonds for infrastructure projects in Bangladesh, participating in tenders or any other need basis, could be channeled through the Bank for speedy delivery at competitive tariffs.
- **Call Center:** The Premier Bank Limited has setup its own "Call Center" at Head Office under the direct supervision of the Managing Director. If customers have any queries, suggestion or complain, they can talk to the Bank's Call Canter during business hour. Customers will also find complain and suggestion box at every branches for their valuable input. The Call Center is open from Sunday to Thursday to accept customer's call in working hours from 10:00 a.m. to 6:00 p.m. except on Saturday from 10:00 p.m. to 3:00 p.m. Dialing numbers are: 02-9887581-4.

## SWAT Analysis of The Premier Bank Limited:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>✓ It has well reputation in the market</li> <li>✓ Not engaged in unfair business practice.</li> <li>✓ Concentrated market.</li> <li>✓ Officers are highly skilled.</li> <li>✓ Executives are highly qualified and experienced.</li> <li>✓ Bank has many attractive deposit schemes.</li> <li>✓ Efficient management practices in the Bank.</li> <li>✓ Well diversified credit portfolio.</li> <li>✓ Deposit mix is very sound.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Short time experiences in banking industry.</li> <li>✓ Training programs are not frequent for the employees.</li> <li>✓ Complex credit policy.</li> <li>✓ Small market shares on individual investors.</li> <li>✓ Few number of ATM booths.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>✓ Per capita annual income is increasing.</li> <li>✓ Private Banks are becoming more reliable to local public.</li> <li>✓ New ideas are coming in this industry.</li> <li>✓ Foreign trade is increasing day by day.</li> </ul>	<ul style="list-style-type: none"> <li>✓ There are many competitors in the market.</li> <li>✓ Competitors have more deposit.</li> <li>✓ Govt. imposes Tax on profile.</li> <li>✓ Govt. pressures to reduce interest rate on loans.</li> <li>✓ New banks are coming in the market.</li> <li>✓ Govt. rules and regulations are becoming strict day by day.</li> </ul>



# Corporate Structure of The Premier Bank Limited:



## The Premier Bank at a Glance:

Registered Name of The Company	The Premier Bank Limited
Legal Form	A scheduled Commercial Bank incorporated on June 10, 1999 as Public Limited Company under companies act, 1994 and Bank companies act, 1991.
Incorporation Certificate	C- 37922 (2222)/99, dated June 10, 1999
Commencement of Business Certificate	Ref. no. 16370, dated June 17, 1999
Date of Starting Formal Activities of Banking Business	On 26 October, 1999
Registered Office	Iqbal Centre (4th Floor), 42 Kemal Ataturk Avenue Banani, Dhaka- 1213, Bangladesh
Telephone	9887581-4
Fax	8815393, 9889153
SWIFT Code	PRMRBDDHUTT
Corporate Website	<a href="http://www.premierbankltd.com">www.premierbankltd.com</a>
Auditors	Howladar Yunus & Co. Chartered Accountants 67, Dilkusha Commercial Area (2nd Floor) Dhaka-1000, Bangladesh.
Chairman	Dr. H.B.M. Iqbal
Branches	74
Nostro Accounts	19
Banking Software	Bank Ultimas
Number of Employees	1117
Slogan	Service First

# Job Description

## Work Experience At:

Premier Bank Limited has already made significant progress within a very short period of its existence. The bank has been graded as a 2nd class bank in the country through internationally accepted CAMEL rating and expecting to be in top class in next rating. The bank has already occupied an enviable position among its competitors after achieving success in all areas of business operation.

I had the opportunity to complete my internship from Uttara branch of Premier Bank Limited. In Uttara branch there are three basic divisions which are General banking division, Credit division and Foreign exchange division. I was assigned to work in General banking division.

## Job Responsibilities:

There are several responsibilities has been carried out by me in general banking division of Premier Bank Limited (uttara branch). Every day I use to start my job at 09:30am by preparing voucher of the transections of previous day and it ends with preparing the inward register at 06:00pm. Within this time different types of job is done by me and those are given below.

### Accounts Opening:

Account opening is the most critical issues in general banking. It is the first phase of customers who are going to get services from the bank. Before opening of any account it is very important to know the target customers of the bank. The targeted customers may be Individual, Partner, Join stock companies, Trustee/clubs/associates and different types of institutions. It is also important to know why the customer wants to open account at this branch. To reveal customer's purpose of opening a/c is pretty tricky. If account opening officer is experienced and intelligent s/he can easily expose the purpose for opening account from customer himself.

Premier Bank Limited offers different types of account for their target groups. These are as follows:

- Current Account
- Savings Account
- Fixed Term Deposit account (FDR)
- Short Term Deposit (STD)

#### **Requirement for Opening Various Accounts:**

##### **For Individual Savings Account / Current Account in Personal Name -**

- Two copies passport size photo of applicant (must be attested by introducer) and one copy passport size photo of Nominee (must have attested by customer)
- An introducer must (who have an account in Premier Bank Limited at any branch) verify with signature, and a/c name and number
- A photocopy of applicant's National ID card duly attested by the account opening officer after seeing the original copy.
- Special instruction (in case of Joint A/c) i. e. mode of account operation may be specified by customer

##### **For Current Account in Business Name: -**

Proprietorship business

- Trade license
- TIN number
- An introducer's (who have an account in Premier Bank Limited) verification
- Seal of the applicant required
- National ID card of the person who will operate the a/c



**Current A/c for Partnership Business: -**

- Partnership agreement
- Trade license and seal
- An introducer, who have an account in PBL,
- TIN
- National ID card of the person who will operate the a/c

**Current Account for Limited Companies: -**

- Memorandum and articles of association of the company
- Power of attorney
- Resolution of the board of directors.
- Verification of the person/ persons who will operate the A/c

Following documents which is certified by the chairman of the company:

- List of directors
- Certificate of commencement of business
- Certificate of incorporation.

**Closing Accounts:**

Closing of account depends on the following reasons

- a) If A/c holder is willing to close it
- b) If bank feels necessary with proper reason
- c) By order of court

If any of the A/c holders willingly wants to close the existing A/c s/he will have to submit closing application in the specified format which is available in bank and also s/he will have to submit cheque book and ATM card if taken by him or her. If the account becomes closed it is mandatory to close the account in IT software.

**Receive Cheque Requisitions:**

There are two methods of withdrawal of deposited money from the bank. One is by cheque and another one is through ATM/Master debit card. Account holder who needs cheque has to submit the cheque requisition in prescribed form. The prescribed form differs in format in case of new account holder and existing account holder. The format is given below

<b>Premier Bank Limited</b>	<b>Date:.....</b>
<b><i>Premier Bank</i></b> <i>service first</i> UTTARA BRANCH(112)	<b><i>CHEQUE BOOK ORDER</i></b>
Name:	
From:            To:	A/C No:
Please issue a new Cheque Book containing 10/25/50/100 cheques and hand it over to me/us to the bearer of this form whose signature is attested below.	
..... Bearer's signature	..... Authorized signature

<b>Premier Bank Limited</b>	<b>Date:.....</b>
<b><i>Premier Bank</i></b> <i>service first</i>	<b><i>CHEQUE BOOK RECEIPT</i></b>
I/we will acknowledge receipt of one cheque Book containing 10/25/50/100 cheques numbered	
_____ to _____	
..... Signature of Recipient	



The above specimen format is for the existing account holder. This format is attached as a leaf of the already provided cheque book. The account holder gives it back to the bank officer filling the necessary requirement stated in the format. Account holder must give signature on both of the side. And account holder's signature must be verified by the authorized officer. After ensuring the signature authorized officer confirms account holder and specify a certain date on which account holder will receive the cheque book. In Prime bank all the cheque books are in printed by head office because of which account holders have to wait for the requested cheque book to arrive at the particular branch.

### **Maintaining Dispatch:**

Every day a lot of documents are needed to be sent to different branches of Premier Bank Limited. Documents or any paper to be sent to any branch are given a dispatch serial number. In dispatch register the proper serial number is maintained along with address and subject lines details.

### **Maintaining Inward Register:**

Inward register is maintained for the incoming mail/letter/circular and document coming from different entities (other branch of the bank, other bank, institutions, other parties etc). Inward register is also maintained with serial number along with subject line to be written properly and also it is necessary to get the signature of the operation manager in the inward register. Mail or documents coming from other entities are given received seal and sent to operation manager to be signed.

### **VISA and Master Card Debit Card Issue:**

If any account holder wants ATM or Mater Debit card s/he needs to submit the prescribed application filling it properly. One copy of passport size photo of account holder will be needed for it.

### **Pay Order Issue:**

Sometimes I had completed the pay order issue process. It has to be written properly. If the pay order is issued to the account holder of other bank then the written process is like this --**Bank name, Branch name, A/c Holder's name, A/c number** this serial format is written in the *pay to* segment and Taka amount is written both in figure & word format.

### **Preparing Voucher**

Every day I had to prepare voucher. Everyday different account holders close their account. Bank officer prepares debit voucher writing closing a/c's name in the voucher head and a/c number in the number space. For the same amount of debit the credit voucher is written. Voucher is written in other purpose also.

## **Different Aspects of Job Performance:**

Banking industry stands for providing different kinds of banking services to its customers. So the different job responsibilities performed by me has the aim to give premium quality service to every individuals who come the utara branch of The Premier Bank Limited. The different aspects of my job responsibilities are given below.

**Accounts Opening:** Open an account is the first step to be a customer of The Premier Bank Limited and executing different services of it. For depositing and withdrawing money from The Premier Bank and having other services, an account is mandatory for every individual and institutional customer. So my responsibility is to giving premium quality services and creating an attempt to sustain our customer for a long time with Premier.

**Closing Accounts:** Customer accounts are closed for many reasons as mentioned before. So we close accounts with maximum attention to the customer so that next time when they will be thinking for open a bank account at first Premier will come to their mind.

**Receive Cheque Requisition:** A cheque requisition is received from the customer for giving a new cheque book containing a specific number of pages mentioned by customer.

### **Maintaining Dispatch:**

As a bank Premier has to send a huge number of documents to different destinations every day. So each and every document is recorded in dispatch to make the process more transparent.

### **Maintaining Inward Register:**

Inward register is maintained to keep record of different documents that are coming to The Premier Bank of utara branch. It also avoid the loss of inward documents and letters.

### **VISA and Master Card Debit Card Issue:**

VISA and Master Card debit card issue is a process for the customer who wants to have a new debit card for the first time or who lost his or her card and want to have another.

**Pay Order Issue:**

Pay order has been issued to serve the customer who wants send money not in cash rather in cheque. It reduces the cash carrying risk.

**Preparing Voucher:**

The aim of preparing voucher is to making a record of all financial transactions that took place in previous day. One can also know the total number of debit and credit transections by going through a voucher

## **Observations and Recommendations:**

My observation is very clear about general banking of The Premier Bank Limited of utara branch. Every employee working under general banking is trying their best for serving the premium quality service for their customer. The employees are very qualified and positive in solving each and every problem of customers. They are also very helpful to me and helping me very much by providing different kind of information for preparing the report. I have some recommendations for general banking given below.

- ❖ Cheque book delivery time should be reduced.
- ❖ Bank should give a plastic card holder with every debit card for easy carrying.
- ❖ Bank should appoint more employees under general banking so that customer will have better service than before.
- ❖ Bank should introduce welcome desk to operate the telephone and maintaining inward register and dispatch.

# Project

## Chapter 01

### **Introduction:**

Today, banking sector is expanding and commercial banking is considered as a service industry. At the same time the banking process is becoming faster. As the demand for better services is increasing day by day, banks are coming up with different ideas and products. To survive in the banking sector and to become successful in own business a commercial bank must try to attract its customers. In the competitive economy it is expected that customer should consider some factors before selecting banks. If bank executives can know the factors that influence the customer's choice of selecting bank, they can try to improve those factors to make those more attractive.

Banking can be considered the business that really appreciates the value of building long-term relationships with customers. If a banker wants to attract depositors and borrowers, s/he must control the factors that influence the decision regarding choice of banks. Some of these factors are financial condition of banks, location, reputation of banks, personal relationship with bank's executives, behaviors of bank executives, ownership of banks, interest rate, physical facilities available in banks, security, promptness in giving services, ensure error free record and so on.

### **1.1 Origin of the report:**

Internship Program of BRAC University is a Graduation requirement for the BBA students, which is also a partial requirement of the Internship program of BBA curriculum. The main purpose of internship is to get the student exposed to the job world. Being an intern the main challenge was to translate the theoretical concepts into real life experience.



The internship program and the study have following purposes:

- ❖ To get and organize detail knowledge on the job responsibility.
- ❖ To experience the real business world.
- ❖ To compare the real scenario with the lessons learned in the University
- ❖ To fulfill the requirement of BBA Program.

To accomplish the internship, I was placed at Premier Bank Limited of Uttara branch under the guidance of Mr. Md. Intisar Alam, my faculty advisor. The report topic was approved by the faculty supervisor to satisfy the organizational requirements and fulfillment of the internship program. As a requirement of the completion of the internship program, I had to submit this report, which includes an overview of the organization and a research and analysis part.

## **1.2 Objective of the Report:**

The objective of the report can be viewed in two forms:

- ❖ Primary Objective
- ❖ Secondary Objective

### **Primary Objective:**

The primary objective of my report is to evaluate the customer satisfaction level of Premier Bank Limited and fulfill the internship program requirements to complete the BBA program.

### **Secondary Objective:**

This study entails the following secondary objectives:

- To give an overview of Premier Bank Limited and its product and services.
- To know the daily operations of general banking division of Premier Bank Limited.
- To provide some recommendations how to improve the customer satisfaction of Premier Bank Limited.
- To relate the academic knowledge with practical world.

### **1.3 Scope of the Study:**

The report plots a chronicle outline of Premier Bank Limited of utara branch and its general banking operation. The information consists of the observation and the job experience acquired throughout the internship era. The report also particularizes the internship research focus, which is the Customer Satisfaction Index by using SERVQUAL instrument having 22 statements on service quality dimensions through face to face interviews with the accountholders of the bank. This report has been prepared according to the interviews of the customers/employees of the bank, extensive survey and review of literatures.

## Chapter 02

### Literature Review:

With the phenomenal increase in the country's population and the increased demand for banking services; speed, service quality and customer satisfaction are going to be key differentiators for each bank's future success. Thus it is imperative for banks to get useful feedback on their actual response time and customer service quality aspects of retail banking, which in turn will help them to take positive steps to maintain a competitive edge. Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. So to improve customer satisfaction level, measurement of customer satisfaction is must.

With better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

### 2.1 Customer Satisfaction:

Customer satisfaction is really hard to define as many factors have a great influence on it. The most straight forward definition of customer satisfaction was provided by Philip Kotler “if the product matches expectation, the customer is satisfied; if it exceeds them, the customer is highly satisfied; if it falls short, the customer is dissatisfied.” The generally accepted the definition of customer satisfaction is “The extent to which a product perceived performance matches a buyer’s expectation. If the product’s performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectation, the buyer is satisfied or delighted”.

So,

**Customer Satisfaction = Expected Performance – Perceived Performance**

When Customers are Satisfied?

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

**Satisfaction:** It occurs when the performance meets the expectation.

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

## **2.2 The Customer Satisfaction Measurement Model:**

There are various models that are used in measuring the level of customers 'satisfaction. I have calculated the Customer Satisfaction Index (CSI). Because, it looks pretty easier as it shows the satisfaction level as one number and this measure model considers various parameters and this is easy to calculate. The Customer Satisfaction Index represents the overall satisfaction level of that customer as one number, usually as a percentage. And SERVQUAL instrument has been used for calculating this index. The SERVQUAL instrument is the predominant method used to measure consumers' perceptions of service quality. It has five common dimensions or factors of service quality that are stated as follows:

- a. Reliability:** Ability to perform the promised service dependably and accurately;
- b. Assurance** (including competence, courtesy, credibility and security): Knowledge and courtesy of employees and their ability to inspire trust and confidence;
- c. Tangibles:** Physical facilities, equipment and appearance of personnel;
- d. Empathy** (including access, communication, understanding the customer): Caring and Individualized attention that the firm provides to its customers;
- e. Responsiveness:** Willingness to help customers and provide prompt service.

Using this RATER/SERVQUAL instrument I have collected customers 'degree of agreement with 22 different statements categorized under 5 major dimensions. These five dimensions indicate various influencing forces in satisfying customers. The parameters covered by this RATER/ SERVQUAL instrument are as follows:

a. Reliability:

- Act according to Promises
- Sincere Interest in Problem Solving
- Performs the Service Right the First Time
- Provides Services at the Time Promised
- Insists on Error Free Records

b. Assurance:

- Employees Behavior Instill Confidence in Customers
- Customers Feel Safe in Transaction
- Consistent Courtesy of Employees
- Employees have the Knowledge to Answer Customers' Question

c. Tangibles:

- Modern Looking Equipment's
- Visually Appealing Physical Facilities
- Neat Appearance of Employees
- Appealing Appearance of Materials

d. Empathy:

- Gives Customers Individual Attention
- Has Convenient Operating Hours for Customers
- Has Employees to Give Customers Personal Attention
- Has Best Interest of Customers at Heart
- Employees Understand Specific Needs of Customers

e. Responsiveness:

- Informs exactly when Services will be provided
- Gives Prompt Services
- Employees are Always Willing to Help
- Never too Busy to Respond Customer Requests

## 2.3 Calculation of Customer Satisfaction Index (CSI):

The Customer Satisfaction Index represents the overall satisfaction level of that customer as one number, usually as a percentage. Plotting this Satisfaction Index of the customer against a time scale shows exactly how well the supplier is accomplishing the task of customer satisfaction over a period of time. Since the survey feedback comes from many respondents in one organization, the bias due to individual perception needs to be accounted for. This can be achieved by calculating the Satisfaction Index using an importance weighting based on an average of 1. Calculate the average of all the weightings given by the customer. Divide the individual weightings by this average to arrive at the weighting on the basis of average of 1. Customer's higher priorities are weighted more than 1 and lower priorities less than 1. The averages of the Customers Importance Scores are calculated and each individual score is expressed as a factor of that average. Thus Customer Satisfaction can be expressed as a single number that tells the organization where it stands today.

To calculate the unweighted average SERVQUAL scores and the weighted average SERVQUAL scores, several steps are to be taken. The first step is to calculate the mean of each 22 perceptions. The next step is to calculate the gap score (Expectation- perception) of each of the 22 perception under the required dimensions. After that each of the 5 dimension's average score will be calculated. And after that the mean of the average will be calculated. The average of the mean of the dimensions will be the unweighted SERVQUAL score.

**The Gap Score:** Gap score is the difference between the Expectation and Perception. It indicates the reality gap from interviewer's (my) perception.

**Expectation:** This part deals with my opinion on the bank on the basis of the point given to the specific dimension by customers. What I am interested in here is a number that best shows expectations about the Premier Bank Limited (Uttara branch).

**Perception:** This indicates the respondents 'response on the statements taken under the SERVQUAL instrument.

## Chapter 03

### Methodology:

An appropriate methodology is required for a successful execution of a research work. It helps to get the objectives of the research work through a systematic process. The methodology and research design for preparing this study is given below:

### 3.1 Population and Sample:

Sample is the part of population. It represents the population. A sample is therefore subset of population. I have selected 50 account holders of utara branch of Premier Bank Limited.

### 3.2 Questionnaire:

The most common procedure of generating data is questionnaire. To design questionnaire I have used SERVQUAL Instrument. To get data on customer satisfaction directly from customers with a view to measuring their level of satisfaction I've taken interview of 50 account holders of utara branch of Premier Bank Limited. The interviews have been conducted using a structured questionnaire containing 22 questions representing the five dimensions of customer satisfaction measurement. Customers' responses have been recorded by using 5 point Likert Scale or Technique where the customer were asked to evaluate each statement to rate their degree of agreements or disagreements with each of 22 statements. These degrees of agreements or disagreements are plotted on the 5 point Likert Scale where point 1 indicates —Strongly Disagree and point 5 indicates —Strongly Agree with the statement.

### **3.3 Data Collection:**

**Primary Data Collection:** After developing the questionnaire the required primary data have been collected through direct interview of the account holders of Premier Bank Limited of Uttara branch.

**Secondary Data:** The secondary data have been collected from different books, journals, websites, company reports etc.

**Statistical Tools:** For analysis and interpretation I have used SPSS and Microsoft Excel.

### **3.4 Data Analysis:**

All the quantitative data collected by surveying customers have been analyzed by using SPSS and Microsoft Excel. Using the program's formula I've calculated mean, mode, standard deviation, average weight, number of respondents for each answer, etc. To achieve research objective I transformed the collected data into two categories- "Unsatisfactory" & "Satisfactory". If respondents' responses are – "Strongly Disagree", "Disagree" & "Moderate" then these are treated as unsatisfactory for the organization and if respondents' responses are "Agree" & "Strongly Agree" then these are treated as satisfactory for the organization.

The collected data against the issue has been analyzed by using two statistical terms: "Mean" and "Standard Deviation". Here the Variables have been analyzed in two standpoints: Expectation of Premier Bank Limited's customers and the Perception of the customers. Here each factor has been possessed two "Mean Scores": one for the customers' expectations and another for the customers' perceptions. The more the mean score in perception, the better the satisfaction level for that certain variable. Thus, every variable has been analyzed toward the level of satisfaction. Another tool "Standard Deviation" has been expressed here the uniformity of responses. Between the response of customers: the lesser the standard deviation, the more the uniformity.



# Chapter 04

## Findings

### 4.1 Quantitative Findings:

#### 4.1.1 Demographic Description of the Sample:

50 account holders were surveyed as sample under the study to evaluate the satisfaction level in general banking customers of Premier Bank Limited (uttara Branch). The demographic information of samples is divided in 3 categories here like- gender, age and profession. Among the respondents 92% are male and 8% are female (see at appendix table no. 01). Here I divided the age group in to 4 categories like- 18 to 25, 26 to 33, 34 to 50 and 50 to above. So the respondents are accordingly 10%, 36%, 52% and 2% (see at appendix table no. 02). Lastly the respondents are from different professions like from business 68%, service 26%, student 2% and housewife 4% (see at appendix table no. 03). This is the demographic description of sample.

#### **4.1.2 Factors Influencing the Choice of Bank:**

##### **Criteria 1: Reputation of Bank**

Reputation is important to attract the customers. When respondents were asked to rank the factors about 64% among them rank reputation as important and 36 % ranked it as average important factor (see at appendix table no. 04).

##### **Criteria 2: Branch Location**

Branch location is another factor that influences the choice of bank for opening account. Many people prefer bank located near to their residence. Thus 60% of respondents ranked branch location as very important factor for opening of account, 36% said important and 4% of them raked it as average important (see at appendix table no. 05).

##### **Criteria 3: Number of Branches**

When respondents were asked to rank the number of branches among them 28% of the respondents considered number of branches as less important where as 42% of the respondents though it was average important and 30% of the respondents thought number of branches as important (see at appendix table no. 06). So for the majority of the respondent said number of branches is average important for selecting bank for opening account.

##### **Criteria 4: Online Facilities**

In this age of technology banks are trying to retain their customers by launching different convenient services. Increasing online facilities is one of them. From the survey it was found that 46% of the respondents thought online facilities as important for opening of account and 28% thought as average important. Survey result shows 26% of the respondents ranked online facilities as less important (see at appendix table no. 07).

**Criteria 5: Interest Rate**

Interest rate is one of the major facilities through which banks try to convince its customer and to collect deposit from different sources. From the survey result it is found that 8% of the respondents consider interest rate as average important where as 62% of the respondents think interest rate is important for choosing a bank before opening of account and 30% of the respondents think interest rate as very important(see at appendix table no. 08).

**Criteria 6: Employee Behavior**

Only having facilities is not enough. Employee behavior is also very important like 52% respondents ranked it as vary important and 48% ranked it as important (see at appendix table no. 09). Thus it can be said that employee's behavior always attracts customer.

**Criteria7: Personal Relationship**

It is found from the survey result that 20% of the respondents consider personal relation is not important factor where as 40% of the respondents think personal relationship is less important and 22% of the respondents think it is average important factor and 18% think it is important for choosing a bank before opening of account (see at appendix table no. 10). Majority of the respondents think it is less important factor.

**Statement 1:** —When Premier Bank Limited promises to do something by a certain time, it does so.

**Explanation:** The above statement denotes the degree of keeping promises by the bank with a certain period of time. This statement is related to the cheque book or debit card delivery by Premier Bank Limited. When account holder gives cheque book or debit card requisition they are told to come in a certain date to receive that cheque book or debit card. The survey result shows that the mean value is 4.34 (see at appendix table no. 11). That means customers are satisfied with the performance against the promises made by Premier Bank Limited (uttara branch). The mode value (5) represents that most of the respondents are strongly agree with the above statement. So, on this point of fulfilling promises customers are seemed to be satisfied.

**Statement 2:** —When you have a problem, Premier Bank Limited shows a sincere interest in solving it.

**Explanation:** The above statement refers to the degree of sincerity of the bank concerning the interest in solving the problems of customers. This statement deals with the happening of certain events such as loss of cheque leaves, deposit books, deposit slips and debit cards. When customers face this kind of happening they come for the help in bank. The survey shows that the mean value is 4.30 (see at appendix table no. 12). That means customers are satisfied with the banks sincerity in solving their problem. The mode value (4) represents that most of the respondents are agreed with the above statement. So, on this point of bank's sincerity in problem solving the customers are seemed to be satisfied.

**Statement 3:** —Premier Bank Limited performs the service right at the first time.

**Explanation:** The statement means the degree of performing service correctly by the bank at the first time it performs for an individual. When accountholders of Premier Bank Limited (uttara branch) were asked to show the perception 42% of them were strongly agreed with the statement. Thus the mean value 4.02 shows that customers are satisfied (see at appendix table no. 13). Though 20% of the respondents disagree with the statement since sometimes new employees are employed who are not experienced with delivering the service. Thus they are not able to perform service correctly.

**Statement 4:** —Premier Bank Limited provides its service at the time it promises to do so.

**Explanation:** The above statement refers to the degree of delivering Just In Time (JIT) service by the bank according to its promise. This statement is related to the delivery of the account statement, knowing account balance required by the account holders. The mean result 4.28 of the statement shows that customers of Premier Bank Limited (uttara branch) are satisfied (see at appendix table no. 14).

**Statement 5:** —Premier Bank Limited insists on error free records.

**Explanation:** This statement refers the degree of maintaining and providing error free records of transactions and other banking documents by the bank. The mean (4.38) value of this statement shows that customers believe that Premier Bank Limited (uttara branch) insists on error free records (see at appendix table no. 15).

**Statement 6:** —The behavior of employees in Premier Bank Limited instills confidence in you.

**Explanation:** This statement depicts the increase in the level of confidence of the customers due to the behavior of the employees of the bank. The survey result shows that the mean value is 3.84 that means customers are not at proper satisfied with the employee's behavior in instilling confidence in them (see at appendix table no. 16). The mode value (4) represents that most of the respondents are agreed with the above statement though the mean is indicating a lower value. So, on this point of employees' behavior in installing confidence in customers the clients are appeared to be laid on a less-satisfied zone which is below the acceptable point.

**Statement 7:** —You feel safe in your transactions with Premier Bank Limited.

**Explanation:** The statement means the degree of safety that the customer feels by maintaining account and transacting with the bank. The mean value of this statement is 4.56 that means customers are well satisfied in maintaining transactions with the bank (see at appendix table no. 17). The mode value (5) represents that most of the respondents are strongly agreed with the above statement. So, on this point of customers feel safe in transactions with the bank the clients are appeared to be well satisfied.

**Statement 8:** —Employees of Premier Bank Limited are consistently courteous with you.

**Explanation:** Premier Bank Limited always gives emphasis on the techniques to attract the customers. The survey result shows that 54% of the accountholders strongly agree with the statement (see at appendix table no. 18). The mean value 4.52 also represents that employees of Premier Bank Limited (uttara branch) are courteous.

**Statement 9:** —Employees of Premier Bank Limited have the knowledge to answer your questions.

**Explanation:** It is mandatory for the employees to have the knowledge about different services that banks can perform for its customers for the purpose of delivering service correctly. The accountholders of Premier Bank Limited (uttara branch) believes that the employees of this bank have the proper knowledge and they can provide the service with the enough information. Thus the mean value 4.08 shows that degree of agreement with the statement (see at appendix table no. 19).

**Statement 10:** —Premier Bank Limited has modern looking equipment.

**Explanation:** Modern looking equipment is necessary for providing better service to the customers. When account holders of Premier Bank Limited (uttara branch) were asked to show their perception about this statement 70% of them were strongly agreed with this (see at appendix table no. 20). The mean value 4.66 also shows that customers are satisfied with the equipment of Premier Bank Limited (uttara branch).

**Statement 11:** —Premier Bank Limited's physical facilities are visually appealing.

**Explanation:** The above statement means the degree that Premier Bank Limited (uttara branch) has appealing physical facilities. Survey result shows that the mean value is 4.72 that means customers are well satisfied with the visually appealing physical facility of the bank (see at appendix table no. 21). The mode value (5) represents that most of the respondents are strongly agree with the above statement. So, on this point of the clients are appeared to be satisfied enough.

**Statement 12:** —Premier Bank Limited’s employees are neat appearing.

**Explanation:** Every organization has its dress code and Premier Bank Limited (uttara branch) is not exception to it. It emphasizes on the appearance of employees. 62% of the account holders think that PBL’s employees are neat appearing (see at appendix table no. 22). The means value 4.54 expresses that customers are satisfied with the neat appearing.

**Statement 13:** —Materials associated with the service (such as pamphlets or statements) are visually appealing at Premier Bank Limited.

**Explanation:** A single envelope can attract a customer towards the organization. Premier Bank Limited (uttara branch) tries to design its materials visually appealing. It provides such materials (statement, thanks letter, offer letter) to the account holders. When account holders were asked to show their perceptions, 52% were strongly agreed with the statement that Premier Bank Limited (uttara branch)’s materials are visually appealing (see at appendix table no. 23). Here mean value 4.38 represent that customers are strongly agree with it.

**Statement 14:** —Premier Bank Limited gives you individual attention.

**Explanation:** Top customers always get appreciation and require individual attention. Sometimes providing individual attention may not be possible during busy hour. The mean value 3.88 represents that customers are not that much satisfied with the attention given by the employees (see at appendix table no. 24).

**Statement 15:** —Premier Bank Limited has operating hours convenient to all its customers.

**Explanation:** Premier Bank Limited (uttara branch) follows the banking hour (open at 10am and close at 4pm) in proper manner. Though its closing time is 4.00pm it tries to serve customer in urgent need even if it is 4.30 pm. The mean value 4.08 thus shows that customers are satisfied with the service (see at appendix table no. 25).

**Statement 16:** —Premier Bank Limited has employees who give you personal attention.

**Explanation:** Personal attention is needed when customers need to close its account, want to withdraw interest of FDR, lost cheque books even I they are not belong to top customers. the mean value 4 shows that employees of Premier Bank Limited (uttara branch) gives customer personal attention (see at appendix table no. 26).

**Statement 17:** —Premier Bank Limited has your best interest at heart.

**Explanation:** Customers are like vein of the organization. Organization always tries to retain its customers by serving with its best by showing best interest. But sometimes it may not possible or the customers who proves to be unprofitable. One duck laying golden eggs is far better than 100 ducks that do not lay any egg. The mean value 3.98 shows that customers are not that satisfied (see at appendix table no. 27).

**Statement 18:** —The employees of Premier Bank Limited understand your specific needs.

**Explanation:** Some account holders need FDR scheme, some need contributory savings scheme and some need double benefit scheme. Only employee of bank can assure which scheme is suitable for what type of account holders. The above statement means the degree of understanding of the various needs for each customer by the PBL employees. The mean value 4.18 represents that the customers are satisfied with the understanding of specific needs of the customers by PBL's employees (see at appendix table no. 28).

**Statement 19:** —Employees in Premier Bank Limited tell you exactly when services will be performed.

**Explanation:** The above statement means the degree of information provided by the Premier Bank Limited (uttara branch) employees to the clients about the time accuracy specifically when the service will be provided to them. Sometimes different schemes (CSS, LDS) are matured or closed and clients need hand cash. They are said to come at specific date to receive the cash. The survey result with mean 4.18 shows that customers are satisfied with the services performed with this regard (see at appendix table no. 29).



**Statement 20:** —Employees in Premier Bank Limited give you prompt service.

**Explanation:** Promptness in giving services increases the satisfaction of customers. Premier Bank Limited is always ready to give services promptly as possible. Clients are provided cash without much delay. Clients who need account statement are provided document promptly. The mean value 4.18 shows that depositors are satisfied with promptness of the services given by the Premier Bank Limited (uttara branch) (see at appendix table no. 30).

**Statement 21:** —Employees in Premier Bank Limited are always willing to help you.

**Explanation:** This statement means the degree of willingness of the employees of Premier Bank Limited (uttara branch) to help the customers. The survey result with mean 4.24 shows that customers are satisfied with the willingness of the employees (see at appendix table no. 31).

**Statement 22:** —Employees in Premier Bank Limited are never too busy to respond to your request.

**Explanation:** The above statement refers to the level of employee business with tasks while responding to customer request. Providing better services requires more employees. Though Premier Bank Limited (uttara branch) needs more employees in general banking division, its customer is satisfied with the efficiency of the department. Employees are never too busy to respond to customer's request. The means value 4.34 represents the satisfaction level of customers (see at appendix table no. 32).

#### **4.1.3 RATER Score of the Analysis:**

This has 5 parameters and the score of the parameters are given below.

##### **a. Ability of Employees to Perform Promised Service Dependently and Accurately:**

According to customers' response, performance of all the dimensions listed under —**Reliability** head (acting according to promises, sincerity in problem solving, performing the service right at the first time, providing service at the promised time & insistence on error free record) are quite satisfactory and the overall SERVQUAL score in this area is 4.26 (see at appendix table no. 33). So, the employees are able to perform promised services dependently and accurately.

**b. Assurance of Competency, Courtesy, Credibility and Security:** From customers' point of view, employees' behaviour instills enough confidence in customers. All other dimensions listed under —**Assurance** head (safe felling in transactions, consistent good courtesy of employees & having decent knowledge of employees in answering customers queries) are quite satisfactory. Though one dimension is not satisfactory but the satisfactory position of all other dimensions under —**Assurance** head leads this to a satisfactory position and the overall SERVQUAL score is 4.25 (see at appendix table no. 34). So, on average the customers are assured enough by competence, courtesy, credibility and security of the employees and the bank.

**c. Tangible Appearances in Satisfying Customers:** Customers of the bank are satisfied with tangible appearances (equipment's, materials, physical facilities & employees) inside the bank. Average —**Tangibles** SERVQUAL score of 4.58 (see at appendix table no. 35).

**d. Performance in Personal Care, Understanding Customers & Offered Banking Hour:** The survey result proved that the bank is offering its customers convenient banking hours and the employees have the best interest of customers in their heart. Beside these two satisfactory points there are some unsatisfactory items also. On weighted average customers think that they are not getting proper individual attention, there is lacking of employees who will give them personal attention and employees do not understand their personal needs. These disappointing factors are forming average —**Empathy** weighted score to 4.02 (see at appendix table no. 36).

**e. Response & Willingness of Employees in Providing Service:** The study shows that the employees are always willing to help customers but there are lacking in providing prompt services, informing exactly when service will be actually provided and responding customers when the employees have works in hand. These negative points are shaping the average —**Responsiveness** SERVQUAL score to 4.24 (see at appendix table no. 37).

**f. Overall Evaluation of Customer Satisfaction:** The overall unweighted SERVQUAL score is 4.27 (see at appendix table no. 38) which is indicating a satisfactory stage in the level of customer satisfaction. The weighted SERVQUAL score or the Customer Satisfaction Index (CSI) is 4.25 (see at appendix table no. 39). This figure is also indicating an acceptable level of customer satisfaction.

So, from the quantitative analysis it is found that although in some dimensions customers are not properly satisfied, the overall result is pointing to a satisfactory level of customers 'satisfaction at Premier Bank Limited (uttara branch). There are some points where it needs to improve performance to increase the level of customer satisfaction. These are- providing customers individual attention, understanding special needs of customers, providing information exactly when service will be provided, providing quick service, response timely to customers, etc.

## 4.2 Qualitative Findings:

The key informants believe that the customers can be made more satisfied by providing them quick service. They also think that most of the customers deal with lower level officers of General Banking Department. Customers of the bank are increasing day by day. It will not be possible to serve customers then as they serve today. To make provide them prompt service without creating any queue more employees are needed under General Banking department. This will help them to carry on every day time consuming works like voucher sorting properly and thus there will be no pending works. They also believe that a better core banking software will help them to deal with their works more accurately. These will save their valuable time and thus they will be able to offer this extra saved time to the customers to meet their wants timely. A conventional query desk or reception booth or information booth can serve customers who make a phone or come at bank for simple query and this can reduce customers' rush to the officers desk.

Students appointed under internship program may help in many day to day simple works like account opening, voucher sorting, mail management, providing information to customers, etc. It is also advantageous because it costs a little no comparing to full time appointed employees.

Developing customer satisfaction is not just about carrying out a survey. Surveys provide the reading that shows where attention is required but in many respects, this is the easy part. Very often, major long lasting improvements need a fundamental transformation in the organization, probably involving training of the staff, possibly involving cultural change. The result should be financially beneficial with less customer churn, higher market shares, premium prices, stronger brands and reputation, and happier staff. However, there is a price to pay for these improvements. Costs will be incurred in the research surveys are made. Time will be spent working out an action plan and in implementation of development process. Training may well be required to improve the customer service. The implications of customer satisfaction surveys go far beyond the survey itself and will only be successful if fully supported by the echelons of senior management.

## Chapter 05

### Limitations:

The limitations of the report and the study are follows:

- a) Only Uttara Branch of Premier Bank Limited has been considered for the study.
- b) Time was not enough for conducting this type of research.
- c) The sample size does not represent the total population.
- d) Samples were selected conveniently.
- e) All weights given are judgmental.
- f) The whole study was conducted by one person there is chance of having error in any stage of data collection, data entry, data organizing, data sorting, data testing, data presentation, interpretation of result, etc.

## Chapter 06

### Recommendations:

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

After completing my internship program with Premier Bank Limited (uttara branch), I think the following recommendations will help them to improve the level of customer satisfaction.

- ❖ Deposit book should be provided to the regular account holder such as current account and MSS account holder. Some customers want a full book of deposit slip. By discussing with them it comes to know that they are the current account holder and MSS account holder. They have to come to the bank daily or twice a week. So it becomes tough to them to come in the bank to put the signature on deposit slip. If they get that slip as book, it will be helpful for them as they can send bearer to deposit the money.
- ❖ Debit card should be given to the new account holder with in short period of time and it should be activated as early as possible. Sometime customers open bank account for their early and fast service in the case of carrying debit card but it is reached on customers hand after 10 or 12 days later. So they claimed that the card service of Premier Bank Limited should be upgraded. So management should think of it.
- ❖ ATM boths of Premier Bank Limited are very few not only for Dhaka city but also for the country. Number of booth should be increased to fill up customer demand and increase the market share.

- ❖ Premier Bank Limited has the facility of locker service for the customer in urrata branch. But the locker numbers are few and demand is high. So Premier Bank Limited should take steps for increase the locker number.
  
- ❖ Premier Bank Limited should create business opportunities for themselves. Nowadays there is an intense competition between the banks. All the banks are expanding with aggressive approach. So Premier bank needs to open more branches to capture the market and it should be nearer to the customer address. So they can do banking easily with Premier Bank Limited.
  
- ❖ Cheque authorization Process should be developed to save the time of customer. Here customers have to wait for long time to take the authorization of cheque from other branch.
  
- ❖ Premier Bank Limited should give more emphasize on their marketing effort and try to increase their sales force. Model Banks like Citibank, HSBC Bank, Standard Chartered Bank are using media very effectively to increase the business of banks. So Premier Bank Limited should need to use electronic media for its business developments.
  
- ❖ Premier Bank Limited should pay attention more to consumers' need and want. It should increase the facility of consumer loan products, small loan products like car loan, personal loan, and student loan, House Building loan etc.
  
- ❖ There are House-Building loan facilities available in Premier Bank Ltd, Which is only offered to Staffs of the bank. This loan facility should be opened for every people.
  
- ❖ Most of the bank employees are sticking to one seat only, with the result that they become master of one particular job and lose their grip on other banking operation. In my opinion each employee should have regular job change.

## Chapter 07

### Conclusion:

Premier Bank Limited is one of the leading private banks in the country with commendable performance directed by mission. It is providing a wide range of banking services. It has achieved success within a short period of time among its peer competitors. It has dynamic professional, dedicated team management having long experience and expertise in modern banking. Premier Bank Limited has adequate technology and efficient management to satisfy its present clients. With all of its resources management of Premier Bank Limited believes that the bank would be able to face all the challenges coming in the future. I have the opportunity to complete my internship in this reputed bank. As an intern I have worked in general banking division and learnt to do tasks like account opening, closing of accounts and scheme, maintaining register, issue cheque, issue pay order, making voucher and other several tasks instructed by different officers. These leanings will help me to sharpen my future career. At last I wish a very successful future for Premier Bank Limited according to its vision and Goals.



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- <http://www.symphonytech.com/articles/pdfs/satisfaction.pdf>
- <http://www.premierbankltd.com/>

# Appendix

## Survey Questionnaire:

Please put tick marks on the following criteria:

**Age Group:**  18-25  26-33  34-50  51 & above

**Gender:**  Male  Female

**Profession:**  Business  Service  Student  Housewife

**Date:**

(A) Please rate the following aspects according to your importance when you choose a bank for having an account ( 5-very Important, 1 not Important)

Criteria	Very Important (5)	Important (4)	Average Important (3)	Less important (2)	Not Important (1)
Reputation					
Branch location					
Number of branches					
Online facilities					
Interest rate					
Employee behavior					
Personal relationship					

(B) Please rank the following criteria of bank based on your perception (1 to 5)

Dimension	Rank
Reliability	
Assurance	
Tangibility	
Empathy	
Responsiveness	

(C) Please show the extent to which you believe The Premier Bank Limited (PBL) has the feature described in the statement. Please put Tick (√) mark

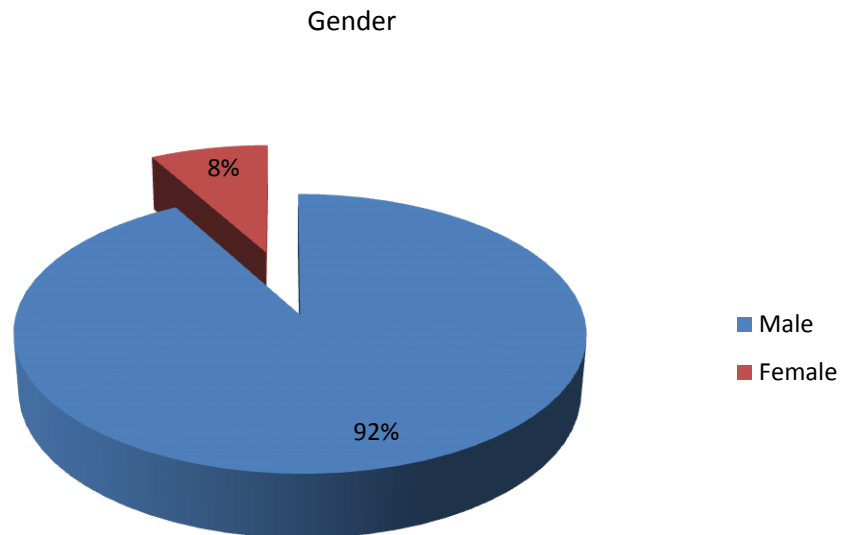
S.L	Criteria	Strongly Disagree (1)	Disagree (2)	Moderate (3)	Agree (4)	Strongly Agree (5)
1	When PBL promises to do something by a certain time, it does so.					
2	When you have a problem, PBL shows a sincere interest in solving it.					
3	PBL performs the service right at the first time.					
4	PBL provides its service at the time it promises to do so.					
5	PBL insists on error free records.					
6	The behavior of employees in PBL instills confidence in you.					
7	You feel safe in your transactions with PBL.					
8	Employees of PBL are consistently courteous with you.					
9	Employees of PBL have the knowledge to answer your questions.					
10	PBL has modern looking equipment.					
11	PBL's physical facilities are visually appealing.					
12	PBL's employees are neat appearing.					
13	Materials associated with the service (such as pamphlets or statements) are visually appealing at PBL					
14	PBL gives you individual attention.					
15	PBL has operating hours convenient to all its customers.					
16	PBL has employees who give you personal attention.					
17	PBL has your best interest at heart.					
18	The employees of PBL understand your specific needs.					
19	Employees in PBL tell you exactly when services will be performed.					
20	Employees in PBL give you prompt service.					
21	Employees in PBL are always willing to help you.					
22	Employees in PBL are never too busy to respond to your request.					

**SPSS Outputs:**

**Tables:**

**Table 1: Sample's Frequency Distribution Based on Gender.**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Male	46	92%	92%
Female	4	8%	100%
Total (n)	50	100	

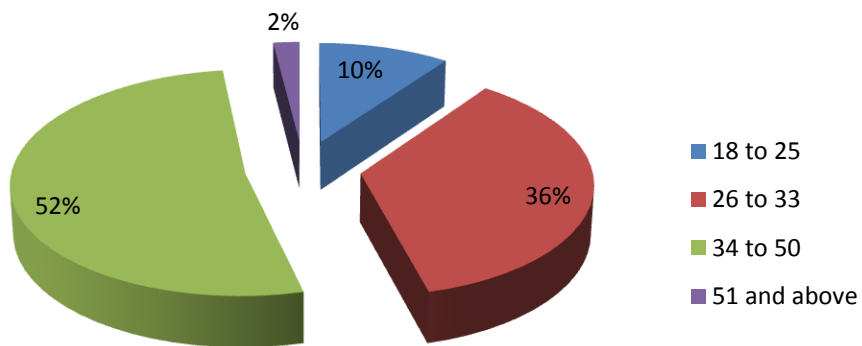


**Figure 1: Gender Ratio among Samples**

**Table 2: Sample's Frequency Distribution Based on Age.**

Age group	Frequency	Percent	Cumulative Percent
18 to 25	5	10%	10%
26 to 33	18	36%	46%
34 to 50	26	52%	98%
51 and above	1	2%	100%
Total	50	100%	

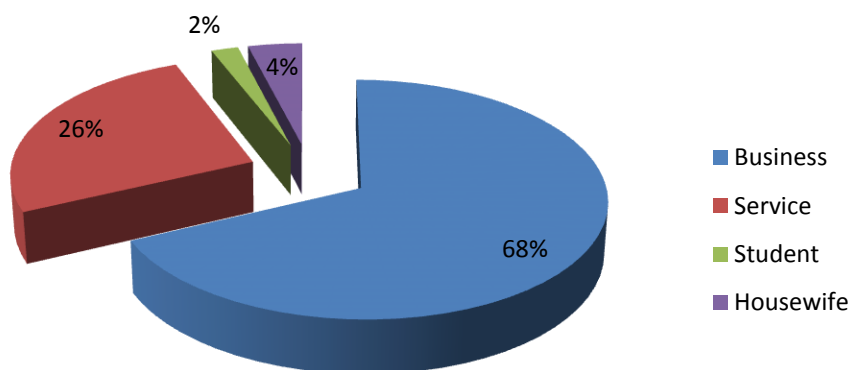
**Age Group**



**Figure 2: Age Clusters of Sample**

**Table 3: Sample's Frequency Distribution Based on Profession**

Profession	Frequency	Percent	Valid Percent	Cumulative Percent
Business	34	68. %	68%	68%
Service	13	26%	26%	94%
Student	1	2%	2%	96%
Housewife	2	4%	4%	100%
Total	50	100%	100%	



**Figure 3: Sample Ratio Based on Profession**

**Table 4: Reputation of bank**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Average important	18	36%	36.0	36.0
Important	32	64%	64.0	100.0
Total	50	100%	100.0	

**Table 5: Branch Location**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Average important	2	4%	4.0	4.0
Important	18	36%	36.0	40.0
Very important	30	60.0%	60.0	100.0
Total	50	100.0%	100.0	

**Table 6: Number of Branches**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	14	28.0%	28.0	28.0
Average important	21	42.0%	42.0	70.0
Important	15	30.0%	30.0	100.0
Total	50	100.0%	100.0	

**Table 7: Online Facilities**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	13	26. %	26.0	26.0
Average important	14	28. %	28.0	54.0
Important	23	46. %	46.0	100.0
Total	50	100. %	100.0	

**Table 8: Interest Rate**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Average important	4	8. %	8.0	8. %
Important	31	62. %	62.0	70. %
Very important	15	30. %	30.0	100. %
Total	50	100. %	100.0	

**Table 9: Employee Behavior**

Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Important	24	48. %	48.0	48.0
Very important	26	52. %	52.0	100.0
Total	50	100. %	100.0	

**Table 10: Personal Relationship**

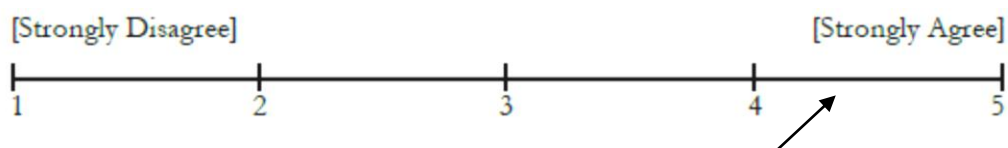
Degree of perception	Frequency	Percent	Valid Percent	Cumulative Percent
Not important	10	20. %	20. %	20. %
Less important	20	40. %	40. %	60. %
Average important	11	22. %	22. %	82. %
Important	9	18. %	18. %	100. %
Total	50	100. %	100. %	



**Table 11: Survey Result of the Statement 1 (Act according to Promises)**

Degree of perception	Frequency	Percent	Cumulative Percent	Mean	Mode	Std Deviation
Moderate	8	16. %	16. %	4.34	5	.745
Agree	17	34. %	50. %			
Strongly Agree	25	50. %	100. %			
Total	50	100. %				

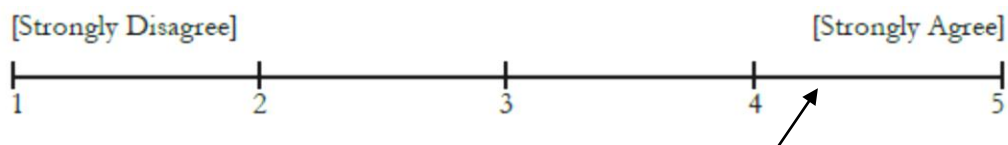
**Result on Likert Scale:**



**Table 12: Survey Result of the Statement 2 (Sincere Interest in Problem Solving)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. Dev
Moderate	6	12%	12%	4.30	4	.678
Agree	23	46%	58%			
Strongly Agree	21	42%	100%			
Total	50	100%				

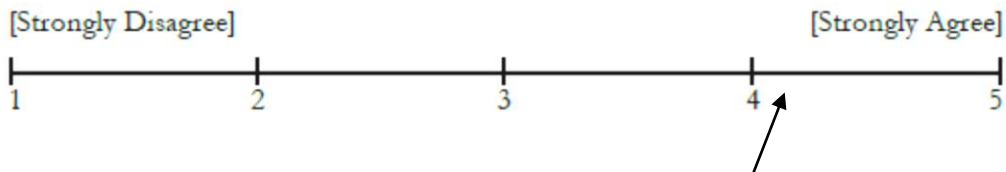
**Result on Likert Scale:**



**Table 13: Survey Result of the Statement 3 (Performs the Service Right the First Time)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. Dev
Disagree	10	20.0	20.0	4.02	5	1.116
Agree	19	38.0	58.0			
Strongly Agree	21	42.0	100.0			
Total	50	100.0				

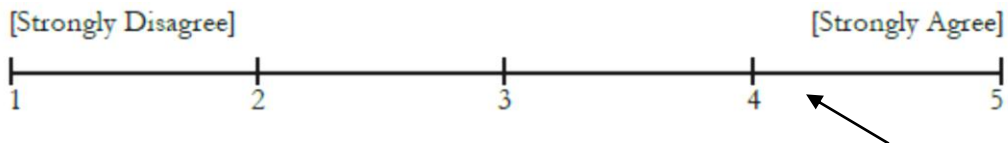
**Result on Likert Scale:**



**Table 14: Survey Result of the Statement 4 (Provides Services at the Time Promised)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. Dev.
Moderate	8	16.0	16.0	4.28	5	.730
Agree	20	40.0	56.0			
Strongly Agree	22	44.0	100.0			
Total	50	100.0				

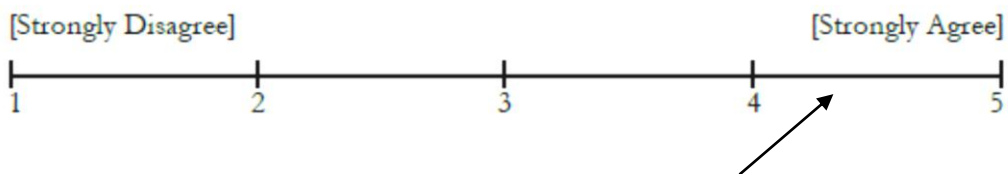
**Result on Likert Scale:**



**Table 15: Survey Result of the Statement 5 (Insists on Error Free Records)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std dev
Moderate	5	10.0	10.0	4.38	5	.667
Agree	21	42.0	52.0			
Strongly Agree	24	48.0	100.0			
Total	50	100.0				

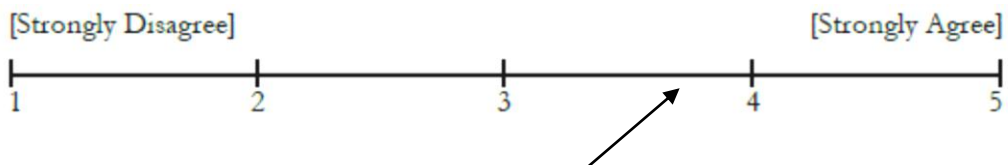
**Result on Likert Scale:**



**Table 16: Survey Result of the Statement 6 (Employees Behavior Instills Confidence in Customers)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Disagree	1	2%	2%	3.84	4	.710
Moderate	14	28%	30%			
Agree	27	54%	84%			
Strongly Agree	8	16%	100%			
Total	50	100%				

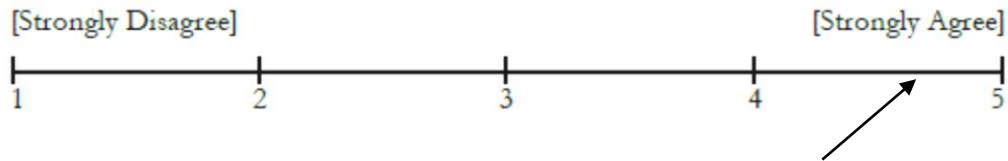
**Result on Likert Scale:**



**Table 17: Survey Result of the Statement 7 (Customers Feel Safe in Transaction)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Disagree	1	2%	2%	4.56	5	.611
Agree	19	38%	40%			
Strongly Agree	30	60%	100%			
Total	50	100%				

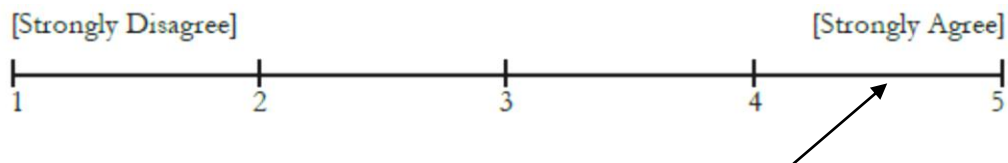
**Result on Likert Scale:**



**Table 18: Survey Result of the Statement 8 (Consistent Courtesy of Employees)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	1	2%	2%	4.52	5	.778
Agree	22	44%	46%			
Strongly agree	27	54%	100%			
Total	50	100%				

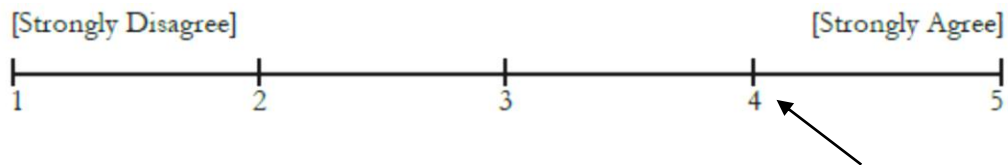
**Result on Likert Scale:**



**Table 19: Survey Result of the Statement 9 (Employees have the Knowledge to Answer Customers' Question)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	13	26%	26%	4.08	4	.778
Agree	20	40%	66%			
Strogly Agree	17	34%	100%			
Total	50	100%				

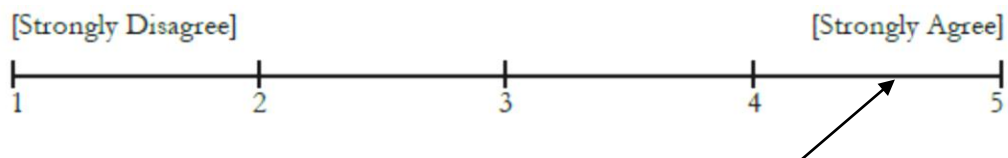
**Result on Likert Scale:**



**Table 20: Survey Result of the Statement 10 (Modern Looking Equipment's)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	2	4.0%	4%	4.66	5	.557
Agree	13	26%	30%			
Strongly Agree	35	70%	100%			
Total	50	100%				

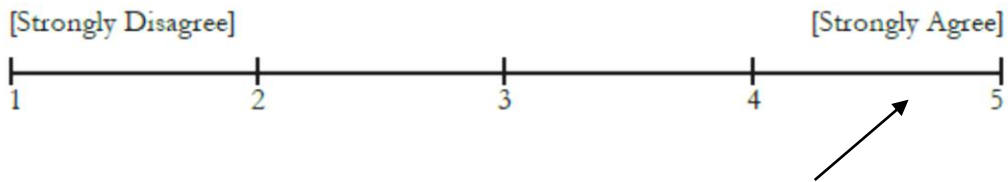
**Result on Likert Scale:**



**Table 21** Survey Result of the Statement 11 (Visually Appealing Physical Facilities)

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Agree	14	28%	28%	4.72	5	.646
Strongly Agree	36	72%	100%			
Total	50	100%				

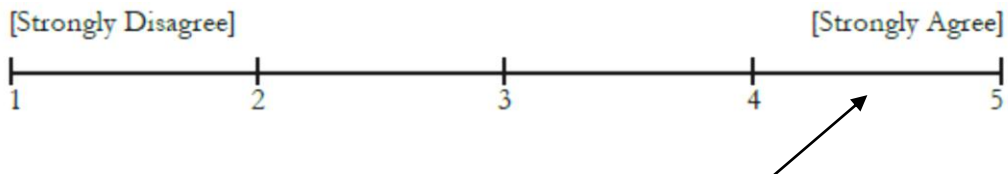
**Result on Likert Scale:**



**Table 22: Survey Result of the Statement 12 (Neat Appearance of Employees)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	4	8%	8%	4.54	5	.646
Agree	15	30%	38%			
Strongly Agree	31	62%	100%			
Total	50	100%				

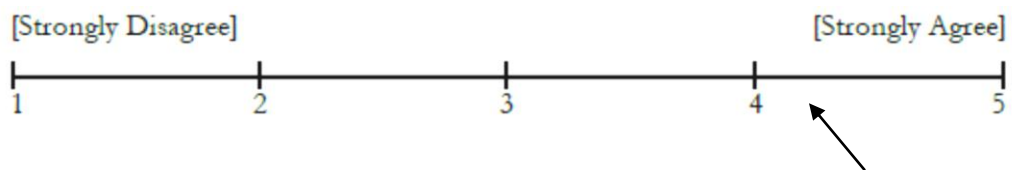
**Result on Likert Scale:**



**Table 23: Survey Result of the Statement 13 (Appealing Appearance of Materials)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	7	14%	14%	4.38	5	.725
Agree	17	34%	48%			
Strongly Agree	26	52%	100%			
Total	50	100%				

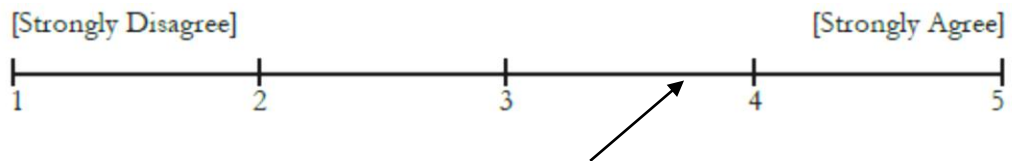
**Result on Likert Scale:**



**Table 24: Survey Result of the Statement 14 (Gives Customers Individual Attention)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std.dev
Moderate	17	34%	34%	3.88	4	.746
Agree	22	44%	78%			
Strongly agree	11	22%	100%			
Total	50	100%				

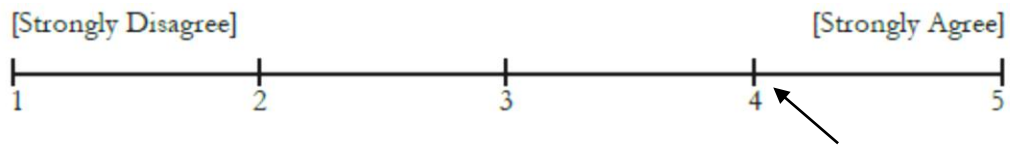
**Result on Likert Scale:**



**Table 25: Survey Result of the Statement 15 (Has Convenient Operating Hours for Customers)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Disagree	3	6%	6. %	4.08	4	.877
Moderate	8	16. %	22%			
Agree	21	42%	64%			
Strongly agree	18	36%	100%			
Total	50	100%				

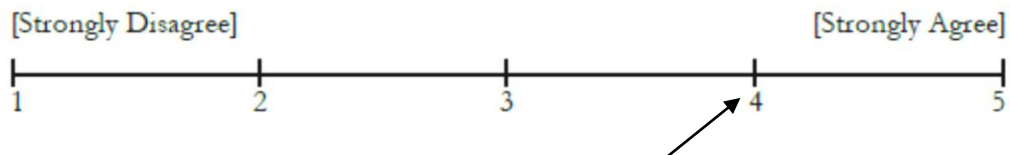
**Result on Likert Scale:**



**Table 26: Survey Result of the Statement 16 (Has Employees to Give Customers Personal Attention)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Strongly disagree	1	2. %	2%	4	4	.782
Disagree	2	4%	6. %			
Moderate	3	6%	12%			
Agree	34	68%	80%			
Strongly Agree	10	20%	100%			
Total	50	100%				

**Result on Likert Scale:**

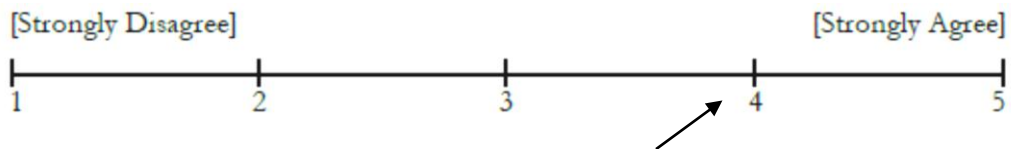




**Table 27: Survey Result of the Statement 17 (Has Best Interest of Customers at Heart)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Strongly disagree	1	2%	2. %	3.98	4	.769
Disagree	2	4%	6%			
Moderate	3	6%	12%			
Agree	35	70%	82%			
Strongly agree	9	18%	100%			
Total	50	100%				

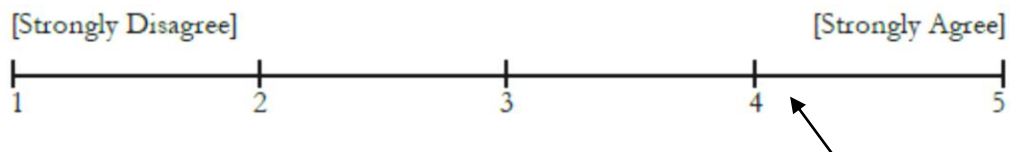
**Result on Likert Scale:**



**Table 28: Survey Result of the Statement 18 (Employees Understand Specific Needs of Customers)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	4	8. %	8. %	4.18	4	.56
Agree	33	66%	74%			
Strongly agree	13	26%	100%			
Total	50	100%				

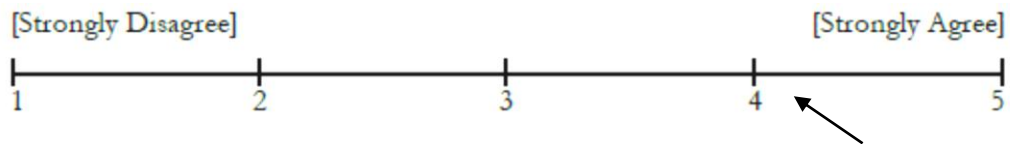
**Result on Likert Scale:**



**Table 29: Survey Result of the Statement 19 (Informs exactly when Services will be provided)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	3	6%	6%	4.18	4	.52
Agree	35	70%	76%			
Strongly Agree	12	24%	100%			
Total	50	100%				

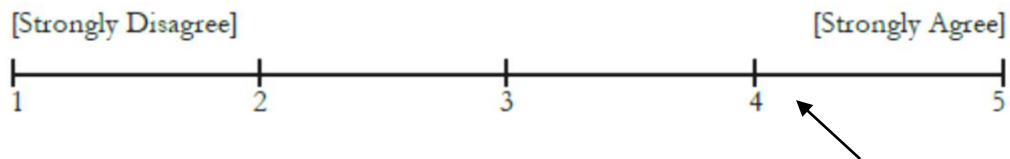
**Result on Likert Scale:**



**Table 30: Survey Result of the Statement 20 (Gives Prompt Services)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	5	10%	10%	4.18	4	.59
Agree	31	62%	72%			
Strongly agree	14	28%	100%			
Total	50	100%				

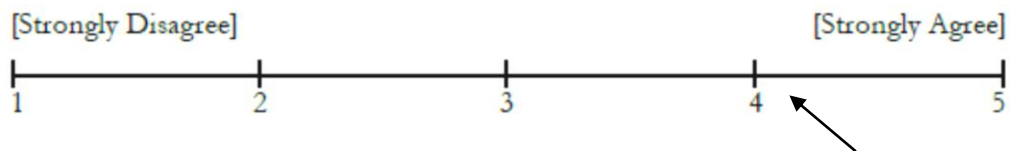
**Result on Likert Scale:**



**Table 31: Survey Result of the Statement 21 (Employees Are Always Willing to Help)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	3	6. %	6%	4.24	4	.555
Agree	32	64%	70%			
Strongly Agree	15	30%	100%			
Total	50	100%				

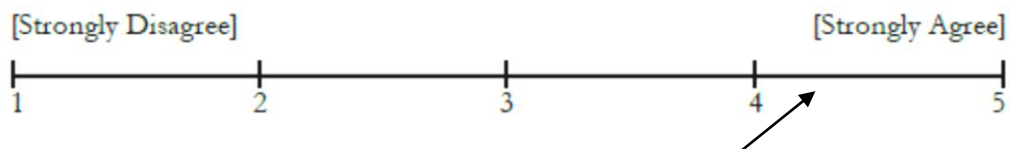
**Result on Likert Scale:**



**Table 32: Survey Result of the Statement 22 (Never too Busy to Respond Customer Requests)**

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. dev
Moderate	5	10%	10%	4.34	4	.658
Agree	23	46%	56%			
Strongly Agree	22	44%	100%			
Total	50	100%				

**Result on Likert Scale:**



**Table 33: Average Reliability SERVQUAL Score.**

<b>Factors under Reliability Dimension</b>	<b>Expectation</b>	<b>Customers' Perception (Average)</b>	<b>Gap Score= Expectation - Perception (Average)</b>	<b>Average Reliability SERVQUAL score</b>
Act according to Promises	5	4.34	0.66	4.26
Sincere Interest in Problem Solving	5	4.30	0.70	
Performs the Service Right the First Time	5	4.02	0.98	
Provides Services at the Time Promised	4	4.28	-0.28	
Insists on Error Free Records	4	4.38	-0.38	
<b>Average Reliability Gap Score</b>			0.336	

**Table 34: Average Assurance SERVQUAL Score.**

<b>Factors under Assurance Dimension</b>	<b>Expectation</b>	<b>Customers' Perception (Average)</b>	<b>Gap Score= Expectation- Perception (Average)</b>	<b>Average Assurance SERVQUAL score</b>
Employees Behavior Instills Confidence in Customers	4	3.84	0.16	4.25
Customers Feel Safe in Transaction	5	4.56	0.44	
Consistent Courtesy of Employees	5	4.52	0.48	
Employees have the Knowledge to Answer Customers' Question	5	4.08	0.92	
<b>Average Reliability Gap Score</b>			0.5	



**Table 35: Average Tangibles SERVQUAL Score.**

<b>Factors under Tangibles Dimension</b>	<b>Expectation</b>	<b>Customers' Perception (Average)</b>	<b>Gap Score= Expectation- Perception (Average)</b>	<b>Average Tangibles SERVQUAL score</b>
Modern Looking Equipments	5	4.66	0.34	4.58
Visually Appealing Physical Facilities	5	4.72	0.28	
Neat Appearance of Employees	5	4.54	0.46	
Appealing Appearance of Materials	5	4.38	0.62	
<b>Average Tangibles Gap Score</b>			0.425	

**Table 36: Average Empathy SERVQUAL Score.**

<b>Factors under Empathy Dimension</b>	<b>Expectation</b>	<b>Customers' Perception (Average)</b>	<b>Gap Score= Expectation- Perception (Average)</b>	<b>Average Empathy SERVQUAL score</b>
Gives Customers Individual Attention	5	3.88	1.12	4.02
Has Convenient Operating Hours for Customers	5	4.08	0.92	
Has Employees to Give Customers Personal Attention	4	4	0	
Has Best Interest of Customers at Heart	5	3.98	1.02	
Employees Understand Specific Needs of Customers	4	4.18	-0.18	
<b>Average Empathy Gap Score</b>			0.576	

**Table 37: Average Responsiveness SERVQUAL Score.**

<b>Factors under Responsiveness Dimension</b>	<b>Expectation</b>	<b>Customers' Perception (Average)</b>	<b>Gap Score= Expectation- Perception (Average)</b>	<b>Average Responsiveness SERVQUAL score</b>
Informs exactly when Services will be provided	4	4.18	0.60	4.24
Gives Prompt Services	4	4.18	0.74	
Employees are Always Willing to Help	5	4.24	0.48	
Never too Busy to Respond Customer Requests	4	4.34	0.68	
<b>Average Responsiveness Gap Score</b>			.625	

**Table 38: Calculations to Obtain Unweighted SERVQUAL Score.**

<b>SERVQUAL Parameters</b>	<b>Average Score</b>	<b>Average un-weighted SERVQUAL score</b>
Reliability	4.26	4.27
Assurance	4.25	
Tangibles	4.58	
Empathy	4.02	
Responsiveness	4.24	

**Table 39: Calculations to Obtain Weighted SERVQUAL Score.**

<b>SERVQUAL Parameters</b>	<b>Weighting</b>	<b>Average Score</b>	<b>Weighting (avg. of 1)</b>	<b>Weighting (avg. of 1) * Average Score</b>
Reliability	4.08	4.26	1.032388	4.39797
Assurance	4.32	4.25	1.093117	4.64574
Tangibles	3.26	4.58	0.824898	3.77803
Empathy	4.6	4.02	1.163967	4.67914
Responsiveness	3.5	4.24	0.885627	3.75505
Average =3.952		Average =4.27	Average=1	CSI=4.251186