



Customers' Satisfaction Level:

A study on Dutch-Bangla Bank Limited, Uttara Branch

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Subject: Internship report on “Customer satisfaction level: A study on DBBL, Uttara branch”

Dear Madam,

This is an immense pleasure to submit my internship report on “Customer satisfaction level: A study on DBBL, Uttara branch” as a partial fulfillment of BBA program. I hope this report is informative and comprehensive as per your instruction.

My internship at DBBL and working for this report has given me enormous idea about services of Dutch Bangla Bank Limited and customers’ satisfaction level on it. In the time of preparing this report I came to know which factors create dissatisfaction on customers mind about banking. I have also learned different terms and rules of banking sector on my entire time of internship.

Therefore, I am very grateful to you for your valuable supervision, precious time, effort and support throughout the report preparing period. However if any further clarification need regarding the report I will be available to clarify those queries.

Yours sincerely,

.....

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Acknowledgement

I would like to convey my immense gratitude to those who have helped me in all the way to prepare my internship report. First of all, I would like to thank my academic supervisor Ms. Kulsum Popy for her advices and guidance to prepare this report. Without her support this report would not be an inclusive one.

Secondly, I would like to thank my on-site supervisor Mr. Sohel Rana (AVP and deputy manager) for his kind support and assistance. I am also grateful to Ms. Afifa Ferdous (senior officer) and Md. Ekramul Hasan (officer) for their kindness to answer all my queries. I also want to thank all the customers who filled up the survey forms on customer satisfaction, without their help it wouldn't be possible for me to finish it.

Last but not the least, I would like to thank all the employees of Dutch Bangla Bank Limited for their cooperation and support regarding my internship report and apologize to those people who helped me by providing necessary information but their names have not been mentioned as they are so many in number.

Executive summary

Dutch-Bangla Bank Limited (DBBL) is one of the leading commercial banks of Bangladesh. Banking industry in Bangladesh is very competitive and in commercial banking sector, the competition is highest. To compete and survive in this competitive world, each and every bank offers wide range of products and services to attract the customers. DBBL, Uttara branch is also providing various kinds of facilities that a commercial bank offers like different kinds of accounts, ATM card facilities, FDR & DPS service, loan and advances, foreign exchange, remittance service, locker service and so on to cater the various customer demands.

Dutch Bangla Bank Limited (DBBL) is the first joint venture commercial bank of Bangladesh that started its journey on June 3, 1996. The bank was the outcome of an effort by local shareholders lead by M Sahabuddin Ahmed (founder chairman) and the Netherlands development finance company (FMO). DBBL always try to provide customers best banking experience and for that reason they offer one-stop counter service to clients covering: consumer banking, commercial banking, travelers cheque, foreign & local remittances, financial services, corporate banking, asset & liability management, liquidity & capital resources management, information technology etc. DBBL is one of the highest corporate donors of Bangladesh and highest contributor in CSR activities among the banks in Bangladesh.

Satisfying the customer needs is very crucial task for achieving organizational vision. Every organization tries hard to provide highest quality service to their customers. Because the organizations which satisfies their customers; can reach to their goal quickly. To ensure customers satisfaction every organization use some tools like: offer high quality products and services, provide products on time, give enough information about their products, fairly treat all the customers and lot more. To measure customers' satisfaction level time to time, different methods are used like: face to face interview, online survey, questionnaire survey, interview over telephone, trend analysis from company's sales and so on. Through the survey organizations try to find out which services satisfy customers and which things create dissatisfaction on customers mind and on the basis of the information they try to recover their lacking. To satisfy customers DBBL also uses several tools like: they provide huge number of branches, ATM booths for customers trouble-free transitions; they facilitates 24 hours helpline to solve customers'

problems and inquiries; they offer special services to foreigners, women, physically disabled and illiterate customers; provide evening banking facilities and so on.

To know about the customers' satisfaction level of DBBL, I have been assigned to prepare an internship report on "Customer Satisfaction Level: A Study On Dutch Bangla Bank Limited, Uttara Branch". In this report I have analyzed to which extent customers are satisfied with the products and services of DBBL. As I am assigned to do my internship in general banking sector so I focused on four significant departments of DBBL general banking sector on which I worked, those are: ATM service, deposit plus scheme (DPS), mobile banking and customer care service. To make the report informative and representative, I have surveyed 30 customers of DBBL Uttara branch. Based on their opinion, I interpreted the data and tried to figure out the actual satisfaction level of customers of DBBL regarding those specific departments. After analyzing the data I found, even though customers have several complaints against the service quality of DBBL like ATM booths problem, employee shortage problem, understanding problem about the instruction of mobile banking, long waiting in the queue but they are fairly satisfied with the products and service of DBBL. Considering the benefits provided by other commercial banks in Bangladesh, customers has stated that DBBL is providing them good benefits and services also and they are quite satisfied with it. As the sample size is small so there might be some lacking in information of the report but still it may be representative & informative one for further study. This report also contains information of the organization itself, products and services of the bank, my duties and responsibilities there as an intern and my observation and finally some recommendations that I gave regarding the improvement of the service quality to satisfy their valuable customers.



Chapter One: Overview of the Report

1.1 Introduction

Customers are one of the most important factors for an organization. To be successful, organizations must focus on the customers' needs and wants. Through fulfilling customers' demands and satisfying them, a company can achieve their goal easily. Because when a customer is satisfied with the products and services of an organization, he/she becomes loyal to the company's product and that leads him to repurchase it. But satisfying customers and creating long term relationship with them is very critical task. In this high competition based world, every company competes with each other by offering new and innovative products and services according to the customer's demand and customers also switch to that brand from which they get more benefits. In this situation, every company should be very conscious to satisfy the customers for the company's overall success.

The banking sector of Bangladesh is becoming competitive day by day; new banks are opening, existing banks are trying to add innovative products in its product line and make their services more efficient, new technologies are coming for convenient banking. Among all of the banks operating in Bangladesh, Dutch Bangla Bank Limited is one of the prominent commercial banks of Bangladesh. The bank has started its journey on June 3, 1996 and within 16 years it has brought a revolutionary change in the banking sector. The bank always gives priority to their customer's demands and focuses on customers' satisfaction. For this reason, time to time they add new products & services, add new technologies & update their software and employs qualified & trained employees to serve customers properly. DBBL grew its reputation through CSR activities and now they are one of the largest donors in Bangladesh. The bank has currently 111 branches, 1,940 ATM booths and 153 fast tracks all over Bangladesh.

1.2 Objectives

Primary objective

The primary objective of this report is to find out the customer satisfaction level of Dutch Bangla Bank Limited, Uttara branch. To evaluate customers' satisfaction level, four hypotheses are chosen. Hypotheses are:

1. Hypothesis One: Customers are satisfied with the ATM card service of DBBL.
2. Hypothesis Two: Customers are satisfied with the DPS service of DBBL.
3. Hypothesis Three: Customers are satisfied with the mobile banking system of DBBL.

4. Hypothesis Four: Customer care department is efficient enough to solve different queries of the clients within shortest possible time.

Secondary objectives

Besides the primary objectives, secondary objectives are as follows:

1. To find out the common reasons of using ATM cards, types of problems customers' faces and satisfaction level with DBBL ATM card service.
2. To learn the reasons behind opening DPS account at DBBL and customers satisfaction level on it.
3. To observe the awareness of the customers about the mobile banking service of DBBL.
4. To find out the overall situation of customer service department of DBBL, Uttara branch.

1.3 Methodology

To prepare this report, both the primary and secondary data have been used. For primary data, six employees of DBBL, Uttara branch were interviewed. The information of ATM card service was taken from one officer, information about FDR and DPS was collected from another two personnel, the information about mobile banking service was taken from a senior officer and from two probationary officers, the information about customer service division was taken. A survey was also taken on randomly chosen 30 customers to know about their opinion about the customer care services of DBBL and their satisfaction level on it. Among the 30 customers, eighteen of them were male and the rest were female. MCQ type questionnaire was given to them to fill up. The MCQ's were developed from personal experience as I have worked on the related departments on which I surveyed. As secondary data, information were collected from DBBL website, DBBL annual report of 2011, different journals; articles on customer satisfaction, websites, and marketing research book named Marketing Research, An Applied Orientation (5th edition).

The questionnaire of the survey was divided into four parts like: ATM card, DPS, mobile banking and customer service. In ATM card part there are six questions and the question patterns are like why they use ATM card, which types of problems customer faces at the time of using ATM cards, how much they are satisfied with the services and facilities of ATM cards of DBBL and so on. In DPS section four questions are included and the questions

patterns are like why they prefer to open DPS account at DBBL, how satisfied with this service, how likely will they recommend others to open DPS account at DBBL etc. There are five questions attached with mobile banking part to the questionnaire and the question types are like how clear the instruction of mobile banking to the users, which kind of problems they faces at the time of using mobile account, how satisfied they are with this service etc. Last of all, four questions were prepared for customers service division and the questions are like for which kinds of problems they go to customers service department, how much they need to wait to get solution of their problems and their opinion to improve the service of customer care department.

To analyze the customers' satisfaction level, four hypotheses were prepared. For justifying hypothesis one which is "Customers are satisfied with the ATM card service of DBBL"; percentage table, bar diagram and pie chart was developed. Through these it is analyzed that how much customers are satisfied or dissatisfied with the ATM card service of DBBL. For verifying hypothesis two which is "Customers are satisfied with the DPS service of DBBL"; several questions and bar diagram, pie chart and table was prepared to analyze the customers' opinion. To verify hypothesis three "Customers are satisfied with the mobile banking system of DBBL"; survey was taken on customers opinion about this new banking process and analysis was done on the basis of their opinion through pie chart, table and bar diagram. To justify hypothesis four that is "Customer care department is efficient enough to solve different queries of the clients within shortest possible time"; percentage table, bar diagram and pie chart was developed. Through these, it is analyzed that how much customers are satisfied or dissatisfied with the service of customer care department and their suggestions to improve the quality of customer care service.

1.4 Scope

This report will be helpful to those people who intend to prepare further researches on the banking industry of Bangladesh in future. From this report they can gather knowledge about the products and services offered by DBBL, tools uses for satisfy their customers, customers' satisfaction level on ATM service, DPS service, mobile banking service and customer care service of DBBL and so on. As the preparing time of this report was short and I didn't visited all the departments of the bank so there may be some lacking on information about the services provided by DBBL.

1.5 Limitations

Problems that occurred in the time of preparing this report are:

- I have only worked some division of general banking sector of DBBL, Uttara branch.
- Officials of DBBL haven't disclosed some information as those are highly confidential to be disclosed.
- Sample size is too small to figure out the real picture of customer satisfaction.
- Some of the customers were hesitating and weren't interested to fill up the survey form.
- As the internship time is only 3 months so I haven't got the opportunity to collect broad idea about the banking sector of Bangladesh.



Chapter Two: Overview of Dutch-Bangla Bank Ltd.

2.1 Company background

Dutch Bangla Bank Limited (DBBL) is the first joint venture commercial bank of Bangladesh. DBBL was formed under the Bank Companies' Act, 1991 and incorporated as a public limited company under the Company Act, 1994. The bank has started its official operation from June 3, 1996. The bank was the outcome of an effort by local shareholders lead by M Sahabuddin Ahmed (founder chairman) and the Netherlands development finance company (FMO). DBBL is listed with the Dhaka stock exchange and Chittagong stock exchange from the year 2001.

DBBL has started its rapid growth from the year of 2000. DBBL always gives priority to their customers and try to provide them best banking experience. For this reason they offer one-stop counter service to clients covering: Consumer Banking, Commercial Banking (Deposit Accounts), Travelers Cheque, Foreign & local Remittances, Financial Services, Corporate Banking, Asset & liability management, Liquidity & capital resources management, information technology etc. DBBL is the one of the fastest growing online banks in private sector. The rapid emergence of DBBL is an important event in the banking history of Bangladesh.

The bank achieved its reputation through corporate-social works. DBBL is one of the highest corporate donors of Bangladesh and highest contributor in CSR activities among the banks in Bangladesh. DBBL is the first Bangladeshi bank that started to use automated banking system from the year of 2003 and to establish this system the bank has spent more than 2 billion taka.

Over the years, Dutch Bangla Bank Limited playing an important role on Bangladesh's financial sector and built itself as one of the pillars of Bangladesh's economic zone. The bank has strong network throughout the whole country with 111 branches, 1940 ATM booths and 153 first tracks.

2.2 Mission

Dutch Bangla Bank engineer enterprise and creativity in business and industry with a commitment to social cause. "Profits alone" do not hold a central focus in the bank's operation; because "man does not live by bread and butter alone".

2.3 Vision

Dutch Bangla Bank dreams of better Bangladesh, where arts and letters, sports and athletics, music and entertainment, science and education, health and hygiene, clean and pollution free

environment and above all a society based on morality and ethics make all our lives worth living. DBBL's essence and ethos rest on a cosmos of creativity and the marvel-magic of a charmed life that abounds with spirit of life and adventures that contributes towards human development.

2.4. Core objectives

Dutch Bangla Bank believes in its uncompromising commitment to fulfill its customer needs & satisfaction and to become their first choice in banking. Taking cue from its pool of esteemed clientele, Dutch Bangla Bank intends to pave the way for a new era in banking that upholds and epitomizes its vaunted marquees “**your trusted partner**”.

2.5 DBBL at a glance ¹

Name	Dutch Bangla Bank Limited (DBBL)
Year of establishment	1996
Head office	Sena Kalyan Bhaban (4 th floor) ,195, Motijheel C/A, Dhaka-1100
Paid up capital	2,000 Million
No. of securities	20,00,00,000
Total deposit	1,00,711 million
Total profit	2,154.9 million
Earnings per share	10.77 BDT
Reserve and surplus	6,619 million
Number of branches	111
Number of ATM booths	1,940
Number of First tracks	153
Significant Achievements	Mobile money award 2011, eAsia award 2011,best private initiative 2011

Table 1

¹ The Information are taken from DBBL annual report, 2011

2.6 Organizational structure of DBBL

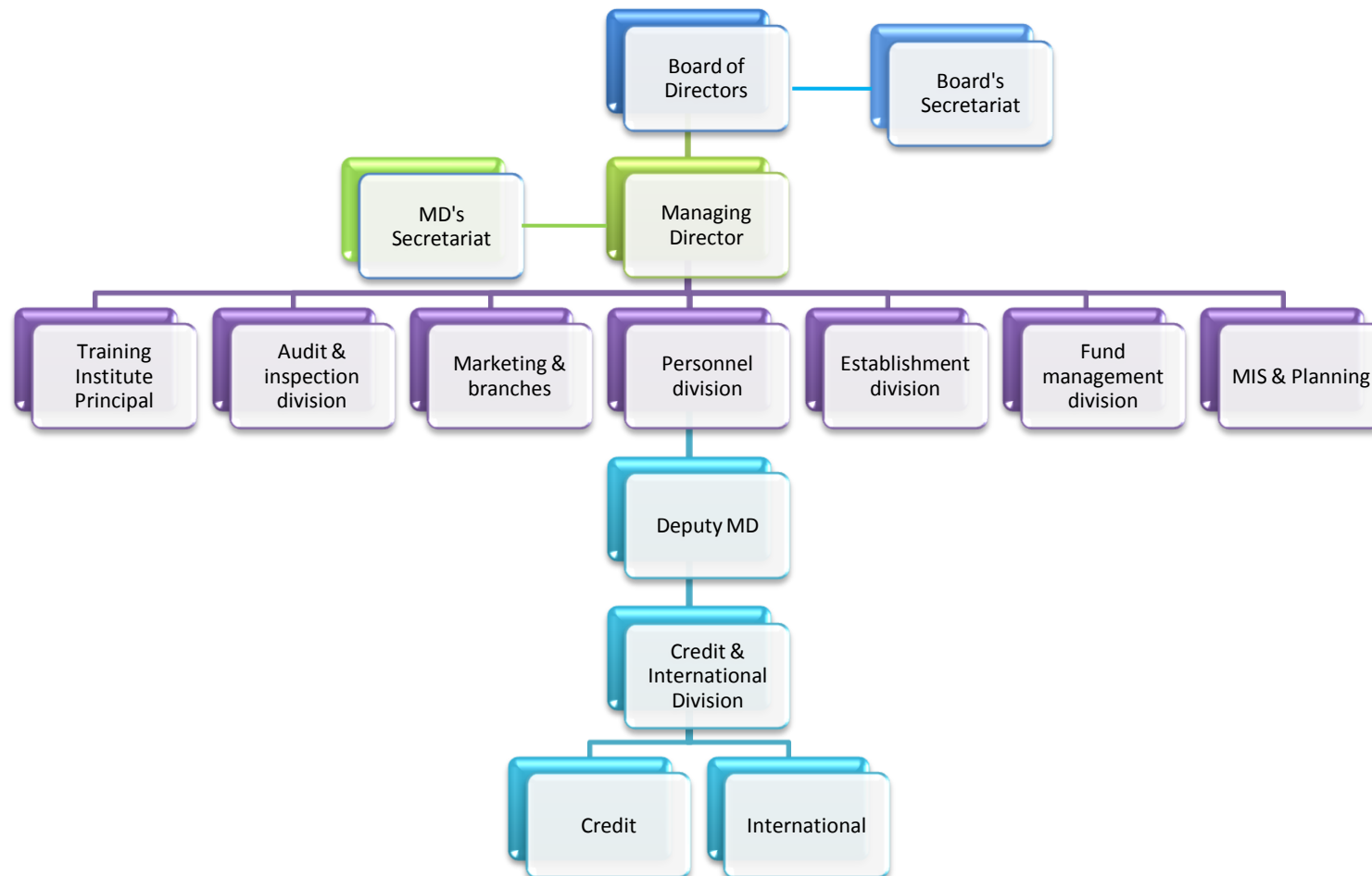


Figure 1

2.7 Products and Services of DBBL

DBBL is a customer centric bank and it is really crucial to satisfy customers demand to achieve success in business. DBBL always gives priority to their clients and offer customers wide range of services to satisfy them and make their banking experience more enjoyable.

2.7.1 Consumer banking products

Dutch Bangla bank limited offers different types of services for their clients. Such as:

SME banking

DBBL provides loans to small and medium entrepreneurs like Wholesalers, Manufacturers, Assemblers and Retailers of machinery, Handicrafts, catering, printing industry and so on. The maximum amount of loan they provide is taka 5, 00,000.

Internet banking

DBBL provides internet banking services to their customers for making their banking easy and hassle free. To login into bank account from home, customer needs a PIN number given by the DBBL. Through internet banking customers can access their account details and can view the amount of current, saving & term deposit and loan account with current balance remaining.

Western union money transfer

Western union financial services Inc. is the reliable money transfer company throughout the world. Its head office is situated at U.S.A. Western union has earned worldwide reputation for transferring money from one country to another country within shortest possible time based on electronic technology. On 14th February 2006, DBBL has set up a representative agreement with western union financial services Inc. for sending money to friends and family worldwide. With the help of western union money transfer service it become easy for Bangladeshi wage earners to receive and send money to more than 2,25,000 western union agents located in over 197 countries globally only by visiting any branch of DBBL. By this way, the Bangladeshi citizens living abroad are sending remittance through Western union agent there and within few minutes his desired nominee in Bangladesh can withdraw it from any DBBL branch.

Listed below are some agents of Western union in different countries:

Name of the Exchange Companies and Banks

Country	Name of the Exchange company/Banks
USE	Al Ahalia Money Exchange Bureau. UAE Exchange Centre L.L.C.
Kuwait	Kuwait Asian International Exchange Co. Al-Moosa Exchange Company Dollarco Exchange Co., Kuwait
Italy	Unicredito Italiano S.P.A.
Bahrain	Dalil Exchange
Qatar	Doha Bank
Canada	East Bengal Exchange Inc.
USA	Western Union Financial Services Inc. Janata Express Corp., NY, USA

Table 2

ATM card services

DBBL is the market leader of ATM card service. They have 1,940 ATM booths and 153 first tracks throughout the country. They offer different types of ATM cards to its customers:

Debit card	Credit card	Virtual card
i. Nexus card	i. Master credit card	
ii. Master card debit	ii. Visa credit card	
iii. Visa electron debit		

Table 3

Bill payment service

Customers of DBBL can pay their electricity bill, gas bill, phone/mobile bills, internet bill (Qubee & Banglalion) and other utility bills through the cheque of DBBL.

Treasury

By operating SWIFT network and subscribing Reuters's terminal, DBBL is well set for treasury operation. They have also enough man power for efficient dealing.

DBBL's treasury quotes competitive exchange rate for major currencies:

- Spot Sale/Purchase
- Forward Sale/Purchase
- Money market Interbank & Corporate
- SWAPS

Locker services

DBBL also offer locker service to their clients. By giving specific amount of charge for a locker, one can maintain his own locker and can keep his important things securely.

SMS service

SMS alert service of DBBL is very helpful for the customers. Through this service customers receive messages when their account is debited or credited. So they are always updated with their account balance.

Mobile Banking

In Bangladesh, mobile banking service is first introduced by DBBL on May 31, 2011. Through mobile banking service customers can do banking activities without going to bank. In all over Bangladesh there are many DBBL mobile banking agent. It is secure way to do transaction because no one can deposit or withdraw money without that particular mobile number with check digit and pin number of the account holder.

Products and services of mobile banking:

- Cash-in
- Cash-out
- Foreign remittance transfer
- Salary disbursement
- Balance inquiry

- Statement inquiry
- Withdrawal from ATM

2.7.2 Types of Deposit accounts

There are different types of deposit accounts with different types of terms and conditions in DBBL to cater various customer demands. Customers can open their accounts according to their choice and requirements.

Savings account

Savings account is an account where customers can deposit their money and get interest on the deposit. To open any kind of deposit account at DBBL things those are needed:

- 2 copy passport size photo of the person who want to open an account
- Photocopy of National ID card/ driving license/ birth certificate (any one)
- 1 copy passport size photo of nominee

The features and benefits of savings account of DBBL are:

- To open an account only 500 taka is needed
- Account holder can deposit and withdraw money at any time they want
- DBBL pays 4% interest
- MICR cheque book is given
- Instant debit card is given to the account holder when he opens the account
- Any branch banking facility
- Minimum service charge
- Interest is payable on half yearly basis

Current account

Current account is an account where there is no restriction on number of transaction daily and no limit on withdrawal also. This account mainly opened by the businessmen who have regular transitions with banks. DBBL didn't provide any interest for this account.

The features and benefits of current account of DBBL are:

- Only 2,000 taka is needed to open an current account
- There is no restriction on deposit and withdrawal money

- Personalized MICR cheque is given
- Any branch banking facility
- Once in a year bank provides charge free statement to the account holder.

Salary account

This is a special package of savings account launched by DBBL only for those company's employees with whom DBBL has a corporate agreement.

The features and benefits of salary account of DBBL are:

- Account holder can withdraw full amount of money from his account
- Minimum service charge is taken
- Personalized MICR cheque is given
- Instant debit card is given to the account holder when he opens the account

Student account

This account is especially launched for the students whose savings opportunity is very limited for example: Taka 500-10,000 monthly.

The features and benefits of student account of DBBL are:

- To open an account only 500 taka is needed
- Instant debit card is given to the account holder when he open the account
- Yearly charge of debit card is not taken
- No cheque book is given to the account holder
- DBBL pays 3.50% interest on the deposit

Deposit plus scheme account (DPS)

DBBL offer DPS to those people who want to save a specific amount of money from their monthly income. Every month account holders deposit a specific amount of money which he initially chooses while opening the DPS account and after maturity of DPS, the bank will pay the principal amount along with the interest to the accountholder or the nominee.

Monthly payment and benefit table (before tax)

EMI/ Tenure	3 years	5 years	8 years	10 years
500	21,234	39,577	75,392	1,06,329
1,000	42,469	79,155	1,50,784	2,12,659
1,500	63,703	1,18,733	2,26,176	3,18,989
2,000	84,938	1,58,311	3,01,568	4,25,318
2,500	1,06,173	1,97,888	3,76,960	5,31,648
3,000	1,27,407	2,37,466	4,52,353	6,37,978
4,000	1,69,877	3,16,622	6,03,137	8,50,637
5,000	2,12,346	3,95,777	7,53,921	10,63,297
10,000	4,24,693	7,91,555	15,07,843	21,26,594
15,000	6,37,039	11,87,332	22,61,765	31,89,891
30,000	12,74,079	23,74,665	45,23,531	63,79,783
50,000	21,23,465	39,57,775	75,39,219	1,06,32,972

Table 4

The features and benefits of DPS account of DBBL are:

- A customer can open maximum 5 DPS account in support of one Current/savings account.
- A customer can open DPS account with minimum 500 taka and maximum 50000 taka.
- DBBL pays 10.50 % interest (average).
- No cheque book is given to the account holder.
- The amount initially chosen by the account holder at the time of opening account and cannot be changed later.

DBBL Children Education Savings Scheme (CHESS account)

DBBL offer CHESS account for the parents so that they can continue their children education cost easily.

The features and benefits of CHESS account of DBBL are:

- Only individual customers having children can open this account.
- A person cannot open more than two CHESS account.

- Only the account holder's children can be nominated.
- Monthly deposit starts from taka 500 to taka 50,000.
- The amount initially chosen by the account holder at the time of opening account cannot be changed afterwards.

Monthly payment and benefit table (before tax)

EMI/Tenure	3 years	5 years	8 years	10 years
500	21,406	40,123	77,132	1,09,493
1,000	42,812	80,247	1,54,265	2,18,987
1,500	64,218	1,20,370	2,31,398	3,28,480
2,000	85,624	1,60,493	3,08,530	4,37,974
2,500	1,07,030	2,00,617	3,85,663	5,47,468
3,000	1,28,436	2,40,740	4,62,796	6,56,961
4,000	1,71,248	3,20,987	6,17,061	8,75,949
5,000	2,14,060	4,01,234	7,71,326	10,94,936
10,000	4,28,120	8,02,469	15,42,653	21,89,872
15,000	6,42,180	12,03,704	23,13,980	32,84,809
30,000	12,84,360	24,07,409	46,27,960	65,69,618
50,000	21,40,600	40,12,349	77,13,266	1,09,49,364

Table 5

Fixed Deposit Receipts (FDR)

DBBL offers customers to open account with a fixed amount of money for fixed period at a fixed rate of interest. Under FDR account money can be deposited for 1 month, 3 months, 6 months, 1 year or more than that. If the account holder withdraws deposited money before maturity then they don't get the interest for the FDR.

The features and benefits of FDR account of DBBL are:

- A high interest rate is given to the FDR account holder. For one month the interest rate is 11% and for 3/6/12 months and so on they give 12.50% interest.
- The account holders get loan facility against FDR account.
- Automatic renewal facility at maturity.

Millionaire Deposit Scheme (MDS)

Millionaire Deposit Scheme (MDS) account is a time specified monthly deposit scheme for clients where the deposited money will become millions on maturity.

The features and benefits of MDS account of are:

- Individual customer can open maximum 3 MDS accounts.
- Customers should open a parallel saving account/current account through which installment will be paid.
- The minimum monthly deposit will be 4,718 taka.
- Initial deposit account and tenure chosen by the account holder at the time of opening account and it cannot be changed after wards.

Monthly payment and benefit table (before tax)

EMI/tenure	3 years	4 years	5 years	6 years	7 years	8 years	9 years	10 years
	23,719	16,821	12,713	9,999	8,082	6,662	5,574	4,718

Table 6

Foreign currency deposit

DBBL offers foreign currency account to some specific categories of customers' like- Bangladeshi nationals living abroad, foreign nationals living in Bangladesh, foreign firms registered abroad and operating in Bangladesh or abroad, and foreign missions and their expatriate employees in Bangladesh.

The features and benefits of foreign currency account of DBBL are:

- DBBL pays interest on such accounts basis on the amount of money they maintain in the account.
- Account holder can operate the account by himself or nominate any persons in Bangladesh for this purpose.

2.7.3 Loans and Advances

DBBL offers a wide range of loans for its clients. For example:

- Loan against Trust Receipt

- Consumer Credit Scheme
- Loan against Accepted Bill
- Industrial Term Loan
- Agricultural Term Loan
- Lease Finance
- Loan against FDR
- FMO Local currency Loan for SME
- FMO Foreign currency Loan
- Small Shop Financing Scheme

Life line

To sustain in the highly competitive world DBBL has launched life line products. It is a complete series of personal loan scheme which is essential for individual and family life. DBBL consider this product line in the following way.

“A complete series of personal credit facilities to add more color in every step of your life”

DBBL has divided the life line products into two parts. They are clean credit lines and secured credit lines.

Clean credit lines:

For this type of loan no cash security or personal guarantee is needed.

- Health line: health line loan is given for hospitalization and emergency medical needs or to buy body fitness equipment.
- Education line: this loan is given to students for higher education purpose like tuition fees, other educational purposes etc.
- Professionals’ line: provide this loan to purchase professional equipment or office renovation.
- Marriage line: marriage line loan is provided to meet marriage expenses or to budget for marriage.
- Travel line: travel line loan is given for family trip or honeymoon trip in abroad or in the country.
- Festival line: festival line is designed for enjoying the festival period and holidays.

- Dreams comes true line: this credit line is provided to those people who want to purchase TV, Fridge, Furniture, Home Theatre, Motor Cycle, AC etc or to decorate own Home/Car.
- General line: any other legitimate purposes which do not fall under the above specific lines.

Secured credit lines:

- Auto line: auto loan is given to purchase new and reconditioned vehicles for personal use only.
- Home line: this loan is given to those who want to buy a new flat, renovate house, refinance of an own availed flat.
- Full secured line: loans for any valid purposes of individuals.
- DBBL foreign education line: this loan is given to help those students who want to study abroad.

2.7.4 Foreign trade

Foreign remittance

Dutch Bangla Bank Limited provides excellent service for collection of remittance with the help of first class correspondents and trained personnel. By introducing on-line banking service and by becoming a SWIFT Alliance Access Member, DBBL has empowered its branches to send and receive payment directly that helps provide premium services.

Remittance services provided by DBBL are:

- Inward Remittance: Draft, TT
- Outward Remittance: FDD, TT, TC, and Cash (FC)

Import Finance

DBBL helps importer to import products in such way:

- Open import L/C for importers
- Provides short term and medium term loans for installation of imported machineries
- Payment against document
-

Export finance

DBBL helps exporters to export their products in two ways:

1. Pre-shipment finance
 - Opening back to back L/C
 - Export cash credit
2. Post -shipment finance
 - Foreign/documentary bills purchase
 - Export credit guarantee
 - Finance against cash incentives

2.8 CSR activities

Dutch Bangla Bank gives much focus on its CSR activities. This bank is the pioneer of doing CSR activities in banking sector and maintains the leading position for doing such novel works. DBBL providing support and resources for the following activities:

- DBBL spend annually 102 crore taka for giving scholarship to those meritorious students who didn't have the ability to continue their education because of poverty or suffer from any physical disability. The scholarships are available for the different level of education like: H.S.C, M.Phil, PhD, and post doctoral.
- From 2003 to 2011 DBBL has spent 43.7 million taka for cleft-lip and cleft-palate operation under 'smile brighter' program.
- DBBL also spend a huge amount of money for cataract operation of underprivileged blind people.
- DBBL also donates money in different non-profitable health organizations.
- DBBL always stands beside those people who are affected by natural calamities like flood, tornado, river erosion, land slide by provides money, foods, clothes, medicine etc.
- DBBL has donated Ganga-Jamuna Communication Limited 10, 50,000 taka which played an important role for constructive change of the people of our country.
- In the year of 2011 DBBL donated 1, 30,000 pieces blankets for helping the distressed cold hit people.
- DBBL also contribute in developing communication and road safety sectors.
- In the year of 2011 DBBL sponsored a Golf tournament named '1st DBBL-BAF Golf Tournament-2011'.

- One of the most valuable CSR activities of DBBL is they contribute for creating awareness on different social issues like:
 - i. One good child is enough, son or daughter
 - ii. Acid violence
 - iii. Drug addiction
 - iv. Importance of tree plantation
 - v. Stop demand for dowry



Chapter Three: Customer Satisfaction

3.1 Literature review

So far research has been conducted on ways to measure and improve customer satisfaction, measuring & ensuring customer satisfaction of Bank clients, tools of customer satisfaction. The reviewed researches to prepare this report are: “Customer Satisfaction across Organizational Units” by Edward C. Malthouse, James L. Oakley, Dawn Iacobucci and Bobby J. Calder; “How to Measure Customer Satisfaction” by Murali Chemuturi; “Customer Satisfaction Measurement in The Private Bank Sector- A study on Greece” by G. Mihelis, E. Grigoroudis, Y. Siskos, Y. Politis and Y. Malandrakis; “Measuring Customer Satisfaction in The Banking Industry” by Dr. Manoj Kumar Dash and D.M. Mahapatra. One thing to noticeable here is all of these researches has been conducted based on foreign organization or banks. Several books have been also published on the topic customer satisfaction like “Handbook of Customer Satisfaction Measurement” by Nigel Hill, “Ensuring customer satisfaction” by Tim Brooks etc. The only research conducted on Bangladesh about customer satisfaction is “Customer Satisfaction Measurement for The State-Owned Banks in the Developing Countries – The Case of Bangladesh” by Muhammad Saifuddin Khondaker and Monir Zaman Mir. So there is an opportunity to do a research on Customer satisfaction measurement for the private bank of Bangladesh and as I’ve done internship at DBBL, therefore I have selected “Customer satisfaction level- A study on DBBL, Uttara branch” as internship report topic. One thing I want to mention here, measurement of customer satisfaction level is done at DBBL periodically but that is strictly usable by DBBL’s management. This report is totally independent from DBBL’s internal research on customer satisfaction and loyalty.

The mentioned researches and books have been used to develop clear thoughts about the topic Customer satisfaction and as a guideline to prepare & organize this report.

3.1.1 Customer satisfaction

Customer satisfaction is a business term which is the degree of satisfaction level provided by the goods and services of a company. It is a relative term which varies upon company’s internal and external factors. In brief, customer satisfaction isn’t only determined by company’s products and services but also by competitors’ products and services. For example: if a restaurant tries their level best to serve high quality foods for customers that isn’t enough; they have to serve better quality than competitors to earn highest customer satisfaction. When the organization is able to meet the expectations of customers then the numbers of repeated customers increase. But company’s job doesn’t end at the level of selling the products they also have to be conscious about after sale services if they want influence repurchase decision of customers. Now-a-days market is highly

competitive so if an organization wants to earn customers satisfaction then they have to be totally customer focused and take the strategic decisions on the best interest of customers.

3.1.2 Importance of customers' satisfaction

Customer satisfaction is one of the most important elements of all marketing activities for commercial organization. The significance of customer satisfaction is as follows:

- Satisfying customers is needed to expand the business and gain a higher market share.
- To earn profit customer satisfaction is very important. Because if customers are satisfied with the products of a company they repurchase that product again & again and this will help the company to gain profit.
- Customer satisfaction has a significant effect on employees' salary. Because customers repurchase rates lead to improved profitability of a company which helps to increase employees' salary and bonuses.
- Customer satisfaction also builds a positive image and increases the brand value of the firm.
- Customer satisfaction helps a company to achieve its goal and earn reputation.

3.1.3 Parameters used to measure customers' satisfaction level

Measuring customers' satisfaction is a complex process. It varies depending on the nature and product of the organization. But there are few popular ways to measure it and accuracy of the result depends on the organization because it's the organization who decides the population and sample size and how they will conduct the research. The following methods are widely used for measuring customer satisfaction:

- **Face to face interview:** in this type of interview respondents are interviewed face to face in their home, office or any other places. The interviewer task is to ask the questions and record the responses of the interviewee.
- **Online survey:** Questionnaires are given to the different familiar site and when people visit those sites they get the questionnaire form.
- **Interview over telephone:** On telephone interview process interviewer call people randomly from the telephone book and ask them a series of questions. It is an easy way to gather information rapidly.
- **Questionnaire survey:** Questionnaires are usually paper-and-pencil instruments that the respondent completes which are provided by the interviewer.

- **Drop-Coin system:** A coin is given to customer at the point of service by the employee of the organization and customer is entitled to drop that coin into one of the following boxes:
 - Satisfied
 - Neutral
 - Unsatisfied
- **Trend analysis from company's sales:** Customer satisfaction level can be determined from the increase or decrease trend of sales also. If the sales increase then organization can assume customers are satisfied with the facility and vice versa.
- **Analysis from Customer loyalty & retention rate:** From the brand value, customer satisfaction level can be estimated. Customer brand loyalty is a significant indicator to their satisfaction level.

3.1.4 Tools to ensure customers' satisfaction level

To satisfy the customers, organizations continuously try to improve the quality of products and services. They also check customers' satisfaction level over time by monitoring and surveying. This monitoring and surveying helps organization to understand which factors satisfy customers and which factors creates dissatisfaction on customers mind. Tools that are used to ensure customers satisfaction are:

- **High quality products and services**

Providing quality products is very important to continue business in long run because customers never accept low quality products. According to the market dynamics, a customer expects more values from the product then he actually pays. So organizations have to keep in mind that they meet customer expectation. Moreover, providing better quality helps to create goodwill in market.

- **Delivery of the product and service on time**

Delivery of products and services on time is one of the important tools to satisfy the customers. Organizations try to deliver the ordered products of customers as soon as possible. Because if they delay to provide services to customers, it may create bad impression on customers mind.

- **Information transparency**

It is very important for an organization to provide enough information to their clients about the products and services they offer. They should disclose accurate information to the customers. If they

change any sought of ingredients then they should updated those information for their customers within the shortest possible time.

- **Fair treatment**

Employees should treat every customer fairly. They should not bias with those customers who are their known person or relative. Because if they are biased with some customers then it will create negative attitude on other customers mind.

- **Timeliness**

Customers always want the service in right time. Sometimes it may happen that because of delayed delivery, product becomes obsolete to customer. So organization should have to keep in mind that customer service at right time is crucial factor to earn customer satisfaction.

3.1.5 Importance of measuring customers' satisfaction level

- By measuring customer satisfaction level, organizations can understand customers' preference and take actions.
- When organization identifies the contributing factors of customer satisfaction then they can improvise the satisfaction level more.
- After analyzing the data, organization can understand which features should change and which features should add to attract the customers. So measuring customer satisfaction ensures customer friendly business strategy and product design.
- Through qualitative research, organization can get brief idea about the perception of a customer about a particular product.
- It also gives idea about how to serve the vulnerable customers who are hard to reach.
- Overall measuring customer satisfaction level helps an organization to improvise its business and the improvisation has direct impact on organization's profitability.

3.2 Tools used by DBBL to satisfy their customers

DBBL is a customer focused bank. The management of DBBL strives to give their customers comfortable banking experience by implementing unique and customer friendly policies. Those are:

- **Availability:** DBBL has 111 branches, 1940 ATM booths and 153 first tracks throughout Bangladesh. DBBL has the highest number of ATM booths because they want to ensure the customers banking facility any time anywhere. Moreover, all the ATM booths and fast tracks are open 24 hours a day.
- **Timeliness:** DBBL tries to meet the customer needs within shortest possible time. When any customer come to a branch for any sought of problem like need urgent cheque book or new ATM card, then the customer care employee solve the problem on priority basis.
- **Helpline:** DBBL also facilitates the customers with a dedicated hotline number to assist on any kind of banking related problems.
- **Special service:** It is the policy of DBBL that a client has to take or renew Cheque book & ATM card from that branch in which he opened the account. But it is very often occurring that client migrates from one district to another within Bangladesh. DBBL provides special kind of service for this kind of migrants, under this special consideration; client can withdraw Cheque book or ATM card from the nearest branch he lives.
- **Evening banking facility:** Some of DBBL branches provide evening banking facility. But this kind of facility is only available to busy business areas where customers have transaction needs on evening hours also.
- **Fair treatment:** It is mandatory that for all the employees of DBBL to treat any client in professional manner. Every branch also has a complain box where customers can write about their dissatisfaction about customer service. The complain box is checked weekly by the manager of the branch and proper actions are taken in regard of the complains.
- **Special care:** Foreigners, Women, physically disabled and illiterate customers are treated with extra care.
- **Promotional activities:** They use billboards, advertisements and brochures to aware people about their products and services. Moreover, DBBL spends a large portion of profit in CSR activities.



Chapter Four: Findings & Analysis

To analyze the report topic “Customer satisfaction level: A study on Dutch Bangla Bank Limited, Uttara branch”, four hypotheses are chosen. As I have worked only on general banking so the entire hypotheses are developed on the activities of general banking. The four areas concerned to the hypotheses are,

- DBBL ATM service
- DBBL deposit plus scheme (DPS)
- DBBL mobile banking
- DBBL customer care

I will evaluate customer satisfaction level on each of the mentioned facility and at last I will try to comment on overall satisfaction level based on customer opinion.

As mentioned before, this survey was done by randomly choosing 30 customers. Among them 18 were male and 12 were female.

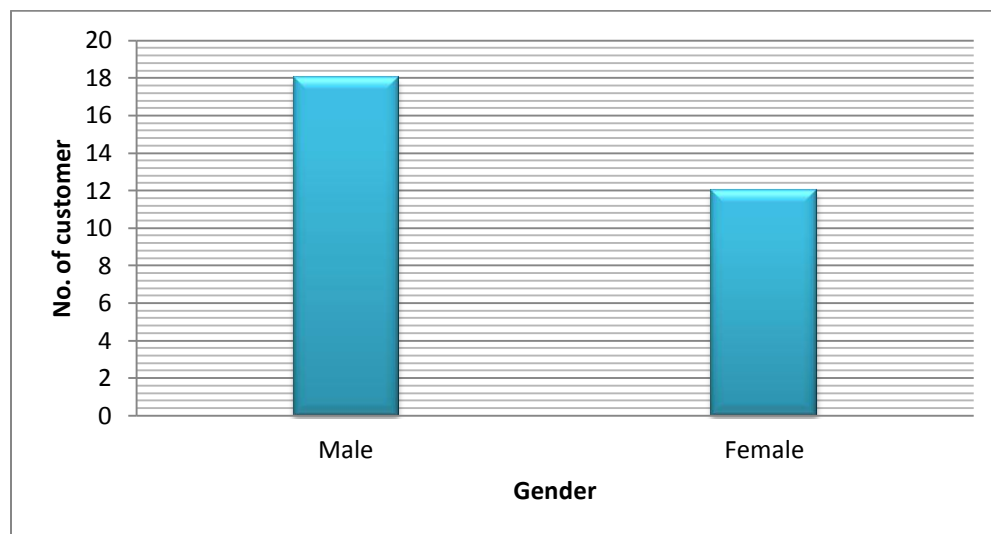


Figure 2

Age distribution of sample was:

Age range	No. of customers	In percentage
21-25	8	27%
26-30	10	33%
31-35	5	17%
36-40	3	10%
More than 40	4	13%

Table 7

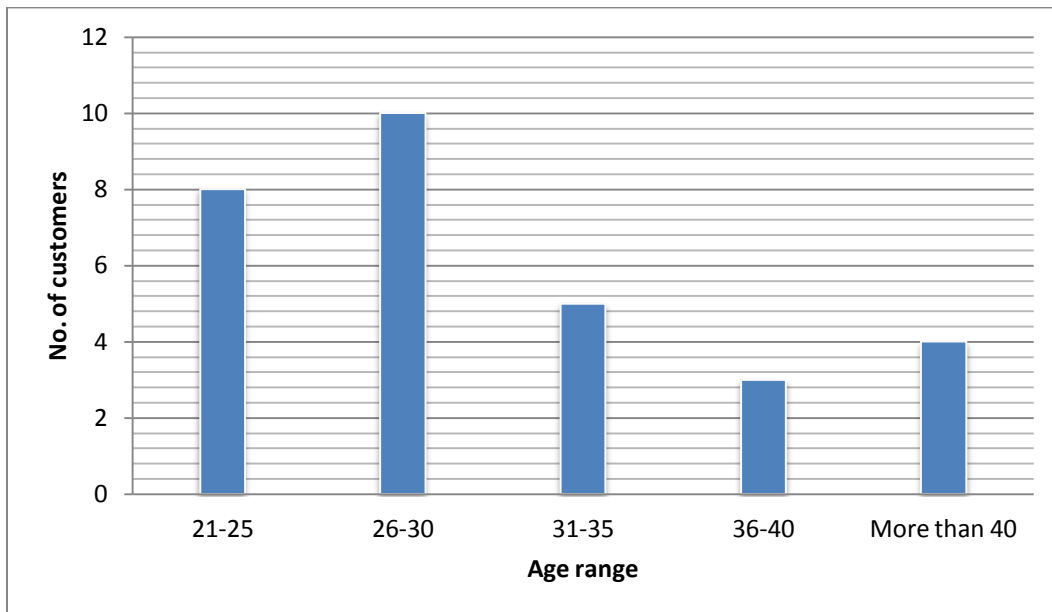


Figure 3

From the sample of 30 respondents, there were 8 respondents whose age range is between 21-25 and their percentage is 27%; 10 respondents whose age range falls between 26-30 and the percentage is 33%; 5 respondents whose age range is between 31- 35 and the percentage is 17%; 3 respondents whose age ranges between 36-40 and the percentage is 10% and there were 4 respondents whose age is above 40 and the percentage is 13%.

4.1 Hypothesis One

“Customers are satisfied with the ATM card service of DBBL.”

To justify this hypothesis and to get interrelated customer opinion, some ATM card related questions were asked to the customers. Presented below are the findings from customer survey and the analysis from their opinion.

Question 1: “What kind of ATM card you use for transaction?”

In response customers has given mixed opinion as given below, but here one thing to mention that customer can use more than one type of card for a single account. The reason for using different kinds of card is making his transaction more convenient.

Card Name	Number of users	In percentage
Nexus Card	18	56%
Master Card	10	32%
Visa Card	3	10%
Virtual Card	1	3%

Table 8

From the table it is found that within the 30 respondents, the user of Nexus card is 18, Master card is 10, visa card is three and virtual card is 1 and the percentage is 56%, 32%, 10% and 3% respectively. As one customer can use more than one card so number of ATM cards used is more than the number of users.

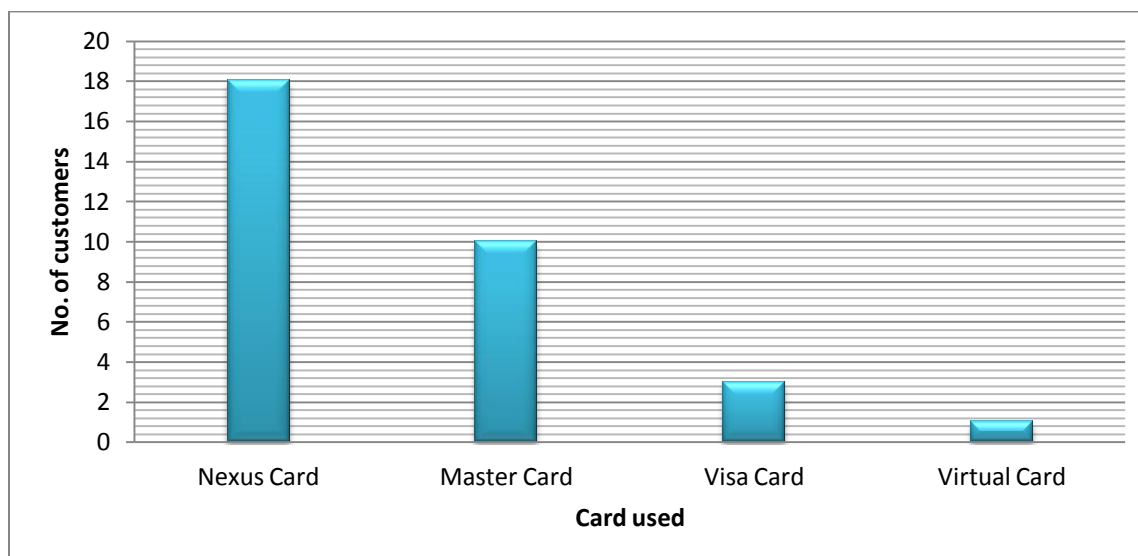


Figure 4

From the bar diagram, we can see that the users of Nexus card is more because DBBL provide a charge free Nexus card to the account holder who newly opens account at DBBL. Customers also use Master and Visa cards for shopping purpose or to punch ATM card on emergency cases from any other banks booth where DBBL's ATM booth is not available. The user of virtual card is very low. Because this card is only used through internet and this card is usually used for pay fees for registration, admission, examination of TOEFL, SAT, ACCA or foreign educational institutions.

Question 2: “Why do you use ATM card mostly?”

To find out the general purpose of using ATM card, this question was asked to the customers and their response summarized in the following table:

Purpose	No. of customers	In percentage
Shopping	5	15%
Everyday use	18	51%
Emergency withdrawal	12	34%
Other reasons	0	0%

Table 9

From the above table it can be seen that, out of 30 respondents 5 respondents use ATM card for shopping purpose, 18 customers use ATM card for everyday use , 12 customers use ATM card for emergency withdrawal and the percentage is correspondingly 15%, 51% and 34%.

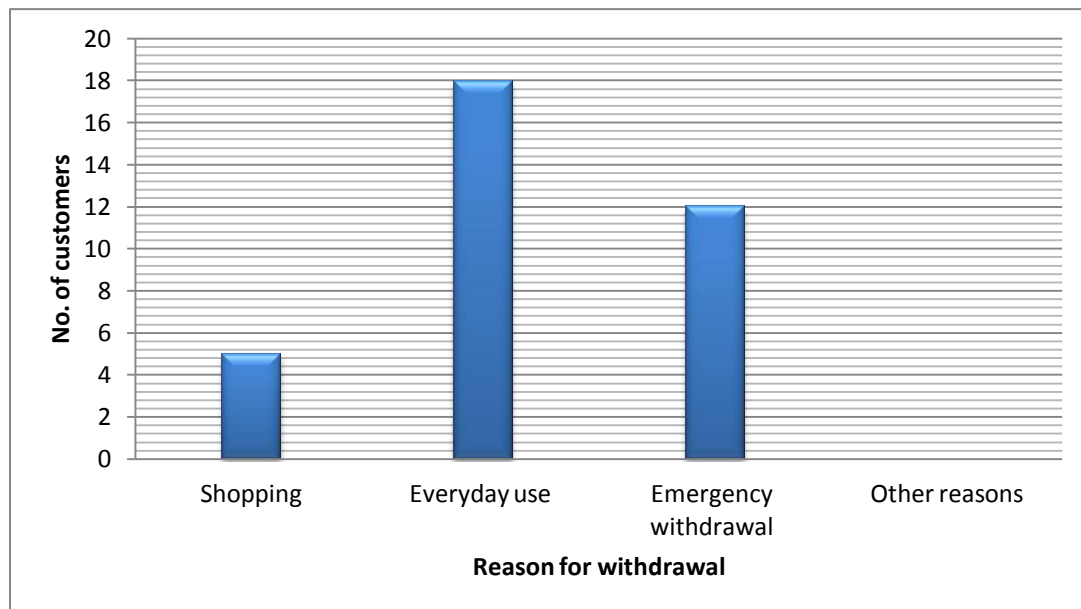


Figure 5

From the above diagram, we can see most of the clients use ATM cards for everyday use followed by emergency withdrawal. Everyday uses include withdrawal of money to meet daily expenses, for pocket money, to pay utility or other bills. Significant number of customers also use ATM card for shopping also. Now a day the uses of ATM card are increases because people feel secure to carry ATM card with them rather than cash.

Question3: “Which kind of problem you face mostly on ATM booth?”

To know whether customers face problems on ATM booths or not and to identify pattern of the problems faced, above question was asked to the customers and the response was:

Problem	No. of customer	In percentage
Captured Money	7	22%
Captured Card	5	16%
Fund not available	14	43%
Others	6	19%

Table 10

From the survey it can be seen that, out of 30 customers 7 customers faced captured money related problem, 5 customers faced captured card related problem, 14 customers' faced fund unavailability problem and rest of the customers face problems like network problem, long queue at ATM booths, power failure and the percentage is respectively 22%, 16%, 43% and 19%.

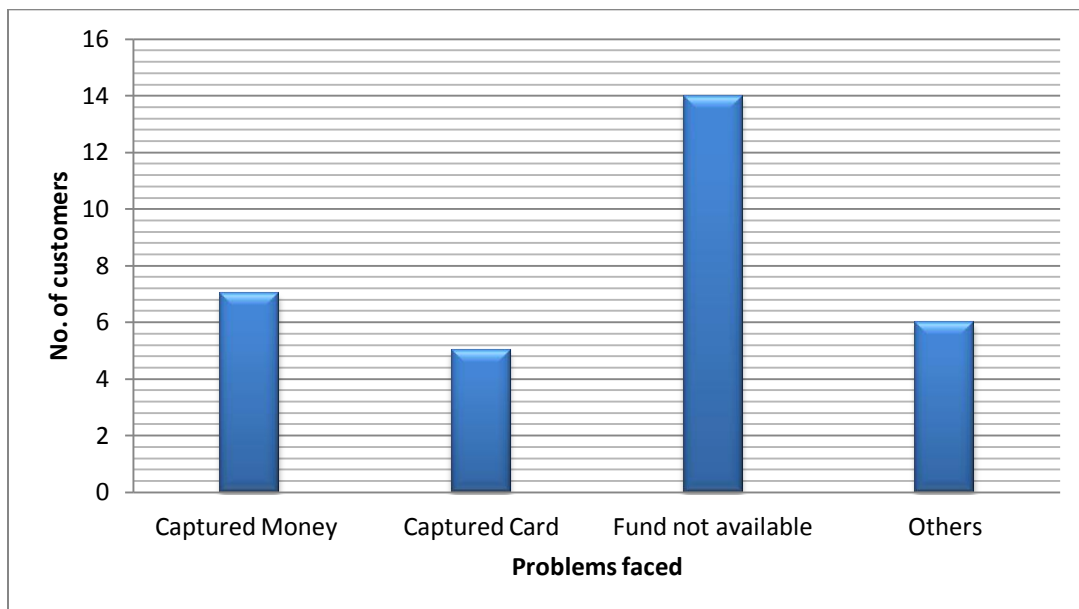


Figure 6

Most of the customers complained that they face ATM booth fund unavailability problem. Significant number of customer also complained sometimes their withdrawn money or card gets captured by the machine and to get the card and money back they need to contact with the branch of the DBBL. Fund unavailability can be caused by lack of maintenance by ATM supervision

authority. While I was at ATM card division I also got many complains that very often customers face this funding related problem. They also faces other problems like: network problem, huge serial, power failure, out of service etc.

Question 4: “According to you, what can be the reason behind these kinds of problem?”

By asking this question, it has been tried to find out what reasons customers think for occur the mentioned problem on ATM booths. And customers’ views were as follows:

Reasons	No. of Customers	In percentage
Lack of fund	4	12%
Lack of maintenance	12	35%
Huge number of customers	15	44%
Others	3	9%

Table 11

Within 30 customers, 4 of them are thought that the problem behind ATM booth is lack of fund and the percentage is 12%, 12 customers thought that the problem behind ATM booth is lack of maintenance and the percentage is 35%, 15 customers thought that the problem behind ATM booth is huge number of customers and the percentage is 44% and rest 3 customers thought that the problem behind ATM booth is electricity problem, manpower problems etc and the percentage is 9%.

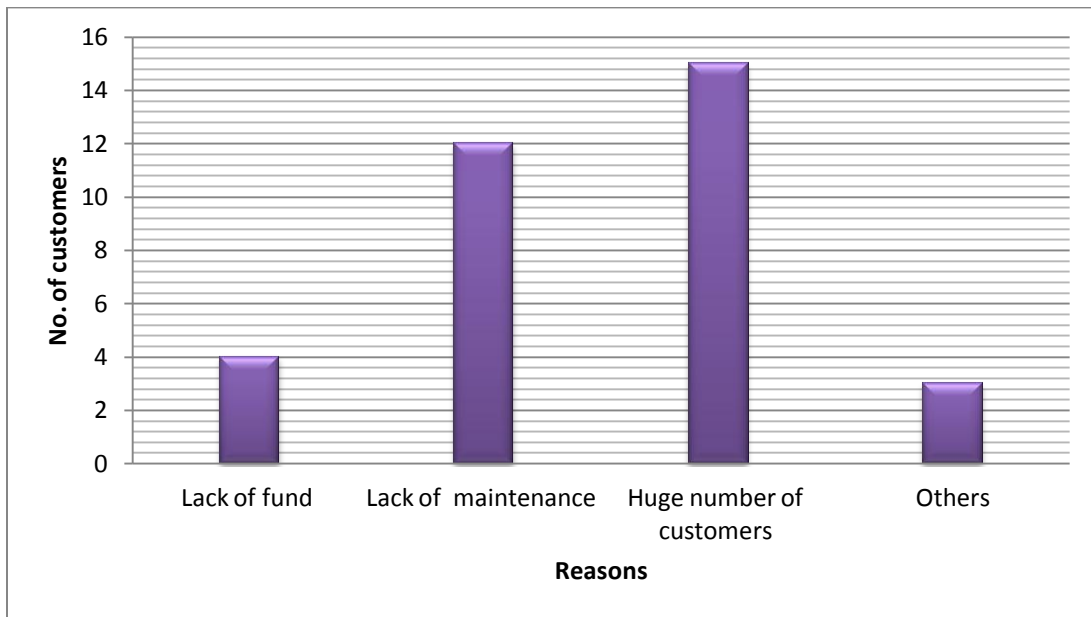


Figure 7

From the bar diagram we can see most of the customers think huge number of customers is the main reason for facing problems on ATM booth followed by lack of maintenance. Huge line of customers in the booth is another problem that they face sometimes. Moreover customers used to complain that very often they find ATM machines out-of-order and authority takes 1-2 days to repair it.

Question 5: “How satisfied you are with the DBBL ATM card charges and costs?”

Customers satisfaction level were as follows,

Satisfaction level	No. of customers	In percentage
Very satisfied	7	23%
Fairly satisfied	10	33%
Neutral	8	26%
Fairly unsatisfied	2	7%
Very unsatisfied	3	11%

Table 12

From the above table it can be seen that, out of 30 respondents 7 are very satisfied with ATM card charges and costs, 10 customers are fairly satisfied with the ATM cards charges and costs, 8 customers are neutral, 2 customers are fairly unsatisfied and 3 customers are very unsatisfied with

the ATM cards charges and costs and the percentage is correspondingly 23%, 33%, 26%, 7% and 11%.

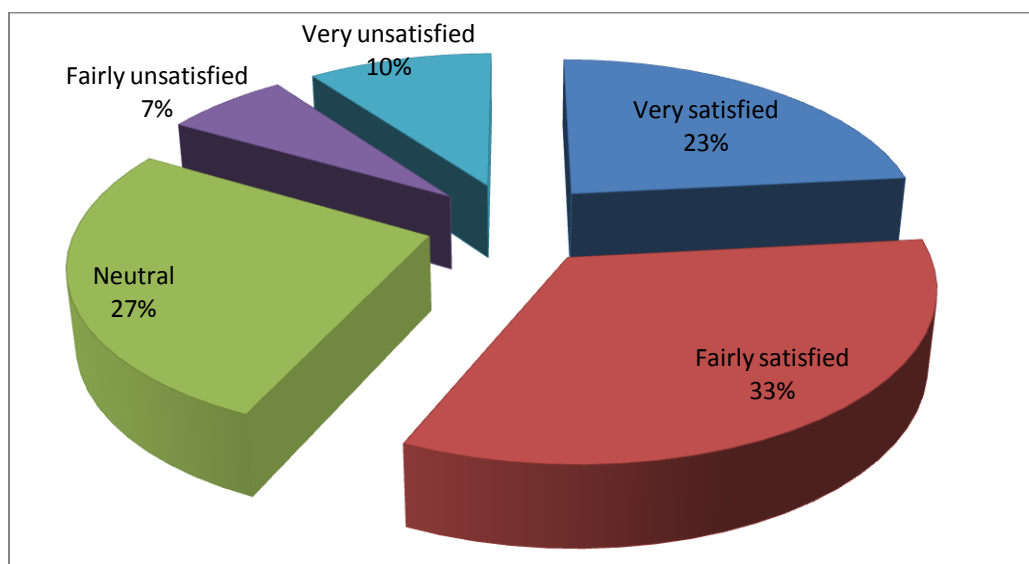


Figure 8

From the pie chart we can see most of the customers are fairly satisfied followed by very satisfied with the DBBL's ATM charges and costs. In the ATM banking sector, DBBL's competitors like BRAC bank and Standard Chartered bank charges higher than DBBL for their ATM service.

Question6: "Please rate your satisfaction level with DBBL ATM card facility."

Clients opinion were as the following in response to this question,

Rating	No. of Clients	In percentage
Very satisfied	5	16%
Fairly satisfied	16	54%
Neutral	3	10%
Fairly unsatisfied	3	10%
Very unsatisfied	3	10%

Table 13

From the above table it can be seen that, out of 30 respondents 5 respondents are very satisfied with ATM card facility, 16 customers are fairly satisfied with the ATM cards facility, 3 customers are

neutral, 3 customers are fairly unsatisfied and 3 customers are very unsatisfied with the ATM cards facility and the percentage is correspondingly 16%, 54%, 10%, 10% and 10%.

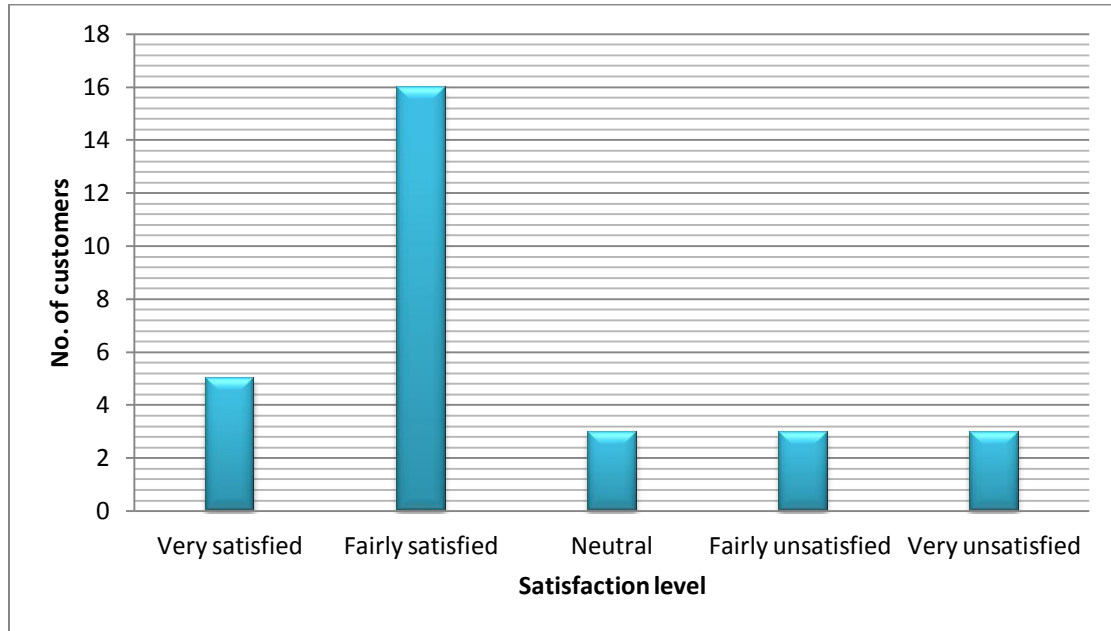


Figure 9

From the above bar diagram, we can see majority of the clients are fairly satisfied with the ATM card facility of DBBL followed by the number of very satisfied clients. Among the sample of 30 clients, more than 60% of the clients are satisfied with it. The possible reasons behind their satisfaction factor can be numerous ATM booths availability countrywide, convenient ATM banking experience, multiple uses of DBBL cards and so on.

Justification of Hypothesis One

From the above findings and analysis, it can say that majority of the DBBL clients are satisfied with the ATM card service. So hypothesis one is true.

If I breakdown the question number six findings as it is directly related to hypothesis one into opinion of male and female customers, then the satisfaction rating will be like the following,

Rating	No. of male clients	No. of female clients	In percentage (Male)	In percentage (Female)
Very satisfied	3	2	16.67%	16.67%
Fairly satisfied	8	8	44.44%	66.67%
Neutral	2	1	11.11%	8.33%

Fairly unsatisfied	3	0	16.67%	0.00%
Very unsatisfied	2	1	11.11%	8.33%

Table 14

From the above table, we can see females are more satisfied with the ATM card service compared to male clients. The reasons can be females find it more convenient to use cards on shopping or daily use rather carrying cash while males don't go shopping too much and they keep some money on wallet for daily use.

4.2 Hypothesis Two

“Customers are satisfied with the DPS service of DBBL”

To justify this hypothesis and to get interrelated customer opinion, some DPS related questions were asked to the randomly chosen customers. Presented below are the findings derived from customer survey and analysis from their given opinion.

Question 7: “Do you have Deposit plus scheme (DPS) in DBBL?”

The opinion of customers on above question was as follows:

Opinion	No. of Customers	In percentage
Yes	20	66%
No	10	34%

Table 15

Above the table it can be found out that, out of 30 customers 20 customers have DPS account at DBBL and 10 customers didn't have DPS account at DBBL and the percentage is respectively 66% and 34%.

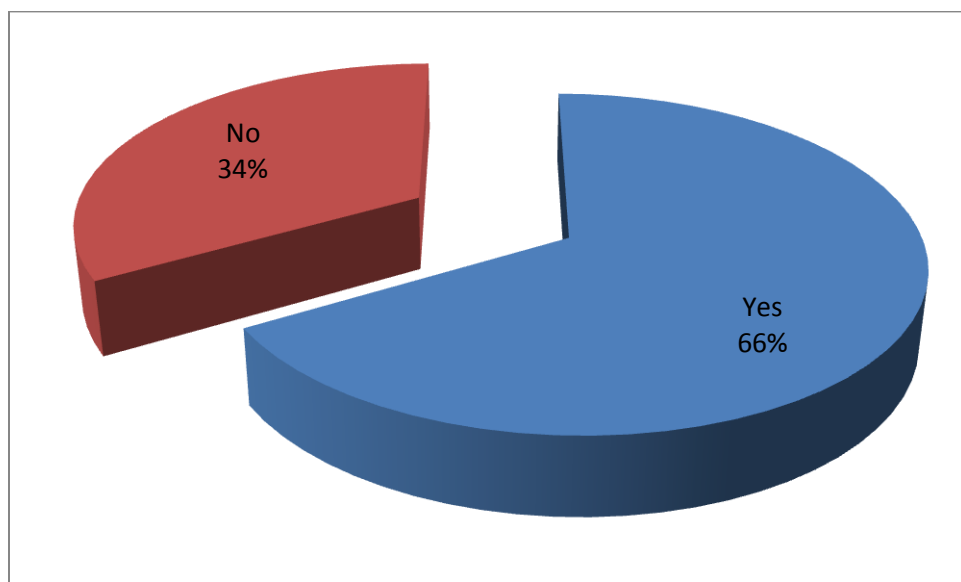


Figure 10

From this survey it can be said DPS is popular among the potential customers and on the next question I will try to find out why DPS is popular.

Question8: “Why you have preferred opening DPS in DBBL over other banks?”

To find out the reason behind opening DPS in DBBL, following question is asked to the customers and their response summarized in the following table:

Reasons	No. of customers	In percentage
Better interest rate	10	50%
Better service facility	5	25%
Already have an account in DBBL	5	25%
Other reasons	0	0.00%

Table 16

From the above chart it can be found out that, within 20 customers 10 of them preferred DPS account at DBBL for better interest rate and the percentage is 50%, 5 customers preferred DPS account at DBBL for better service facility and the percentage is 25%, 5 customers preferred DPS account because they already have an account at DBBL and the percentage is 25%.

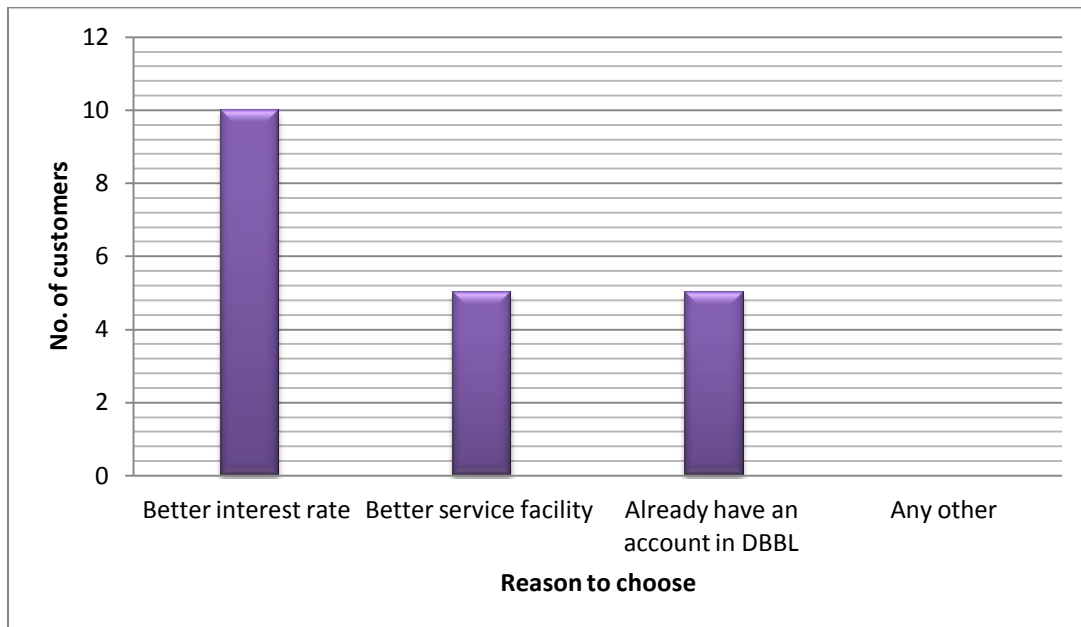


Figure 11

From this above diagram, we can see that most of the customers prefer to open DPS at DBBL for better interest rate compared to other banks. The interest rate of DPS is 10.50% at DBBL. Other customers open DPS for the better service facility like auto transfer of installment amount from saving account to DPS account. Customers who already have saving/current account at DBBL also prefer to open DPS in this bank. DBBL also gives opportunity to open 5 DPS accounts against one saving/current account. So it is convenient to the customers to maintain more than one DPS account in this bank rather maintaining several accounts in multiple banks.

Question 9: “How satisfied you are with the interest rate of DPS?”

To measure customers’ satisfaction level with the bank’s given interest rate, this question is asked to the customers and their opinions were as the following in response to this question:

Rating	No. of Clients	In percentage
Very satisfied	9	45.00%
Fairly satisfied	9	45.00%
Neutral	2	10.00%
Fairly unsatisfied	0	0.00%
Very unsatisfied	0	0.00%

Table 17

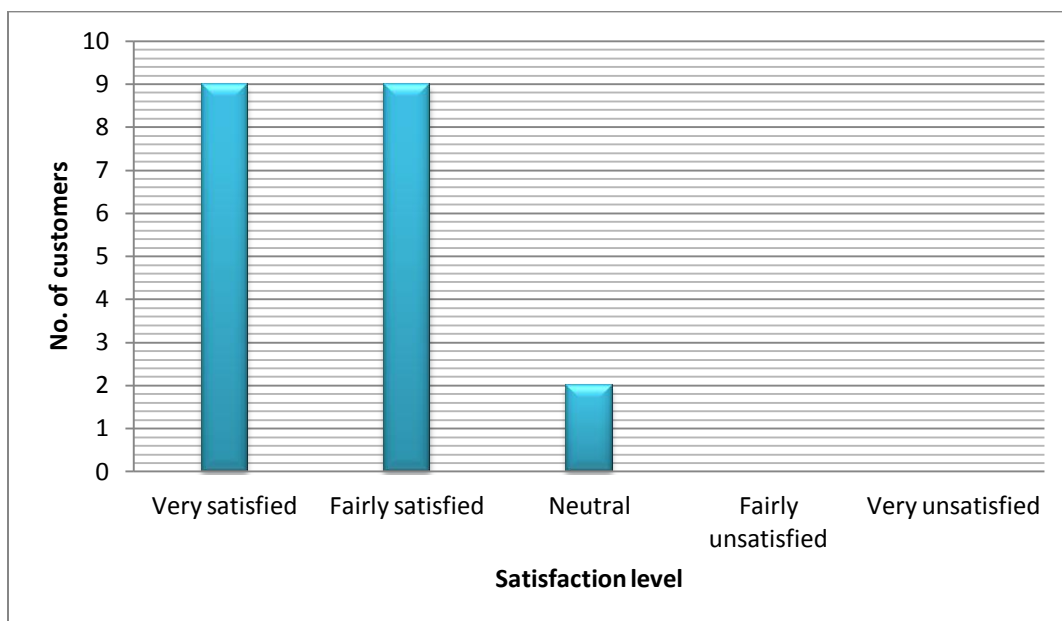


Figure 12

From the above table it can be seen that, out of 20 respondents 9 respondents are very satisfied with interest rate of DPS, 9 customers are fairly satisfied with the interest rate of DPS, 2 customers are neutral and no one is unsatisfied with the interest rate and the percentage is correspondingly 45%, 45%, 10%. The most important thing is that no one is dissatisfied with this service. Most of the respondents said that they are satisfied with DPS service of DBBL for its better interest rate.

Question 10: “How likely would you be to recommend others to open DPS account at DBBL?”

Clients’ opinions were as the following in response to this question:

Opinion	No. of customers	In percentage
Definitely would	11	55.00%
Probably would	8	40.00%
Probably wouldn’t	0	0.00%
Definitely wouldn’t	1	5.00%

Table 18

It can be seen from the findings that, within 20 respondents 11 respondents would definitely recommend others to open DPS account at DBBL, 8 respondents will probably recommend others to open DPS account at DBBL and 1 respondent definitely not recommend others to open DPS at this bank and the percentage is respectively is 55%, 40% and 5%.

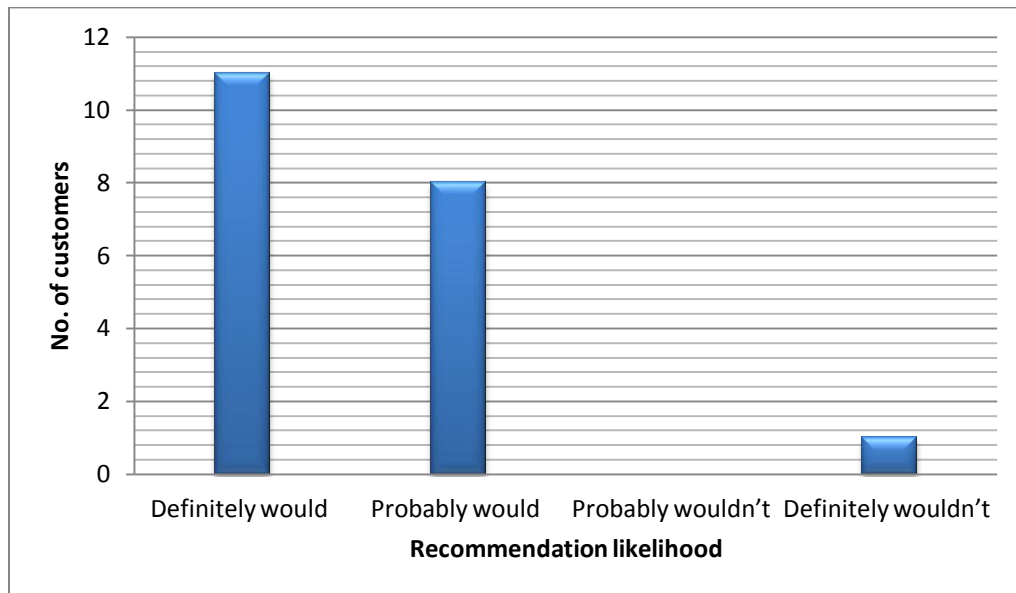


Figure 13

From the above diagram it can be seen that, most of the customers would recommend others to open DPS account to DBBL. Majority of the respondents said that the attractive rate of interest is the main reason behind opening DPS accounts at DBBL. Some customers said that the facility to open 5 DPS account against one saving/current account and auto transfer facility of monthly DPS from saving account to DPS account also influenced them to open DPS account. There are only 5% customers who would never suggest others to open DPS account at DBBL. The reason can be the respondents aren't satisfied with the DPS service of DBBL at all.

Justification of Hypothesis Two

From the above DPS related analysis, it can be said among the customers of DBBL, DPS account is popular and most of them prefer DPS for its better interest rate. Here one thing is important to mention that DBBL very frequently changes interest given on DPS like while I entered here DPS rate was 11% later it was reduced to 10.50%. Actually this DPS rate varies depending on demand and supply of money.

Listed below are some banks DPS rates; one thing you will notice here that each bank have different name for its DPS like account, its only to attract customer but the main principle of DPS accounts is followed by all the mentioned banks :

Bank name	Account name	Interest rate (avg.)
Agrani bank ltd	Monthly deposit scheme	10%
Prime bank ltd	Contributory Savings Scheme	11%
Eastern bank ltd	EBL secure DPS	10.25%
National bank ltd	Monthly deposit scheme	10.25%
Dutch Bangla bank ltd	Deposit Plus Scheme	10.50%

Table 19

From the table you can see DBBL stands as the second highest position in terms of interest rate on DPS and all the other banks interest rate also stands near DBBL's. As mentioned earlier, DBBL's rate was also 11% like Prime bank but they reduced it just on the month of August. If other factors are counted, like DBBL gives opportunity to open 5 DPS against 1 saving/current account, their service quality is good, branches of DBBL are available throughout Bangladesh and most importantly customers are satisfied with the interest rate and most of them are willing to recommend other to open DPS at DBBL; so it can be said hypothesis two is true that customers are satisfied with the DPS service of DBBL.

4.3 Hypothesis Three

“Customers are satisfied with the mobile banking system of DBBL.”

To justify this hypothesis and to identify customer view towards this new banking system, I have asked customers some mobile banking related questions. Presented below are the findings derived from customer survey and my analysis from their given opinion.

Question 11: “Do you have mobile banking account at DBBL?”

To know how many people have mobile banking account at DBBL and to draw an idea about acceptance of this new way of banking, above question was asked to the customers and their response was like:

Opinion	No. of Customers	In percentage
Yes	12	40%
No	18	60%

Table 20

From the table, it can be found that, out of 30 customers 12 customers have mobile banking account at DBBL and 18 customers didn't have any mobile account at DBBL and the percentage is respectively 40% and 60%.

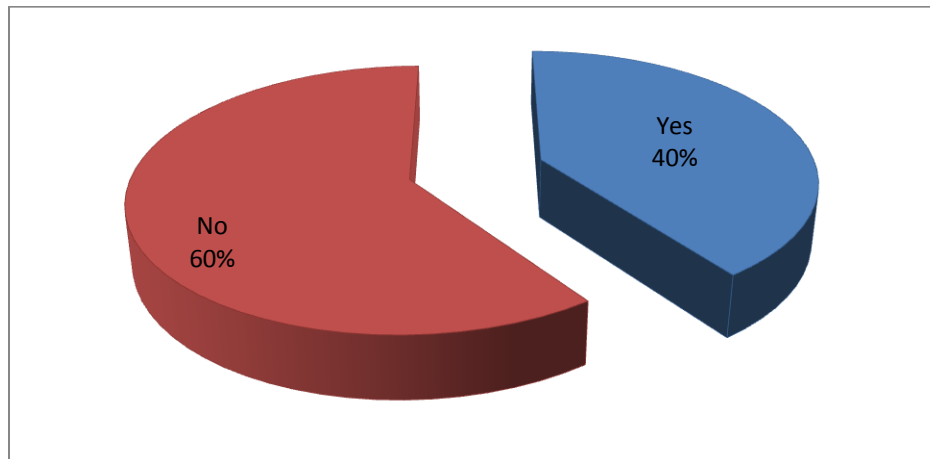


Figure 14

Mobile banking is a new kind of service provided by DBBL for the customers and DBBL introduced this system in Bangladesh. Only BDT 100 is required to open a mobile banking account. Through this account customers can easily deposit, withdraw and transfer money like other accounts. As mobile banking is a new concept in Bangladesh and most of the people do not have much idea about this, so percentage of mobile banking account holder is relatively low.

Question 12: “Are the instructions or process of mobile banking are clear to you?”

To assume the level of customer awareness about the process of mobile banking system, I asked this question and the opinion of 12 customers who have mobile banking account were as follows:

Opinion	No. of Customers	In percentage
Yes	4	33%
No	8	67%

Table 21

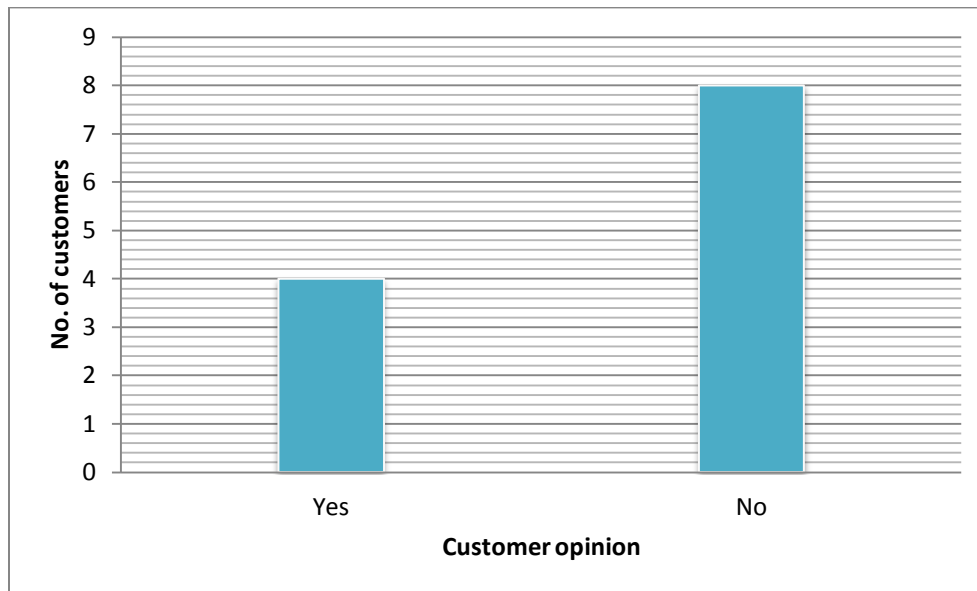


Figure 15

From the above chart it is found that, within 12 customers who have mobile banking account 4 respondents are clearly understands the process of mobile banking and 8 customers are still don't know much about this banking process and the percentage is respectively 33% and 67%. But the factor that counts is majority of the customers are still partially unaware about the system of mobile banking and it may create huge dissatisfaction in customers mind as they'll face hassle while banking through mobile. Most of the customers said that the procedure of deposit, withdraw and transferring money using mobile account is different from other bank accounts and for this reason they face difficulties using this account.

Question 13: “From the following, which kind of problem you face mostly on mobile banking?”

By asking this question, it is tried to find out what types of problems customers faces with mobile banking system. And customers' views were as follows:

Reason	No. of customers	In percentage
Lack of knowledge about this new banking system	7	58%
Technical problem	4	33%
Mobile operator related problem	1	9%
Other reasons	0	0.00%

Table 22

From the above table it can be seen that, out of 12 respondents 7 respondents reported problem with mobile banking account is they has lacking of knowledge about this new banking system, 4 customers faced technical problem, 1 customer faced mobile operator related problem and the percentage is correspondingly are 58%, 33% and 9%.

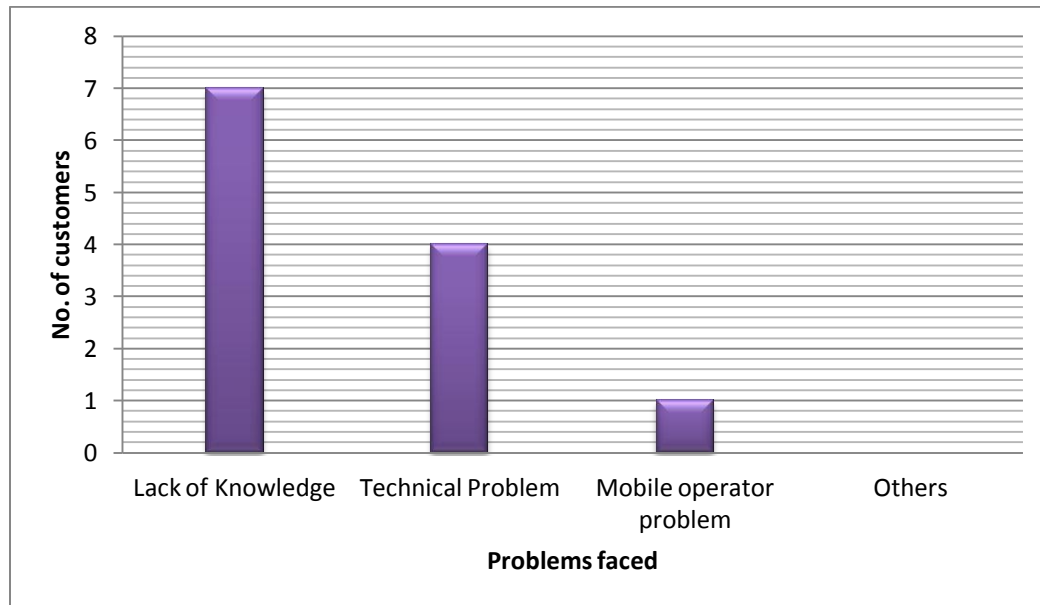


Figure 16

From the above diagram we can see that most of the customers have lacking of awareness about this new system. The other problems they face are technical problems like how to use mobile for banking, how to deposit, how to transfer money through it, the procedure of withdrawing money from ATM booths and so on. Sometimes they also face mobile operator related problem like message appears on mobile screen like: your action can't be performed. Also in DBBL, any subscriber registered with any mobile phone operator operating in Bangladesh can open account but number of services provided varies from operator to operator like account holders under Citycell and Airtel and get more benefits. The subscribers of these 2 mobile operators can transfer balance by their own, inquiry their balance and can pay money for mobile cards.

Question 14: “Please rate your satisfaction level with DBBL Mobile banking system.”

Clients opinion were as the following in response to this question:

Rating	No. of Clients	In percentage
Very satisfied	2	17%
Fairly satisfied	8	66%
Neutral	2	17%
Fairly unsatisfied	0	0.00%
Very unsatisfied	0	0.00%

Table 23

From the above table it can be seen that, out of 12 respondents 2 respondents are very satisfied with mobile banking service, 8 customers are fairly satisfied with this service, 2 customers are neutral and no one is unsatisfied with the interest rate and the percentage is correspondingly 17%, 66% and 17%.

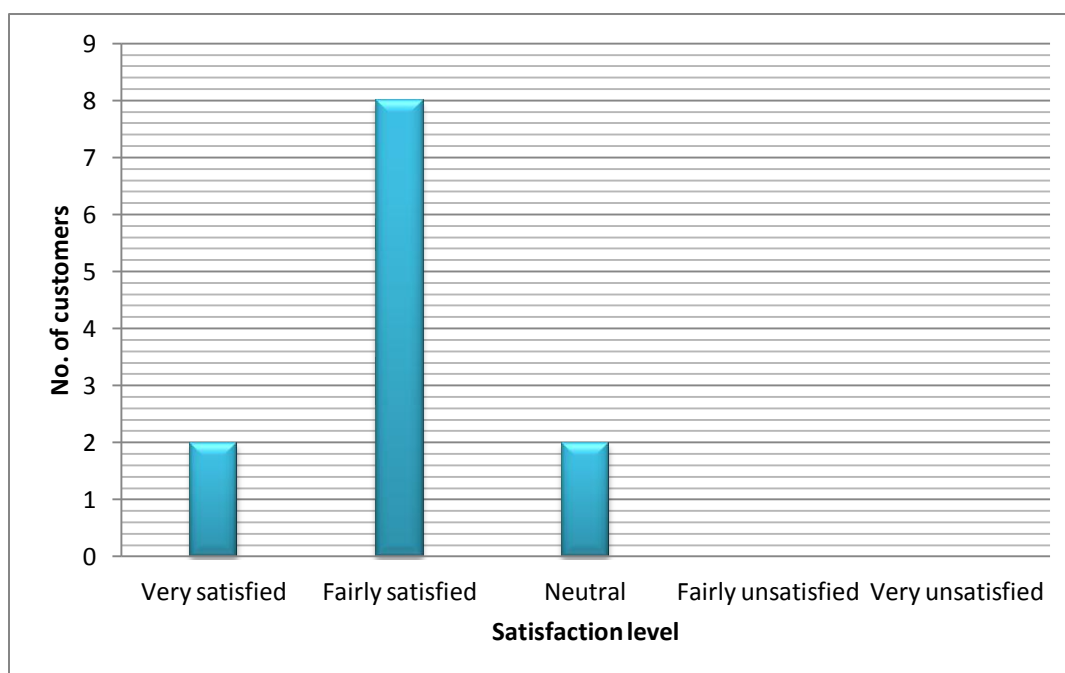


Figure 17

From the above diagram we can see that most of the mobile banking account holder is fairly satisfied with the service and others are either neutral or very satisfied. Most importantly nobody is dissatisfied with this system as this banking is very much convenient for the customers, opening this account is easy and also there is no yearly charge is applicable.

Question 15: “How likely would you recommend other to open mobile banking account at DBBL?”

Clients opinion were as the following in response to this question,

Opinion	No. of customers	In percentage
Definitely would	8	67%
Probably would	4	33%
Probably wouldn't	0	0.00%
Definitely wouldn't	0	0.00%

Table 24

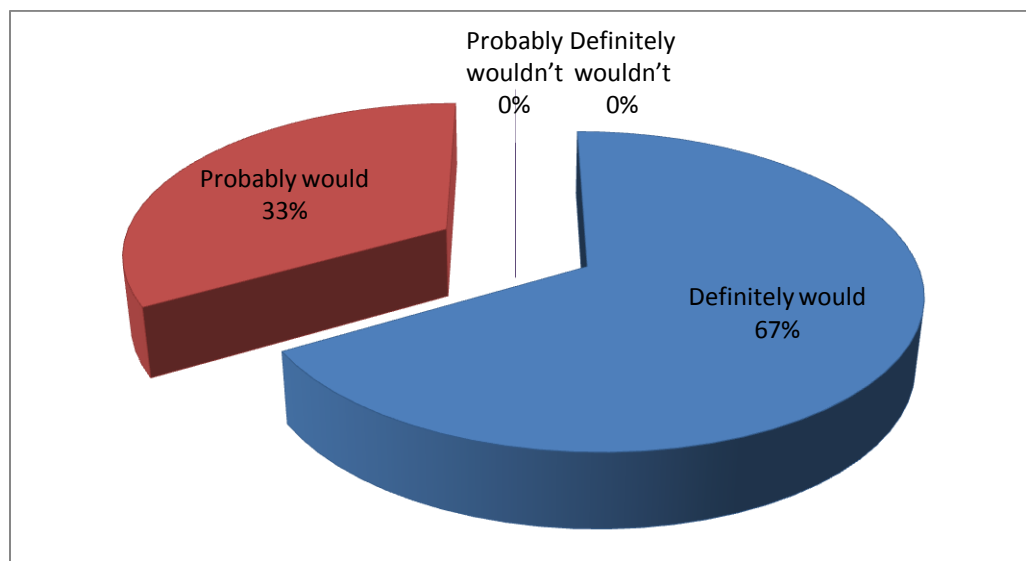


Figure 18

From the above diagram it can be analyzed that from the 12 customers who have mobile account at DBBL 8 customers would definitely suggest others to open mobile banking account at DBBL and rest of the customers may suggest others to open mobile account at DBBL and the percentage respectively are 67% and 33%. The reason behind this seems most of the customers are benefited with the services and facilities of mobile banking.

Justification of Hypothesis Three

Question number 14 was directly related to hypothesis three and from the mentioned findings we have seen majority of customers are satisfied with mobile banking of DBBL, as they find it

convenient enough so greater part of current mobile banking account holders are willing to recommend others to open account also. Therefore hypothesis three is true.

As it is new banking system so customers aren't fully aware of the process or benefits of mobile banking. To make mobile banking popular and to increase the amount of mobile account holder, DBBL should increase their advertising and make people understand about the process of this banking system by increasing the number of mobile banking agent.

4.4 Hypothesis Four

“Customer care department is efficient enough to solve different queries of the clients within shortest possible time.”

To justify the above hypothesis and to identify customer satisfaction level in terms of service quality of DBBL customer care, some customer care related questions were asked to the customers. Presented below are the findings derived from customer survey and analysis from their given answer.

Question 16: “What is your average waiting time on customer care to get solution of your problem?”

The average waiting period of customers at DBBL, Uttara branch are given bellow:

Opinion	No. of customers	In percentage
1-10 minutes	17	57%
11-20 minutes	9	30%
21-30 minutes	2	7%
More than 30 minutes	2	7%

Table 25

From the survey finding it can be commented that, out of 30 customers 17 customers responded that they need to wait 1-10 minutes to get the solution of their problems, 9 customers need to wait 11-20 minutes, 2 customers' need to wait 21-30 minutes and rest of the customers need to wait more than 30 minutes and the percentage is respectively 57%, 30%, 7% and 7%.

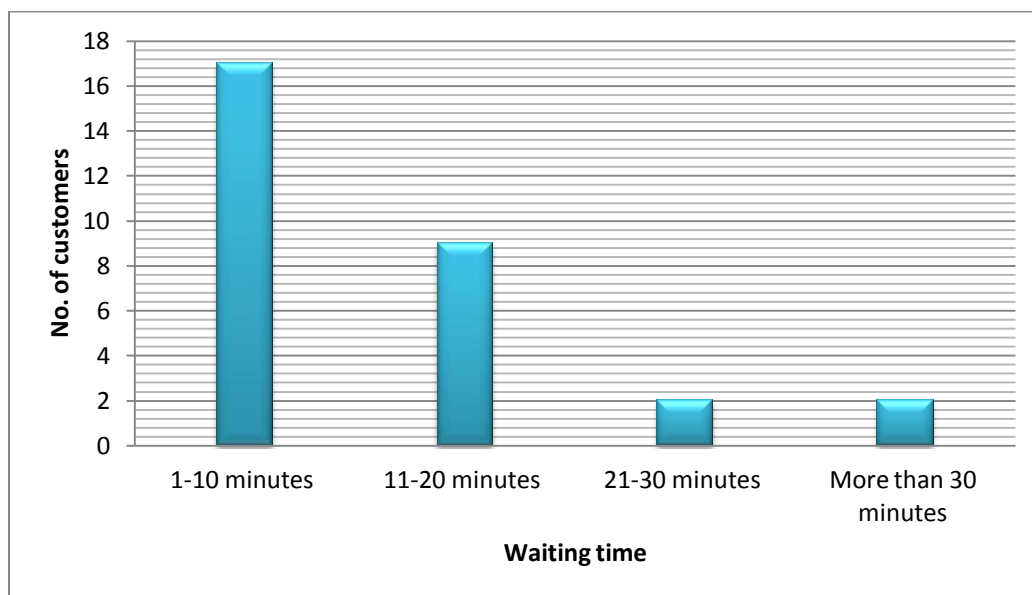


Figure 19

From the above diagram it can be found out that most of the customers need to wait for 1-10 minutes and followed by 11-20 minutes. Rest of the customers need to wait more than 20 minutes but as the respondent number is low so we can say customers need to wait longer on unusual circumstances when there is huge customer pressure on bank. Also computer problem or employee absence creates interruption in service time. So the management of DBBL should be more concerned about giving customers service within shortest possible time.

Question 17: “For which kind of problem you require customer care help mostly?”

Clients opinion were as the following in response to this question:

Reason	No. of customers	In percentage
Card related problems	18	51%
Cheque clearance	11	32%
Account related query	6	17%
Other reasons	0	0.00%

Table 26

From the above table it can be seen that, out of 30 customers 18 customers said that they need customer care service mostly for ATM card related problems, 11 customers said that they need customer care service mostly to get clearance on their cheque and 6 customers’ said that they need

customer care service for account related query and the percentage is correspondingly 51%, 32% and 17%.

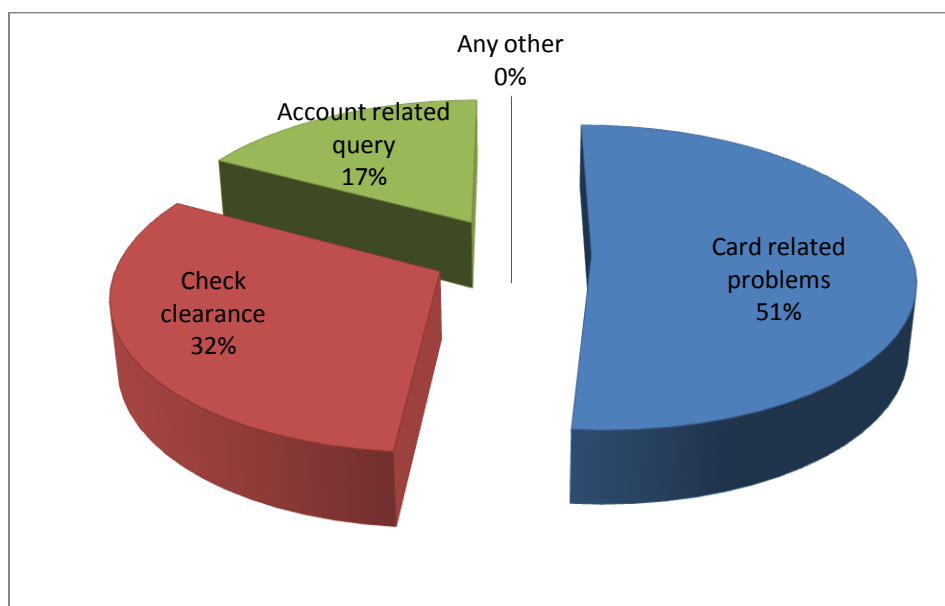


Figure 20

From the findings it is clear that majority of the clients need customers care help for card related problems. The number of ATM card user is high and they face different types of problems regarding ATM cards as discussed and to solve those problems they seek assistance from customer care. Also they need customer care help for cheque clearance related inquiry. Other customers are visit customer care to inquiry the balance of their account or to know whether the interest of FDR coming to their account regularly or not and so on.

Question 18: “How you would like to rate the customer care service quality of DBBL, Uttara branch?”

Clients’ opinions were as the following in response to the question on service quality of DBBL, Uttara branch,

Rating	No. of Clients	In percentage
Very satisfied	9	30%
Fairly satisfied	18	60%
Neutral	1	3%
Fairly unsatisfied	2	7%
Very unsatisfied	0	0%

Table 27

From the above table it can be seen that, out of 30 respondents 9 respondents are very satisfied with customer care service of DBBL, 18 customers are fairly satisfied with the customer care service of this bank, 1 customer is neutral and 2 customers are fairly unsatisfied with the customer care service of DBBL and the percentage is correspondingly 30%, 66%, 3% and 7%.

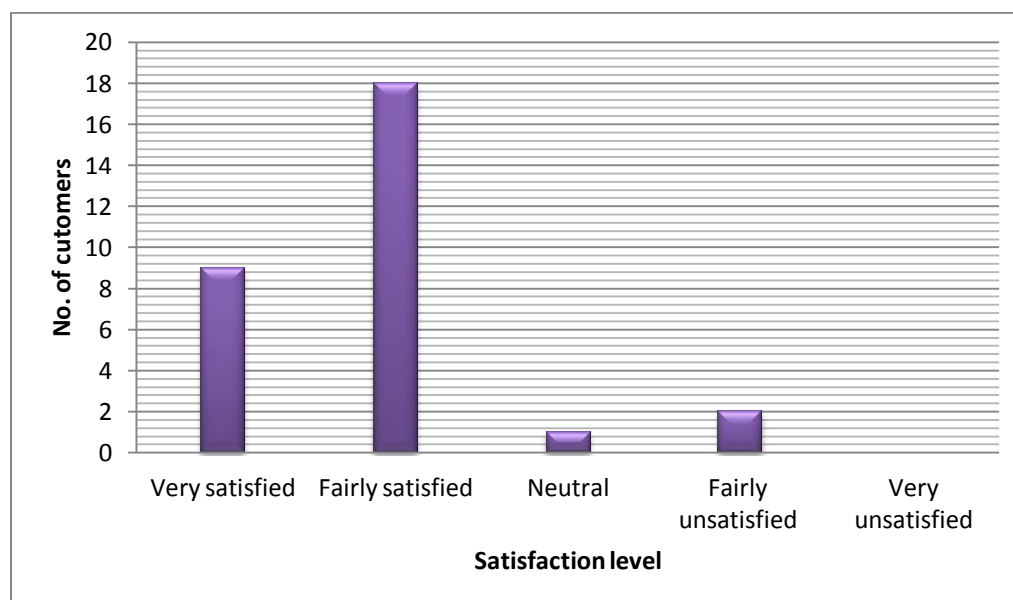


Figure 21

It can be seen from the diagram that most of the respondent are fairly satisfied with the customer service quality of DBBL and some customers are very satisfied with the customer care services of the branch. There are a portion of customers who are fairly unsatisfied with the customer care service of DBBL. The factors that are creating dissatisfaction in customers mind can be longer waiting time, unprofessional behavior of employees and technical problems of branch like computer interruption, balance shortage, not having adequate number of employees and so on.

Question 19: “According to you, how can DBBL improve the customer care service quality?”

Clients’ recommendations were as the following in response to the question on improving customer care service of DBBL, Uttara branch:

Opinion	No. of customers	In percentage
Increasing the number of employees	9	30%
Making constraints on opening new accounts	3	10%
Segmenting the customer service area	18	60%

Other reasons	0	0%
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Table 28

From the above table it can be seen that, out of 30 customers 9 customers recommended that to improve customer service quality it is important to increase the number of employees, 3 customers recommended that to improve customer service quality it is important to making constraints on opening new accounts and 18 customers' recommended that to improve customer service quality it is essential to segmenting the customer service area and the percentage is respectively 30%, 10% and 60%.

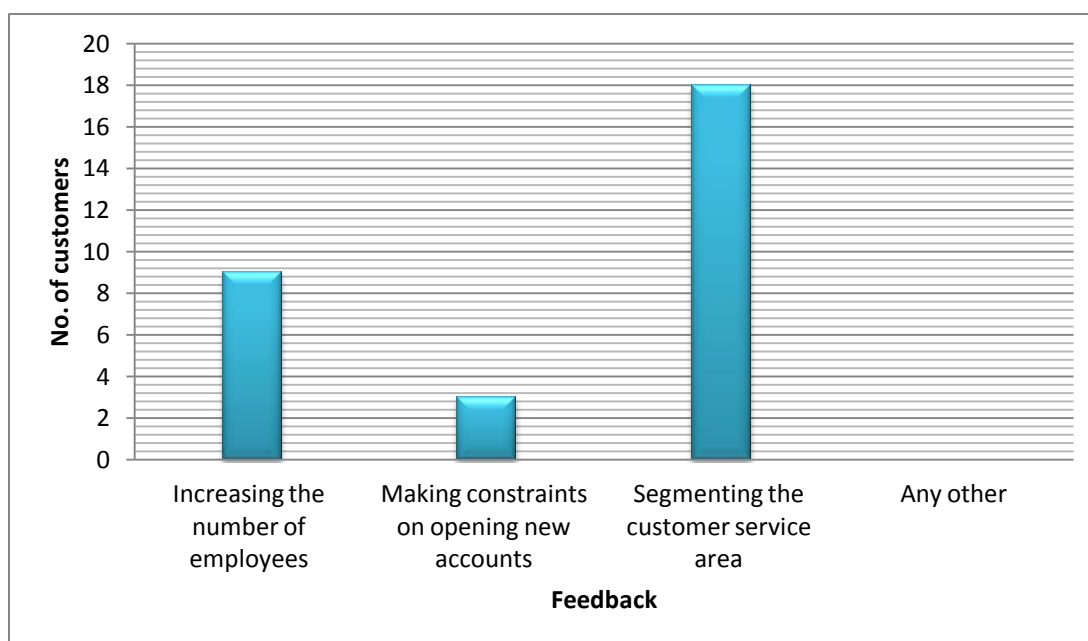


Figure 22

From the findings it can be seen that most of the customers think that segmentation the customer service area can be a solution to improve the customer service quality. Some customers complained that an employee does different types of work at a time. Like the employee who deals with ATM cards also receives the application form of closing account and fund transfer. It creates a mass and customers need to wait longer time to get solution of his problems. If the customer care is segmented based on customer's problems, then customers can easily go to his required desk and take service rather waiting with others in long queue. As DBBL customer care at Uttara doesn't have that much number of employees for customer cares so currently they can't implement segmentation. Customer's second opinion is that increasing the number of employees can improve the service facility because the current number of employees is not adequate enough to serve the

customers within shortest time. Some customers also advised that to strict the rules of opening new account can resolve this problem more or less. The reason behind this kind opinion is that the number of clients is increasing day by day but the manpower is not increasing at the same ways which is hampering reputation of the bank.

Justification of Hypothesis Four

In the above analysis about customer care of DBBL, Uttara branch, I have shown customers average waiting time for service, why they mostly come to customer care, ways to improve service quality and most importantly customers satisfaction level on the services given. Most of the customers are satisfied with the service of customer care, they are satisfied because DBBL customer care department, Uttara branch is efficient enough to solve queries of the clients within shortest possible time and employees are very helpful. So Hypothesis four is true.

The main objective of this report is to give an idea about customers' satisfaction level of DBBL, Uttara branch through some hypothesis test and I tested the satisfaction level within my working departments as mentioned earlier and within the narrowed down sample. After the analysis of customer's opinion as collected by survey it can be said that customers of DBBL, Uttara branch are fairly satisfied with the kind of facilities and benefits given. Even though there are some improvements which needs to be done to ensure highest level of customer satisfaction but considering other factors like benefits given by other banks, current liquidity crisis, critical period of local and world economy, it is obvious that Dutch Bangla bank is doing a fair job. They are not only giving customers good benefits but also spending larger portion of profit in CSR also.



Chapter Five: Recommendations & Conclusion

5.1 Recommendations

- Dutch Bangla Bank Limited should upgrade the machines on ATM booths. Most of the customers come to complain about ATM booth problems. So they should give more concern on ATM booths problems like fund unavailability, network problem, power failure and solve these sought of problems as soon as possible.
- The Management of DBBL should increase the number of employees at Uttara branch. Compare to the customers, the number of employees is not sufficient. So at the pick hour employees couldn't give quality service to the customers and customers have to wait for long time to get their service which may affect the reputation of DBBL.
- The management of DBBL should provide more computers to Uttara branch. At the time of my internship I observed that, most of the computers don't work properly or backdated which hampers employee's performance quality as they can't do their work smoothly and sometimes employees couldn't do their works on time for the shortage of computers.
- The management of DBBL should provide an elevator to the Uttara branch. As the building is 5 stored building so customers faces hassle when they need to go 3rd or 4th floor.
- There should be a policy about after how many days DBBL should change its DPS rate, frequently changes in rate creates confusion in customer mind.
- Interns should be assigned to each department for equal tenure and working responsibility of interns should be extended more.

5.2 Conclusion

In this competition based world to be a successful and profitable every organization should try their level best to satisfy their customers. If and only if customers are satisfied with the products and services of any company then they can survive in this competitive world of business. Though Dutch Bangla Bank Limited is one of the potential banks in the banking sector and they are doing quite good but if they want to maintain a strong position among all the commercial banks running in Bangladesh then they must emphasize more on continuous improvement of the service to satisfy their valuable customers.

List of Acronyms

- ATM: Automatic teller machine
- CHESS: Children Education Savings Scheme
- CSR: Corporate social responsibility
- DBBL: Dutch-Bangla bank ltd.
- DPS: Deposit plus scheme
- FDD: Foreign demand draft
- FDR: Fixed deposit receipt
- L/C: Letter of credit
- MCQ: Multiple choice question
- MD: Managing director
- MDS: Millionaire Deposit Scheme
- MICR: Magnetic Ink Character Recognition
- PIN: Postal index number
- SMS: Short messaging system
- SWIFT: Society for Worldwide Interbank Financial Telecommunication
- TT: Telegraphic transfer

Appendixes

▪ Nature of job at DBBL

Description of my job

I have joined Dutch Bangla Bank Limited, Uttara branch for internship purpose from 14th May, 2012 and I was there till 14th August, 2012. During this 3 month internship period I was assigned to general banking sector. Here I practically learned the working procedure of banks. This practical orientation is very important for the preparation of a person to perform in the corporate world.

Specific responsibilities of my internship tenure are:

Accounts opening division

When I joined DBBL my supervisor assigned me to the accounts opening department. Here I passed first 2 weeks. My responsibilities in this section were:

- Inform customers which things are needed to open a new account.
- Help customers to fill up the form.
- Scan the photographs of new account holder
- Scan the signature of the new customers

FDR and DPS opening division

For the next two weeks my supervisor assigned me to the FDR & DPS opening section. Here my duties were:

- I provided them information about the existing percentage rate of FDR and DPS accounts.
- Told them which things are needed to open a new account, the net amount they get after a certain period, the terms and conditions etc.

Card division

In card division section I passed 5 weeks. I had the following duties and responsibilities in card division:

- Provide different types of application form to the customer like application form of lost card, damaged card, reissue pin and so on.
- Deliver new ATM cards or captured cards to the customers.

- I had attended phone calls of card division and solve the queries about the problems of ATM cards.
- End of the day I used to arrange those application forms by their category like application forms of lost card, broken cards, captured money etc. and give inputs on computer.

Front desk

I had spent last 3 weeks of my internship period on front desk. Here my responsibilities and duties were,

- Receiving and approval cheque for clearing:

I was responsible to receive account payee cheque from clients and verify whether client has fulfilled all requirements of writing and depositing a cheque or not. If these things were correct then I approved the cheque according to clearing house rules such as crossing, stamping and clearing seal.

- Taking cheque books requisition request and delivery of cheque books to clients:

I was assisting the front desk officer by taking cheque book requisition form and posting those requisitions to the head office. And also when new cheque books came on the name of customers, my duty was to handover it after taking signature of the customer.

- Bank statements generation and certificate giving:

I also had the authority to generate bank statements for the clients and providing solvency certificate to the clients who asks for it.

- Fund transfer:

My other important job was fund transfer from one DBBL account to another. This task is really critical. I need to be very conscious to posting the date of the cheque, cheque number and verify the signature of the client and the account number of that account where the fund was transferred.

Critical observations

Dutch Bangla bank limited give interns chance to learn about the working process of banking. Actually interns work as an assistant to the officers. The officers of DBBL are very helpful and friendly with the interns. They try their best to teach an intern about the working procedure of bank. Employees of DBBL are also very friendly and polite with the customers. They always try their best to serve the customers properly. But the drawback is that the number of employees is fewer than needed to provide service properly. For that reason sometimes customers have to wait for long times

which annoy them very much. On customer service, some customers come with a little knowledge of banking and for silly reasons. Moreover, the pressure of work is very high here which sometimes de-motivates employees, hampers work efficiency and may decrease the retention ratio also. Working in bank is a tuff job; employees have to work 10 A.M-6 P.M regularly and sometimes more than this. When there is huge transaction pressure, customers shout on employees but employees have to show highest professional behavior towards them, which isn't easy.

- **Fast Track**

Fast Track is first of its kind in the country that is like a mini branch. Along with the generic ATM withdrawal service, it lets the customer deposit small amounts of money to DBBL account! The limit is currently 20,000 BDT. Moreover, the Fast Track also provides account opening service and loan information. Presently the number of First Tracks is more than 200 and the number of ATMs is more than 2000 all over in Bangladesh.

- **Cleft-lip and cleft-palate**

The word cleft means a gap or split between two things. A cleft lip is a split in the upper lip. This can happen on one or two sides of the lip, creating a wider opening into the nose. A cleft palate is a split in the roof of the mouth. This leaves a hole between the nose and the mouth.

- **DBBL Virtual Card**

Virtual card is not a plastic card rather it is a piece of paper inside a closed envelope which carries a valid card number, expiry date and it can be used for some specific internet merchants related to educational/certifications authorities. The virtual card is distributed from DBBL branches and the value is fixed as per the requirements of students. Students can pay fees of application, registration, admission, examination of IELTS, TOEFL, SAT, GMAT etc. in connection with admission into foreign educational institutions. This card can be used only through Internet. This card has no charge. The validity period of a virtual card is 5 years.

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- Book: Marketing research, an applied orientation(5th edition)

Attachments

- Visiting card of on-field supervisor
- Blank user survey form
- Schedule of charges
- Filled up user forms

Attachment-1: Visiting card of on-field supervisor

Survey on Customer Satisfaction Level at DBBL, Uttara Branch

Age:

Gender: Male / Female

ATM card facility

- 1) What kind of ATM card you use for transaction?
 - a. Nexus debit Card
 - b. Master debit Card/ Master credit card
 - c. Visa debit Card/ Visa credit card
 - d. Virtual card
- 2) Why do you use ATM card mostly?
 - a. Shopping
 - b. Everyday use
 - c. Emergency withdrawal
 - d. Any other (Please specify).....
- 3) From the following, which kind of problem you face mostly on ATM booth?
 - a. Captured money
 - b. Captured card
 - c. Not enough fund available
 - d. Any other (Please specify).....
- 4) According to you, what can be the reason behind these kinds of problem?
 - a. Lack of fund
 - b. Lack of maintenance
 - c. Huge number of customers
 - d. Any other (Please specify).....
- 5) How satisfied you are with the DBBL ATM card charges and costs?
 - a. Very satisfied
 - b. Fairly satisfied
 - c. Neutral
 - d. Fairly unsatisfied
 - e. Very unsatisfied
- 6) Please rate your satisfaction level with DBBL ATM card facility.
 - a. Very satisfied
 - b. Fairly satisfied
 - c. Neutral
 - d. Fairly unsatisfied
 - e. Very unsatisfied

DPS

- 7) Do you have Deposit plus scheme (DPS) in DBBL?
- a. Yes b. No
- 8) Why you have preferred opening DPS in DBBL over other banks?
- a. Better interest rate
- b. Better service facility
- c. Already have an account in DBBL
- d. Any other (Please specify).....
- 9) How satisfied you are with the interest rate of DPS?
- a. Very satisfied b. Fairly satisfied c. Neutral d. Fairly unsatisfied e. Very unsatisfied
- 10) How likely would you be to recommend other to open DPS account at DBBL?
- a. Definitely would b. Probably would c. Probably wouldn't d. Definitely wouldn't

Mobile banking

- 11) Do you have mobile banking account at DBBL?
- a. Yes b. No
- 12) Are the instructions or process of mobile banking are clear to you?
- a. Yes b. No
- 13) From the following, which kind of problem you face mostly on mobile banking?
- a. Lack of knowledge about this new banking system
- b. Technical problem
- c. Mobile operator related problem
- d. Any other (Please specify).....
- 14) Please rate your satisfaction level with DBBL Mobile banking system.
- a. Very satisfied b. Fairly satisfied c. Neutral d. Fairly unsatisfied e. Very unsatisfied
- 15) How likely would you be to recommend other to open mobile account at DBBL?
- a. Definitely would b. Probably would c. Probably wouldn't d. Definitely wouldn't

Customer service

- 16) What is your average waiting time on customer care to get solution of your problem?
- a. 1-10 minutes
- b. 11-20 minutes
- c. 21-30 minutes
- d. More than 30 minutes

17) For which kind of problem you require customer care help mostly?

- a. Card related problems
- b. Check clearance
- c. Account related query
- d. Any other (please specify).....

18) How you would like to rate the customer care service quality of DBBL, Uttara branch?

- a. Very satisfied b. Fairly satisfied c. Neutral d. Fairly unsatisfied e. Very unsatisfied

19) According to you, how can DBBL improve the customer care service quality?

- a. Increasing the number of employees
- b. Making constraints on opening new accounts
- c. Segmenting the customer service area
- d. Any other (please specify).....

N.B: Your given information will merely be used for preparing Internship report.

Data collector: Tanjila Tabassum, BRAC University, Dhaka.



Dutch-Bangla Bank Limited

Schedule of Charges

General Banking and On-line Banking

General Banking and Credit

SL	Type of Services	Nature of Charges	Amount of Charges & Commission
1	Current Account / STD/CC/OD	i) Account Maintenance Fee	Maximum Tk. 500.00 for Current A/C for every 06 months.
		ii) Incidental charges	Nil
		iii) Closing Charges	Tk. 300/-
2(a)	Savings Account	i) Account Maintenance Fee (Service Charges)	1) No A/C maintenance charge on Savings A/C having half-yearly average balance upto Tk. 5,000/- or less. 2) Tk.100 on a half-yearly basis from Savings A/C having half-yearly average balance of more than Tk.5000 upto Tk. 25,000/- 3) Tk.300 on a half-yearly basis from Savings A/C having half-yearly average balance of more than Tk. 25,000/-
		ii) Incidental charges	Nil
		iii) Closing charges	Tk. 200/-
2(b)	Power Account-Salary	i) Account Maintenance Fee	Nil
		ii) Incidental charges	Nil
		iii) Closing Charges	Tk.100/-
	General Charges for SB/CA/STD/CC/OD/Monthly Deposit Scheme		
	Specially printed cheque book (MICR & Personalization)	Charges	Tk.3/- per leaf (MICR & Personalization)
	Duplicate Statement	Charges	Tk.100/-
	Certificates/ Reports:		
	Balance confirmation certificate	Charges	No charges for Half-yearly & Yearly for balance confirmation certificate (Twice a year) but Maximum Tk. 200.00 be charged for additional issuance of certificate per instance.
	Issuance of Solvency certificate	Charges	Tk.200/-per instance
	Credit or Solvency information-local if requested by third party	Charges	Tk.300/-(by debiting a/c)
	Credit or Solvency information-Local	Charges	Tk.300/-
	Credit or Solvency information-International	Charges	Tk.1,000/- or US\$20/-
	Obtaining credit report on behalf of	Charges	Tk. 300/-

	Local customer.		
	Duplicate savings certificates/ Declaration in Lieu	Charges	Tk.200/-
	Certificate of encashment of Bonds/Securities	Charges	Tk.100/-
	Bank certificate required by BO Account Holders	Charges	Tk.100/-
	Premature Encashment Fee for Monthly Deposit Schemes		Nil
3	Collection:		
	a) Collection of Local cheques	Charges	i) Where there is a clearing house-Free
		Charges	ii) Where there is no clearing house:- actual conveyance, Minimum of Tk. 50/- per instance
	b) Cheques returned, unpaid from clearing house	Charges.	Tk. 50/- (flat) per instance from the account of the depositor of cheques.
	c) Bounced cheque drawn on us (cash, clearing and transfer)	Charges	Tk.100/-(flat) per instance from the account holder of cheques.
	d) Collection of outstation cheques/bills (Clean/ Documents)	Commission	i) Upto Tk. 50,000/- Tk. 50/-(flat)
			ii) From Tk. 50,001/- to Tk. 100,000/- @0.20%
			iii) From Tk. 100,001/- to Tk. 500,000/- @0.15%, Minimum Tk. 200/-.
			iv) Over Tk. 500,000/- @0.10%, Minimum Tk. 600/- and Maximum Tk. 3,000/-
		Postage(Registered)	At actual, Minimum Tk. 20/-
		Telephone/Telex/ e-mail/Telegram/ Fax/SWIFT	At actual, Minimum Tk. 100/-
4	Parcel Charges:	Charges	Tk.20/- each for parcel 1st 10 days and additional Tk. 5/- for every subsequent days or part thereof
5	Locker & Safe custody	Charges	a) Small size Tk.1,000/-yearly.
			b) Medium size Tk.2,000/- yearly.
			c) Large size Tk. 3,000/- yearly.
			d) Security money:
			i) Small-Tk.1,000/-(refundable)
			ii) Medium Tk. 2,000/-(refundable)
			iii) Large Tk. 3,000/-(refundable)
			e) Replacement of lost key- At actual.

Charges & Fees for On-line Banking

(VAT will be recovered from the clients as per VAT Rules)

SL	Cash Deposit to the Counter		
1	Amount of Transactions	Fees per transaction for inter-zonal transactions (Tk)	Charge to be realized from
	Below Tk. 0.50 lac	20	Bearer
	Tk. 0.50 lac to Tk.1.00 lac	50	Bearer
	Above Tk. 1.00 lac to Tk. 5.00 lac	100	Bearer
	Above Tk. 5.00 lac to Tk. 15.00 lac	200	Bearer
	Above Tk. 15.00 lac to Tk. 50.00 lac	300	Bearer
	Above Tk. 50.00 lac	500	Bearer

SL	Cash withdrawal from the Counter		
2	Amount of Transactions	Fees per transaction for inter-zonal transactions (Tk)	Charge to be realized from
	Below Tk. 0.50 lac	50	Bearer
	Tk. 0.50 lac to Tk.1.00 lac	100	Bearer
	Above Tk. 1.00 lac to Tk. 5.00 lac	200	Bearer
	Above Tk. 5.00 lac to Tk. 15.00 lac	400	Bearer
	Above Tk. 15.00 lac	1000	Bearer

SL	Inter-Zone Fund Transfer		
3	Amount of Transactions	Fees per transaction for inter-zonal transactions (Tk)	Charge to be realized from
	Up to Tk.1.00 lac	Nil	
	Above Tk. 1.00 lac to Tk. 5.00 lac	100	Account Holder
	Above Tk. 5.00 lac to Tk. 15.00 lac	200	Account Holder
	Above Tk. 15.00 lac to Tk. 50.00 lac	300	Account Holder
	Above Tk. 50.00 lac	500	Account Holder

Zones:

1. Dhaka Zone: Dhaka city branches, Dhaka EPZ, Donia, Board Bazar, Shimrail, Joypara, Savar Bazar, Gazipur, <u>Baburhat.</u> , <u>Bhulta</u>
2. Narayangonj Zone: Narayangonj, BB Road, Netaigonj, <u>Baburhat.</u>
3. Chittagong Zone: Chittagong city branches, Patherhat & Hathazari.
4. Sylhet: Sylhet, Biswanath, Golapgonj. Chattak
5. Moulvibazar Zone
6. Khulna Zone
7. Barishal Zone
8. Bogra Zone
9. Rajshahi Zone
Note: Transactions make from one district to other district except the above will be considered as Inter-Zonal Transactions.

SL			
4	On-line refund of IPO/Crediting Cash Dividend	Fees per transaction (Tk.)	Charge to be realized from
	i) Against direct credit of IPO application money to the unsuccessful IPO applicant's Account	Tk.10/-	Account Holder
	ii) For crediting cash dividend of other companies to the account of their shareholders those who are maintaining account with	Tk.10/-	Account Holder

	DBBL		
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SL	Charges & Fees for Debit Card:					
5	Type of services	Classic	Silver	Gold	Maestro	Visa Electron
	Issuance fee(1 st year only)	Free	1000	1500	500	500
	Annual Fee(2 nd year onward)	400	1000	2000	500	500
	Replacement Fee	400	500	700	500	500
	PIN Change Fee	200	200	200	200	200

SL	Cash withdrawal Fee					
6	Type of services	Class ic	Silver	Gold	Maestro	Visa Electron
	a) Own ATM	Free	Free	Free	Free	Free
	b) ATM in the same Network or in the Agreement with DBBL	10	10	10	10	10
	c) ATM in another Network in BD	N/A	N/A	N/A	Tk.150/- or 2.50% whichever is higher	Tk.150/- or 2.50% whichever is higher
	d) ATM abroad	N/A	N/A	N/A	Tk.150/- or 2.50% whichever is higher	Tk.150/- or 2.50% whichever is higher
	Balance Inquiry Fee	Free	Free	Free	Free	Free
	Mini Statement Fee	Free	Free	Free	Free	Free
	Other Transactions	Free	Free	Free	Free	Free
	Rate of Interest on OD (% per annum)	N/A	18	18	N/A	N/A

SL	Master Card ATM Interchange Fee	
	Type of Services	Amount of Charges & Commission
7	Local Card	Tk.10.00
	International Card	\$ 1.25
8	VISA ATM Interchange Fee	
	Local Card	Tk.10.00
	International Card	\$1.00
9	Internet Banking	Annual fee: Tk.200/-
10	SMS Banking	Nil
11	Alert Banking	Nil

Type of the Services	Rate
“ATM Network Charge” for debit card holder (Except Salary Account, Staff Account, School Saver Account & Excel Account)	Annual fee: Tk.200/-