

Customer Service
of
Alpha Credit Rating Limited



AlphaRating

**Report
On**

Prepared For

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LETTER OF TRANSMITTAL

19 September, 2016

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Assistant Professor, and

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BRAC Business School

BRAC University

Sub: Submission of internship report

Dear Sir,

I hereby take the opportunity to submit my report on "Customer service of Alpha Credit Rating Limited". While preparing this report, I am working as an Assistant Manager at Alpha Credit Rating Limited under the supervision of Mr. Abdul Mannan, Deputy Managing Director. I feel most privileged to be associated with an experienced, efficient and professional team in one of the most reputed company in Bangladesh. I tried my best to make this report as informative, practical, reliable and relevant as possible. I strongly believe that this report will satisfy your requirements and expectations I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help me in my future professional life. I would like to thank you for the guidance and support you have provided me during the course of this report.

Hereby, I hope that you would be kindly accepting my sincere effort and oblige thereby. Thank you again for your support and patience.

Yours Sincerely,

Mohammad Moniruzzaman Khan

ID - 13364062

BRAC Business School

ACKNOWLEDGEMENT

The successful accomplishment of this Internship Report is the outcome of the contribution and involvement of a number of people, especially those who took the time to share their thoughtful guidance and suggestions to improve the report.

First of all, I would like to thank honorable academic supervisor **Dr. Suman Paul Chowdhury** Assistant Professor, and Coordinator, MBA Program BRAC Business School BRAC University. I am thankful to him for his continuous support and supervision, suggestions and providing me with valuable information that was very much needed for the completion of this report.

Then, I express my sincere gratitude to **Mr. Abdul Mannan**, Deputy Managing Director, Alpha Credit Rating Limited, for supervising me. I want to thank all the Branch General Banking Officers who have helped me at every steps of my internship. It was a great honor to work with such kind, hard-working and helpful officers.

Finally my sincere gratitude goes to my family, friends, classmates and colleagues who helped me whenever I needed.

EXECUTIVE SUMMARY

Alpha Credit Rating Limited was incorporated on the 24th of February 2011, a result of the initiative of a few distinguished and renowned professionals of Bangladesh and with the support and organizational assistance from SATCOM IT Ltd., Axis Resources Ltd., Equity Care Bangladesh Ltd., and TAN Equity and Investment Ltd

Its funding partners are professionals, who fully understand local customers and the complexities of the social and political structure of Bangladesh's business environment. Alpha Credit Rating has technical collaboration with Istanbul International Rating Services Inc (TURKrating). The main data for this report is collected from website of the company, Interview with employee of the company. I hope this report will be helpful for the management of the company who are responsible for taking decisions. In the SWAT part I have tried to find company's clear picture in terms of customer service. in the recommendation part I give some advice based on their problems that I found.

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1 Chapter One: Introduction

1.1 Introduction

The term “Credit Rating” can be analyzed by dividing it in two parts – credit and rating. Credit is taking money or some benefits from a lender for generating some benefits with a promise to pay back the principle and the interest after a specific time period. Rating usually denotes to a symbol or on a relative judgment of something on a scale. So the entire term ‘credit rating’ can be defined as a judgment or an opinion on the quality of a credit, whether the creditor or the borrower is financially capable to meet the obligations i.e., principle and interest.

A credit rating assesses the credit worthiness of an individual, corporation, or even a country. It is an evaluation made by credit bureaus of a borrower’s overall credit history. Credit ratings are calculated from financial history and current assets and liabilities. Typically, a credit rating tells a lender or investor the probability of the subject being able to pay back a loan. However, in recent years, credit ratings have also been used to adjust insurance premiums, determine employment eligibility, and establish the amount of a utility or leasing deposit.

Credit ratings are used by investors, issuers, investment banks, broker-dealers, and governments. For investors, credit rating agencies increase the range of investment alternatives and provide independent, easy-to-use measurements of relative credit risk; this generally increases the efficiency of the market, lowering costs for both borrowers and lenders. This in turn increases the total supply of risk capital in the economy, leading to stronger growth. It also opens the capital markets to categories of borrower who might otherwise be shut out altogether: small governments, startup companies, hospitals, and universities.

1.2 Background of the Study

This report is prepared as fulfillment of the requirement for the degree of Masters of Business Administration program of BRAC Business School, BRAC University. Honorable Faculty **Dr. Suman Paul Chowdhury**, supervised while the preparation this report on “**Customer service of Alpha Credit Rating Limited.**”

Credit rating works on the credit worthiness of a debtor, especially an individual, a business or a country. It is an evaluation process made by a credit rating agency of the debtor's ability to pay back the debt and the likelihood of default. In Addition there are eight rating companies currently operating in Bangladesh. This has been creating a competition among market players and declining rating fees. From credit rating definition, it should reflect the credit worthiness of the debtor, taking into consideration both the capacity and the willingness of the borrower. However, the effectiveness of the ratings within Bangladesh has been faced into questioned several time.

This report will focus on the Customer service of Alpha Credit Rating Limited.

1.3 Objective of the Study

The objective of the study is to focus on the broad issue is “**Customer service of Alpha Credit Rating Limited**” This paper also have some particular objectives, which are-

- Describe the Overall industry of Credit Rating
- Describe the Overview of **Alpha Credit Rating Limited**
- Describe SWAT analysis
- Discuss the findings

1.4 Selection of the Topic

I am working on this company as a Assistant Manager in Business Development Department so that this topic is relevant to my work.

1.5 Sources of Data

Primary Data:

Primary data were being obtained from different field visits and interviewing different office employees and through working on official documents.

Secondary data:

Secondary data were being obtained from visiting different websites and brochures etc.

1.6: Limitation of the Study

- Time was a genuine constraint issue for such a research.
- More statistical analyses could have been applied and used.
- It was difficult to have group discussions with experts due to their busy schedules.
- Some of the confidential information of the organization cannot be disclosed as the matter of policy of the organization.

1.7 Industry Analysis:

Credit rating agencies of Bangladesh are still in their early days. The practices of utilizing the services of credit rating agencies are becoming more efficient day by day. At present there are eight credit rating agencies operating in Bangladesh, namely Credit Rating Information and Services Ltd, Credit Rating Agency of Bangladesh Ltd, National Credit Ratings Ltd, Emerging Credit Ratings Ltd, Argus Credit Rating Services Ltd, WASO Credit Rating Company Ltd, Alpha Credit Rating Ltd, and The Bangladesh Rating Agency Ltd. From 2002 to 2012, these eight agencies have shown their emergence promising the same impact that the major rating agencies have put on the financial markets around the world. It first came as a measure taken by Bangladesh Securities and Exchange Commission to protect the investors and make the market more efficient where the rating agencies would supply relevant information and work as a decisive role for investment.

Credit Rating Companies Rules, 1996 offered the assurance of filling the information gap between the investors and the market and all the players involved in the trading mechanism by guiding the credit rating services to achieve information driven dynamic market infrastructure. In 2002, two rating agencies started their journey. Later, mandatory ratings were issued by the BSEC and Bangladesh Bank to ensure transparency and market efficiency. Such measures induced many agencies to come forward to run their operation in Bangladesh. Banks and NBFIs are mainly the key entities that must get rating periodically to keep their stakeholders up to date with the ongoing events and their effects on their organizations. Such mechanism of credit risk valuation leads the commercial banks to maintain their diet according to the prescriptions provided by Basel II. In the recent developments, Bangladesh Bank is initiating a different framework for SME (Small and Medium Enterprises) to get rated as it will empower risk-based lending, removing the curse of collateral based lending for SME. SMEs suffer the crisis of eligibility for getting loans because of the established system of collateral-based lending. Rating SMEs would put their demand forth and lead the banks to make risk-based lending.

Hence, more SMEs will get a loan and more productivity will be ensured. Many reform plans are being made for developing the rating agencies' services and making the industry more competitive.

2 Chapter Two: Overview of Alpha Credit Rating Limited

2.1 Knowing Alpha Credit Rating Limited:

Alpha Credit Rating Limited was incorporated in February 2011 with a mission to provide independent, transparent & reliable analysis & opinions on the credit worthiness of Bangladeshi Obligors. Alpha Credit Rating Limited has obtained Credit Rating license from Bangladesh Securities and Exchange Commission (**BSEC**) as per Credit Rating Rules 1996. We have also received ECAI accreditation from **Bangladesh Bank**. Alpha Credit Rating Limited are the **only Credit Rating Company to receive Insurance Development Regulatory Authority (IDRA) Accreditation**.

Alpha Credit Rating Limited has technical collaboration with Istanbul International Rating Services Inc (TURK rating) Istanbul, Turkey. Turk rating is a national rating agency Founded By a group of international experts who have long years of experience in rating and investor services. They have well structured organization. The combination of international Experience with local insight gives Alpha rating the ability to create a unique value for its clients.

Alpha Credit Rating Limited is fully equipped with highly professional staff and logistic support, having economic, financial, accounting specialists & analyst's managers and adequate number of staff to carry out the assignment.

2.2 Philosophy

It is our belief that being very good at something is only the starting point. Aim is always to be pioneer and leader within our field of industry. In our company, we constantly adapt our policies and procedures to new challenges and needs. This will be maintained through continuous professional development, constant investments in research as well as the use of the highest level of intellect, and their perseverance. Coupled with continuous improvements in our services and workforce, these procedures ensure the quality control allowing us to offer top quality rating services in the country.

2.3 Technical Partner

Alpha Ratings' Technical partner is Istanbul International Rating Services Inc. (Turk rating) is a Turkish Credit Rating agency. It is one of the three rating agencies to receive accreditation from the Republic of Turkey's Banking Regulatory and Supervisory Agency (BRSA) and the Capital Markets Board. The agency was established in Turkey by a group of

international experts with extraordinary depth and breadth of experience in ratings, investor services, banking, regulatory, and other.

2.4 Mission:

Alpha Rating's mission is to provide independent and reliable analysis and opinions on the creditworthiness of Bangladeshi obligors. We have set out to bring to Bangladesh the extensive international credit rating experience of our partners in order to contribute to the fostering of a credit rating culture among Bangladeshi obligors, investors and other market participants.

Alpha Rating is committed to provide credible opinions through application of analytical methodologies and business policies that follow international best practices. As a national rating agency with an experienced local team, we aim to add value through our know-how of the Bangladeshi business culture and our understanding of the complexities of the domestic political and social environment.

2.5 Core Values:

The Alpha Rating teams recognize the importance, responsibilities and sensitivities encompassed in its Mission and therefore attach utmost priority to establishing working standards that reflect strict observance of the following values:

- Rigorous and systematic analysis
- Integrity
- Independence
- Transparency
- Professionalism
- Confidentiality
- Identifying innovative approaches relevant to changing conditions.

2.6 Service

2.6.1 Advisory

Alpha Rating advisory services include, financial feasibility, financial structuring, modeling, the client specific need-based studies in the different sectors. The company offers sophisticated advisory services for financial institutions & other obligors.

2.6.2 Training

Alpha Rating has the expertise in designing, developing and delivering customized training in credit, risk and corporate finance. Our tailored courses will assist management in implementing strategic aims in the context of the current environment.

2.6.3 Analysis

Alpha Rating analytics offer an array of models and tools, including the Rating Agency's analysts use to assist in forming their opinions. These are supplemented by a growing portfolio of products and services centered on assessing various financial risk.

2.6.4 Research

Alpha rating research services will enable market participants to monitor changes in ratings, understand credit trends and make informed business decisions. The service provides insightful research, analysis, ratings and surveillance information.

2.7 Rating Methodology:

The rating methodology incorporates quantitative factors. The rating reflects the company's current financial strength as well as how the financial position may change in the future. In this respect, extensive research on the outlook of the sector in which the firm operates is also an integral part of the rating methodology. Ratings are assigned by the Rating Committee. The ratings are assigned on a national scale and corporations are evaluated in respect to the financial strength of their peers in Bangladesh. Within this context, our analysis takes into consideration the fundamentals of the Bangladesh economy and the key features of the sector in which the company operates. The issuer's evaluation will also take into account:

- Recent economic developments,
- The quality of economic and financial management,
- The debt and characteristics of the sector,
- Economic stability,
- Political stability and effectiveness of the political system,
- Long-term trends and economic outlook.

A corporate rating evaluation, whether for an industrial company or a company in the

service sector, will consider three main areas:

Business Risk Analysis:

Business Risk Analysis is segmented into two or three sub sectors: industry outlook, competitive position, and if necessary, operations analysis.

Industry Outlook:

Industry outlook evaluates the level of risk involved in participating in a particular business or businesses. Some of the factors, among potentially many others, the analyst will consider include;

- Demand growth,
- Pricing flexibility,
- Capital intensity,
- Research and development requirements,

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- Demand growth,
- Pricing flexibility,
- Capital intensity,
- Research and development requirements,
- Barriers to entry,
- Regulatory framework.

Competitive Position:

Competitive position looks at an organization's competitive strengths and weaknesses relative to its peers. In particular, the question is whether the firm's market position and associated business strategies allow it to favorably differentiate itself from its competitors.

Operations Analysis:

Operations analysis can be a useful additional sub-sector of Business Risk Analysis in those cases where technical competence is an absolutely critical ingredient of success. Such situations would include those where human safety is an issue (such as fire, earthquake, terror, or even failure of the data system or breakdown in technology), and, therefore, a sudden loss of customer confidence could potentially translate rather quickly into financial disaster.

Financial Risk Analysis:

Financial Risk Analysis is segmented into four sub sectors:

Earnings : A record of reliable profits, even if cyclical or volatile, enables access to funding on commercial terms. Firms that have compiled such profit records have more flexibility to refund or retire outstanding debts through capital market operations, rather than being dependent on matching internally generated cash flows to debt maturities.

Performance is generally evaluated by relating profits to assets, to permanent capital, and to equity. Return of assets is computed before taxes, and measures the productivity of all assets. One other ratio used to judge the contribution of profits to the firm's credit profile is the dividend payout ratio. The dividend payout ratio considers the portion of earnings paid out as dividends on common stock.

Cash Flow Generating Ability and Debt Servicing Capacity: As cash flow is the principal source of repayment for debt obligations issued by corporations, cash flow generating ability and debt servicing capacity are closely related. Cash flow can either be from operating or from non-operating sources operating cash flow is also called funds from operating and is typically defined as pretax profits adjusted for items not involving movement of funds, principally depreciation, amortization and other non-cash items, plus interest. Non-operating cash flows are normally derived from sales of long term assets, which may include property or equipment, parts of or entire business units, or investments in affiliates.

Annual cash inflows (sources) from operating and non-operating activities are compared with annual cash outflows (uses), both on historic and projected bases. This Cash Flow Match indicates the extent to which the organization has been reliant on external funds in the past and is likely to be so in the future. Cash outflows considered include capital expenditures, long-term investments, dividends on common and preferred stock, income taxes, interest expense, and working capital changes.

Capital Adequacy: Capitalization and Financial Policies are often indicative of a company's risk orientation. The extent to which management decides to finance its operations with debt rather than equity influences the analyst's rating recommendation. However, very low financial leverage isn't necessarily the most appropriate strategy. After all, equity financing is usually more expensive than debt financing is reasonable. Alpha rating seeks to understand the basis of management's financial policies before drawing conclusions in this section of the credit analysis.

Several ratios are computed to measure debt leverage. The universal standard leverage measure is Total Debt/Equity, which considers all on-balance sheet debt obligations, including such short-term liabilities as bank overdrafts, relative to equity. Equity includes common and irredeemable preferred shares. Short-term Debt/Total Debt, considered together with the firm's debt maturity schedule, is evaluated to understand the extent of

rollover risk. Short term debt does expose a company to refinancing risk. Its use within reasonable limits is justified by cost and asset-matching considerations. When appropriate, off-balance sheet financial liabilities such as operating leases, joint venture debt, and guarantees, are taken into account through adjustments to the standard ratios.

Financial Flexibility: Financial flexibility principally incorporates the concepts of liquidity and access to alternate financial sources. Potential constraints on financial flexibility, such as legal claims or potential environmental liabilities, would also be considered in this section. A number of ratios are used to evaluate a firm's liquidity. Traditional favorites include;

- The Cash Ratio (cash and equivalents/current liabilities), the Quick Assets Ratio (cash and equivalents plus trade receivables/current liabilities), and the Current Ratio (current assets/current liabilities).
- Accounts Receivable Turnover (average accounts receivable/sales x 365/1) and Inventory Turnover (cost of goods sold/average inventory x 365/1) ratios are also useful to look at to assess the level of funds tied up in these activities.
- In addition, calculation of a Payables Turnover ratio (payables/cost of goods sold x 365/1) indicates whether the firm is stretching out or speeding up payment to its suppliers. Important information can be derived by tracking turnover rates over time and relative to key competitors.

Management/Ownership/Governance Risk Analysis:

Management/Ownership/Governance Evaluation is one of the key elements of the rating methodology since it is management that decides what businesses to be in, what strategies should be pursued, and how these activities should be financed. Ideally, management's business goals and financial policies should be clear, consistently pursued, and realistic based on the firm's business risk. The management evaluation is also conducted with due consideration given to the actual and potential influence of significant shareholders. It is important to establish that there is a congruence of goals of such shareholders with those espoused by company management to the rating agency. If given the opportunity, Turk rating meets with significant or controlling shareholders to assess how they view the relationship. Additional governance issues that are of particular relevance include information disclosure and transparency. More specifically, the quality of a company's accounting and financial reporting practices, including timeliness and transparency,

reflect the management's attitude towards risk and towards fair dealing with key constituencies including, most importantly, from Turk rating's perspective, creditors. Risk management principles and practices are also key elements of Turk rating's evaluation of management. The existence of a well defined set of risk management principles and its strict implementation by all management staff is central to understanding the company's credit quality.

2.8 Rating Scales:

Long Term Rating Scale and Definitions

RATING	DEFINITION
AAA	Issuers or issues rated AAA represent the strongest credit quality relative to other Bangladeshi obligors.
AA	Issuers or issues rated AA represent very strong credit quality relative to other Bangladeshi obligors.
A	Issuers or issues rated A represent above average credit quality relative to other Bangladeshi obligors.
BBB	Issuers or issues rated BBB represent average credit quality relative to other Bangladeshi obligors.
BB	Issuers or issues rated BB represent slightly below average credit quality relative to other Bangladeshi obligors
B	Issuers or issues rated B represent weak credit quality relative to other Bangladeshi obligors.
C	Issuers or issues rated C represent very weak credit quality relative to other Bangladeshi obligors
D	Issuers or issues rated D have failed to meet their rated financial commitment on time or when due.

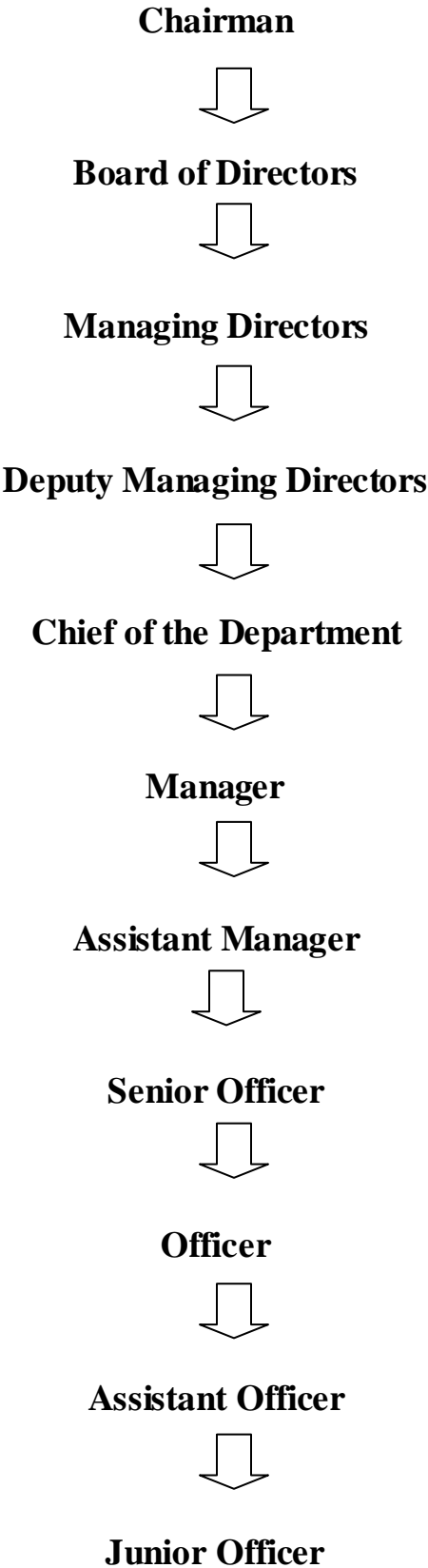
NOTE:

Long term rating from AA to B may be modified by the inclusion of a plus (+) or minus (-) sign to indicate relative strength within the rating category.

Short Term Rating Scale and Definitions

RAT ING	DEFINITION
A 1	Issuers rated A1 have the strongest ability to meet short term financial commitments relative to other Bangladeshi obligors.
A 2	Issuers rated A2 have an above average ability to meet short term financial commitments relative to other Bangladeshi obligors.
A 3	Issuers rated A3 have an average ability to meet short term financial commitments relative to other Bangladeshi obligors.
A 4	Issuers rated A4 have a below average ability to meet short term financial commitments relative to other Bangladeshi obligors.
A 5	Issuers rated A5 have a well below average ability to meet short term financial commitments relative to other Bangladeshi obligors.
A 6	Issuers rated A6 have failed to meet their short term financial commitments.

2.9 Organogram of Alpha Credit Rating Limited:



3 Chapter Three: Job Responsibility

3.1 Responsibility

I am working in Alpha Credit rating Limited from April 1, 2013. Now I am Working as a Assistant Manager in Business Development Department. I have some responsibility that's are,

- Expanding our business through attracting new customers.
- Following up new business opportunities and setting up meetings.
- Establishing and maintaining working relationships with different level of people.
- Providing weekly management report with market feedback to the top management
- Preparing monthly and annual budget of the branch you are responsible
- Developing effective marketing strategy to achieve the targeted business
- Developing your own team with effective team members
- Communicating with prospective clients.
- Administering agreements and receivables.
- Communicating with management and giving market feedback.
- My job also involves traveling anywhere within the country to visit clients and attend corporate events.

3.2 Learned from this job

I am joining this company as Officer now I am an Assistant Manager in this time I learned many thing like,

- Knowing about corporate culture & process to work in structured organization.
- Developed communication skills & learned about ways to interact with the customers.
- Learned how to complete given task within specified time frame & process to prioritize the work based on their importance.
- Learned how to work in a team & also was able to broader networking of contact which may help to build my career.
- Communicate with different departments relating to different issues of customers.
- Prepare proposal for customers.
- Communicate with customers over phone relating different service issues.

4 Chapter Four: Customer Service of Alpha Credit Rating Limited

4.1 Knowing what is Customer Service:

Customer service is the provision of service to customers before, during and after a purchase. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest". Customer service concerns the priority an organization assigns to customer service relative to components such as product innovation and pricing. In this sense, an organization that values good customer service may spend more money in training employees than the average organization or may proactively interview customers for feedback.

From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. One good customer service experience can change the entire perception a customer holds towards the organization.

4.2 Products / Services offered

4.2.1 Corporate Debt Rating

Assess the probability of timely repayment of principal and payment of interest over the term till the maturity of such debts.

4.2.2 Entity Rating

Assess the probability of timely repayment of principal and payment of interest over the term till the maturity of all debt obligations that the entity hold at that date. Since it does not analyze the individual characteristics of the borrowings based on their specific structure, and terms and conditions, therefore it does not comment on each borrowing; instead entity rating gives a generalized opinion on all borrowings of the rated entity. This form of rating also includes IPO (Initial Public Offering) rating.

4.2.3 Bond Rating

Assess the likelihood of timely repayment of principal and payment of interest over the term till the maturity of such debts.

4.2.4 Financial Institutions Rating

Assess the creditworthiness of financial institutions, i.e. commercial and investment banks as well as Islamic Financial Institutions, finance companies and discount houses. ECRL is proud

to be the first rating agency in Bangladesh to introduce a specific set of rating symbols and definitions designed exclusively for Islamic Financial Institutions.

4.2.5 Insurance Rating

Assess the credit-worthiness of insurance companies, both general and life insurance, i.e. the financial security characteristics of the insurance company and its ability to meet its policy holder obligations.

4.2.6 Project Finance Rating

Assess the likelihood of timely repayment of principal and payment of interest on debt securities issued by a corporate.

4.2.7 SME Rating

The rating of Small and Medium Enterprises (SME) indicates relative level of creditworthiness of an SME entity in relation to other SMEs

4.3 Major Customer

- Sonali Bank Limited
- Janata Bank Limited
- Agrani Bank Limited
- Rupali Bank Limited
- BDBL
- State Bank Of India
- Farmers Bank
- NCC Bank
- Trust Bank Bond II
- Trust Bank Bond III
- Raken Bond
- Sadharan Bima Corp.
- Agrani Insurance Company Limited
- Janata Insurance Company Limited
- Republic Insurance Company Limited
- Markentile Insurance Limited
- AB Investment Limited
- Ab Securities Limited
- SBC Securities Limited
- NCC Bank Securities Limited
- Uniliver Bangladesh Limited
- Philip moris
- Akij Group
- Thermax Group
- Jamuna Group
- Pakiza Group
- Madina Group
- Alltex Group
- Tanaka Group
- SA Group
- Golden Harvest Limited

4.4 SWOT Analysis

I have used SWOT analysis in order to analyze the customer service activities.

4.4.1 Strength

- Quick service
- Reliable service
- Highly professional staff
- Strong and dedicated officers
- Different types of services according to customer demand
- Experience management Team
- Service priority
- Accountability

4.4.2 Weakness

- Lack of commitment among the service officers
- Time management
- Lack of loyal customers
- No clear instruction for customer service provider
- Limited manpower
- Lack of training facility
- Employee turnover is high
- Lack of advertisement

4.4.3 Opportunity

- Can use of advance technology for better service
- Have many potential customer
- Credit rating mandatory for credit facility user
- Can set new service quality goals for better service
- Can decentralized every service

4.4.4 Threats

- Number of competitor is very high
- Some other competitor have better service packages
- Changing economic condition
- Commission of Middleman

5 Chapter Five: Concluding Note

5.1 Findings of the study

5.1.1 Positive Findings

Analyzing customer service system of Alpha Credit rating Limited I have found out following issues-

- Alpha Credit rating Limited always tries to satisfy their customers through quality services.
- Management team is highly qualified.
- Strong and dedicated officers
- Have many potential customer
- Credit rating mandatory for credit facility user
- Customer base is very strong

5.1.2 Negative Findings

- Time management
- Lack of loyal customers
- Some other competitor have better service packages
- Limited manpower
- Lack of training facility

5.2 Recommendations

From the analysis and observation, the following recommendations have been formulated in order to smooth operation-

- Here have many potential customers so need more manpower to serve more clients.
- Introduce new technology
- Give some gift item for advertisement purpose
- The time requirements in the service provider have to be minimized.
- Service charge should be standardized as possible

Others Recommendations are-

- Need to arrange training

- Need to review the training session's output regularly
- Should take strong and effective steps to attract potential customers.
- Should reduce the misguidance regarding information
- Should have a minimum time limit to provide per customer service
- There should introduce a feedback system for customers
- High authority should take necessary steps to motivate employees immediately
- Branch expansion
- Advisement and promotion
- Improvement of the HRD

5.3 Conclusion

In the end I can say it is a lifetime achievement for me to work in Alpha Credit Rating Limited and gather knowledge. Alpha Credit Rating Limited as an organization is trying to establish their service and they can improve their service through low price service with skilled service provider. The level of satisfaction among the customers and employees can go up by the dedicated steps of organization and it is necessary. Alpha Credit Rating Limited has to apply some new dimensions in its customer satisfaction level & its products and services. Otherwise, it would be quite hard for them to keep their business position in competitive market industry. Because of without pure satisfaction from the customers no one can last longer in the market. Existing customers hope better future of Alpha Credit Rating Limited by providing best services.

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