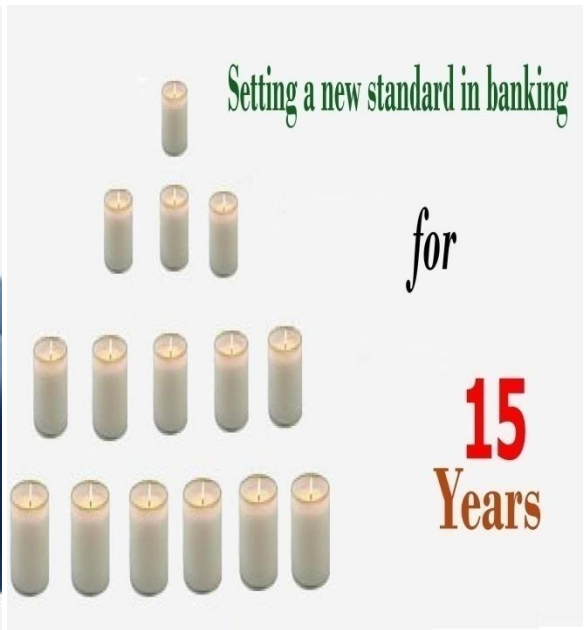




Internship report on “Customer Satisfaction Level of Standard Bank



# Internship Report on “Customer Satisfaction Level of Standard Bank Limited”

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**BUS 400 – Internship**



**Submitted To:**

Sohana Wadud Ahmad  
Lecturer,  
BRAC Business School  
BRAC University

**Submitted By:**

Pramiti Chakma  
Student ID: 09204064  
BRAC Business School  
BRAC University

**Date of submission: 13/07/2014**

# Letter of Transmittal

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13<sup>th</sup> July, 2014

Sohana Wadud Ahmad

Lecturer, BRAC Business School

BRAC University

**Subject: Submission of internship report.**

Dear ma'am,

With the passage of time, I am student of BRAC Business School standing on the other entity of my course completion, hence are finalized with my internship report naming as “Customer Satisfaction Level of Standard Bank Limited”. Vividly enough, my research comprises adequate endeavors. But no doubt, my contribution will be best evaluated on your sharp scale of acceptance & analytical remarks.

Consequently, I am submitting my report on your very concern. Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Thanking You.

With best regards,

.....

**Pramiti Chakma**

BRAC Business School

Student ID: 09204064

# Acknowledgement

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I am **Pramiti Chakma** would like to express my heartiest gratitude to those who helped me all the way through to complete my internship report on “Customer Care Service of Standard Bank Limited”.

At the very beginning, I want to thank my academic supervisor Sohana Wadud Ahmad, Lecturer of BRAC Business School, BRAC University, for providing me all the necessary helps for the completion of this report. I want to give the greatest thanks to Madam for guiding me as an advisor to start and complete successfully of this report. Secondly, I would like to thank, Mr. Saiful Islam Manik, my line manager for helping me to prepare this report with adequate and correct information. I am very much grateful to Md. Khyrul Bashar who helps me a lot. I am also thankful to other officers of Standard Bank Limited namely Md. Mahmudul Hasan Shaykot, Md. Shihabul Ahasan, Md. Arshad, Md. Sabbir Ahmed and Md. Akkas Ali.

I would convey our special thanks to our parents whose inspirations have enabled me to complete this report of this particular course.

I also apologize heartily for any omitted name whose contribution was also complementary for any possible aspect. Lastly, I solemnly thank the Almighty.

## Executive summary

We know that in modern world, banks are playing a key role for the development of an economy. In Bangladesh it is not different in this case. Business opportunities day by day rising, new products and services come in every month. Need for data and information about different topics and issue is very essential for building and operating a business. Information plays a major role in all sector of a society, whether in social sector or business sector. For this reason, Standard Bank Limited always try to think in a different way, which facilitates their existing customers to get their account related information and other products like loan in an easy way. Moreover different services of alternate channel (like: Online banking, SMS banking, internet banking e.t.c) attract potential customers to deposit their money in this bank.

As part of my academic requirement and completion of my BBA program, I needed to complete a three month period of Internship program. I chose to do my Internship at Standard Bank Ltd. This report based on the internship program, partial requirement for the Bachelor of Business Administration in BRAC University Bangladesh. The main objective of this report is to find out customer's satisfaction of Standard Bank Limited. This Internship will give a great experience in my life. The report also gives an idea of different products and offerings given by United Commercial Bank Limited.

During internship program I understand that total number of employees in a branch of SBL is not satisfactory but customer service officers try their best effort to serve the clients. SBL always try to offer new products (deposit & loan related), services (SMS banking, I- banking e.t.c) to their customers for being the right partner, being passionate about customers' success and delighting them with quality services.

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## List of Abbreviation

▪ AD	Authorized dealer
▪ AVP	Assistant Vice President
▪ BL	Bill of Lading
▪ BTB L/C	Back to Back L/C
▪ CC	Commercial Invoice
▪ CCI&E	Chief Controller of Import & Export
▪ C&F	Clearing & Forwarding
▪ CIB	Credit Information Bureau
▪ CD Ac	Current Deposit Account
▪ DD	Demand Draft
▪ DPS	Deposit Pension Scheme
▪ D/A	Document against acceptance
▪ D/P	Document against payments
▪ ECC	Export Cash Credit
▪ EPB	Export Promotion Bureau
▪ ERC	Export Registration Certificate
▪ EXP Form	Export Form
▪ FDD	Foreign Demand Draft
▪ FDI	Foreign direct investment
▪ FDR	Fixed Deposit Receipt
▪ TT	Telegraphic Transfer
▪ FDBP	Foreign Documentary Bill Purchase
▪ IBC	Inter Bank Collection
▪ IBCT	Inter Branch Credit Transaction
▪ IBDA	Inter Branch Debit Advice
▪ IBCA	Inter Branch Credit Advice

- IMPF Import Permit From
- IRC Import Registration Certificate
- LAM Loan against merchandise
- LCAF L/C Application From
- LCAF L/C Authorization Form
- PAD Payment against Document
- PI Proforma Invoice
- PSI Per shipment Inspection
- STD Short Term Deposit





# Chapter-1: Introduction

## *Introduction*

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Banks are playing a crucial role in economic development of a country. For an economy money is one of the most important and essential elements which can be compared with blood of our body when financial institution like bank act as a artery system of the economy. Banking system occupies an important place in a nation's economy because of its intermediary role; it ensured allocation and keeps up the momentum of economic activities. Bangladesh economy has been experiencing a rapid growth since the 90's. Urbanization and lifestyle changes concurrent with the economic development created demand for banking products and services. From the beginning to today bank is playing an important role in our economy. For the local community, banks provide access to funding and financial services to both local business and citizens, as well as the money banks invest back into the community through employee payroll, business investments, and taxes. First of all banks cater the need of society by mopping up deposits as different forms like savings, MSS, FD, SND and many other options at reasonable rates. Also bank provide credit facility to high end investors for big projects in the industrial, infrastructure and service sectors.

Also SME sector get credit facility from financial institutions to establish new business as well as for expanding their existing business. It means financial institution acts like an intermediary who receive money from surplus unit and deliver that money to the deficit unit. So it is proved that without financial institutions many students could not obtain proper education, many families could not buy their own house to live, industry could not grow up and government could not provide public services to mass people. The modern central bank is an institution responsible not only for the maintenance of economic stability; it also performs a variety of developmental and promotional functions of a countries economy. Bangladesh pursues a liberal market economy. Bangladesh Bank is the Central Bank of Bangladesh and the chief regulatory authority in the sector, which is responsible for promoting healthy growth and development of the banking system. So, without any doubt we can say that from very first emergence and inception of modern civilization, bank plays a pivotal role in case of overall financial and socioeconomic development of any modern country.



Standard Bank Limited (SBL) was incorporated as a Public Limited Company on May 11, 1999 under the Companies Act, 1994 and the Bank achieved satisfactory progress from its commercial operations on June 03, 1999. SBL has introduced several new products on credit and deposit schemes. It also goes for Corporate and Retail Banking etc. The Bank also participated in fund Syndication with other Banks. Through all these myriad activities SBL has created a positive impact in the Market.

### 1.1 Origin of the Report:

This report has been prepared as the requirement of the internship program. I have prepared this report on the basis of my three months practical working experience and under the supervision of Sohana Wadud Ahmad, Lecturer of BRAC Business School, BRAC University. She approved the topic on which I have prepared my internship report.

### 1.2 Objective of the study

#### *General Objective*

The general objective of the study is to fulfill requirement of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy.

#### *Specific Objective*

To be more specific, this study entails the “Customer satisfaction level of Standard Bank Limited” which is done to analyze those procedure and improvement on the system if require. I have found some core or specific objective on which I am going to do the study. This study entails the following aspects:

- ✓ One specified objective could be to enhance my practical knowledge apart from the academic knowledge about the professional life in an organization.
- ✓ Given the chance to become familiar with the terms, rules and regulation, products, and moreover provide an overall idea about bank industry.
- ✓ Understanding the procedures of customer care service of Standard Bank Limited.
- ✓ Find out the customer satisfaction level of Standard bank limited.

### 1.3 Scope of the study

Defining the scope of the study is a broad aspect to be described. Still the officers of Sonargoan Janapath Branch of Standard bank helped me to prepare the report. On the other hand due to some confidential resolutions there were difficulties to find out some information as well.

This report is prepared in a systematic way from selecting of the topic to final report preparation. The details are given below:

### 1.4 Methodology

#### *Selection of the Topic:*

The topic was approved by my respective advisor and it was thoroughly discussed with her where madam provided her view so that a well-organized report can be prepared.

#### *Sources of Data:*

- ✓ Primary Sources
- ✓ Secondary Sources

#### Primary Sources:

- Face to face conversation with the respective officers
- Direct Observation
- Practical desk work
- A survey is conducted to find out customer satisfaction level.

#### Secondary Sources:

- Annual report of Standard Bank Limited
- Standard Bank's internal server and external websites
- Different documents provided by the concerned officers of the organization
- Relevant books, research paper and journals

#### *Analysis, Interpretations and Presentation of Data:*

Some diagram and tables are used to analyze the collected data and gave flawless visible representation of the study.

*Findings of the Study:*

The collected data were analyzed methodically and pointed out in a synchronized way and finally shown as findings at the last portion of the report.

*Final Report Preparation:*

- The final report is prepared with the valuable information, suggestion, and feedback of my supervisor, colleagues, and senior officers of Standard Bank Limited.

**1.5 Limitation of the study**

Preparing such intense report, requires huge amount of information. While preparing this report, many limitation and hindrance have been faced to going on further. Still I managed to bring up the best within my access limit. The limitations those I confronted mostly are-

The major hindrance that I faced that is the management of the bank was unwilling to share or disclose some information which was really required to prepare the report due to confidential issues.

While conducting the study, it was difficult to communicate with the selected corporate clients because they were very busy with their regular jobs.

As I had more dependence on the primary sources, so there might be some levels of inaccuracy with this collected information.



## Chapter 2: Company overview

## 2.1 Overview of Company:

Banks are closely linked with our everyday lives and activities. Drawing salaries, paying bills, buying homes, building up savings and taking out loans all involve transactions with banks. Businesses also rely on the banking system for settlement of their transactions and meeting other financial needs. Banks also interact among themselves in an international network to deliver financial services to their overseas as well as local customers. The links among banks and the fact that banking stability is essentially founded on public confidence mean that problems of one bank can easily spread to other banks and financial institutions. Any large disruption of banking operations will affect society as a whole. Banking stability is, therefore, crucial to minimizing the extensive economic and social impact that may arise from problems in the industry. So, we can say that from the beginning to today bank is playing an important role in our economy.

Standard Bank Limited (SBL) was incorporated as a Public Limited Company on May 11, 1999 under the Companies Act, 1994 and the Bank achieved satisfactory progress from its commercial operations on June 03, 1999.

### History of the Bank:

**Standard Bank Limited (SBL)** was incorporated under the leadership of Lion Mr. Kazi Akramuddin Ahmed, Founder Chairman who had a long dream of floating a Commercial bank, which would contribute to the socio-economic development of our country. Standard bank Limited was established as a Public Limited Company on May 11, 1999 under the Companies Act, 1994 and the Bank achieved satisfactory progress from its commercial operations on June 03, 1999. SBL has introduced several new concepts in credit and deposit schemes which draw some significant difference with other commercial banks.

The authorized capital and paid up capital of the bank are Tk. 3000.00 million and Tk 1092.96 million respectively.



The Bank received the certificate of incorporation number- C37864 (2164)/99 under the companies Act (Act-xviii) of 1994. It also received the certificate for commencement of business on the same date by the section 150(2) under company's Act.

SBL's Head Office was established in Dilkusha C/A in order to provide all kinds of banking support to the clients. At present the bank has 87 branches across the country. It renders all types of commercial banking operations to its customers within the purview of the Bank Companies Act, 1991 and in line with the directives and policy guidelines laid down by Bangladesh Bank.

The bank conducts all types of commercial banking operations. This core business of the Bank comprises of trade finance, term finance, and working capital finance and also corporate finance. The Bank is also providing personal credit, services related to local and foreign remittances and several products related services. The scheme of the bank, which is designed to help the fixed income group in raising standard living is competitively priced and has been widely appreciated by the customers. The bank has achieved success in all sectors and end up with the highest ever-operating profit, which is 19% higher than that of the preceding year. The achievement has been possible because of the able leadership, dedicated and committed services provided by all levels of management and staff and above all the trust and confidence that the valued client had reposed in the bank. Besides the bank has already introduced real time on-line banking and it is now fully automated. It also goes for Corporate and Retail Banking etc.

During last 12 years it has developed a good reputation as an efficient commercial banker in Bangladesh. Its registered head office is located at Metropolitan Chamber Building (3rd floor), 122-124, Motijheel C/A, Dhaka-1000.

Standard Bank provides all types of banking activities and services to their clients. Basically SBL is being managed by a highly professional and dedicated team with long experience in banking. They constantly focus on understanding and anticipating customer needs. As the banking scenario undergoes changes so is the bank and it repositions itself in the changed market condition. The Bank, aiming to play a leading role in the economic activities of the country, is firmly engaged in the development of trade, commerce and industry through a creative credit policy.

Standard Bank Limited, since its beginning has attached more importance in technology integration. In order to retain competitive edge, investment in technology is always a top agenda and under constant focus. Keeping the network within a reasonable limit, their strategy is to serve the customers through capacity building across multi-delivery channels. Their past performance gives an indication of their strength. Through all these myriad activities SBL has created a positive impact in the Market.

#### Mission:

The mission of the SBL is to be the bank of first choice in all terms, sustainable inclusive business growth by ensuring efficiency, regulatory compliance, good asset quality, combination of experience and professional talents, consistent profitability and of course good governance.

#### Vision:

Each and every organization has a vision and mission based on that they are conducting their business to reach the desire position and contribute their level best to reach the ultimate destination. Standard Bank Limited has also a vision which states that-  
“To be a modern Bank having the object of building a sound national economy and to contribute significantly to the Public Exchequer”,

#### Core Values of Standard Bank Ltd:

Standard Bank Limited practices the following values,

**Our Shareholders:** By ensuring fair return on their investment through generating stable profit.

- **Our customer:** To become most caring bank by providing the most courteous and efficient service in every area of our business.
- **Our employee:** By promoting the wellbeing of the members of the staff.

- **Community:** Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.

#### Mode of Standard Bank, “Local Bank Global Network”:

The word Standard implies the meaning of its operations. Though it is still a new type of bank in Bangladesh, it is familiar with many countries in the world such as “Standard Bank of Lesotho”. Despite of being a local bank, it has spread of its operation in the whole world through foreign banking. Its motto is to provide quality services to the customers all over the world. So the mode of the bank "Local Bank Global Network" is completely adjustable with its operation.

#### Corporate Culture of Standard Bank Ltd:

Employees of SBL share certain common values, which helps to create a SBL culture and distinguishing them from competitors,

- Serving the client is the first priority.
- Search for professional excellence.
- Openness to new ideas & new methods to encourage creativity.
- Quick decision making.
- Flexibility and prompt response.
- A sense of professional ethics and morality.

#### Social Commitment of Standard Bank Ltd:

SBL’s obvious purpose of banking business is, to earn profit. But the promoters and the equity holders are aware of their commitment to the society in which they belong. A predetermined part of the profit is kept aside and spent for socio-economic development through trustee and in patronization of art, culture and sports of the country. They want to make a substantive contribution to the society where they operate, to the extent of their separable resources.

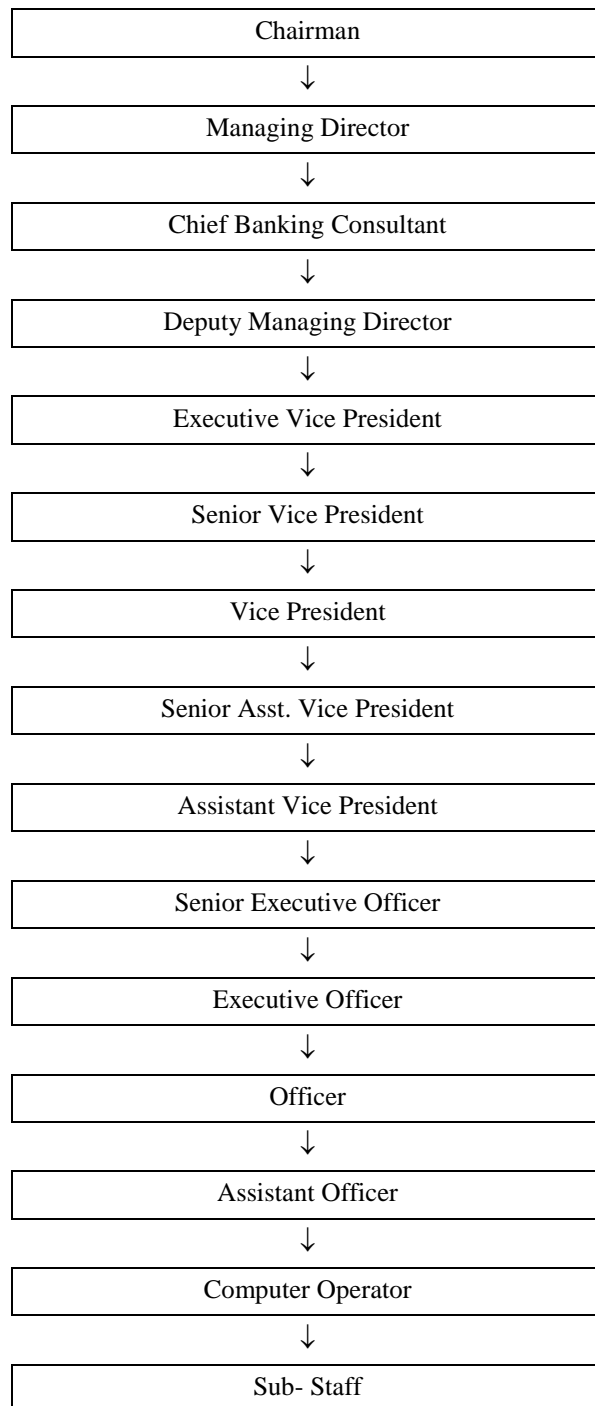


### Future Planning of Standard Bank Ltd:

There are some future planning's that the standard bank has made. They think that by these planning they can achieve their goal. So, it is important matter for them. Such as-

- Full duplex on-line Banking
- Introducing more innovative products and services
- Opening new branches to provide flawless service to more people.
- Expansion of business network at both home and abroad.
- Introduce and develop SMS Banking.
- Introduction of new liability / Asset products.

Operational network organogram:



### Product and Services of SBL:

The Bank provides a broad range of financial services to its customers and corporate clients. The Products and services SBL offers are provided in the Appendix. However, description of some Products are given below:

SBL has several types of deposits for its customers. Like:

### Deposit

#### Savings Bank (SB) Account

SBL offers customers a hassle free and low charges savings account through the branches all over Bangladesh. Savings account is that account whose interest rate is higher than current account and saving account holder can withdraw two times in a week. Savings account can be open by individual, joint name or club, society, association etc. There are two types of SB account.

- Savings with interest
- Non- Interest account

A certain amount of interest is given in the Savings with interest account where no interest is given in the Non-interest savings account.

#### Rules for opening saving account:

- Account opening money at least 500 taka
- Savings account interest rate is 5 %
- Depositor can't withdraw money more than two times in a week
- In the case of savings account Cheque book has 10 leaves

#### Requirements for opening individual saving account:

- An introducer who maintaining an account in the bank.
- 2 copies of recent pass port size photo of the account holder
- Valid photocopy of Voter ID Card
- Pass port number (if any)
- TIN number (if any)

- Name of nominee
- Nominee's Photograph
- Nominee's voter ID card
- Four signatures on the specimen signature card

Requirements for opening joint saving account:

- An introducer who is maintaining an account in the bank
- Two copies pass port size photo (both parties)
- Valid photocopy of Voter ID Card
- The amount can be received by any person's signature or two person's signature jointly

Current Deposit (CD) Account

SBL offers customers current deposit facility for day-to-day business transaction without any restriction. Current account is that type of account where depositor can withdraw his deposited money at any time where there is no restriction.

Current account can be divided into following such as:-

- Individual current account
- Proprietorship current account
- Partnership current account
- Current account for Limited Companies

Requirement for proprietor current account:

- Trade license
- TIN (Tax Identity Number) number
- An introducer, who has an account in SBL
- Seal of the applicant required.
- Photo Copy of national ID card.

Requirement for current partnership account:

- Partnership agreement
- Trade license
- An introducer, who has an account in SBL
- Photo Copy of national ID card.

Requirement for Current account for limited companies:

- Memorandum and articles of association of the company.
- Power of attorney
- Decision of the board of directors.

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

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

Monthly Saving Scheme (MSS)

SBL offers monthly savings scheme for its retail customers. Monthly saving scheme (MSS) is specially offered for limited income group of people, students. This MSS account help to accumulate in hand sum amount at the end of maturity date of MSS.

Monthly Installment	3 years	5 years	7 years	10 years	Rate of Interest
500/-	21,700	41,400	65,600	1,15,100	<b>12.50%</b>
1,000/-	43,400	82,800	1,31,200	2,30,200	
2,000/-	86,800	1,65,600	2,62,400	4,60,400	
2,500/-	108,600	2,07,000	3,28,000	5,75,500	
5,000/-	2,17,200	4,14,000	6,56,000	11,51,000	
10,000/-	4,34,400	8,28,000	13,12,000	23,02,000	



If failure to pay monthly installment on due dates he/she will pay penalty of Tk. 20/-(Twenty) next subsequent installment.

### Fixed Term Deposit account (FDR)

Fixed term deposit (FDR) application form has been used both for application form and as a credit voucher for the bank. In case of FDR specimen signature card is used and clients give signatures on the specimen card. In case of FDR it is clearly mentioned that when this amount will be withdrew, account holder receives principle amount plus interest.

### Requirement for opening FDR:

- Two copies of pass port size photo.
- 1 copy nominee photo
- Photo Copy of national ID card (both)
- An introducer who has an account in SBL
- TIN number (If any)

### STD Account

In Standard Bank Limited, STD Account is known as SND Account which full form is Short Notice Deposit. Basically, this account is such type of account which provides interest on daily basis balance of the account. Normally bulk amount of money is kept in the account. This is opened and operated for short term and for specific purpose like salary payment etc.

### Student Account

This account is only for Children but it will be operated by the parents until his/her maturity (18 Years). Now anyone can guide their children save and spend their money judiciously. With SBL student account parents can directly deposit the pocket money into their child's account. The best part of it is that parents can maintain complete control over the account while their child enjoys the benefits of banking.

### Rules for opening student account

- Any children aged from 3<18 will be eligible to open SBL student account.
- Children can not open the account with anyone other than his/her parents.

### Requirements for opening student account

- Photocopy of school ID.
- Photocopy of Birth certificate/passport/certification of age from school.
- Photocopy of Parents National ID/Passport.
- Two copies passport size photograph of the student.
- One copy passport size photograph of parent as a nominee.

### Other Fields of Activity

In addition to above **SBL** performs Corporate Banking, SME Banking, Merchant Banking, Islami Banking and Remittance Services.

### Corporate Banking

**SBL** furnish assistance to deserving candidates in Export and Import businesses. For importers it ensures documentary credit to you through L/C. It may also arrange back to back L/C in appropriate case. SBL can manage Deferred L/C for you. The bank issues Shipping Guarantee for import and even finances your import on demand.

For export traders Standard Bank provide verities of services to enhance the business. These are Export L/C advising, L/C Safekeeping, L/C Confirmation, L/C Checking and Negotiation. Pre-shipment Export Finance program of SBL provides direct finance to you.

Standard Bank distributes term loan for industries. This loan is for Large, Medium and Cottage industries of the country. As special products **Standard Bank** has provisions for Consumer Credit Scheme and House Building Loan for its customers. Thus it's playing a vital role in industrialization of the country

Moreover SBL has Commercial Lending and Working Capital lending programs to further help the new entrepreneurs of the country.

### SME Banking

SBL extends financial cooperation to small and medium scale enterprises of the country at the time of necessity. As the SMEs contribute substantially for the national economy this program enhances the overall progress of the country.

### On-line Branch banking

The bank has set up a Wide Area Network (WAN) across the country to provide online branch banking facility to its valued clients. Under this scheme, clients of any branch shall be able to do banking transaction at other branches of the bank. Under this system a client will be able to do following type of transaction.

1. Cash withdrawal from his/her account at any branch of the bank.
2. Cash deposit in his/her account at any branch of the bank irrespective of the location.
3. Cash deposit in other's account at any branch of the bank irrespective of the location.
4. Transfer of money from his/her account with any branch of the bank.

### Remittance and Services

For providing services to Bangladeshis working abroad Standard Bank maintains three Exchange Houses, one in the U.K and two in US.

For collection of inward remittance from nonresident citizens of the country, **SBL** employed foreign correspondents and trained personnel in different potential countries. The bank has provisions for opening and maintaining of Foreign Currency accounts. This opportunity is for nonresident and resident citizen of the country.

Treasury Unit of Standard Bank operates in foreign exchange market and money market of the country. The daily products in foreign exchange are:

- Spot Dealing
- Forward Dealing
- SWAPS.
- Forex

**Standard Bank** actively participates in money market of the country. **SBL** deals with:

- Overnight (call) Lending and borrowing with banks- NBFIs
- Term placement with banks and NBFIs
- REPO/ Reverse REPO of Government security scripts with Bangladesh Bank and other banks

### Islamic Banking

Standard Bank provides different deposit accounts and deposit schemes under Islamic banking head. All these schemes and products are designed in compliance with sariah and Islamic values.

### Other Products and Services

SBL has Locker Service for safe keeping of your valuables. Most of the major branches provide this service.

Debit and Credit card services are presented by SBL to its clients at a very reasonable charge. It provides cards for Local, International and Dual services.

Standard Bank Limited got in the commercial banking of Bangladesh with a vision and in course of time it has proved its competency to achieve those targets.



# Chapter: 3 – Job responsibility and observations

### 3.1 Nature of the Job:

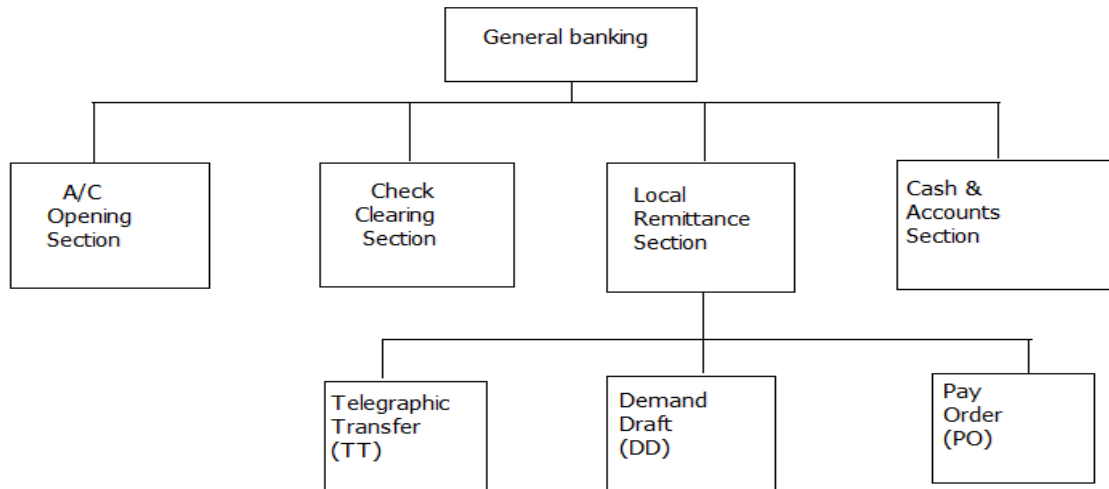
I have been assigned as an intern at standard bank limited, Sonargaon Janapath branch for 3 months to fulfill my academic requirement of Bachelors of Business Administration (BBA) degree. I have worked as an Intern at standard bank limited from 6th March, 2014 to 6th June, 2014. The internship program has provided me tremendous opportunities and scopes to learn and get the insights of practical banking works which will help me in developing my future career. Through the internship program I have learnt regular work as well as corporate work experience that I never could have learnt in the classroom. Moreover, besides the regular office work I have learned to deal with the challenges of the banking industry, got the opportunity to apply knowledge gained from the academic experience, explored many scopes to observe various roles and jobs in the banking sector and all these learning's helped me to gain "real world" experience in banking world.

### 3.2 Specific responsibilities of the job:

General Banking division was my first department where I had to work first. I was given the responsibility of service related issues under the supervision of the respective officers. General Banking is the starting point of all the banking operation. General banking basically deal with Account opening, Account closing, Account Transfer, Opening of various deposit Schemes, Payment Order Issue, Cheque book delivery, Debit card delivery, Register entry etc. I have got an overall idea about general banking of the bank as I worked with front desk employees. There are some key responsibilities in general banking like works of account opening and account closing, supervision of inward and outward registers, preparing all kinds of statements, issuing DD, TT, PO, cheque book, client statement, maintenance of all account opening form & taking approval from manager, outward & inward clearing with all related works and Daily voucher counting, stitching and recording in register properly. I also worked for data entry on excel sheet. I have also worked for cheque clearing.

It is the department, which provides day-to-day services to the customers. Every day it receives deposits from the customers and meets their demand for cash by honoring cheques. It opens new

accounts, demit funds, issue bank drafts and pay orders etc. The various jobs undertaken by a bank could be represented in the following way:



Graph: general banking activities

In the case of the SBL, I was given the following activities of general banking activities of SBL at sonargaon janapath branch.

- Account Opening
- Issuance of Cheque book
- Register Dispatch number
- Give entry of different bill
- Call for giving debit card
- Give customer care service

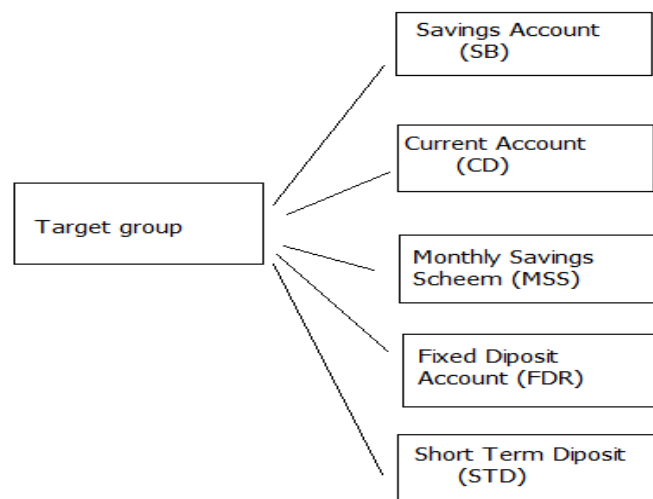
All the employees of sonargaon janapath Branch helped me to complete my job and I tried to describe my knowledge, which I gathered from my internship period.

### 3.3 Learning and observations

Now I will describe what I have learnt and what my observation about bank and banking activity are

#### Account Opening Section

Account opening procedure of SBL is very good. I have to collect all the necessary documents whenever they open an account. Only five to ten minutes are required to open an account if all the documents are correct. Peoples are willingly comes to open an account in this branch. They don't need to force or convince to their client to open an account in their branch. A bank has to maintain different types of accounts for different purposes. SBL offers the general deposit products in the form of various accounts. There are different types of accounts offered by SBL for its target's groups. These are shown as below.



By opening an account, the bank bridge with its customer to avail the facilities provided by the bank. I helped the new customer to know about our products and services and the requirement for opening new accounts.

For closing an Account When a customer wants to close his account in the bank he has to follow the following procedure

- The client writes a written application
- She/he surrenders the unused checkbook



- The bank takes charge for closing fee
- The rest amount gives to the customer
- Closed rubber stamp uses top of the respective account opening form and file.

### Issuance of Cheque Book:

All the account opening formalities must be completed before, issuance of cheque book. Particulars of the cheque book requisition should be completed containing title of account, account number, number of leaves and signature of the customer. Signature of the customer is verified on the requisition. If customer is unable to collect his cheque book, then he can give authority to the third person to collect his cheque book on his behalf by signing on the back of the requisition and also in application form which is given from the bank. Cheque book is taken out from the locker. It is assured that series of the cheque book is in order. Particulars are entered in the cheque book issuance register. Account number is stamped on every leaf of the cheque book and those leaves are counted. Name of the account holder is written on the cover of the cheque book and requisition on the cheque book for further issuance is properly filled stamped and signed by officer of the bank. Cheque book is delivered to the customer and his signature is taken on the cheque book issuance register, cheque serial number is entered in the system. Stock of Cheque books are balanced at the end of each day and kept under safe custody.

### Register dispatch number

The main function of dispatch division is dispatching all types of documents such as OBC, LBC, and different types of letter, different advice. Beside dispatch division receives letter and documents, which may be coming from head office, all other branches of SBL, other banks, negotiation and opening bank (in case of Import and Export) in the name of SBL, Sonargaon Janapath branch. The officers engaged in the dispatch division maintain two types of mail, which is

- Inward mail
- Outward mail

I have to register the dispatch number in serial to maintain the inward mail and also outward mail.

### Give entry of different Bill

Basically in cash department two types of activates has done which as follows:-

- Cash receiving
- Cash payment

But in Standard Bank Limited, employee receives the current bill, water supply bill, material bill etc. So, customer can easily pay their bill in due date. Otherwise it will be disconnected. Firstly, employee has to checks their due date of bill and then collects the bill upon these. When everything is done then employee put the receive seal on both office copy and customer copy. Then they give the customer copy of the bill to the customer. They basically collect the current and water supply bill due to 1 pm. So, customer has to pay bill on that time. After that I have to collect all the office copy of the bill of the customer from the cash department. Then I have to give entry of all the data in excel sheet. Firstly, I have to make some column for data entry. Then I have to make one column for entry bill number, another column for amount of bill, another column for vat. After that I have to make another column with formula for getting revenue from the bill. Lastly, I have to count the sum of total bill amount. If that amount is match with the physical amount then it is ok. But if that amount is not match with the physical amount then cash have to check everything which is connected to bill amount. Basically, cash department officer have to investigate to solve the problem. Otherwise, it will create a problem for employee.

### Call for giving the debit card

Now-a-days all the customer want to receive the money without any hassle. So, when they want to open the account in the bank that time they also fill the application for issuing debit card. They

can easily use the debit card in any booth. Basically, In Standard bank, customer fills the application with extra passport size photograph to get the debit card. Then it will take 10 working days to give the debit card to the customer. When debit card came from the main branch that time employee inform me to call the customer of the debit card user. So, they can quickly get the service from the bank. This debit card they can easily use in BRAC Bank, Dutch-Bangla Bank which has omnibus network. If they use debit card in another bank, then they have to give some charge such as for BRAC Bank 11 tk, Dutch-Bangla Bank 13 tk.

### Give customer care service

In every bank, customer wants the best service without face with any problem to continue their transaction. Basically, I have to work in customer help desk where I have to give the information about Standard Bank Ltd. I have to give some information such as-

- Savings/current/STD/student/DPS/FDR account
- Restriction to account
- Collect Cheque book requisition
- Queries about different deposit schemes
- Inquiries about profit rate
- Different Investment related information
- Online banking/SMS Banking/ Mobile Banking related information and services
- ATM related queries/ request and complaints services
- Debit card/ Credit Card/ Remittance card information and services
- HRD related information and many more.

I have to also receive phone call for knowing the customer problem. Now-a-days, Phone Banking and Call Center is a modern banking service by which, clients can get best service over any mobile/T&T phone without going to any branch and can avail all sort of queries/ requests/ complaints about their problem.

# Chapter 4- Project on Customer satisfaction level of SBL

#### 4.1 Customer satisfaction level on Standard Bank Limited

Customers are the life of any kind of business. Most of the business organizations in the modern world are customer driven, trying to meet the customer's expectation in the best way. They always try to grab their most potential customers to increase their market share. When the products and services provided by the companies meet the expectations of the customer then the customer will be satisfied and will repurchase product and he will be loyal customer to that company. In the banking sector in Bangladesh customer satisfaction is also very important as because the competition in this sector has been increasing. To retain their most loyal and to attract potential customer banks should offer what the customer require and expectation. Standard Bank Limited is also customer concentrated and always committed to provide best service to its customer which is first priority of this bank.

As an intern of Standard bank limited I was assigned to resolve customer problem of general banking and observe the customer expectation and requirement. From this I got interest to find out the customer satisfaction level of Standard Bank Limited. Thus I decided that my project will be the customer satisfaction level of the Standard Bank Limited. Finding the customer satisfaction level is also important for a company to take proper and effective decision. This will indicate the customer repurchase intention, limitation on the service provided by the company, customers' expectation, points to improve which will play a vital role to take important decision by the management. Customer service is an extremely important part of maintaining ongoing client relationships that are important to continuous revenue. For this reason, many companies have worked hard to increase their customer satisfaction level. Customer's satisfaction basically depends on various factors. Customers will be satisfied with the bank when they will get excellent and quality services from employees of bank on a continuous basis.

## 4.2 Method to find out Customer Satisfaction Level

- Making Questionnaire
- Survey
- Analysis of survey data
- Finding from the analysis
- Result

To find out the customer satisfaction level of Standard bank limited firstly I have made a questionnaire of 15 questions which will be rated by the existing customer of Sonargoan Janapath Branch of Standard Bank Limited by 1-5 which will represent poor to excellent. The survey will be conducted by response of 50 customers of this bank. The standards of the rating is given below-

1	Poor
2	<b>Fair</b>
3	<b>Good</b>
4	<b>Very good</b>
5	<b>Excellent</b>

After the survey I will analyze survey data and make a summary of the analyzed data which is finding from the analysis. Finally I will give the survey result based on the findings from analysis of survey data.

### 4.3 Analysis of survey data

Questionnaire is made based on some variables that have directly or indirectly influence on the customer satisfaction level. For example office outlook, employee behavior with customer, quality of service, charge taken to provide services, modern and update technology, error free records, and prompt problem solving skills of employees and average time taken by the employee to give service to its customer. Analysis of survey data is given bellow-

#### Employee behavior with the customer:



**Chart 1: Employee behavior with the customer**

Behavior of the employee working in the bank is one of the important factors for the customer to be satisfied. In my survey there was a questionnaire about the behavior of employee of the Standard bank limited with the customer when providing banking service. From the survey, we can see that at most 25 customers which about 50% of the 50 customers said “Good”. It means that they are somewhat satisfied with the behavior of the employee of Standard Bank Limited.

Reasonable Service Charge:



Chart 2: Reasonable Service Charge

Service charge taken by the bank is always a considerable factor to the customer to be satisfied with. Customers were asked that Standard Bank Charges reasonably for the service they are providing to the customer. Among 50 customers, 22 said “Very Good” and 17 said “Good” that means 22 customers which is 44% of the sample are satisfied with the service charge taken by the Standard bank. 17 customers which are 34% of the sample are somewhat satisfied with charge of service of the bank. This indicates that service charge taken by the Standard Bank is quite reasonable than other banks operating in the country.



Provide prompt and accurate service:

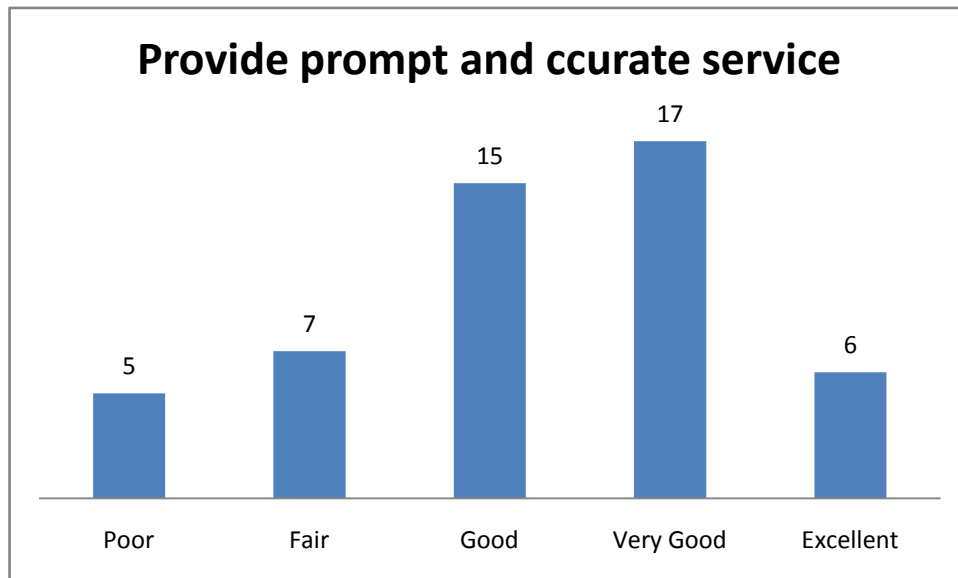
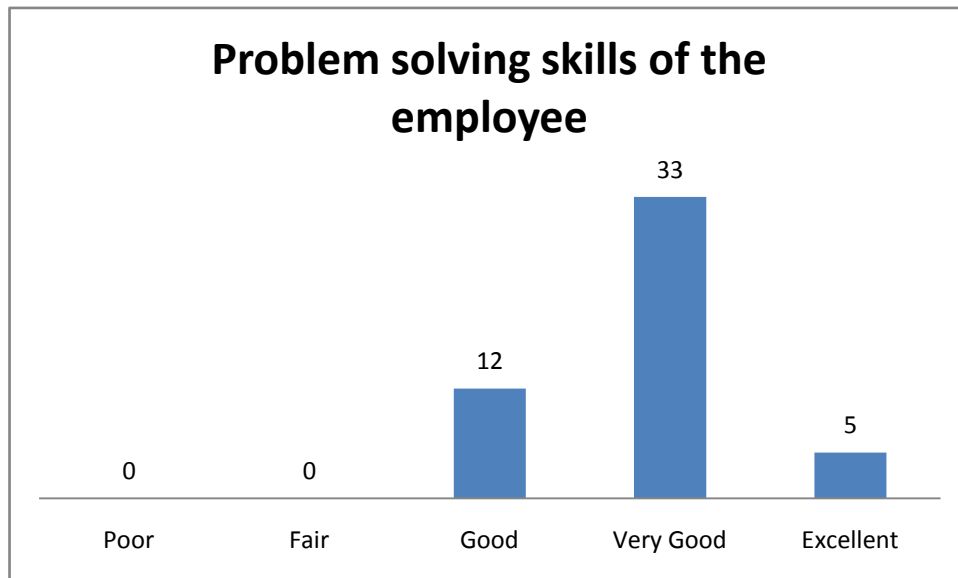


Chart 03: Provide prompt and accurate service

Getting Prompt and accurate service is one of the most important factors of customer satisfaction. If one bank fails to provide prompt and accurate service then it will obviously lose its valuable customer and affect of this can be devastating for the prospect of the bank and it will be criticized. So it is very much important for both the bank to consider as a first priority to provide. Survey shows that 17 customers of 50 which are 34 % said “Very Good” meaning that they are satisfied with prompt and accurate service provided by the standard bank. Moreover, 17 of them are also said “Good” means that they are somewhat satisfied with this. From this, we can say that Standard bank provide prompt and accurate service to its customers.

**Problem Solving Skills of the Employee:**



**Chart 04: Problem Solving Skills of the Employee**

Problem solving skills of employee of the Standard Bank is a significant matter to think when we are trying to justify performance of a bank which resulted in satisfaction or dissatisfaction of the customer of the bank. Customer often face different problem when making transaction, taking loan, depositing money and taking other service provided by the bank. It is important matter to think how much willingness or eagerness shown by employee and time taken to solve the problem. The biggest pillar of the chart shows that 33 customers which are 66% said "Very Good" meaning that they are satisfied with problem solving skills of the employee.

Ensuring error free record:



Chart 05: Ensuring error free record

Ensuring error free record of every transaction made by the customers and bank is basic element and fundamental requirement for the bank. Among 50 customers, 17 people said “good” 20 of them which are 40% of the sample said “Very Good” and 13 of them said “Excellent”. This stat tells that almost everyone believes that Standard Bank Limited ensure the error free record every transaction occur in the bank.

Facility of utility bill Payment:

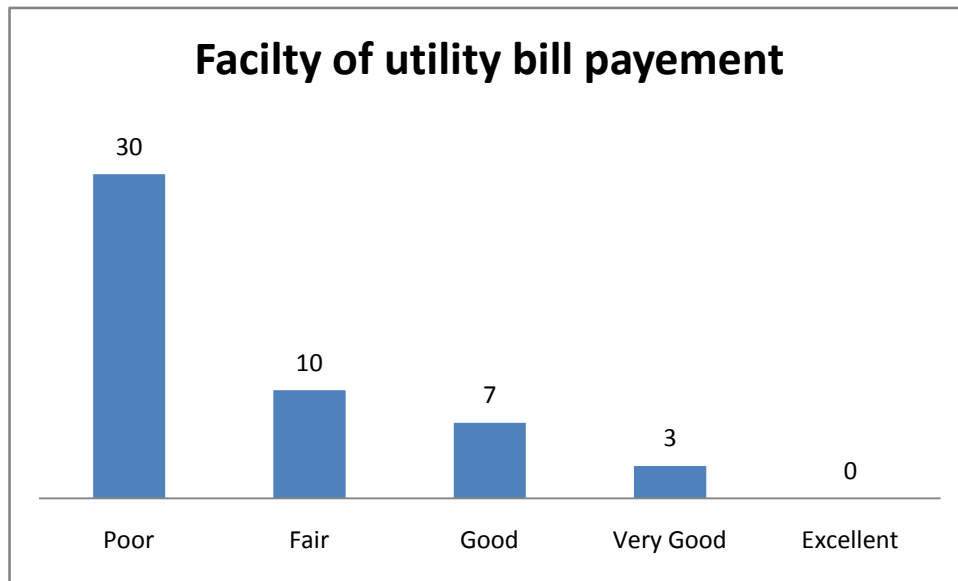


Chart 6: facility of utility bill payment

Utility bill payment on the bank is one of the criteria where customers are interested in. they want to pay bill to the nearest place of their home. If a bank provides this opportunity then it will make customer happy. Here we can see that 30 persons among 50 which 60% are not satisfied with this service provided by the bank. I tried to know why they don't like this service of this bank, they said standard bank accept electricity and WASA bill but not gas bill. People have to go for another bank to pay gas bill. This is one area where Standard Bank can improve. They need to know the customers' requirement. It is irritating to pay electricity bill in one bank and pay gas bill to another bank. This indicates customer dissatisfaction on utility bill payment factor.

Using modern and updated technology:

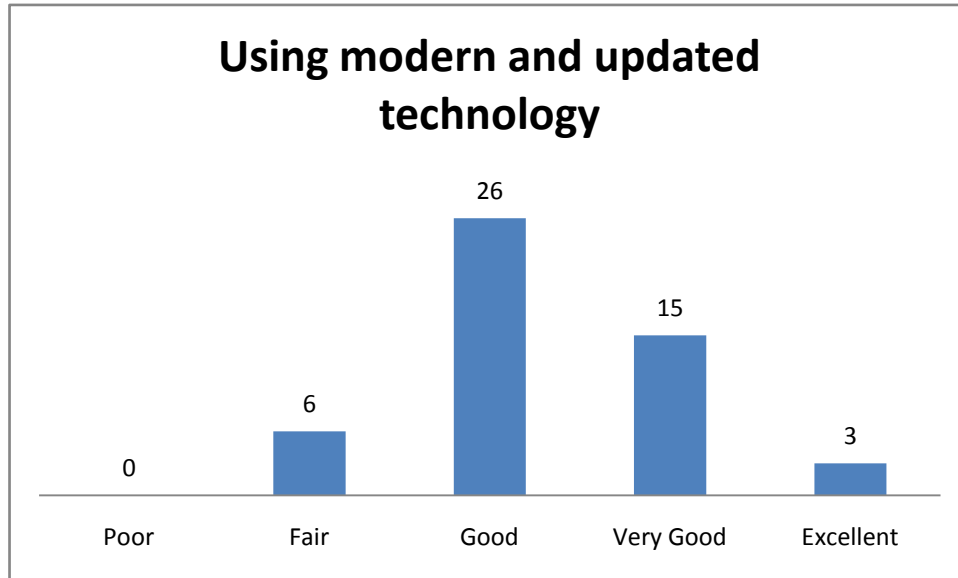


Chart 07: using modern and updated technology

Technology is very important in the present world in any business. In the banking industry it is obvious. To record transaction the software they use and devices they use are also considerable to find the customer satisfaction level. If the bank uses latest and reliable software and devices then it will have an affect also on customer satisfaction. It will make easy for the bank to do day today general banking activity and others activity and this will have an impact on the customer. Here we can see that 26 or 52% customers said “Good” which means that they are somewhat satisfied and 15 customers or 30% of customers said “very good” meaning that they satisfied about the using of modern and updated technology by Standard Bank Limited.

Provide quality network for ATM service:

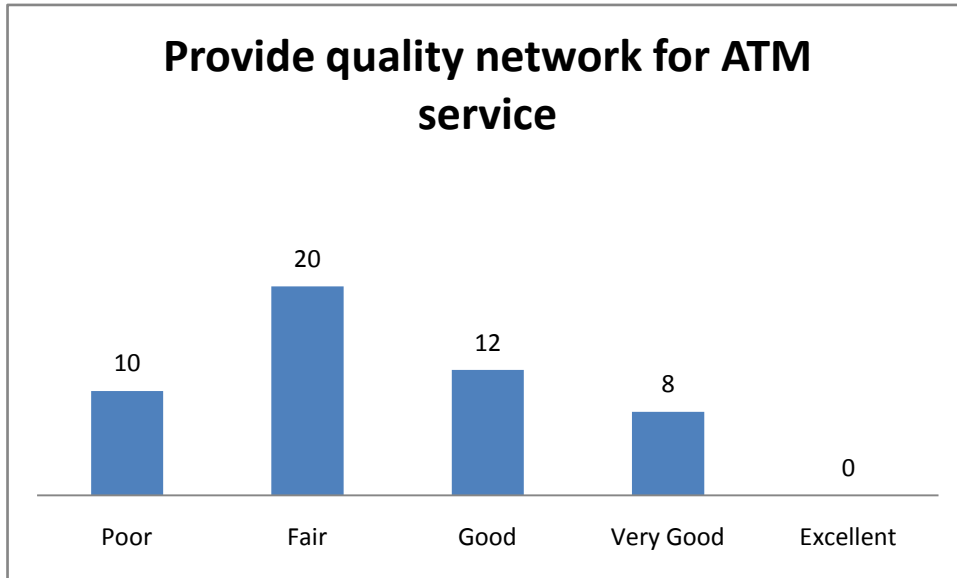


Chart 08: Provide quality network for ATM service

Network provided for ATM service by the bank is an element to justify a bank’s quality service. If the bank ensure quality network for ATM service then customer will be satisfied. If there is good network then there will be no problem to withdraw and deposit money from ATM machine. For Standard Bank limited, survey data shows no positive sign, 20 customers which are said “Fair” which means that network is not that satisfactory. However 12 customers said it is somewhat satisfactory.

Easy procedure of getting Loan:

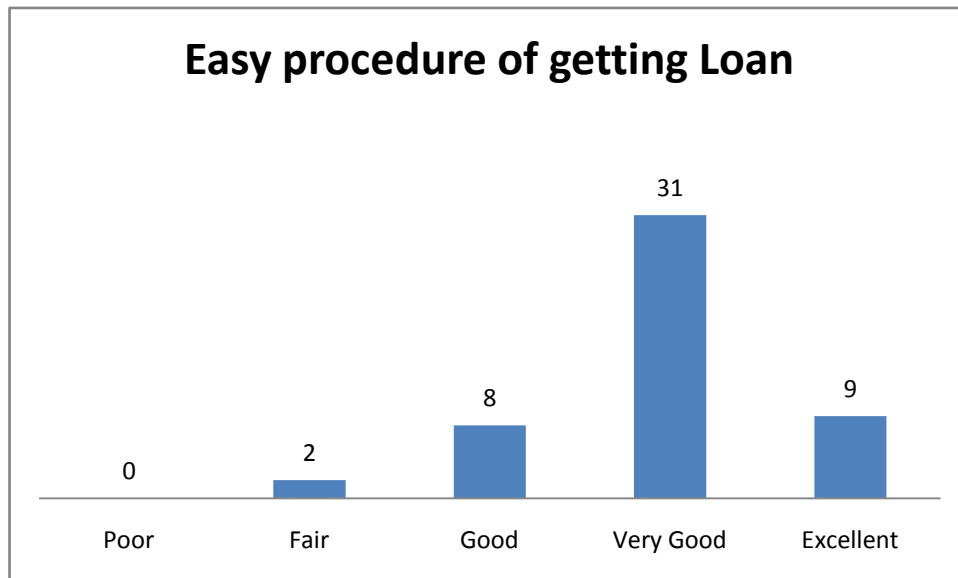


Chart 09: Easy procedure of getting Loan

Different banks have different procedure or process to provide loan to their customer. Complexity or easiness of the process is also a considerable element which has impact on customer satisfaction. If the process of getting loan is easy, precise and applicable then customers will be happy and delighted by getting loan on easy condition. From the survey, we can see that 31 customers which are 62% of the sample said “Very Good” which mean that they are satisfied about the process, term and condition of getting loan from Standard bank Limited. It is also indicate the process of providing loan to the customer of Standard bank limited is easy and implementable.

Customer feels safe by making transaction:



Chart 10: customer feels safe by making transaction

When the customer feels safe about their money transacted through the bank, we can say that customers are satisfied the service bank provided. It is important factor for customer satisfaction level of a company. The chart 10 shows that 24 customers out of 50 give their opinion as “Excellent” which is 48% of the sample. So that we can say that they are fully satisfied and feel safe about their money deposited or transacted through the bank.



Ensure good online banking service:

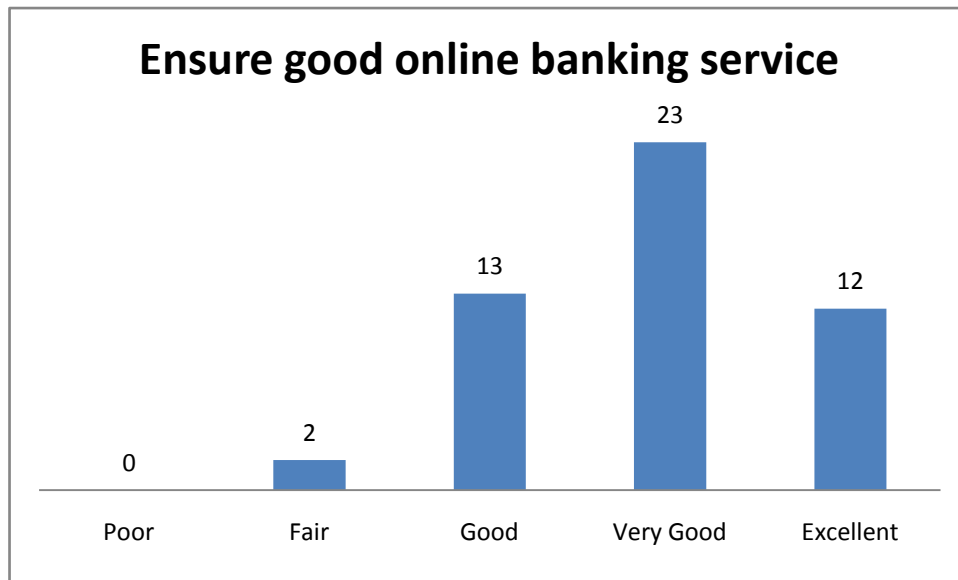


Chart 11: Ensure good online banking service

Online banking is a new dimension for the modern banking system. This is one of the Value added service provide by different banks save time and cost for customer. With help of internet connection customer will be able deposit money and make payment by sitting at home. Standard Bank has offer online banking as well. Survey indicates that 23 which 46% said that Standard bank provide good online banking service.

Well organized office environment:

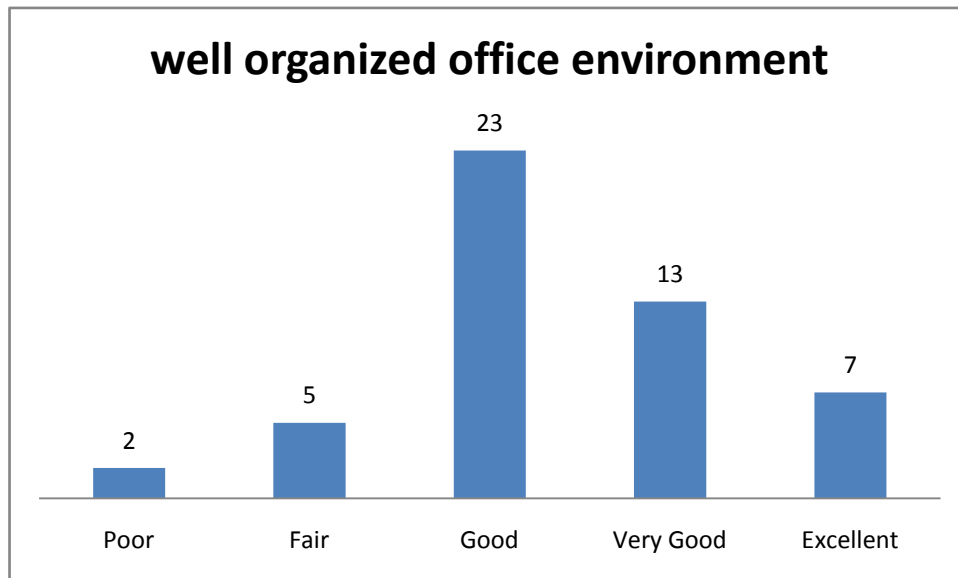


Chart 12: Well organized office environment

Office environment influences the customer as well as the employee working in the bank. If the office is well organized and decorated with quality furniture the employee will feel fresh to work here and will have impact on their performance. Moreover the customers also feel soothing and comfortable by being in bank office to get service from the bank. It is also an important element of customer satisfaction. According to the survey data we can see that 23 customer said “good” to well organized office environment which means that they are somewhat satisfied with office environment of the standard bank Sonargoan Janapath Branch.

Keeps promises:

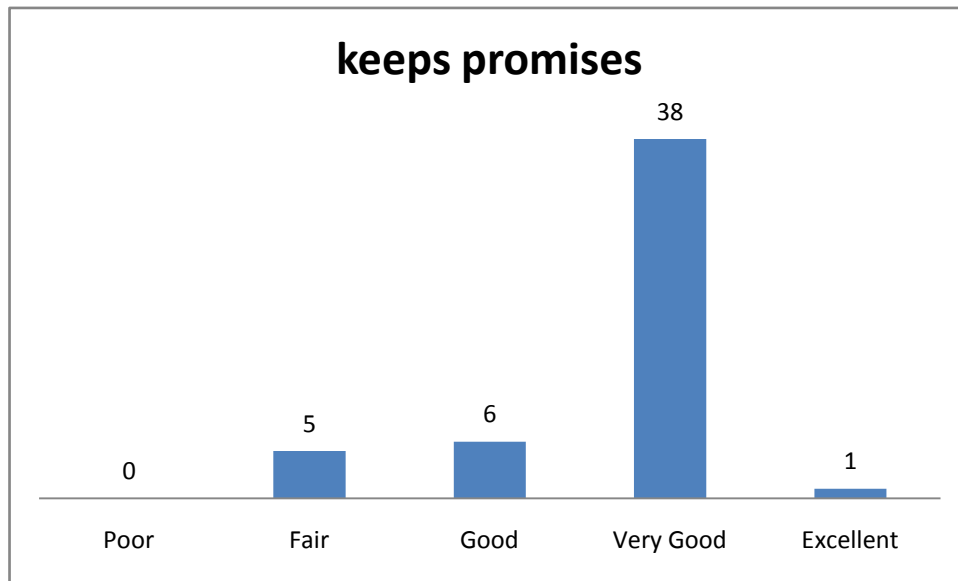


Chart 13: keeps promises

Keeping promise is also very important for a bank. If any does not keep promise which it made the effect would be worse. The customer can leave the bank by being deprived by the bank. Here we can see that 38 customer which about 76% are satisfied with the keeping promise by the Standard Bank. It indicates that standard bank keep promises what it made to its customer.

Waiting time to get service:

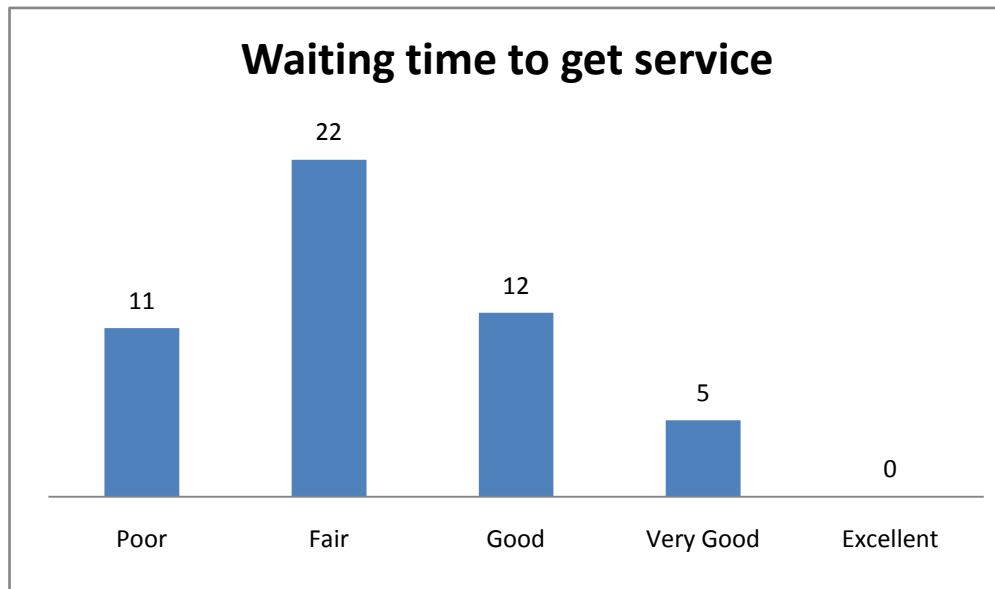


Chart 14: Waiting time to get service

Weighted average time of waiting to get a service from the bank is also important factor to be satisfied by the service from the bank. If the waiting time is longer, then customer will obviously dissatisfied by the performance of the employee of the bank. Here we can see that 22 customer out of 50 which is 44% saying that “Fair” indicate that waiting time to get a service is not that satisfactory. It also indicates that waiting time is longer and performance of the employee is not that convincing.

Office Space:

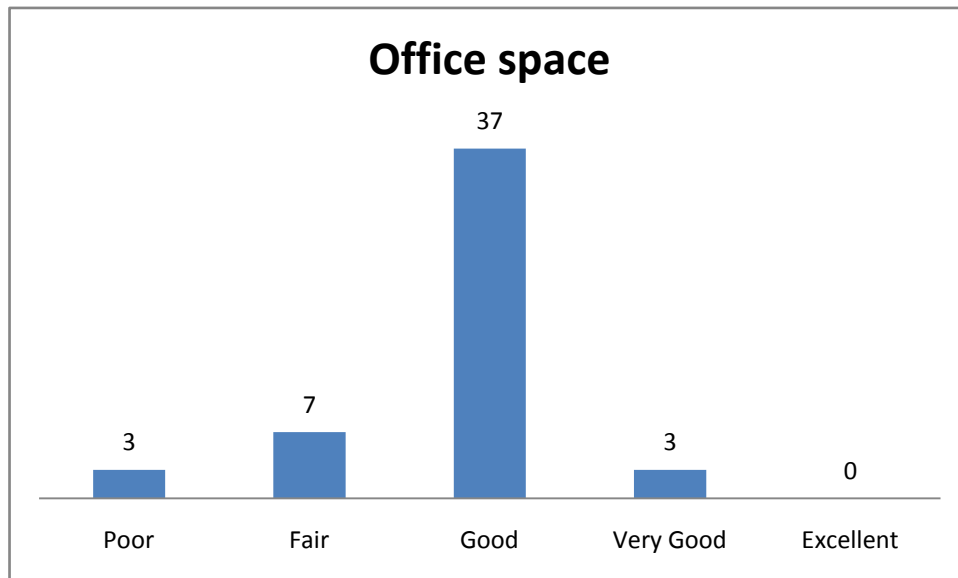


Chart 15: Office Space

Office space is also important element of justifying of customer satisfaction. When the office is spacious the customer can stand comfortably on the queue for getting service from bank. When there is narrow space then customer feels irritating. Here we can see that, 37 out of 50 customers which are 74% said “Good” means that they are somewhat satisfied with the Office space. It indicate that Standard bank Sonargoan Janapath Branch has medium office space which quite okay.

#### 4.4 Findings from analyzed data:

Here I will divide the findings from analyzed data into two sections. These are-

- Positive findings
- Negative findings

By comparing these two sections I can decide the level of satisfaction of the customer in Standard bank limited.

#### Positive findings:

- ✓ 50% of the customers are somewhat satisfied with the employee behavior.
- ✓ 44% customers are satisfied and 34% are somewhat satisfied with the service charge of Standard Bank.
- ✓ 34% of the customers are satisfied and 30% are somewhat satisfied with the Prompt and accurate service by Standard Bank.
- ✓ 66% of the customers are satisfied with the problem solving skills of the employee.
- ✓ 20% of the customers are satisfied with the, 26% fully satisfied and 34% are somewhat satisfied with the ensuring error free record done by Standard Bank.
- ✓ 52% of the customers are somewhat satisfied and 30% are fully satisfied about the modern and updated technology used by Standard Bank.
- ✓ 62% of the customers are satisfied with the Loan procedure of the standard Bank.
- ✓ 48% of the customers are fully satisfied and 32% are satisfied with the safety of banking transaction through Standard Bank.
- ✓ 46% of the customers are satisfied with the online banking service by Standard bank.
- ✓ 46% of the customers are somewhat satisfied with office environment of the bank
- ✓ 76% of the customers are satisfied about the keeping promise made by Standard bank
- ✓ 74% of the customers are somewhat satisfied with the office space of this branch.



**Negative findings:**

- ✘ 60% of the customer are not satisfied with facility of utility bill payment offered by Standard bank limited
- ✘ 20% of the customers are not satisfied and 40% are not that satisfied with the quality of the network provided to ATM service.
- ✘ 22% of the customers are not satisfied and 44% of the customers are not that satisfied with waiting time to get service from the Standard Bank.

#### 4.5 Result of the Survey:

Comparison between positive findings and negative findings from the survey clearly suggest that positive findings are far more than the negative findings. So we can say that most of the customers are satisfied but not fully satisfied about the service and facility provided by the Standard Bank Limited Sonargoan Janapath Branch. However Standard Bank has many areas where they can improve the quality of the service and atmosphere. Moreover, they need to think about the customer requirement, desire and expectation and should work according to this. They should build a strong relationship with the customer by offering best service they can. They need to set goal to make the customer fully satisfied by improving all the lacking they have. All the variables discussed before like employee behavior, service charge, network, utility service, accurate service, error free record, problem solving skills, and office atmosphere are very important elements for the bank, have direct or indirect impact on the customer satisfaction.





# Chapter 5: Recommendations and Conclusion

## 5.1 Recommendations

- A need to extend branch network and more new branch to be opened in other Cities and Towns of Bangladesh to reach out the Potential Customers.
- Difficulties in account opening procedure should be reduced. If they cancel the introducer system they can collect more deposit through opening of new accounts and, hence, it will also satisfy the customers.
- Standard Bank Ltd. should emphasis more on empathy to customers which means that SBL should take more attention to individual care of customers and solves their specific needs.
- They should also focus on the marketing aspects to let customers know about their products and offerings and more promotion should be given to attract new customer. So that customer will know the benefit of becoming customer in Standard Bank Limited through different advertisement and marketing programme. For that they can use print media, electronic media or they can distribute leaflets to customers, also they can set up stall in different trade fair.
- SBL should reduce their ATM and Credit card charge. Extra charge is discouraging customers to make business with SBL.
- As long queues are found in the first week of the month and on Sunday as well as on Thursday, Flexible Multipurpose Counter can be opened for Customer Services. Opening more counters is very important part for the customer's satisfaction level in the bank..
- For cash withdrawals and deposits more ATM can be installed in major cities and towns across the country through which customers can easily get access to their Accounts.
- As the competitors offering a higher interest rate on deposits and lower charges in loans, Standard Bank Ltd. should think about it and if possible then maintain the interest rate and bank charges as similar as to its competitors.
- Standard Bank Limited (SBL) should practice a participant marginal process because in this all the employees get chance for participating in problem recognition and problem solving and this will make thee employees feel better which will work as a motivation weapon. Also award system should be activated depending on the Performance Appraisal of the Employees.



- Sometimes customers ask for more quality service especially quick, accurate service and good behavior from bankers. Token system service can be introduced. So, that customer can easily get the service without any hassle. That time customers waiting time to get service from Standard Bank Limited can be reduced.
- The features of the products offered by Standard Bank Limited, sonargaon janapath branch is not enough. The demand of the customer is high in comparison. Sometime customer claims that benefit that bank is providing with the product is not that much attractive or useful for the customers. The feature of those products should be great and more variety of products is needed. So that it will fulfill the customer needs.
- Standard Bank Limited offer the customer that they can pay their current bill, water supply bill, material bill etc in the branch. But they are not offering to pay the gas bill. So, customers are not satisfied with that service. They want to pay the every bill in one branch. So that they have not to go another bank. SBL should try to think about that service to attract more customers in their branch.

## 5.2 Conclusion

Standard Bank Limited has earned a good reputation around Bangladesh. Despite competition among banks operation in Bangladesh both local and international, SBL has made remarkable progress, practically in every sphere of its activities. But they have their competitors who actively striving to take the advantages in every side. They should aware about this. They have reputation about online banking transaction. Customers are quite satisfied about the online banking. But the users of online banking are limited in regard to their total customers. It must be a concerning fact. They try to satisfy their customer through providing different service. So, they should improve their service quality to attract more customers. None the less, they have launched new technology to give fastest service to their customers. For sustainable growth, by implementing new technology and innovation they have to walk with the time. In this purpose, they have to identify their strength and need to recover their weak sides.

### 5.3 References:

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2. Saiful Islam Manik  
Manager, Standard Bank Sonargaon Janapath Branch



3. Kayrul Bashar  
Eo & Sub- Manager Standard Bank Sonargaon Janapath Branch



#### 5.4: Appendix- Questionnaire

Questionnaires	Poor	Fair	Good	Very good	Excellent
Employee behavior with the customer	1	2	3	4	5
Reasonable Service Charge	1	2	3	4	5
Provide prompt and accurate service	1	2	3	4	5
Problem Solving Skills of the Employee	1	2	3	4	5
Ensuring error free record	1	2	3	4	5
Facility of utility bill Payment	1	2	3	4	5
Using modern and updated technology	1	2	3	4	5
Provide quality network for ATM service	1	2	3	4	5
Easy procedure of getting Loan	1	2	3	4	5
Customer feels safe by making transaction	1	2	3	4	5
Ensure good online banking service	1	2	3	4	5
Well organized office environment	1	2	3	4	5
Keeps promises	1	2	3	4	5
Waiting time to get service	1	2	3	4	5
Office Space	1	2	3	4	5