

Internship Report on

Customer Perception on General Banking Activities of Prime Bank Limited Banani Branch



Prime Bank Limited
a bank with a difference



Internship Report On
Customer Perception on General Banking Activities of Prime Bank Limited
Banani Branch

Submitted to:

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Letter of Transmittal

27th April, 2017

Md. Tamzidul Islam

Assistant Professor & Internship Coordinator

BRAC Business School

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Subject: Submission of Internship Report

Dear Sir,

It gives me enormous pleasure to submit this report entitled “Customer Perception on General Banking Activities of Prime Bank Banani branch” as per your instruction. As a part of Bus 400 course, I have prepared this report which gave me the opportunity of emerging theoretical knowledge with my practical experience. I expect this report to be informative as well as comprehensive.

Working in PBL was an inspiring experience which gave me potential knowledge about the corporate world. I have tried my level best to reflect that practical experience in this paper. The knowledge I have gathered from this three months internship period, will facilitate me a lot in my future career.

I would like to express my profound gratitude for your kind and conscious guidance in preparing this report. Your acceptance and appreciation would surely inspire me. For any further explanation I would gladly be available to answer.

Sincerely Yours,

.....

Zarin Tasnim

ID: 13104176

BRAC Business School

BRAC University

Acknowledgement

First and foremost, I would like to express my gratitude to almighty Allah for enabling me to complete this internship report on “Customer Perception on General Banking Activities of Prime Bank Limited Banana Branch.” The internship opportunity I had with PBL was a great chance for learning and professional development. Therefore, I consider myself as a lucky individual because I got the chance of meeting some wonderful professionals who led me through this internship period.

Successful completion of any project work requires help from a number of persons. Now there is my little effort to show my deepest gratitude to those helpful individuals.

I convey my sincere gratitude to my Internship Advisor, Md. Tamzidul Islam, Assistant Professor and Internship Coordinator, BRAC University. Without his kind direction and proper support this project would have been a little success. In every phase of this report his supervision has helped me to shape it perfectly.

My hearties gratitude to all the officers of PBL Banani Branch, who in spite of being very busy with their duties took time to hear me, guide me on the right path. The working environment in bank was unknown to me but they made me comfortable to adjust myself and carry out my tasks. My special thanks to some respectable persons-

- Md. Moniruzzaman, Vice President and Head of Branch
- Sharmin Akhter, Assistant Vice President and Operation Manager
- Farzana Mahmud, First Assistant Vice President and GB in charge

Last but not the least, I would like to show gratitude to my family members and my friends whose enormous support enabled me to complete this project work successfully.

Executive Summary

After completing the various course work of four years undergrad life, learning through the practical knowledge is the second step. The internship program of three months gives that opportunity to every student. As per the requirement of BBA program, I did my internship in Prima Bank Banani branch. I have performed ninety days internship, which helped me to improve myself in the practical field.

As per the requirement of internship program, I have prepared this report. To prepare this report I have done some data analysis. Both from the primary and secondary sources I collected the data. As I was assigned in the General Banking division I tried to reflect my knowledge about that department in this report thoroughly. To measure the customer perception about general banking activities of Prime Bank I have conducted a research, where the customers were my respondents.

This report gives details explanation about the general banking activities of Prime Bank, the second generation bank which came into being in 1995. PBL was established with the objective of bringing about a qualitative change in the sphere of banking and financial management. At present the bank contributes effectively in the economy of Bangladesh by collecting funds from the surplus units and mobilizes to the deficit unit in the form of credit. At present the bank serves its customers with 140 branches around the country.

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Chapter 01: Organization Part

1.1 Background:

In the backdrop of economic liberalization and financial sector reforms, a group of highly successful local entrepreneurs conceived an idea of floating a commercial bank with different outlook. For them, it was competence, excellence and consistent delivery of reliable service with superior value products. Accordingly, Prime Bank was created and commencement of business started on 17th April, 1995. The sponsors are reputed personalities in the field of trade and commerce and their stake ranges from shipping to textile and finance to energy etc.

As a fully licensed commercial bank, Prime Bank 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.

Prime Bank has already made significant progress within the very short period of its existence. The bank has rated as a top class bank in the country through internationally accepted CAMELS rating. The bank has already occupied an enviable position among its competitors after achieving success in its business operations.

Prime Bank offers all kinds of commercial Corporate and Personal Banking services covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail Banking and consumer banking right from industry to agriculture and state to software.

Prime Bank, 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, the banks' strategy is to serve the customers through capacity building across multi delivery channels. The past performance gives an indication of their strength. They help customers to adobe the changes in a short period of time and enable them to compete more effectively in the market they operate.

1.2 Mission:

- To build Prime Bank Limited into an efficient, market-driven and customer focused institution with good corporate governance structure.
- To improve the business policies, procedures and efficiency through integration of technology at all levels.

1.3 Vision:

- To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

1.4 Corporate Philosophy:

Prime Bank being very conscious about the wellbeing of their customers promises to bring the new and developed products in the market in order to provide the most efficient banking service.

By giving proper opportunities to their employees Prime Bank differentiate themselves from many others. It offers attractive remuneration to its employees. For their career development Prime Bank organizes different kind of training program.

Corporate philosophy for the shareholder is to consolidating its position by generating proper return on the investment and proving themselves as a stable and progressive financial institution.

For the community Prime Bank tries to uphold the best practice and ethical values. They always try to adhere to the national policies so that they can contribute to the progress of the nation.

1.5 Awards & Achievements:

- SAFA best presented accounts award-3rd position
- 15th ICAB national award for best presented annual report 2014-certificate of merit.
- Best bank of Bangladesh by global survey-2013
- ICMAB best corporate award 2013-1st position in private commercial banks.

- International platinum star for quality award 2012
- The Bizz 2012-inspirational company award.
- The industry 2012-best rated bank award.

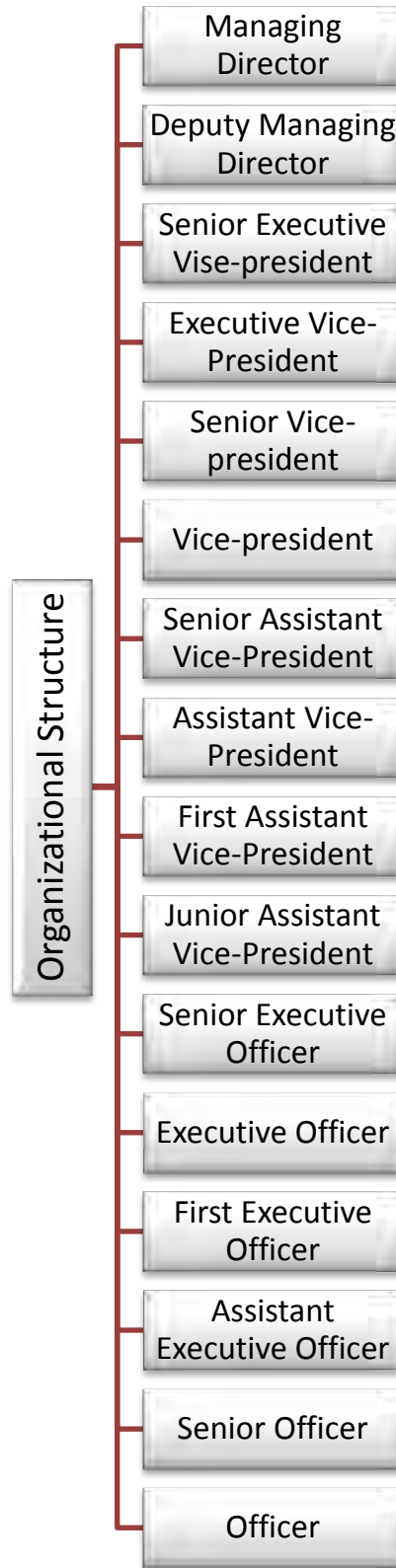
1.6 Slogan:

“A bank with a difference”

1.7 Logo:



1.8 Organizational Hierarchy of Prime Bank Limited:



1.9 Location and Number of Branches: there are one hundred and forty branches of Prime Bank in our country. In Dhaka division it has sixty branches. Throughout the Dhaka city PBL has established seventy-eight ATM booths. There are more booths on different divisions.

Head Office Location	Adamjee Court Annex Building-2, 119-120, Motijheel C/A, Dhaka-1000
Industry	Banking & Financial Services
Year of Incorporation	1995
Legal Status	Public Limited Company
Total Branches	127
Number of Employees	2200

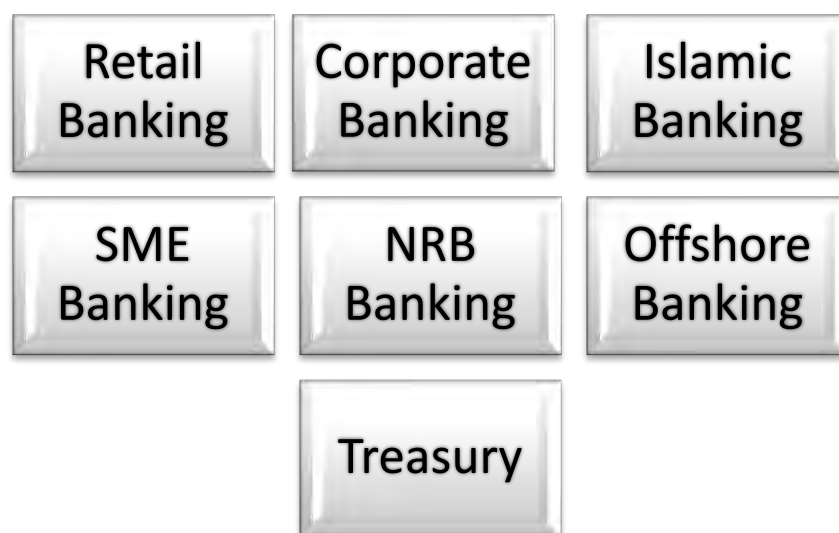
1.10 Branches of PBL throughout the Country:

Division	No of Branches
Dhaka	60
Chittagong	27
Rajshahi	11
Khulna	6
Barisal	1
Sylhet	18
Rangpur	4

1.11 Financial Products and Services of Prime Bank Limited:

Prime Bank has always been the diversified bank in Bangladesh. It has introduced different departments for the need of the customers. Their number of products and services are increasing

day by day. From time to time they have developed their facilities of retail banking and corporate banking. Their products and services are as follows-



1.12 General Banking Activities of Prime Bank Banani Branch:

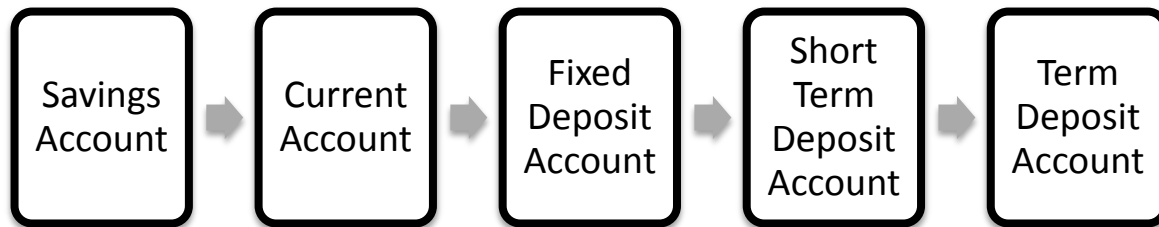
General banking department is the heart of every branch. It is the most important as well as busiest department. The general banking department serves the customers initially by giving them day-to-day services. It is also known as retails banking. The functions of general banking are as follows-

General Banking			
Account Opening	Clearing	Remittance	Cash

1.12.1 Account Opening Section:

Account opening is the primary activity to build the banker and customer relationship. There are some legal procedures for opening a bank account. After opening the account the customers are bind into contractual relation with the bank.

Prime Bank Ltd opens the following types of account:



The procedure for opening savings or current account is given below-

- Officers provide the form to the applicant and explain details of the procedure.
- Customer fills up the form with the signature of an introducer along with following belongings- two passport size photos signed by the introducer, photocopy of NID of the applicants and the nominee, utility bill for verifying address, office identity card/ joining letter.
- After filling up the form customers submit the form to the respective officer.
- Officers do the screening and if everything is ok, they request to deposit money.
- Once the account holder deposits the money the account is being opened.
- Officers issue cheque book for the customer and after certain period customer receives the cheque book.
- Bank preserves the application form.

✓ Closing of an Account:

An account holder can close his/her account at any time by giving valid reason. If any account holder wants to close his account he must submit an application form to the manager of the

branch by mentioning proper valid reason. He must also submit the unused leaves of the cheque book to the bank.

After verifying the genuineness of the application form bankers close the account but Tk. 50/- is charged for savings account and Tk. 100/- is charged for current account as closing fees.

✓ Cheque Books Issue and Delivery:

After opening the account, customers might need the cheque book for further transactions. There are some steps which had to be followed by both the banker and customer to receive the cheque book.

- Issue of Cheque Books:

- I. Customers need to fill up the requisition slip properly provided with the account opening form.
- II. Bankers must verify the signature with the attached signature of the signature card.
- III. Then bankers must post the requisition information in software.
- IV. After that the senior person authorizes the requisition.

- Delivery of Cheque Books:

- I. It is bank's responsibility to let the customer know about receiving the cheque book.
- II. After getting informed the customer reaches the bank and gives signature on the register paper.
- III. Officers verify the sign and issue the cheque book by putting the information of series number, date and page number into software.
- IV. Customer receives the cheque book.

- Issue and Delivery of Debit Card:

Customers may apply for debit card by filling up the card requisition form provided along with the account opening form. To fill up the form the customer must give details information like- contact address, account name, account number and one passport size photograph. Once he submits the form the bankers give the requisition for the card.

It takes seven working days to reach the card to the branch from head office. Bankers inform the customer to receive his debit card. The customer needs to come by himself in the office to receive the card and after twenty-four hours he can use it to withdraw money from any booth.

1.12.2 Clearing Section:

The main responsibility of clearing section is to ensure the safety and security of the financial instruments like- DD (Demand Draft), PO (Pay Order), Cheque etc. on behalf of the customers through Bangladesh Bank, Outside Bank Clearing (OBC), Inter Branch Clearing (IBC).

Types of Clearing:

- I. Outward Clearing
- II. Inward Clearing

✓ Outward Clearing

Outward clearing means the cheques are sent for collection. When any particular branch receives cheque from the customer drawn on other banks, through clearing zone, it is called outward clearing. In other word outward clearing is for other banks or branches, when any particular branch receives cheque they have to send it to other bank for payment (Parimi, 2014).

✓ Inward clearing

Inward clearing is the cheque which is drawn by the branch/bank customer on their own account in favor of other parties. Inward clearing is for the branch itself. When any bank receives inward clearing cheque they have to debit their customers account (Parimi, 2014).

1.12.3 Remittance Section:

Remittance is the process of making payment from a buyer to a distant seller via wire, mail or online transfer. Through remittance banks are making the payment process easier for any buyer. They can easily give payment to their seller through remittance processing.

In PBL Banani branch they offer three types of remittance-

- I. Payment Order
- II. Demand Draft
- III. TT (Telegraphic Transfer)

✓ Pay Order

Payment order is a financial instrument issued by a bank on behalf of customer stating an order of payment to the payee within same city. Pay order is not applicable for the parties from different city. It only works within the same city. By the pay order the bank promises to pay the amount to the third party as specified because, it is a non-negotiable instrument (Parimi, 2014).

Pay Order Issue:

- I. Customer is supplied with the PO form.
- II. Customer fills up the form and gives back to the office.
- III. In the meantime, customers need to deposit money in cash department by cheque.
- IV. The assigned officer then issues the pay order by the specific blocks also write the PO number on the PO blocks.
- V. Due authorizers sign the block.
- VI. And at last customer is provided with the block after signing on the back of the banks part.

✓ Demand Draft:

Demand draft is the instrument by which one party (drawer) instructs another party (drawee) to pay the specified amount of money to the third party (payee). Demand draft may be applicable form a same bank but in different branches as well. It is a negotiable instrument (Parimi, 2014).

Demand Draft Issue:

- I. Once the customer gets the DD form he/she fills it up with specific information such as the name of the drawer along with signature and address, name of the drawee and his branch, amount to be paid and name of the payee.
- II. After filling up the form customer needs to pay the amount by depositing money or also can transfer from his account.
- III. At this step the forms need to be submitted to the assigned officer and the officer after signing and checking everything issues the DD form on a specific block. The block has two part, one for bank another for customer.
- IV. After inputting all the information bank issues, a confirmation slip of DD form addressing the drawee address. The customer gets his part of the block. Later on the bank mails the DD block slip to the drawee address.

✓ TT (Telegraphic Transfer)

Telegraphic transfer is usually a method of transferring funds; it is usually utilized for overseas wire transaction. Telegraphic transfer is also known as telex transfer (About Prime Bank Limited).

TT Issue:

- I. Customers at first have to fill up the TT form with depositing money in the cash department in cash or by cheque.
- II. After receiving the TT form the responsible officer issues a cost memo and checks the payment seal on the TT form. He then signs it and gives back to the customer.

- III. When the TT confirmation slip is issued the entry is given in the issue register of the bank and authorizers authorize the slip.
- IV. The confirmation slip is sent by post. And instantly the officer forward the message to the drawee branch mentioning the amount, name of the payee, a test number, date, seal and name of the issuing branch.

1.12.4 Cash Section:

Cash section is the most sensitive section of a bank. Cash is the liquid asset therefore; its care is taken very carefully. As an intern, I was not authorized to work in this section because of its sensitivity. The cash section starts their transaction at the early morning through the cash from the vault. But being the nearby department I could know their all procedure. All cash receipt and payments are made through this department.

The cash section officers need to be present in the office at the very first hour. They cannot be late as the customers come for withdrawing money or depositing money at the very first hour. The section starts their operation by taking money from the vault. Vault is the most secured place of a bank. All the money is kept in the vault. The vault has two set of keys. One is kept with the cash in charge and another is kept with branch in charge. When the officers take the money from the vault to start their operation, they write the amount in the cash register as opening balance. All the transactions are made by this department the whole day. After all the transactions the remaining money is put back on the vault as closing balance.

Chapter 02: Activities Undertaken

I joined PBL on 4th January, 2017. After my joining as an intern in Prime Bank Banani branch, the manager operation MS. Sharmin madam advised me to work in the general banking department. As this is the most primary section of a bank. Any customer banker relationship starts from this department. As advised I started the day with account opening form. I was instructed to read the full instruction written on the account opening form and get introduced with that properly. There are many more activities of a general banking department. I was introduced with some of the activities. But it was not possible for me to know every activities of the department in the short period of internship program.

Work Related Activities:

- ✓ Opening Account and Account related activities
- ✓ Issuing cheque Book, delivering cheque book
- ✓ Issuing debit card, delivering debit card
- ✓ Issuing the Dormant Letters
- ✓ Clearing Cheques
- ✓ Receiving the Incoming Documents

2.1 Opening Account and Account Related Activities:

Prime Bank Banani branch is a big branch with above thirty employees. There I saw many customers who come for opening account. There are many personal account holders besides current account holders. My responsibility was to delivering the account opening form to the respective customer and delivering all the information needed to fill up the form. Once the customer fills up the form and returns it to me I was instructed to check the form properly is there any information missing or not. I also had to check all the necessary documents related with account opening form which was must for customers to submit.

For savings account I had to check the following instruments-

- I. White signature card along with account holders signature
- II. Introducers signature
- III. Account holder's passport size photo attested by the introducer
- IV. Nominee's passport size photograph attested by account holder
- V. Account holder's NID photocopy
- VI. Nominee's NID photocopy
- VII. Account holder's house photocopy of utility bill
- VIII. Papers related to source of income

For current account the following instruments are necessary-

- I. Yellow signature card with the signature of the person who will operate the account
- II. Introduction of a Prime Bank account holder
- III. Certified copy of valid Trade License
- IV. TIN certificate
- V. VAT registration number
- VI. Photocopy of valid passport/NID
- VII. One copy of passport size photograph of nominee

After checking all the necessary documents, I was used to provide the form to the respective account opening officer and she opened the account. She gives the deposit slip to the customer and tells him to deposit the specific amount he wants to deposit initially. And after that the account opening procedure is done.

2.2 Issuing and Delivering of Cheque Book:

After the account opening procedure is done customers need the cheque book for further transaction. There being a cheque book requisition slip attested with the account opening form. The customer needs to fill it up and give signature on it. After three working days his/her cheque book arrives at the branch. My responsibility was to inform the customer to receive his cheque

book. I was to inform them by giving text or call. When the customers come to receive it my responsibility was to deliver the cheque book to them.

For this process I needed to go through few steps-

- I. Receiving the cheque book (sent from head office).
- II. Sorting them and keeping them with requisition slip and date.
- III. When customers come, taking their signature on the register.
- IV. Verify the sign with requisition slip.
- V. Delivery to them finally.

2.3 Issuing and Delivering Debit Card:

Customers need to fill the card requisition form along with the account opening form if he/she wants to take debit card facility. I was deeply engaged with debit card related activities. What I had to do were-

- I. Check the application form accurately.
- II. Check the passport size photograph attested with it.
- III. And check if there is proper contact address on the form of the account holder.
- IV. Finally deliver to the respective customer with duly signature on the register.

Once he customer receives the card he/she can use it in booth after twenty four hours. Because by this time the responsible officer was used to active the card.

2.4 Issuing the Dormant Letters:

Dormant accounts are those which show no activity (withdraw/deposit) over a long period of time. As banani branch was an older branch, there were many accounts which were dormant. Their procedure was to inform the customers about their accounts being dormant. GB in charge Ms. Farzana Mahmood gave me the list of dormant accounts after some days of my joining. There were two thousand and fifty accounts which were dormant. My responsibility was to issuing the letter against each account and send by the courier.

The Following Procedure I Followed to Issue the Letters:

- I. Making letter against each account individually.
- II. Getting them signed by particular officer with their seal.
- III. Putting the serial number and date seal on top of those letters.
- IV. Scanning and keeping the record of sending by the courier.

2.5 Clearing Cheque:

As banani branch was the busiest branch there I saw many cheques coming through clearing house. I did the task of receiving cheques for only few days. During this short period, I was instructed to check various things on the cheque while receiving-

- I. Checking the date of the cheque if it was within the last six months. Otherwise it will not be acceptable.
- II. Checking the signature on it along with account number.
- III. Checking the account number, signature and contact address on the back of the cheque.

2.6 Registering the Incoming Documents:

Every day there used to come a lot of important document through courier in Prime Bank. Those documents are called incoming. My daily responsibility was to deal with the documents. I used to receive those papers from the respective person and keeping them in the incoming box along with received seal and date. At the end of the transaction hour I was used to put all the name of the papers into incoming register. Later on signed those papers by the Manager Sir and delivering to the officers.

Chapter 03: Project Part

3.1 Introduction:

Banking sector is one of the major sectors that play the most important role in moving the wheels of the national economy of our country. Day by day banks are becoming more customers oriented. In order to attract more customers banking services are also developing. In the globalization competition banks are offering more customized high tech products to their customers. Our central bank always keeps monitoring the performance of different banks. Individual banks need to satisfy the parties which are related with their growth.

3.2 Problem Statement:

This report will explain in details about the customer perception on general banking activities of Prime Bank Limited. It will also give an overview of the bank. Therefore, the intention is to measure the customer perception on general banking activities. For the ease of readers understanding different charts, graphs and tables has been used in this paper.

3.3 Objectives of the Project:

Primary Objectives:

- The primary objective of this report is to gain the practical knowledge how organizations operate their business activities. Transforming the theoretical concepts into real life work experience. Another primary objective is to fulfilling the requirement by the BBA program of BRAC University.

Secondary Objectives:

- To learn and understand the overall activities of PBL.
- To learn details about general banking activities of PBL.
- To learn how customers are offered services.
- To analysis the customer satisfaction level.
- To identify any problem regarding general banking of PBL.
- Giving solution or recommendation based on the relevant findings.

3.4 Timeline: I started my internship in Prime Bank Limited, banani branch on 4th January and completed on 3rd April. I expect to follow the given schedule for completing the internship program. As per my timeline I would take the month of April for submitting my internship report as well as the presentation.

3.5 Limitations:

- As I was an intern I did not have access in their software. If I had so, I could have enriched my report with more relevant information.
- Time was the biggest constraints for me. As I had to go under my day to day job responsibility I could hardly get time to collect data properly.
- The customers were very busy during taking service. Therefore, they could not give me enough time for interview.
- The employees in PBL were very busy in their responsible fields. They could hardly provide me any time for discussion.
- As I had few days to do the survey, I had to choose a small sample size.
- The report does not include all information about all departments of PBL. As due to time constraint I could concentrate on only general banking department.

3.6 Methodology: methodology part is an essential part of the topic as it gives an overview about how i collected data and worked on that. It includes sources of different data, collection of data from different sources, analysis of those data. For collecting my data I have used two sources which are given below:

3.6.1 Primary Sources:

- From my practical banking work.
- First hand observation.
- Discussion with the employees.
- Observing their day to day job assignment.
- Taking interviews from different clients.
- Talking with the top management.

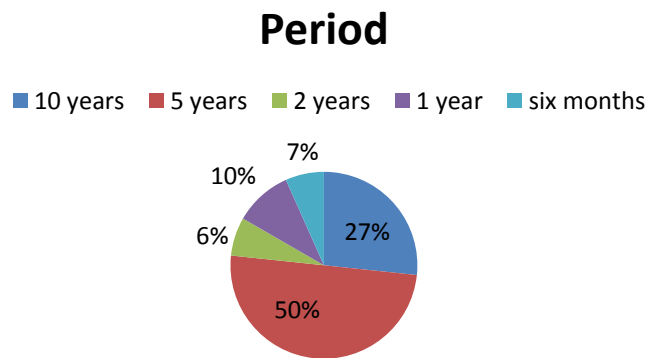
3.6.2 Secondary Sources:

- From the official website of Prime Bank Limited.
- From the annual report of PBL available on their website.
- From different journals, books relevant to my topic.

3.7 Data Analysis: to measure the perception of PBL's customers i have done the survey based on some variables for ex- promptness of the employees, knowledge of them, their internet banking procedure etc.

My first question was about the time period the customer is with Prime Bank. I asked this question because if the customer is for longer period, he/she can understand the service quality accurately. For this question I choose five determinants.

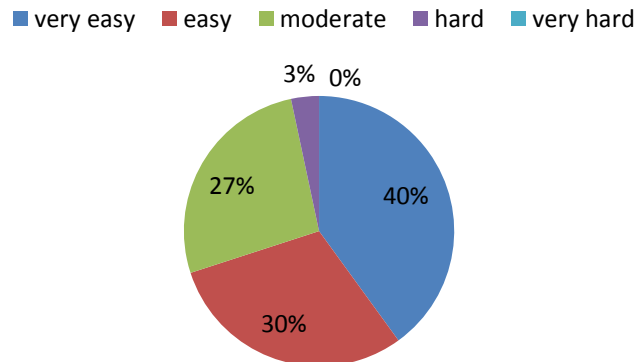
1. For how many years you are maintaining the transaction with Prima Bank Limited?



From the total respondents 27% were the customer of PBL for ten years, 50% for five years, 6% for two years, 10% for one year and 7% for six months.

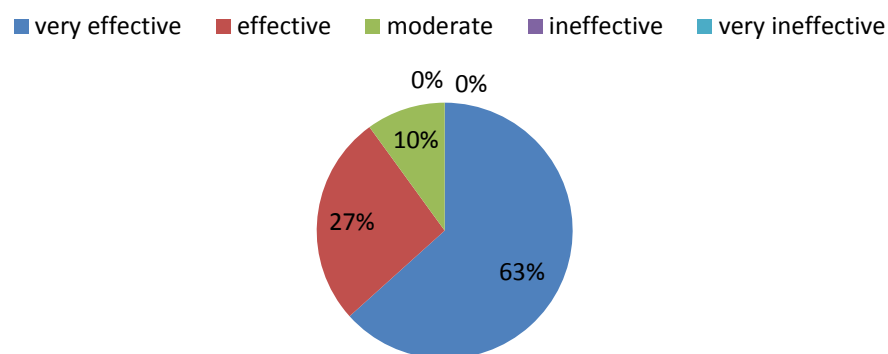
After collecting this primary data about the respondents, I started my main part of the questionnaire. There I selected fourteen variables for conducting survey. Based on these four variables the customer's perception can be determined about the service of PBL Banani branch.

2. How much easier is it to open account in PBL?



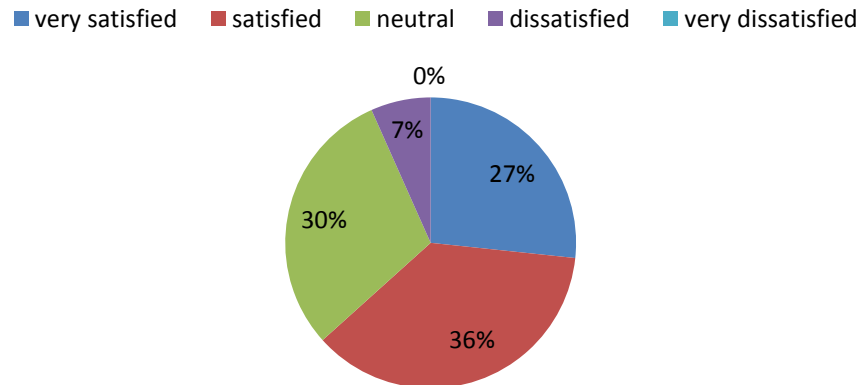
My second question was to know from them how easier is it to open account in Prime Bank. Among the thirty respondents 40% responded very easy, 30% said easy, 27% said moderate and rest of the 3% replied that hard. When some of them answered moderate or hard, I asked them the reason. They said that the account opening procedure is quite lengthy. Officers do not tend to open account, if any paper is missing mistakenly. The account opening form is quite lengthy as well.

3. How effective do you think the employees are in communicating with you?



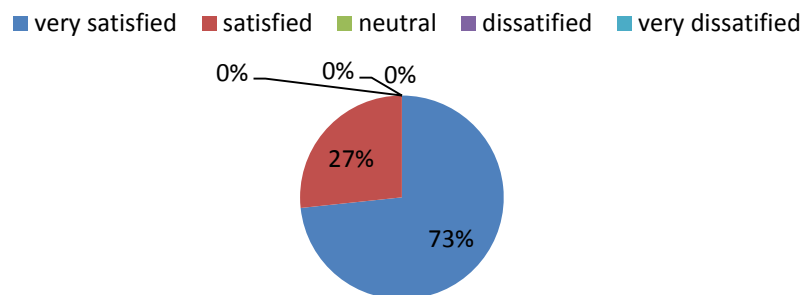
In the next question, i wanted to know about the effectiveness of the employees. I found out that 63% consumer are satisfied with the employees, 27% said they are effective and only 10% said moderately effective.

4. Are you satisfied with the availability of ATM booth in your locality?



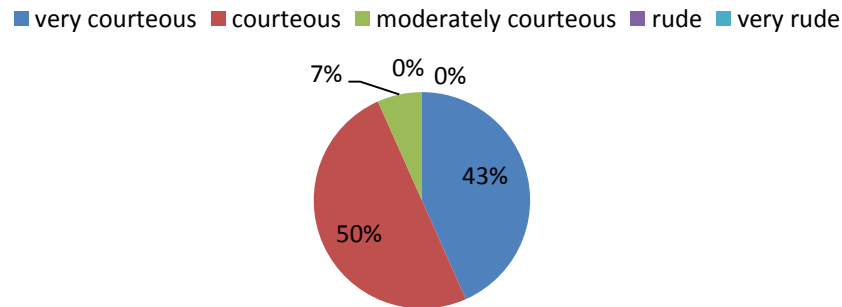
When I asked this question some of the respondents give answer that they are not very satisfied with the ATM booth availability. For ex- only 27% people are very satisfied. 36% people are satisfied and 30% people are neutral. So here 7% respondents are not satisfied with the availability of ATM booth because there are very few number of ATM booths in their locality.

5. Are you satisfied with the service that the employees are providing?



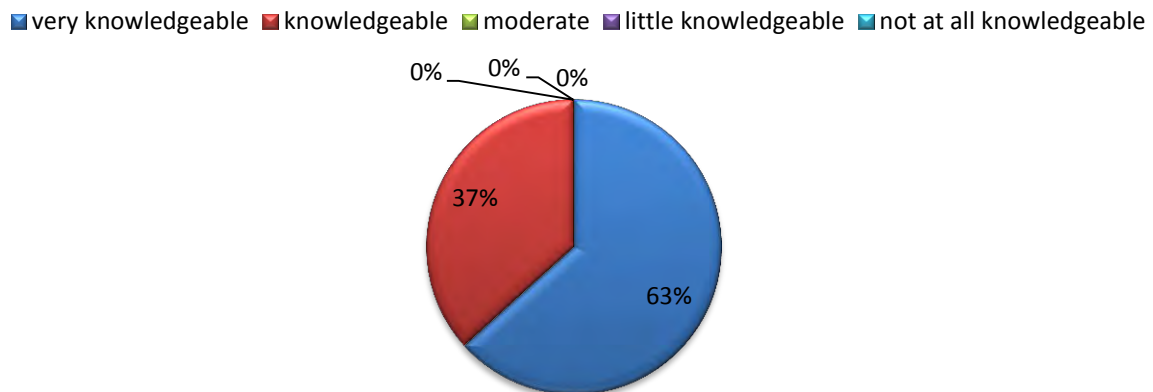
In this question most of the consumers are satisfied with the service of PBL banani branch. 73% respondents answered that they are very satisfied and rest of the 27% are satisfied.

6. How courteous do you think PBL's employees are?



Most of my respondents were satisfied with the courteousness of Prime Bank's employees. Here we can see that 43% consumers think that the employees are very courteous and 50% think that they are courteous. Only 7% respondents are neutral.

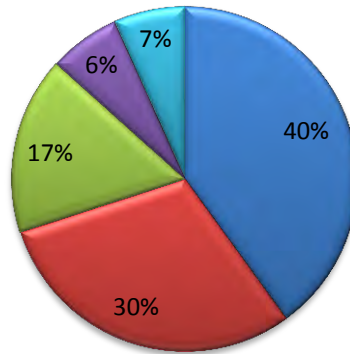
7. How would you rate the knowledge of the employees?



While doing the survey I saw that most of the respondents think that the employees are very knowledgeable because 63% answered that they are very knowledgeable and rest of the 37% think that they are knowledgeable.

8. How prompt is Prime Bank in delivering service to their customers?

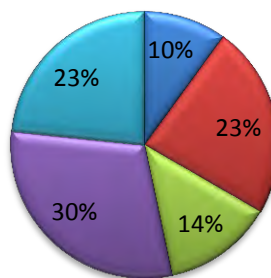
■ very fast ■ fast ■ moderate ■ slow ■ very slow



Very few respondents think that their service delivery is very fast, only 40%. 30% respondents think their service delivery is fast. 17% think moderate and 6% think slow and 7% think very slow.

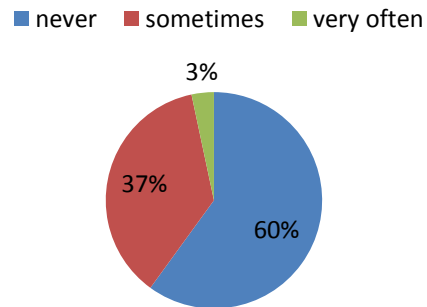
9. How much easier do you think the process of internet banking is?

■ very easy ■ easy ■ moderate ■ hard ■ very hard



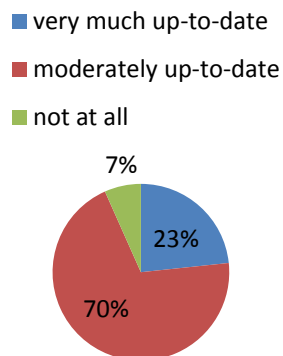
In this question all respondents answered differently. Most of the respondents said that their internet banking process is hard to understand and follow every step. From the survey I found out that only 10% respondents think it is to be easy. 23% respondents think the process is easy. 14% think moderate and 30%, 23% think hard and very hard respectively.

10. Do you ever face any difficulty with remittance processing?



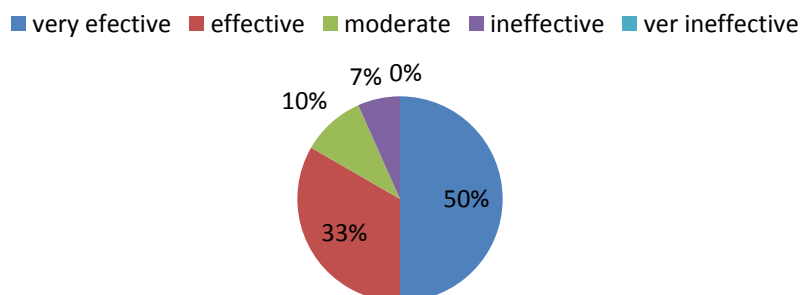
About remittance processing most of the respondents answered in positive way, because, customers can complete this process within very short period of time. That is the reason 60% consumers are satisfied with the remittance processing. 37% consumers said that they need to wait sometimes and rest 3% waited for longer time sometimes.

11. How much technologically up-to-date do you think Prime Bank is?



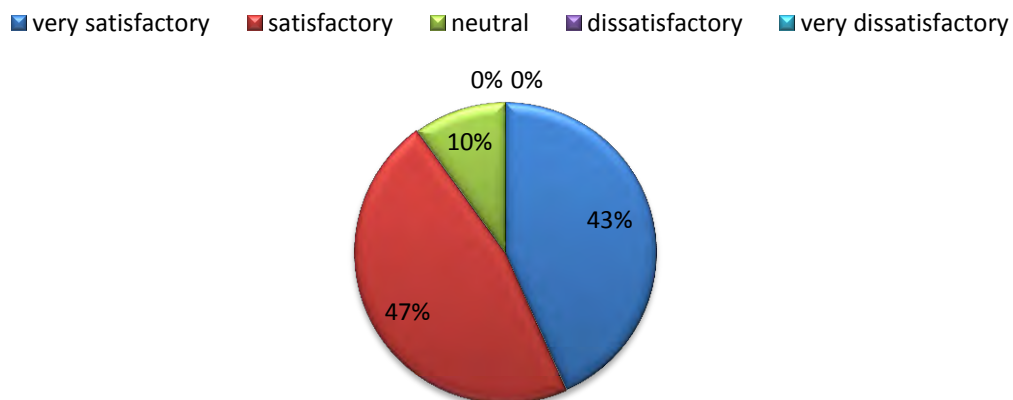
On this question 23% replied that PBL is very much up-to-date. 70% of the respondents think that PBL is moderately up-to-date and 7% think that Prime Bank is not at all up-to-date.

12. How would you rate the complaint management system of PBL Banani branch?



Most of the respondents rated their complaint management as very effective. There were 50% people who answered very effective. 37% think effective, 10% think moderate and rest 7% think ineffective.

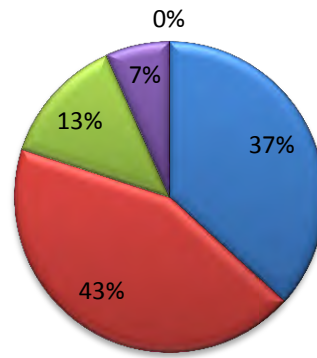
13. How much satisfactory do you think the security management of Prime Bank is?



In this question 43% respondents were very satisfied with the security management, 47% were satisfied and rest of the 10% were neutral.

14. How much efficient is Prime Bank in solving customers' problem?

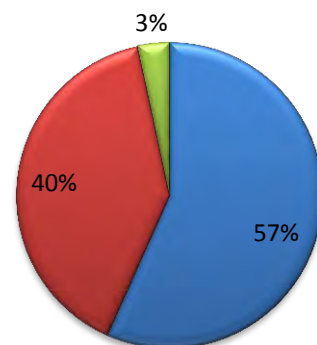
■ very efficient ■ efficient ■ moderately efficient ■ inefficient ■ very inefficient



On this question 37% respondents think that in solving their customers' problem Prime Bank is very efficient. 43% think they are efficient and 12%, 7% think moderately efficient and inefficient respectively.

15. Have you ever thought of switching your transaction from Prime Bank?

■ never ■ sometimes ■ many times



Among the thirty respondents 57% never thought of switching their transaction from Prime Bank but another 40% respondents sometimes think of switching and rest of the 3% thought many times.

3.8 Findings: on the basis of the survey data and three month's internship program the following findings are observed:

Positive Findings

- Relationship between the employees and the old clients are very friendly. Which I observed as a good sign.
- The employees always try to satisfy their customers by providing service.
- Employees are very much cautious about the documents. If any customer misses any document, employees do not proceed with that work.
- Employees are very much loyal towards their customers. Always try to help them as much as possible.
- Prime Banks employees always try to help their customers with proper information.

Negative Findings:

- Their account opening procedure is very lengthy. Therefore, sometimes customers are bothered to fill up the form.
- Prime Bank offers very little interest rate against the savings accounts in comparison with other banks.
- Prime Bank has little attention to the advertisement. Customers are sometimes not aware of their offered services until they come to the branch.

- In the cash department there is employee shortage. There are only four employees. Two for receiving cash and two for delivering cash to the customers. As a result, at the time of a certain period of a month customers have to wait outside of the bank.
- Customers are not satisfied with their ATM booth location. Therefore, they have to withdraw cash from other bank's booth and it charges some money.
- There is shortage of intern in Banani branch. At a time, there is only one intern in general banking department. This hampers their service delivery.
- Prime Bank banani branch is technologically up-to-date, but there is only one statement machine in the branch besides it works very slowly. Therefore, customers have to wait for long time to receive the statement.
- They lack in providing evening service. EBL has a special evening service facility.
- This branch does not own sufficient number of scanner and photocopy machine, which hampers and delays their work.
- From my personal observation, I want to add a point that is all the employees are not aware of all the work of general banking department. If accidentally any of the employees do not attend office, then the customers have to suffer for that.

3.9 Recommendations: after doing the survey and taking the interviews from the respondents I have some points which could be added as recommendations. They are given below-

- ❖ Account Opening Procedure: for most of the customers the signature of introducer is hard to get. If anyone does not have any introducer in Prime Bank, then he/she is unable to open account. Another point is that sometimes the signature of the customer is not uploaded. As a result, when customers of other branches come it is quite impossible to

verify the signature. That is why every employee should upload the signature card on daily basis.

- ❖ Interest Rate: in savings account Prime Bank offers less interest rate comparing to Mercantile Bank and Southeast Bank. Therefore, to attract more and more customers they should increase the interest rate.
- ❖ Advertising and Promotion: Prime Bank has very little concern about advertising and promoting their products. They should invest little amount of money in advertising to let the customers aware of their offered products and services. As a second generation bank EBL has 95.833 percent involvement in promotional activity whereas, Prime Bank has very little involvement in this sector (Alam, 2011). Moreover, in case of choosing media PBL should go for TV commercials because 36.4% consumers choose their decision after watching TV commercials (Asif Rumman, 2015).
- ❖ Shortage of Employees: They should increase employees in their cash department in order to provide swift and fast service.
- ❖ Equipment: PBL Banani branch should bring more scanners and printers so that they can complete their daily activities properly.
- ❖ ATM Booth: PBL should introduce more ATM booth branches. Most often the respondents complained about this issue (Parimi, 2014).
- ❖ Evening Service: after 4:00 pm the branch's customer hour is closed. Some customers reach after 4:00pm but had to return with dissatisfaction. In this case if they introduce evening service it will be beneficial to the customers.

- ❖ Conducting Research: sometimes Prime Bank should conduct some research activity to become aware of the customers need and expectation. By doing such they can improve their service more.
- ❖ Changing Sitting System: from my personal observation I observed that the desks of employees of general banking department are fixed. As a result, they sometimes face difficulties. Their sitting arrangement should be changed to provide better service.
- ❖ Knowledge Sharing: all the employees of general banking department should have same knowledge about their daily activities. So that in case of one's absence other can provide the same service.
- ❖ Islamic Banking: Prime Bank should increase the number of Islamic banking branches. This bank is rated among the top ten commercial banks of Bangladesh (Tanwar, 2014). Though they have good number of Islamic Bank branches, still if they increase the number near rural area they can grab more customers.

Chapter 04: Conclusion

With years, private banks of Bangladesh are adding more customized service to their customers. The Bangladesh banking industry is passing through a phase which can be called customer market. Now a day, customers have more choices in choosing their banks. A competition has been established within the banks. Banks are also competing with their more advanced technology and up-to-date service offering. The past days is witness of waiting hours and hours for withdrawing cash or depositing cash or a cheque being cleared in one month.

With stiff competition and advancement of technology Prime Bank is also competing in the banking industry of Bangladesh. No other bank could prosper this much within the very short period of establishment. It is not only competing with other commercial banks but also with the public sector banks. The bank is contributing towards the economic development of our country. They are relentless in case of business innovation and improvement. After completing my internship period, I have come to this conclusion that for giving superior service to the customer well-structured managerial team is a must. Top management is the people who determine the benchmark of the service level.

From my internship period I gained knowledge about the corporate environment. It offered me with more practical and supervised skills. While working in Prime Bank Ltd, I have developed good communicational and organizational skills. The internship program was a hand on experience for me which will definitely help me to cope with any critical corporate culture in my early career.

Consumer Perception Survey

Please take a few minutes to fill out this survey

I. For how many years you are maintaining your transaction with Prime Bank Limited?

- ☐ More than ten years
- ☐ More than five years
- ☐ More than two years
- ☐ One year
- ☐ Six months

II. How much easier is it to open account in PBL?

- ☐ Very easy
- ☐ Easy
- ☐ Moderate
- ☐ Hard
- ☐ Very hard

III. How effective do you think the employees are in communicating with you?

- ☐ Very effective
- ☐ Effective
- ☐ Moderate
- ☐ Ineffective
- ☐ Very ineffective

IV. Are you satisfied with the availability of ATM booth in your locality?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

V. Are you satisfied with the service that the employees are providing?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Moderate
- ☐ Dissatisfied
- ☐ Very dissatisfied

VI. **How courteous do you think PBL's employees are?**

- ☐ Very courteous
- ☐ Courteous
- ☐ Moderately courteous
- ☐ Rude
- ☐ Very rude

VII. **How would you rate the knowledge of the employees?**

- ☐ Very knowledgeable
- ☐ Knowledgeable
- ☐ Moderately knowledgeable
- ☐ Not knowledgeable
- ☐ Little knowledgeable

VIII. **How prompt is Prime Bank in delivering service to their customers?**

- ☐ Very fast
- ☐ Fast
- ☐ Moderate
- ☐ Slow
- ☐ Very slow

IX. **How much easier do you think the process of internet banking is?**

- ☐ Very easier
- ☐ Easier
- ☐ Moderate
- ☐ Hard
- ☐ Very hard

X. **Do you ever face any difficulty with remittance processing?**

- ☐ Never
- ☐ Sometimes
- ☐ Very often

XI. How much technologically up-to-date do you think Prime Bank is?

- ☐ Very much up-to-date
- ☐ Moderately up-to-date
- ☐ Not at all

XII. How would you rate the complaint management system of PBL Banani branch?

- ☐ Very effective
- ☐ Effective
- ☐ Moderate
- ☐ Ineffective
- ☐ Very ineffective

XIII. How much satisfactory do you think the security management of Prime Bank is?

- ☐ Very satisfactory
- ☐ Satisfactory
- ☐ Moderate
- ☐ Dissatisfactory
- ☐ Very dissatisfactory

XIV. **How much efficient is Prime Bank in solving customers' problem?**

- ☐ Very efficient
- ☐ Efficient
- ☐ Moderately efficient
- ☐ Inefficient
- ☐ Very inefficient

XV. Have you ever thought of switching your transaction from Prime Bank?

- ☐ Never
- ☐ Sometimes
- ☐ Many times

Suggestions:

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Thank You

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