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Internship Report
On
SERVQUAL Perception of Prime Bank Limited



Inspiring Excellence

Submitted To
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Submitted By
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21st December, 2017

Letter of Testament

21st December, 2017
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

With due regard, I might want to acknowledge you right now I am doing my BBA under BRAC University. I have got opportunity to present my report in front of you to complete my last course BUS 400. The title of my report is “ **SERVQUAL Perception of Prime Bank Limited**”. Here I have shown the description details of my title what I have done while doing my internship. There is some mismatch or lacking of information while collecting because of its confidential issues. So, I ask for my apology if there is any problem or issues regarding with this report.

Sincerely yours,

Dahlia Hossain
ID-13304041
BRAC Business School
BRAC University

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Acknowledgement

First of all I want to pay my gratefulness from the core of my heart to the **Almighty Allah** that I have gained that opportunity to complete this report for completing my graduation. While doing this internship I have come to learn that how to deal with corporate life, how to deal with clients, their ethics and so on. Secondly, I want to convey my heartiest gratitude to my supervisor **Mr. Md. Tamzidul Islam**, BRAC University for encouraging me with great motivations and suggestions throughout my entire internship journey. Thirdly, I would like to thank to my branch manager of Baridhara **M. A. Salim**, second operation manager **Md. Shahidul Islam**, senior officer **Md. Jahangir Kabir**, Tasnuva **Jahangir**, Junior officer **Khadiza Naher Likhon** for helping me by providing valuable and necessary information to complete my report and make my job more easy and informative. Rest of the other employees also helps me a lot. Without their support and assistance I could not complete my report. My heartiest thanks to all for giving their valuable time to me to complete my report. In my internship journey here everyone is very supportive and individual is very much concerned about their career build up. They provide me some suggestions how I can build up my career profile.



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Executive summary

Fundamentally in this report basically I worked with servqual perception's five diameters like reliability, responsiveness, assurance, empathy and tangible. Through this diameter I have shown here the level of customer satisfaction. I have enrolled here general banking sector basically where I have get chance and opportunity to contact and deal with client directly and face to face. Prime Bank Limited is the most prominent bank in this country. They offer different sector with different benefits and facilities to the clients. Their main motive is to grab the attention and loyalty of customer and make them happy and satisfying by fulfill their needs, wants, demands, desires and so on. In short, by providing a premium quality service to the client. Along with they have retail banking, corporate banking, sme banking and different loan scheme where people can able to afford what they want according to their limits. Apart from that Prime Bank Limited is also engaged in corporate social activities for the welfare of the people and the society and they are still doing it. To measure the customer satisfaction and service quality level here I have used twenty survey questionnaires for the clients and also attached it at the last of this report. Through this measurement I have come to know that where the service is good and where the training is needed for increase the service quality.



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Organization Background

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About Prime Bank

Prime Bank Limited (PBL) is one of the most prominent and leading bank in this nation. It has started its journey 17th April, 1995 under Company Acts 1994. It has 89 branches all over the country. Their motive is to satisfy their customers and acquire their loyalty. Besides, they ensure that customer can deposit their money with more security. They have different banking sector like retail banking, corporate banking, sme banking and various loan scheme. So that, every sector people can afford it what they want between their limit. Along with they have structured organization with advance technology, equipment and so on. In Prime bank employees are provided by adequate training so that they can deal with clients with very gently and solve their problems. Apart that they also provide online service, mobile banking etc so that clients can transaction their money from anywhere in a few minutes without any hassle with safety. Clients get their text, notifications or avail their online services when they withdraw or deposit their money so that they can remain relax and calm. Prime Bank also provides ATM booth services to their clients so that they can withdraw their money from anywhere. Prime Bank Limited has also own many awards and achievements. To end with day by day they are working more to increase facilities and benefits for their clients.

Share capital: BDT in Million

Share capital	2016	2017
Authorized Capital	25,000	25,000
Paid-Up-Capital	10293.49	10293.49

Vision

Their vision is to provide great facilities and benefits with difference to the clients. Along with uses the resources to organize the firm with more advance technology and achieve more success with better position in upcoming future.



Mission

Their mission is to restructure their policy, strategy so that they can provide quality service to their clients and train the employees more to deal with the situation.



Corporate Values

For our Customers:

- ✚ To satisfy and please the customers' bank should provide them better service what the clients expected. They should feel ensure them they can deposit their money without hesitation and also feel secured.

For our Employees:

- ✚ To achieve more success employees should provide with worth compensation, bonuses what they deserve.
- ✚ To acquire and provide better services employees should train with proper skills so that they can cope with new advancement and deal with the situation and capable to solve it.

Morals, Integrity and Trust:

To maintain an organization ethics, integrity and trust is utmost thing. Here black color reflects trust, blue color reflects integrity and red color reflects ethics. Following things are:

- ✚ Trust is the most sensitive issues and to acquire it first need to satisfy employee and then their loyalty by assuring them their deposits are safe here.
- ✚ Secure clients data and records and do not disclose it outsiders and keep it confidential.
- ✚ Avoid money fraudulent and deception.

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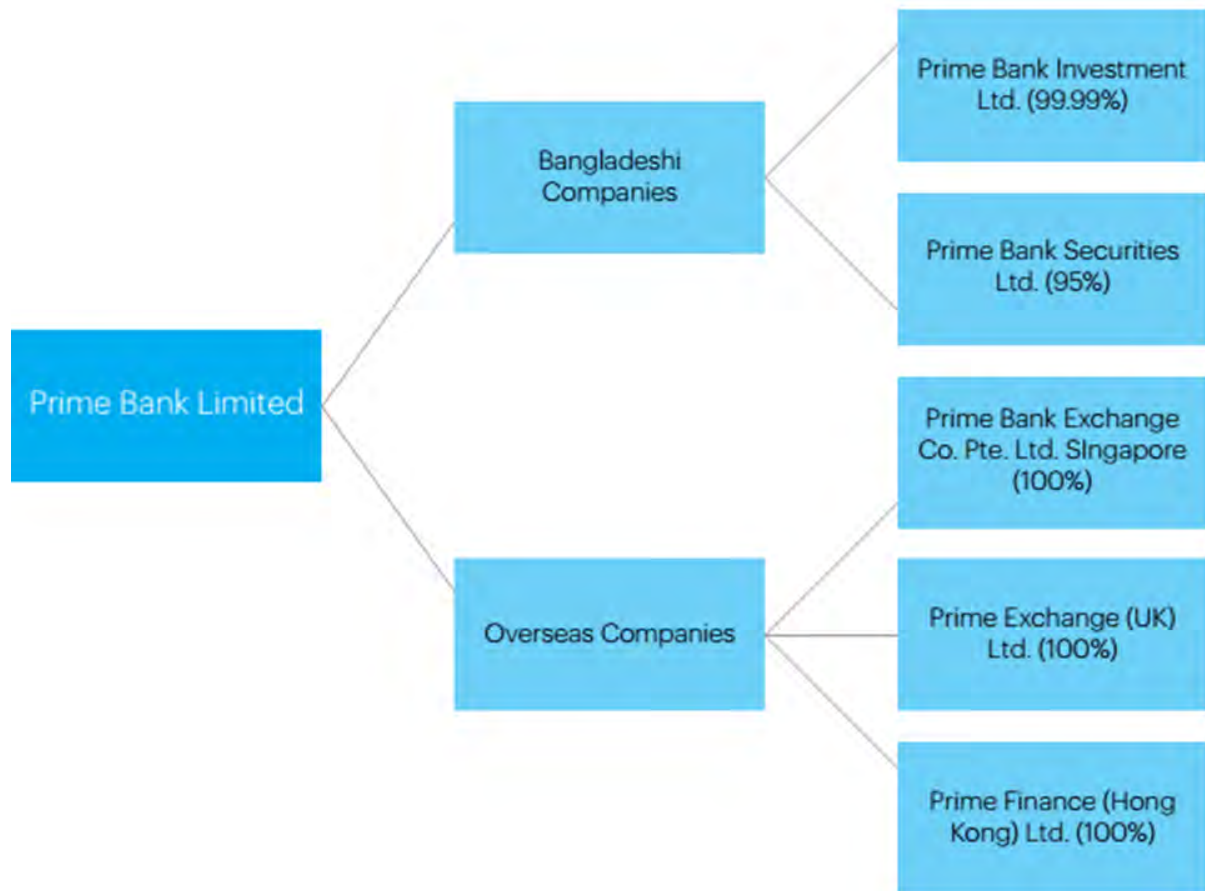
Performance of Prime Bank Limited:

Operating performance (income statement):

Particulars	2010	2011	2012	2013	2014
Interest income	12147	16709	22822	22011	18466
Interest expenses	7824	12648	17410	17678	15574
Net interest income	4323	4061	5411	4332	2872
Investment income	2632	4157	4633	5583	6194
Commission, exchange and brokerage	2262	2689	2429	2155	2033
Other operating income	579	652	1018	813	806
Operating income	9795	11559	13492	12883	11906
Operating expenses	3618	4132	4941	5409	5750
Earning before interest, depreciation and tax	13643	19666	23024	21422	19187
Profit before provision and tax	6177	7427	8551	7474	6157
Provision for loan and assets	540	661	3216	4029	2877
Profit after provision before tax	5637	6766	5335	3445	3280
Tax including deferred tax	2535	3132	2636	1616	887
Profit after tax	3102	3634	2699	1829	2393

Balance sheet (financial position):

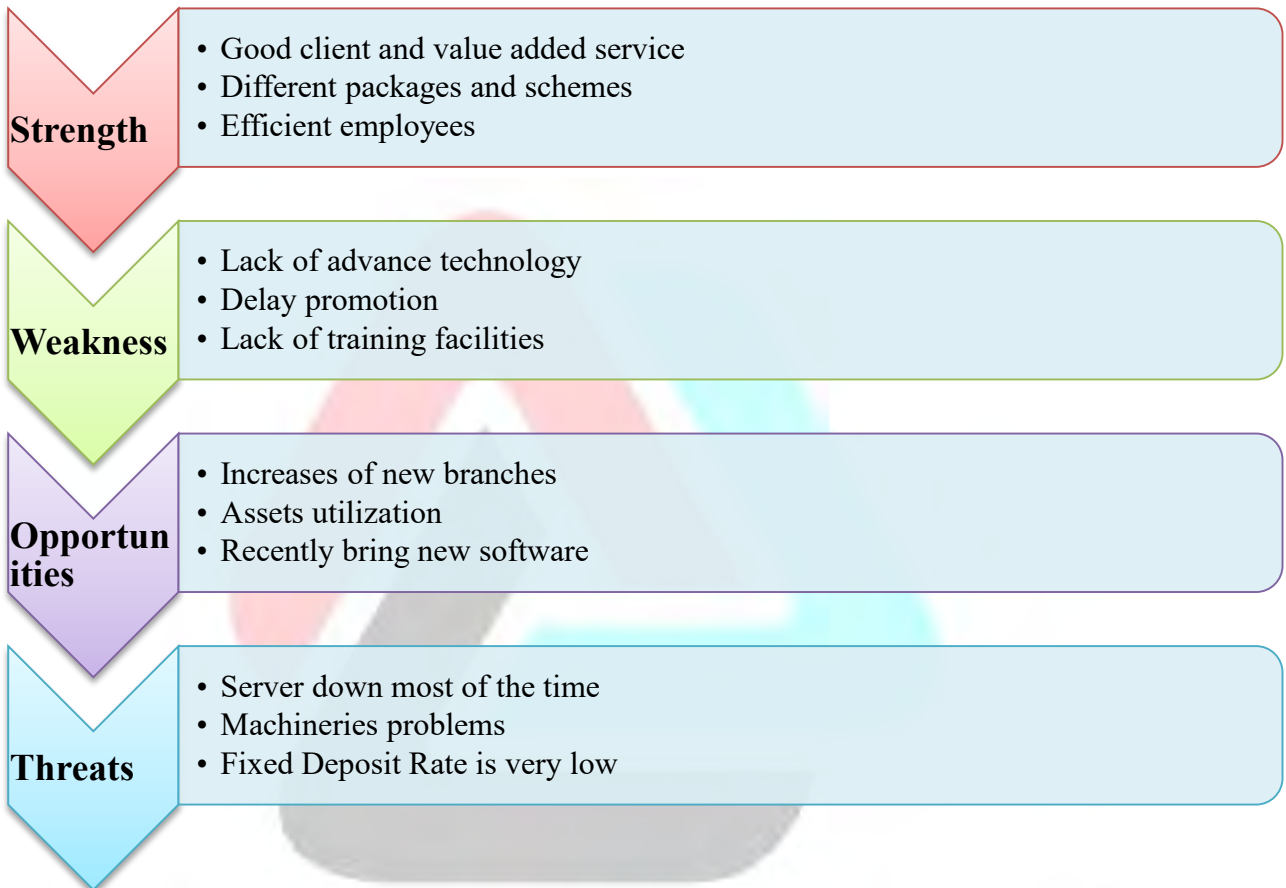
Particulars	2010	2011	2012	2013	2014
Authorized capital	10000	10000	25000	25000	25000
Paid up capital	5776	7798	9358	10293	10293
Total shareholders' equity	16908	19095	20787	23030	24461
Deposits	124574	159816	182053	201907	204838
Long term liabilities	47918	63379	84827	91424	104040
Loans and advances	116057	138848	160890	153589	147367
Investments	20484	39172	49670	56940	72642
Property, plant and equipment	1695	3975	4363	6407	6613
Earning assets	137577	179537	212204	211399	221521
Net current assets	7349	2262	2735	15023	21064
Total assets	154342	199950	236833	243869	254912
Total liabilities	137434	180856	216046	220839	230451
Current ratio	1.09	1.02	1.02	1.12	1.17
Gearing ratio	76.98	77.88	80.97	80.67	81.42
Quick ratio	1.09	1.01	1.01	1.12	1.17
Cash reserve ratio	6.70	6.22	6.06	6.97	6.71
Statutory liquidity ratio	26.00	32.96	34.02	38.39	29.83
Equity debt ratio (%)	12.30	10.56	9.62	10.43	10.61



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SWOT Analysis of Prime Bank

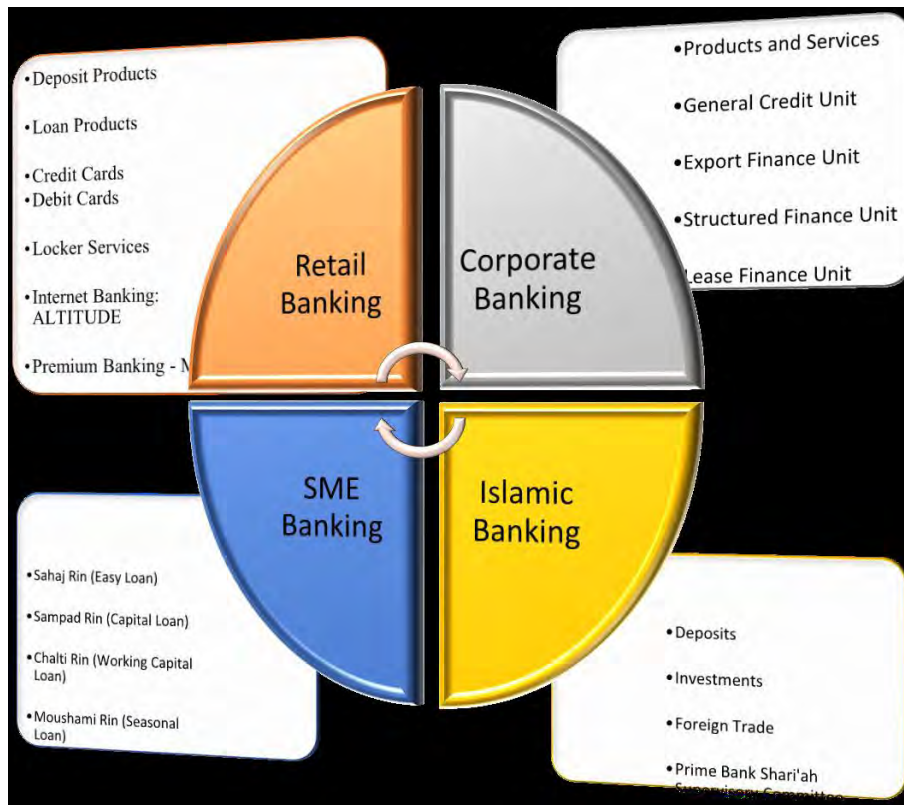
SWOT analysis means strength, weakness, opportunities and threats. It helps to measure the performance level and its lacking where training is required. SWOT analysis of Prime Bank Limited is given below:



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Products and services of Prime Bank

Day by day Prime Bank has launched numerous packages and schemes in the market to grab the attention of the clients, their loyalty and provide the upper benefits and services. Below picture illustrates the details of the products:



Retail banking

Prime Bank retail banking was 38% in 2013. In this section retail banking offers some loan against account holder profession like loan against salary, business, assets etc. for car loan, home loan, marriage loan etc. Retail banking mainly composition of loan, card service, internet banking, locker services, mobile banking, sms banking, internet banking, utility pay services etc.

Credit card

Prime Bank has wide range of credit cards services for benefits of customers. Clients can use those credit cards as their necessary time. They can use those cards when they are in outside of country. So, Prime Bank tries to keep connect with their clients as always by remain beside

with them. The local cards are master card and visa symbol related gold and silver credit card. The others are international, platinum, hasanah, jcb credit cards.

On-Line banking

Online banking of Prime Bank is a new addition means it adds a new value. Through this services account holder can transaction his or her money from anywhere in others account from any branches. It saves time and hassles of the clients. This transaction mainly helps for business purposes.

SMS Banking

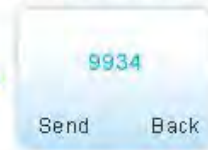
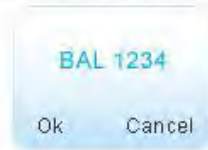
SMS banking services of prime bank gives 24 hours services to the clients. Through sms banking clients can know without coming in the bank about their balance statement, mini statement and also exchange rate. This services also saves customers valuable time. One mini demonstration has given below:

Balance Enquiry:

Go to Handset Message Option

Type **BAL**<Space> and Type your PIN

Send to **9934** Number

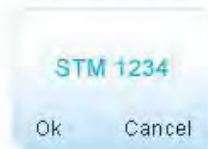


Mini statement:

Go to Handset Message Option

Type **STM**<Space> and Type your PIN

Send to **9934** Number

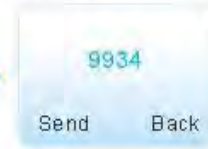


Exchange Rate:

Go to Handset Message Option

Type **EXC**<Space> and Type your PIN

Send to **9934** Number



Corporate Banking

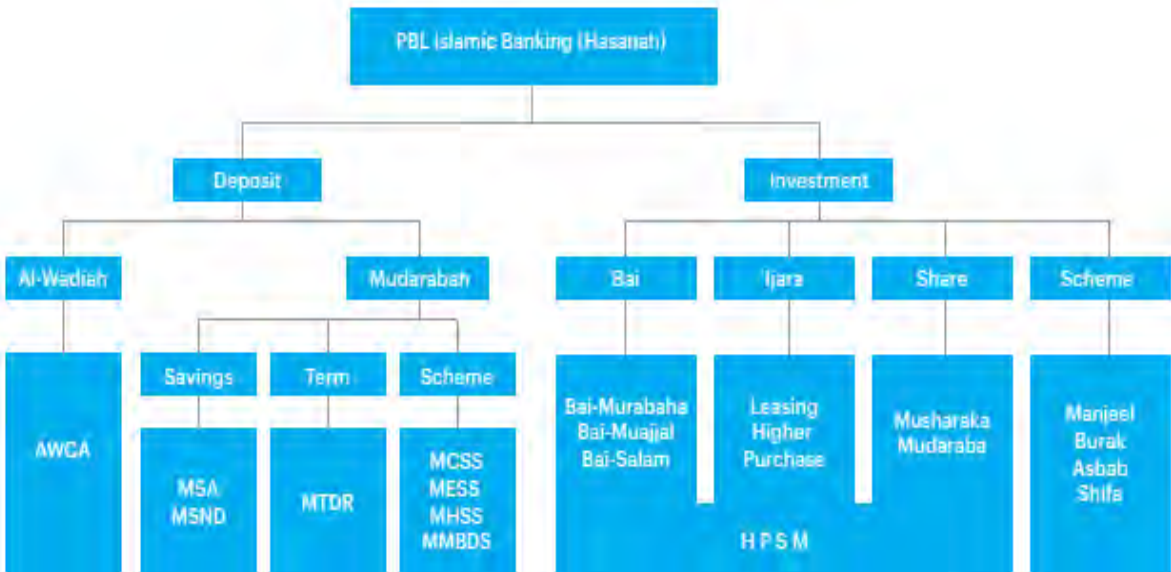
Corporate banking is another sector of Prime Bank Limited. Here it deals with product and services, general credit, export finance, structured finance, lease finance unit etc. Prime Bank wants to deal premium clients through these services. Prime bank believes in long term investments with strong connections with their clients. They want to help their clients in their business, in their new journey. They always want to keep touch with their clients and believe in increase networking system.

SME Banking

SME banking is another sector of Prime Bank Limited. This sector consists of easy loan, capital loan, working capital loan, seasonal loan double loan etc. It offers different types of loan so that clients can avail it when they are in need. Every loan scheme has its own specifications and features. So that client chooses as their own according to their preferences. SME banking rate was 46% through the entire year.

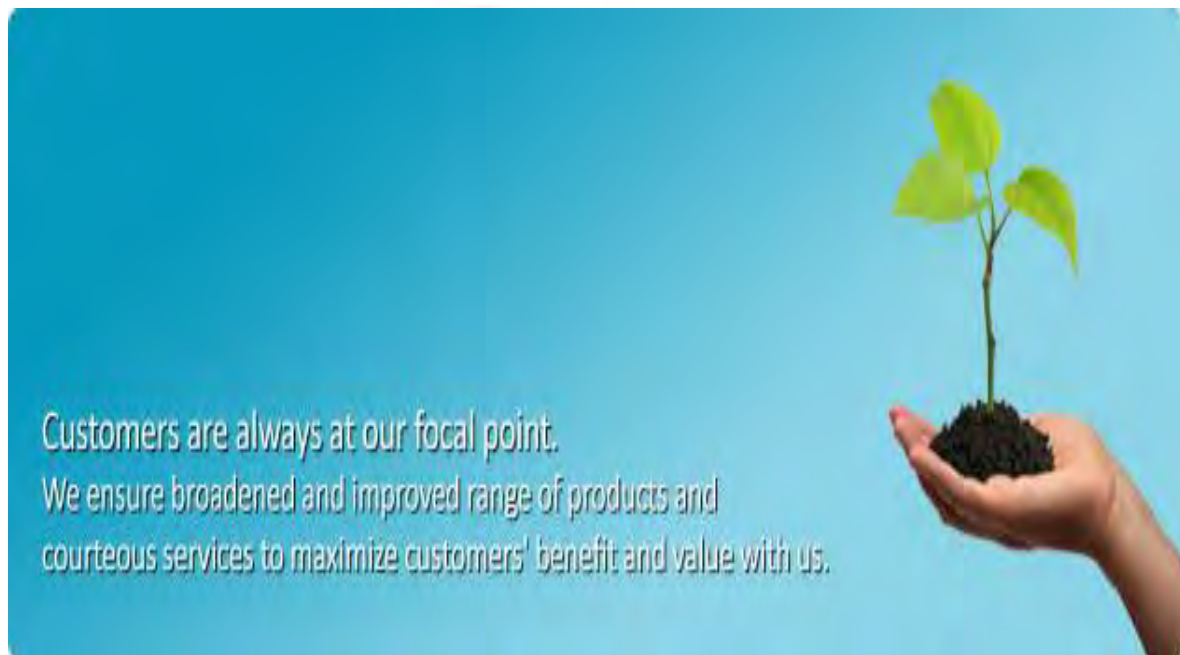
Islamic Banking

Islamic banking is another sector of Prime Bank Limited. This banking operates as the rules and regulations of Islam and Quran. In this banking sector interests are not taken by the clients as they do not like it. It is just only for saving or deposit money. In Prime Bank Limited Islamic banking is known as Hasanah. This diagram shows the details of Hasanah:



Green Banking

Green banking of Prime Bank is an innovative thought and they make it into real. They believe in ecological balance system. They also believe in conserving system of water, gas, electricity etc. They have also lending solar panel system to conserve electricity more by naturally. Their initiatives can save the world, surroundings from the ecological imbalance. They have also decorated their office with more trees so that it can give fresh air and natural comfort look. Along with in roof top they have decorated with many kinds of trees.



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Hierarchy



Achievements

They have achieved many awards for their tremendous victory and success. Those are given below:

- ✚ SAFA best presented accounts and corporate Governance Disclosures Awards 2009
- ✚ ICAB National Award 2004
- ✚ ICAB National Award 2003
- ✚ ICAB National Award 2008
- ✚ ICMAB best Corporate Performance Award 2008 first place (mutually)

Internship Activities

It was really a three months wonderful journey for me at Prime Bank Limited Baridhara Branch. Here I did a many things at a time. I had gained a lot of working information and skills. I had also came to know that how to deal with corporate life, handle customers' problems, how to face clients and so on. First half months I had done NID verification of savings account almost 80 plus files. After that I had done account opening form fill up, then cheque book entry and delivery, debit card entry and delivery, pin delivery and organizing. Along with, I had also did pay order and delivery through taking authorization from manager and second sir or officer. After that I had also did fixed deposit and delivery through taking authorization from manager and second sir or officer to the clients. Then I had also did destroy list of cheque books in excel, pay order registry entry etc. I had also working on clearing section like cheque receiving of different bank. In cash department I had also learn how to write voucher. I had come to know the ethics, etiquettes, rules and regulations of the bank. To end with this is all my three months working journey in real life. Everyone in office was so supportive and encouraged me a lot to do the work very nicely.



Project Part

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Abstract

Servqual model initially introduced by Parasuraman, Zeithamal and Berry introduced by 1988. They had introduced these models with five diameters to measure or find out the level of consumer satisfaction or happiness. Those diameters are which I have discussed in this report are reliability, responsiveness, assurance, empathy and tangible.

Problem Statement

After going Prime Bank Limited I have found that clients are facing many problems for the last few years. So according to base on those problems I have used five diameters of servqual model to find out there recent contentment about service quality. Whether it is getting improved or need some more training for their employees.

Purpose of the study

We all know that Prime Bank Limited is one of the most leading and prominent bank in the nation. They have well organized and structured policy to run their banking business. They have also tried their level best to please their clients with better services. Initially my purpose of the study is to find out the level of clients' satisfaction through the five diameters of servqual model.

Research Objectives

Some research objectives are:

- ✚ Find out the measurement of trustworthiness of clients through five diameters of servqual model.
- ✚ If there any lacking finds out regarding service quality so try to improve those qualities by valuable discussions.
- ✚ If there is any problem in employees performance like dealing or facing issues then need to provide proper training to improve their performances.

ServQual Dimensions

In previous abstract part servqual model had already been described that it had introduced by three researchers Parasuraman, Zeithamal and Berry in 1988. They had discovered five parameters to measure the level of clients' happiness. In this dimension customer happiness depends on five elements of servqual model.



Methodology

Methodology basically means how I have collected my information or data for this report to complete it. I have gone through primary sources like survey questionnaires, with detailed observation, one to one contact or deal with consumers, employees, staff etc. Apart from that for secondary sources I have taken help from annual report of Prime Bank Limited, website, internet, article etc.

Data processing: For data processing here my main components or elements is client of Baridhara branch as I am assigned here. Then I have used twenty survey questionnaires on twenty customers on the basis of servqual model. Through this process I collect useful and valuable information which helped me to complete my report. So, my heartiest gratitude also for them who have given their valuable time to complete my report.

Result of the analyzes

Now I am going to do the analyze part with the servqual model to measure the level of consumer satisfaction. Here the details are given below with the survey questionnaires:

Reliability

Reliability means to give clients with better service at the authentic time when they want and also maintain all documentation with great importance and labeling them and organize them in a structure way so that it can find easily when it will be needed. Here are some survey questions regarding about reliability.

Name of the Bank	Prime Bank Limited
Reliability Normal Value	4.34
Does the bank site maintain updated version and upload fresh data regularly?	4.21
Does the bank link site get hang or crash after you have fulfill your information box regarding any purposes?	4.33
Does the information or data the bank upload is it easy to attain?	4.36
Does the links sites get hang or server get down while browsing or downloading?	4.46

Here we can see that reliability's normal value is 4.34.

Responsiveness

Responsiveness means how you response or attend your customer with more smoothly and swiftly without any delay. How you deal or handle your clients by answering them. It also shows the performance and seriousness of the employees toward his or her work. Here are some survey questions regarding about responsiveness.

Name of the Bank	Prime Bank Limited
Responsiveness Normal Value	3.94
Does the bank provide authentic information to their clients?	4.32

Does the bank provide prompt service to the clients?	4.11
Does the bank amend their mistakes which they create unknowingly?	4.23
Does the bank help their clients promptly while they facing online problem?	3.12

Here we can see the responsiveness's normal value is 3.94.

Assurance

Assurance means how the employees are fulfill with knowledge and able to provide authentic information to their clients. It also explains the understanding level of human resources and their confidence and capability. Here are some survey questionnaires regarding about assurance.

Name of the Bank	Prime Bank Limited
Assurance Normal Value	4.00
Does the log in form browsing is swift?	4.13
Does the bank load its necessary information on the website on time?	4.34
Does the bank update their inconvenience closure on their site?	3.11
Does the bank website is easily accessible?	4.42

Here we can see the assurance's normal value is 4.00.

Empathy

Empathy means how the employees give attention singular clients on their problems and how they deal with it very nicely and politely. Basically it shows how much times are providing to the clients to solve their problems. Here are some survey questions regarding about empathy.

Name of the Bank	Prime Bank Limited
Empathy Normal Value	4.29

Does the bank provide you authorization swiftly regarding your work?	4.21
Does the bank avail the accurate service at proper time?	4.14
Does the bank provide you full data with swiftly?	4.36
Does your bank provide you importance?	4.47

Here we can see that empathy's normal value is 4.29.

Tangible

Tangible means what type of actual assets have like modern and advancement technologies to run the organization and provide better quality service through these equipments. Here are some survey questionnaires.

Name of the Bank	Prime Bank Limited
Tangible Normal Value	4.56
Does is it reliable for you to depend on data which enroll in the book?	4.32
Does the bank show importance while gathering your data?	4.43
Does the bank site treat you while gathering your data?	4.76
Does the bank maintain the confidentiality and privacy regarding your card, balance or pin number?	4.87

Here we can see the tangible's normal value is 4.56.

So, after completing analyzing part we see that reliability is 4.34, responsiveness is 3.94, assurance is 4.00, empathy is 4.29 and tangible is 4.56. Now it comes to clear that here responsiveness level is low from other factors. So, bank should work on it to improve and develop the responsiveness to provide better service to the clients.

Findings

Some findings are noticed while doing this report:

- ✚ After analyzing what we get through reliability those clients are satisfied with their services. This also makes clients reliable, loyal and trustworthy as their desires are fulfilled and they also get importance and attention from the bank.
- ✚ Second thing responsiveness. Its level is low rather than others. To give a client better service it is a must and foremost thing. Here clients are not attending by employees swiftly or they are not provided with authentic information with time. Lacking is noticeable here. It should improve as soon as for the sake of reputation of bank and provide good service to the clients.
- ✚ Thirdly come to assurance factor. Here clients are little pleased because they do not get unavoidable inconvenience closure properly. This situation should improve.
- ✚ Fourthly comes to empathy. Here we can see that clients are really satisfied with services of the bank. So, to maintain it and make it more better bank should work over it more for the sake of clients' happiness.
- ✚ Last but not the least clients' satisfaction level is really very high in the tangible element. Along they are really very happy that how the bank gives importance to them while gathering their data and how confidentially they protect it. This performance of the bank should be really commendable.

Recommendations

Some recommendations are given below to improve the system of service quality of Prime Bank:

- ✚ Prime bank should maintain a good relationship with social media. Because most of the time clients' miss the information, offer and packages for the lack of banks promotion or publicity quality. Prime bank should work over on it.
- ✚ Every branch should have adequate skilled employees and training should provide them as frequent so that they can have that ability to cope up with the situation and deal with politely.
- ✚ One of the lacking of Prime Bank was they have wide ranges of outlet but they do not provide adequate ATM booth to the clients which is really disappointing. Though they have recently opened an ATM booth in Baridhara branch but they should remain more careful about it.
- ✚ While I performing my internship their most common problem and serious issue are that personal computer is not up to date, sometimes it get hang or crash, visiting card is not available, printer problem, scanner problem etc. Pay order is written with hand

while it should be typed and come with printing form. It needs to be fixed as early as possible.

- ✚ Recently they have updated their software from temonus R6 to R16. For this reason accountholders account number is being changed without informing them. This situation creates hassle for the clients which are really disappointing. So, bank should inform to their clients what changes can be made if this type of situation arise again.



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Conclusion Part

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Conclusion

While performing my internship I have met with so many good people who have supported me a lot and answered every question that I had. These three months' journey taught me a lot of things. Now I know how to deal with corporate life, how to deal with clients. By doing this internship report now I know about the SERVQUAL model that how it helps to measure consumer happiness. Along with there are some lacking on Prime Bank they should fix it as soon as possible to provide better service to the client. Prime Bank is a name of honor. They have valued their customer a lot. Their internal external organization system is really very well organized and they also execute it very well. They provide many offers and scheme packages to the clients. So that clients can easily choose what they want. Recently now they have running a campaign for FDR with 6% interest rate for the whole December. It is a good thing sometimes it brings some changes and avail new things. Here employees should train more about latest issues, updates so that they can deal the clients calmly, politely and gently. After 4 pm their banking hour is off but many clients do not know it very well. So, there is communication gap between bank and their clients. It should resolve it as soon as possible by providing reliable and authentic information to the clients. To end up with I must say it was really a wonderful journey with Prime Bank Limited, Baridhara branch. Here I have got a lot of motivation, encouragement and inspiration from the seniors and lessons for my life to shine it.

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wikipedia. (n.d.). Retrieved from servqual model: <https://en.wikipedia.org/wiki/SERVQUAL>

Appendix

Survey Question

Some survey questions are given below for collecting information:

SL.	Question	Strongly agree	Agree	No Opinion	Disagree	Strongly Disagree
1	Does the bank site maintain updated version and upload fresh data regularly?					
2	Does the bank link site get hang or crash after you have fulfill your information box regarding any purposes?					
3	Does the information or data the bank upload is it easy to attain?					
4	Does the links sites get hang or server get down while browsing or downloading?					
5	Does the bank provide authentic information to their clients?					
6	Does the bank provide prompt service to the clients?					
7	Does the bank amend their mistakes which they create unknowingly?					
8	Does the bank help their clients promptly while they facing online problem?					
9	Does the log in form browsing is swift?					
10	Does the bank load its necessary information on the website on time?					
11	Does the bank update their inconvenience closure on their site?					
12	Does the bank website is					

- easily accessible?
- 13 Does the bank provide you authorization swiftly regarding your work?
- 14 Does the bank avail the accurate service at proper time?
- 15 Does the bank provide you full data with swiftly?
- 16 Does your bank provide you importance?
- 17 Does is it reliable for you to depend on data which enroll in the book?
- 18 Does the bank show importance while gathering your data?
- 19 Does the bank site treat you while gathering your data?
- 20 Does the bank maintain the confidentiality and privacy regarding your card, balance or pin number?

Thanks for your assistance

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