

Report on Customer Service Analysis

Southeast Bank Limited, Banani Branch



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Letter of Transmittal

Date:

To

Ms. Afsana Akhtar

Assistant Professor

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Dear Madam,

I have pleasure to submit my internship report to you on “**Customer Service Analysis of the Southeast Bank Limited, Banani Branch**”. I give effort of my best to follow your guidelines for this report and also to gather all necessary information to the concerned parts of the report to enrich it. I have also tried to apply relevant concepts that I have learnt during the entire BBA program and my internship period at the Southeast Bank Limited. I am earnestly thankful to you for your guidance during the preparation of this term paper. I hope you will appreciate my collective effort put forth hereby.

Sincerely yours,

Yours Sincerely

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Signature

Acknowledgements

The successful accomplishment of this project work is the outcome of the contribution of number of people, especially those who have given the time and effort to share their thoughts and suggestions to improve the report. At the beginning, I would like to pay my humble gratitude to the Almighty for giving me the ability to work hard under pressure. However, the space involved does not allow us to mention everybody individually. It gives me immense pressure to thank a large number of individuals for their cordial cooperation and encouragement who have contributed directly or indirectly in preparing this project.

This is a great pleasure for me to be assigned under the guidance of **Ms. Afsana Akhtar**, Assistant Professor of BBS Department of BRAC University. I am very grateful to my teacher for all her kind cooperation and guidance in preparing this project paper. Her professional and practical experience enriched me to a great extent at the time of preparing this study

Then, I would like to express my gratefulness to Mrs. Farhana Khan, Assistant Vice President of Southeast Bank Limited, Banani Branch.

I convey my gratefulness to General Banking Department –Md. Rafiqul Hasan (Senior Officer), Southeast Bank Limited, Banani Branch. He also helped me so much to gather information of customer service related issue.

Finally, I would like to thank all those people who have shared their views about my work, provided me with necessary information, criticized me and congratulated me. This acknowledgment is not enough to tell them how reflective the impact of their opinion is on this report.

This report is not free from limitations. There might still be some minor mistakes such as typing errors despite my utmost care. I apologize for this.

Executive Summary:

A bank is a financial institution that brings together depositors and borrowers for giving/receiving surplus and deficit funds respectively. The objective of a bank is to make a profit while acting as a middle man between the above mentioned parties. Most of the bank now concentrates on marketing feasibility to earn and generate opportunity to hold existing to keep loyal customers, in the business proverb it is told that loyal customers increase the forthcoming gainful revenue. In this report I am trying to focus about services offered by SEBL, customers' perception about the level of customer service provided and its implementation possibility for Southeast Bank Limited Banani branch to overcome the all kinds of customer objections for the service failure and weakness.

First part of this report is based on the introduction which includes topics like origin, objective, background, methodology, limitation of the study. Basically it defines the way and background of the study to prepare the report. In the next part of the report highlights a brief background of Southeast Bank Limited, with their mission, vision, objective and also providing a brief summary of all retail product and service offered by the Southeast Bank Limited.

Next part is basically about the tasks done by me during the internship. A questionnaire was used to collect data from the local clients, regarding service and solutions that are offered by the institution to its customers. Data from surveys and interviews of the Bank's customers have been used to investigate clients' views regarding the quality and standard of the services; to identify the gaps between the services that clients want and to suggest ways of improving the services. These data were analyzed using different statistical software's like SPSS and MS-Excel.

This report is also consists of all the findings of the report provided with some recommendation in order to improve customer service quality as well as customer satisfaction level based on the observation and work experience during internship period.

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1. INTRODUCTION:

Bank is a financial organization which plays a vital contribution to develop, monitor, and control any country's economy as a financial intermediary. Previously, in financial business sector there wasn't that much competition to do banking business. However, now-a-days the tradition of banking business has been changed a lot. Additionally, due to globalization the competition of banking business increases severely worldwide as well as in Bangladesh. According to type of financial activities banks are divided into mainly into four categories and those are nationalized banks, Local Private Commercial bank, specialized financial institution and foreign bank. At present, in Bangladeshi banking system there are four state-owned commercial banks, five specialized banks, thirty eight private commercial banks, one land development bank and nine foreign commercial banks. Though, the competition in financial sector with bank to bank is increasing day to day, still domestic banks are lagging behind on many fronts compared with foreign commercial banks with wide range of capitalization, strong network, modern technology, updated managerial expertise, experience, etc. As, Modern business has come up with the concept with customer service with best quality so, this concept became an influential and vital key to get success in business. Now-a-days banks are also focusing on not only better product and promotion but also best customer service to create loyal customer.

1.1 Origin of the report:

This internship report on Southeast Bank Limited (Banani Branch) is prepared to fulfill the partial requirement of the internship program as full credit subject of the BBA program of the university. The overall working of this report is based on customer service of SEBL (Banani branch) and the overall view of the responsibility as an intern in three month long internship program at this bank. My organizational supervisor is Mrs. Farhana Khan Sr. Asstt. Vice President and during the whole internship period she supervise me. Moreover, others of different department are also co-operate me and without their help completion of this report won't have been possible

1.2 Objective of the report:

- **Primary Objective:**

- To present an overview of Southeast Bank Limited.
- To analyze the different types of banking activities in the branch level.
- To present about the customer service analysis of bank.
- To provide some recommendations to improve service quality in the Banani branch based on my understanding about the service and work procedures

■ ***Secondary Objective:***

- To have a practical relation & reliability of the topics we have achieved from textual background in our educational life.
- To develop understanding of customer service process and standard in banking sector.
- To know the operation of commercial banks in Bangladesh.
- To know how the branches are efficiently controlled
- To identify whether all process are perfectly and effectively practiced or not.
- To make an opinion on the report.

1.3 Scope of the Study:

The scope of this report is to analysis the customer service along with overall activities of the branch

1.4 Research Methodology:

To manage proper data for the report it is necessary to identify the way of collecting data by research. In this report as a research methodology descriptive research is used and the reason behind is by the help of descriptive research the report could be more informational and can describe solely on customer service of SEBL. Moreover, to perform this research I had to perform a survey upon customers of SEBL with some service related questionnaire

1.5 Sources of data collection:

This overall information/data are collected from two sources:

a. Primary sources:

1. Discussion with bank officer.

2. Personal observation.
3. Desk work in different section/departments.

b. Secondary sources:

1. Annual report of the bank.
2. Related books and publications
3. Bank websites.
4. Statements.
5. Archive files.

1.6 Limitation of the report:

To make a report on customer service analysis of the very renowned bank Southeast Bank Limited is not so easy. To prepare this report there are I have to face some limitation some of them are:

1. Difficulty in gaining accesses to financial related information
2. Original data could not be collected in some cases because of the BAL strict adherence to the principle of confidentiality
3. Lack of experience.
4. Compared to the field of information the time is short to collect overall data as I have time to know about the organization by only 3 month internship program.

2. ORGANIZATIONAL PROFILE

2.1 Overview of SEBL:

Southeast Bank Limited is one of the private commercial bank in Bangladesh. This bank started its successful journey on March 12, 1995 as a Public Limited Company. This bank received its banking license from Bangladesh Bank on March 23, 1995. After that this bank is one of the fast growing second generation private sector bank with a view to stand out as a pioneer banking institution in the country and contribute significantly to the national economy. At present SEBL is operating with 106 branches including 5 Islamic branches and plans to expand more new branches in the near future in important business hubs including rural growth centers with solution-driven high quality banking and financial service to contribute towards expansion of trade and commerce/Industry and agricultural for balanced growth and economic prosperity of the country.

2.2 Vision:

The vision of SEBL is to be a premier banking institution in Bangladesh and contribute significantly to the national economy.

2.3 Mission:

The mission of SEBL are_

1. High quality financial services with state of the art technology
2. Fast customer service
3. Sustainable growth strategy
4. Follow ethical standards in business
5. Steady return on shareholder's equity
6. Innovative banking at a competitive price
7. Attract and retain quality human resource
8. Commitment to Corporate Social Responsibility

2.4 Company profile at a glance:

Name of the company	Southeast Bank Limited
Chairman	Mr. Alamgir Kabir, FCA
Vice-Chairman	Ragib Ali
Managing Director	Mr. Shahid Hossain
Legal Status	Public Limited Company
Date of Incorporation	March 12, 1995
Registered Office	Eunoos Trade Center, 52-53, Dilkusha C/A (Level 2, 33, 16), Dhaka-1000
Authorized Capital	10,000.00 Million
Paid up Capital	8,732.86 Million
Year of initial public offer	1999
Stock Exchange listing	April 10, 2000 (DSE), April 24, 2000 (CSE)
Email	info@sebankbd.com
Website	www.sebankbd.com

Table 1: Profile of SEBL

2.5 Product & service of SEBL Banani branch:

In SEBL Banani branch mostly customer service are provide by front desk operation team. In this branch different type of customer comes for their desired services which are offered by the bank.

❖ Procedures for account opening:

A bank account is the key of relationship with customer and banker. In another words it could be said that it is a contract between banker and customer. With this contact bankers enter into certain obligations and responsibilities. So, to build this kind of responsibilities both banker and customer need to create a proper documentation. To open a bank account following instruction is followed while opening account:

- Introduction of account to be obtained from a respectable client acceptable to bank
- The introduction shall be obtained in writing in the respective column of account opening form.

- c. For opening savings bank account of individual either singly or jointly, passports and identity cards may be accepted for introduction, but subsequently proper introduction may be obtained
- d. Introduction of current account by members of the staff may be allowed but shall be discouraged as far as possible.
- e. Current account shall preferably be introduced by another current account holder acceptable to bank
- f. Introduction of account holder of other branch may be accepted with caution. In that case the introducer's signature must be verified by authorized officer of that branch and authenticated by a forwarding letter.
- g. Photographs of account holder must be attested by the introducer
- h. Letter of thanks be issued to introducer in bank's standard specimen

▪ **Conventional Banking:**

➤ **Benefits for savings account opening:**

Savings Account is for those customers who want to save a little amount of money of their overall income for the betterment of future. They can deposit a small amount and can withdraw whenever they desire but the total numbers of withdrawals over a period of the time are limited. The benefits of savings accounts are

- a. Attractive interest,
- b. Personalized MICR cheque book is available,
- c. Nominal service charge,
- d. Any branch banking facility (Cash withdrawal and deposit from any branch),
- e. Interest is payable on half yearly basis,
- f. Charge free statement of A/C,
- g. Balance confirmation certificate twice in a year on half yearly basis,
- h. Option is available to collect e-statement on monthly basis.

➤ **Benefits for current account opening:**

Current deposit account is a transactional account where no restriction on number of transactions in the account is. Current deposit (CD) Account can be opened for individuals and business concerns including non-profit organizations.

The benefits for current deposit account are

- a. Unlimited transactions (both deposit and withdrawals) are allowed,
- b. Personalized MICR cheque book is available,
- c. No withdrawal notification required,
- d. Nominal service charge,
- e. Any branch banking facility (cash withdrawal and deposit from any branch),
- f. Bank accepts standing instructions from A/C holders,
- g. Nomination facility is available to nominate beneficiary for account proceeds,
- h. Charge free statement of A/C,
- i. Balance confirmation certificate twice in a year on half yearly basis,
- j. Option is available to collect e-statement on monthly basis.

➤ **Benefits for Fixed Deposit Receipt (FDR) account opening:**

Fixed deposit receipt account offers the customers the opportunity to invest a fixed amount for a fixed period at a fixed rate of interest. The customer have the option to re-invest their funds both principal amount and interest amount on maturity or principal amount and the interest amount being paid into their SB or CD accounts. The benefits for Fixed Deposit Receipt (FDR) account are

- a. Money can grow with attractive interest rate with flexible tenure
- b. Automatic renewal facility at maturity
- c. Loan facility against FDR Account to meet urgent financial needs
- d. Premature closure facility available at prevailing saving rate (Conditions apply)

Fixed Deposit Receipt (FDR) Account	For both Individual and Corporate
	For any amount
1 (one) month	7.00%
3 (three) months	9.75%
6 (six) months	9.50%
1 (one) year	9.50%

Table 2: Rate of Interest & Fees in terms of number of years

➤ **Benefits for Double Benefit Scheme (DBS) account opening:**

According to SEBL bank DBS account is a time specified deposit scheme for clients where the deposited money will be doubled on maturity. The benefits for Double Benefit Scheme (DBS) account are

- Amount to be deposited TK 10,000 or its multiple
- Deposited amount will be doubled in 7 years
- Account can be opened at any working day of the month
- Allowed to open more than one DBS account at any branch of the bank
- Loan facility against lien of DBS Account
- The Scheme is covered by Insurance Premium is borne by the bank
- Premature closure facility

➤ **Benefits for Special Notice Deposit (SND) account opening:**

Special Notice Deposit (SND) account is an interest bearing deposit where advance notice of 7 to 30 days required for amount withdrawal. SND A/C is usually opened by Firms, Corporate Financial Institution. The benefits for Special Notice Deposit (SND) account are

- Bank pays attractive interest
- Personalized MICR cheque book is available
- Nominal service charge
- Any branch banking facility (Cash withdrawal and deposit from any branch)
- Bank Accepts and supports Standing Instructions
- Nomination facility is available to nominate beneficiary for account proceeds
- Interest is payable on half yearly basis

Installment (Tk.500 or multiple up to 25,000/-)	Matured Amount		
	2 years	3 years	5 years
	<i>Eff. Rate: 10.25%</i> (compounded on yearly rest)	<i>Eff. Rate: 10.30%</i> (compounded on yearly rest)	<i>Eff. Rate: 10.40%</i> (compounded on yearly rest)
500/-	13,305.00	21,012.50	38,975.00
1000/-	26,610.00	42,025.00	77,950.00
5000/-	133,050.00	210,125.00	389,750.00
10000/-	266,100.00	420,250.00	779,500.00
25000/-	665,250.00	1,050,625.00	1,948,750.00

3: Rate of interest & fees in terms of deposit amount

➤ **Benefits for Monthly Savings Scheme (MSS) account opening:**

Small savings can build up a prosperous future. Savings can meet up any emergencies. SEBL has this facility for customers so that they can save on a monthly basis and get a handsome return upon maturity. The benefits for Benefits for Monthly Savings Scheme account are

- a. Hassle free deposit
- b. Loan of Maximum 80% against the lien of the MSS amount deposited can be availed.
- c. Can close the account before maturity
- d. Monthly Installment Size and Benefit After Maturity

➤ **Benefits for Millionaire Deposit Scheme (MDS) account opening:**

Millionaire Deposit Scheme (MDS) Account is a time specified monthly deposit scheme for clients where the deposited money will become one million on maturity. The benefits for Benefits for Millionaire Deposit Scheme (MDS) account are

- a. 4,5,6,7,8,9 and 10 years term
- b. Deposit on monthly installment basis
- c. Attractive rate of interest
- d. Account can be opened at any working day of the month
- e. Monthly installment can be deposited through a standing debit instruction from the designated CD/SB Account
- f. Monthly installment can be deposited in advance
- g. An account can be transferred from one branch to another branch of the bank
- h. Credit facility for maximum of 2 years can be availed at any time during the period of the scheme
- i. Allowed to open more than one MDS Account for different amount at any branch of the Bank

Special Notice Deposit (SND) Account				
Banks and NBFIs : 5.50%				
Customers				
Below Tk. 1.00 Crore	Tk. 1.00 Crore & above but below Tk. 25.00 Crore	Tk. 25.00 Crore & above but below Tk. 50.00 Crore	Tk. 50.00 Crore & above but below Tk. 100.00 Crore	Tk. 100.00 Crore & above
4.00%	5.00%	6.00%	7.00%	8.00%

Mother Account (IPO): Will be fixed upon approval from Head Office on case to case basis.

➤ **Benefits for Pension Savings Scheme account opening:**

Pension Savings Scheme offers clients to save their hard earned money every month for a secured future. The benefits for Pension Savings Scheme account are

- a. Loan of Maximum 80% against the lien of the PSS amount deposited can be availed
- b. Client have to pay the Installment Amount by 15th day of a Month
- c. Advance Installment can be provided
- d. Installment amount can be given from any branch of our Bank
- e. Monthly Installment Size and Benefit After Maturity

Monthly Installment	Matured Amount*			
	4 Years	6 Years	8 Years	10 Years
	@ 10.25%	@ 10.30%	@ 10.35%	@ 10.40%
500/-	29,475.00	49,215.00	73,320.00	102,900.00
1,000/-	58,950.00	98,430.00	146,640.00	205,800.00
5,000/-	294,750.00	492,150.00	733,200.00	1,029,000.00
10,000/-	589,500.00	984,300.00	1,466,400.00	2,058,000.00
25,000/-	1,473,750.00	2,460,750.00	3,666,000.00	5,145,000.00

▪ **Islamic Banking:**

➤ **Benefits for Mudaraba Savings Bank (SB) account opening:**

Mudaraba Savings Bank (SB) Account is designed for savers who want to save a small part of their income to be used in the near future and also intend to have some income on such savings. They can deposit a small amount and can withdraw whenever they desire but the total numbers of withdrawals over a period of time are limited. The benefits for Mudaraba Savings Bank (SB) account are

- a. Bank pays attractive profit
- b. Personalized MICR Cheque Book is available
- c. Nominal service charge
- d. Any branch banking facility (Cash withdrawal and deposit from any branch)
- e. Bank accepts and supports Standing Instructions
- f. Nomination facility is available to nominate beneficiary for account proceeds
- g. Profit is payable on half yearly basis

- h. Charge free statement of A/C, Balance Confirmation Certificate twice in a year on half yearly / yearly basis
- i. Option is available to collect e - Statement on monthly basis

➤ **Benefits for Al - Wadiah Current Deposit (CD) account opening:**

Al-Wadiah Current Deposit (CD) Account is a transactional account where there are no restrictions on number of transaction in the account. It is an easy-to-use cash account.

The benefits for Al-Wadiah Current Deposit (CD) account are

- a. Unlimited transactions are allowed
- b. Personalized MICR Cheque Book is available
- c. No withdrawal notification required
- d. Nominal service charge.
- e. Any branch Banking facility (Cash withdrawal and deposit from any branch)
- f. Bank accepts and supports Standing Instructions
- g. Nomination facility is available to nominate beneficiary for account proceeds
- h. Charge free statement of A/C, Balance Confirmation Certificate twice in a year on half yearly / yearly basis
- i. Option is available to collect e - Statement on monthly basis
 - *Fees & Charges:*
 - Rate of Interest : 0.00%
 - Cheque Book Issuance fee
 - Taka 150/- for cheque book of 20 leafs
 - Taka 300/- for cheque book of 50 leafs
 - Standing Instruction charge TK 100 for compliance of each Instruction
 - Account Closing Charge Taka 350/-
 - VAT applicable for all fees & charges @15%
 - Half yearly Service Charge
 - Taka 1,000/- on each account of urban branches
 - Taka 500/- on each account of rural branches
 - Online Transactions - free of service charge

➤ **Benefits for Mudaraba Special Notice Deposit (MSND) account opening:**

Mudaraba Special Notice Deposit (MSND) account is an interest bearing deposit where advance notice is required for withdrawal. MSND account is very much similar to CD account. The benefits for Mudaraba Special Notice Deposit (MSND) account are

- a. Bank pays attractive profit
- b. Personalized MICR Cheque Book is available
- c. Nominal service charge
- d. Any branch banking facility (Cash withdrawal and deposit from any branch)
- e. Bank accepts and supports Standing Instructions
- f. Nomination facility is available to nominate beneficiary for account proceeds
- g. Profit is payable on half yearly basis
- h. Charge free statement of A/C, Balance Confirmation Certificate twice in a year on half yearly / yearly basis
- i. Option is available to collect e - Statement on monthly basis
 - o *Fees & Charges*
 - Corporate Premium Account (average balance Tk 100 crore & above): Will fixed upon specific approval from Head Office on case to case basis
 - Mother Account (IPO): Will be fixed upon approval from Head Office on case to case basis
 - Cheque Book Issuance fee
 - Taka 150/- for cheque book of 20 leafs
 - Taka 300/- for cheque book of 50 leafs
 - Standing Instruction charge TK 100 for compliance of each Instruction
 - Account Closing Charge Taka 350/-
 - VAT applicable for all fees & charges @15%
 - Half yearly Service Charge
 - Taka 1,000/- on each account of urban branches
 - Taka 500/- on each account of rural branches
 - Online Transactions - free of service charge

➤ **Benefits for Mudaraba Term Deposit Receipt (MTDR) account opening:**

Mudaraba Term Deposit Receipt (MTDR) account offers the customers the opportunity to invest a fixed amount for a fixed period at a fixed rate of profit. The customers have the option to re-invest their funds both principal amount and profit amount on maturity or principal amount and the profit amount being paid into their Mudaraba SB or Al-Wadiah CD accounts. The benefits for Mudaraba Special Notice Deposit (MSND) account are

- a. Money can grow with attractive profit rate and flexible tenure
- b. Automatic renewal facility at maturity
- c. Loan facility against MTDR Account to meet urgent financial needs
- d. Premature closure facility at savings rate
- e. The customer may avail loan facilities against Mudaraba MTDR Account as security
 - *Fees & Charges*
 - No fees and charges except duplicate issuance of MTDR Account. (i.e. Taka 100/- for MTDR Account value up to 1 lac and Taka 300/- for MTDR Account value above Taka 1 lac)
 - VAT applicable for all fees & charges @15%

➤ **Benefits for Mudaraba Double Benefit Scheme (MDBS) account opening:**

Mudaraba Double Benefit Scheme (MDBS) account is a time specified deposit scheme for clients where the deposited money will be doubled on maturity. The benefits for Mudaraba Double Benefit Scheme (MDBS) account are

- a. Amount to be deposited TK 10,000 or its multiple
- b. Deposited amount will be doubled in 7 years
- c. Account can be opened at any working day of the month
- d. Allowed to open more than one Mudaraba DBS Account at any branch of the Bank
- e. Loan facility against lien of Mudaraba DBS Account
- f. The Scheme is covered by Insurance and Insurance Premium is borne by the bank
- g. Premature closure facility

➤ **Benefits for Mudaraba Monthly Savings Scheme (MMSS) account opening:**

Mudaraba Monthly Saving Scheme (MMSS) is a mode of deposit under Mudaraba Principles of Islamic Shariah. It is a profit/loss bearing product. These deposits are repayable subject to a period of notice and hence known as time deposits or time liabilities meaning thereby that these are withdraw able subject to a period of notice and

not on demand. Deposits under MMSS are accepted for different tenures as decided by the bank and are entitled to receive profit on their deposit on the basis of weightage as decided by the management. The benefits for Mudaraba Monthly Saving Scheme (MMSS) account are

- a. Hassle Free Deposit
- b. Loan of Maximum 80% against the lien of the MSS amount deposited can be availed
- c. Can close the account before maturity
- d. Mudaraba Monthly Savings Scheme (MMSS) Benefits

Installment (Tk.500 or multiple up to 25,000/-)	Matured Amount		
	2 years	3 years	5 years
	<i>Eff. Rate: 10.25%</i> (compounded on yearly rest)	<i>Eff. Rate: 10.30%</i> (compounded on yearly rest)	<i>Eff. Rate: 10.40%</i> (compounded on yearly rest)
500/-	13,305.00	21,012.50	38,975.00
1000/-	26,610.00	42,025.00	77,950.00
5000/-	133,050.00	210,125.00	389,750.00
10000/-	266,100.00	420,250.00	779,500.00
25000/-	665,250.00	1,050,625.00	1,948,750.00

➤ **Benefits for Mudaraba Millionaire Deposit Scheme (MMDS) account opening:**

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

The benefits for Mudaraba Monthly Saving Scheme (MMSS) account are

- a. The scheme will be conducted on Mudaraba principal of Islamic Shariah
- b. 4,5,6,7,8,9 and 10 years term
- c. Deposit on monthly installment basis
- d. Attractive rate of profit
- e. Account can be opened at any working day of the month
- f. Monthly installment can be deposited through a standing debit instruction from the designated Mudaraba CD/SB Account
- g. Monthly installment can be deposited in advance

- h. An account can be transferred from one branch to another branch of the bank
- i. Credit facility for maximum of 2 years can be availed at any time during the period of the scheme
- j. Allowed to open more than one MMDS Account for different amount at any branch of the Bank
 - *Fees and charges*
 - Account transfer fee is Taka 500/-
 - Account closure fee is Taka 500/-
 - Penalty of Taka 200/- for failure to pay monthly installment within the stipulated time
 - VAT applicable for all fees & charges @15%

➤ **Benefits for Mudaraba Hajj Sanchay Prokalpa account opening:**

Hajj is one of the fundamental pillars of Islam. Southeast Bank Limited has introduced Mudaraba Hajj Sanchay Prokalpa is designed to create a fund to perform Hajj through small savings on monthly basis. The benefits for Mudaraba Monthly Saving Scheme (MMSS) account are

- a. Accounts are maintained with Mudaraba Principal
- b. A fixed monthly affordable installment of amount at different range & tenure
- c. Auto installment debits facility from corresponding Mudaraba SB / Mudaraba CD Accounts
- d. Investment facility against lien of Hajj account
- e. Hajj account can be transferred to any branch of the Bank
 - *Fees and charges*
 - Penalty of Taka 25/- for failure to pay monthly installment within the stipulated time
 - VAT applicable for all fees & charges @15%

➤ **Benefits for Mudaraba Pension Savings Scheme account opening:**

Mudaraba Pension Savings Scheme Offers clients to save their hard earned money every month for a secured future. The benefits for Mudaraba Pension Savings Scheme account are

- a. Hassle Free Deposit.

- b. Loan of Maximum 80% against the lien of the MPSS amount deposited can be availed
- c. Client have to pay the Installment Amount by 10th day of a Month
- d. Internet Banking and SMS Banking Facility
- e. Advance Installment can be provided
- f. Installment amount can be given from any branch of SEB
- g. Mudaraba Pension Savings Scheme (MPSS) Benefit

Monthly Installment	Matured Amount*			
	4 Years	6 Years	8 Years	10 Years
	@ 10.25%	@ 10.30%	@ 10.35%	@ 10.40%
500/-	29,475.00	49,215.00	73,320.00	102,900.00
1,000/-	58,950.00	98,430.00	146,640.00	205,800.00
5,000/-	294,750.00	492,150.00	733,200.00	1,029,000.00
10,000/-	589,500.00	984,300.00	1,466,400.00	2,058,000.00
25,000/-	1,473,750.00	2,460,750.00	3,666,000.00	5,145,000.00

▪ **Loans and Advances:**

➤ **Benefits for Working Capital Finance account opening:**

This is a loan facility designed to meet day to day operation of business concerns and manufacturing companies. The benefits for Working Capital Finance account are

- a. Easy Documentation
- b. Fast Processing.
- c. Any branch banking facilities
- d. Individual & Global limit facility for the customer
 - *Fees and charges*
 - 13% p.a. at quarterly rests subject to change(s) that may be made by the Bank from time to time
 - Standard processing fee

➤ **Benefits for Overdraft account opening:**

This is a demand credit facility to meet day to day operational requirements. The benefits for Overdraft account are

- a. OD against hypothecation of stock of goods in trade / raw materials
- b. OD limit against assignment of bills receivables / work orders
- c. OD against cash collateral
- d. OD under earnest money scheme
- e. Tenure of OD is one year
- f. Easy Documentation.
- g. Lower Cost & Fast Processing
- h. Easy to use and easy to pay facility
- i. Freedom to use limit through Cheque Book, ATM, Online Transfer etc.
- j. Any branch banking facilities.
- k. Global limit exposure for the client
- l. Interest payable on the account utilized.
 - Fees and Charges:
 - 13% p.a. at monthly / quarterly rests subject to change(s) that may be made by the Bank from time to time
 - Standard processing fee.

➤ **Benefits for Project Finance account opening:**

This is a term loan facility provided by the Bank for acquisition of fixed assets and machinery for any Project. The benefits for Project Finance account are

- a. Term finance.
- b. Financing for turnkey projects.

➤ **Benefits for Syndicated Loan account opening:**

Large projects are financed through raising funds through participation of more than one bank by joint financing against a set of common terms and conditions laid down in a loan agreement. The benefits for Syndicated Loan account are

- a. Borrowers can access from a diverse group of financial institutions for funding
- b. Funds can be raised at competitive price
- c. Flexibility in structuring & pricing
- d. Save the time and efforts of approaching / negotiating with individual banks for sanction
- e. We work as lead Bank / Arranger / Participant / Syndicate Agent

➤ **Benefits for Packing Credit account opening:**

Southeast Bank Limited provides pre - shipment finance in the form of Export Packing Credit (PC) to assist cash flows for manufacturing or packing goods for export from Bangladesh. The benefits for Packing Credit account are

- a. Easy Documentation.
- b. Fast Processing.
- c. It is a revolving limit for one year but renewable
- d. Allow the Exporter to purchase of raw materials, cost of processing the same to finished goods, packing and dispatching of goods
- e. PC disbursement made case to case basis with an expiry date up to 90 - 180 days
- f. Global Loan Limit exposure for the client.
- g. Case to case PC limit determines against each export LC on the basis of export LC / Accepted BTB bills
- h. Increase the present cash flow of the exporter to improve the financial condition and strengthen the financial ability
- i. Online Banking facilities for repayment
 - *Fees and Charges:*
 - Application Form for request for loan facility – Taka 250/-
 - 2% on approved loan amount
 - We are realizing only interest (i.e. 7% p.a. at quarterly rest or as fixed by Head Office from time to time) from PC account
 - Half yearly Service Charge_
 - A. Taka 1,000/- on each account for urban clients
 - B. Taka 500/- on each account for rural clients

➤ **Benefits for Loan Against Export Bill account opening:**

This is a demand loan facility for the exporters in the form of negotiation or acceptance of export bills by the Bank. The benefits for Loan against Export Bill account are

- a. Easy Documentation.
- b. Fast Processing.
- c. Local or Foreign Bill negotiation or acceptance.

- d. Increase the present cash flow of the exporter to improve the financial condition and strengthen the financial ability.
- e. Simplify the financial procedure.
- f. Global loan limit exposure for the client.
- g. Any branch banking facilities for repayment.
 - *Fees and charges:*
 - Application Form for request for loan facility – Taka 250/-
 - 2% on approved loan amount
 - 7% or 13% p.a. at quarterly rest or as fixed by Head Office from time to time
 - Document negotiation charge @ minimum TK. 1000 per documents
 - Postage charges at actual

➤ **Benefits for Loan Against Trust Receipt account opening:**

Southeast Bank Limited provides post shipment finance i.e. LTR to manage immediate liquidity of importers. The benefits for Loan against Trust Receipt account are

- a. Easy Documentation.
- b. Fast Processing.
- c. Allow an importer to take possession of the goods for resale.
- d. Increase the present cash flow of the importer to improve the financial condition and strengthen the financial ability.
- e. Global loan limit exposure for the client.
- f. Online banking facilities for repayment.
 - *Fees and Charges:*
 - Application Form for request for loan facility – Taka 250/-
 - 2% on approved loan amount.
 - 13% p.a. at quarterly rests subject to change(s) that may be made by the Bank from time to time.
 - Half yearly Service Charge_
 - A. Taka 1,000/- on each account for urban clients
 - B. Taka 500/- on each account for rural clients

▪ **Foreign Trade**

➤ **Benefits for Export through SEBL**

Southeast Bank Limited offers a wide range of export services. Routing all export related transactions through Southeast Bank Limited could eliminate many of exporting hassles. With our expertise and experience, we can structure and customize solutions for specific requirements. The benefits for doing Export through SEBL are

a. Export LC Advising.

- Southeast Bank Limited allows prompt advising of export letter of credit from a wide international network.

b. Export Packing Credit

- SEBL provide pre - shipment finance in the form of Export Packing Credit (PC) to assist cash flows for manufacturing or packing goods for export from Bangladesh. Export finance requirements are carefully taken by the Bank and allowing to enjoy competitive interest rates and timely credit.

c. Export Bill Negotiation

- SEBL negotiate export bills drawn under Letter of Credit, if the documents are found to be strictly in terms with LC conditions. Southeast Bank Limited facilitates its customers with FOREIGN DOCUMENTARY BILL PURCHASE (FDBP) and FOREIGN DOCUMENTARY BILL FOR COLLECTION (FDBC) for export bill negotiation. All these facilities come to at competitive rates and world class service standards.

d. Provide confirmation (If LC issuing Bank is not well known) to the exporter

e. Retention quota facility for the exporter

f. Provide complete documentation, lower cost, faster processing.

g. Export LC transfer facility (full or partial) is available with competitive fee.

h. Bank Guarantee facility is available.

➤ **Benefits for Import through SEBL:**

SEBL offers comprehensive range of Import services. SEBL is highly respected in the world of international finance and cross border transactions and also Post shipment finance such as LIM, LTR etc for customer's immediate liquidity the benefits for doing Import through SEBL are.

- a. Import Letters of Credit
 - SEBL issue Import Letters of Credit on behalf of bank customers. SEBL experts can advise in drafting the LC terms and conditions so as to protect customers' interests.
- b. Import Collection Bill Services
 - Documentary Collections are a common and flexible method of payment for goods purchased from suppliers in abroad.
- c. Supply advance payments towards Imports
- d. Shipping Guarantee & Bank Guarantee are also available
- e. Post shipment finance such as LIM, LTR etc for your immediate liquidity
- f. Back to Bank L/C facility against Export LC

2.6 Branch (Banani) profile:

The branch has started its operation from May 10, 2003. Due to the proficient management of the bank and overall support of the employees of the branch, it has improved their outcome in terms of quality service, profitability of business operation and gaining good-will within very short period. As a new branch Southeast Bank Limited, Banani branch has attracted attention of many customers, corporate, academic institutions which are situated near the branch. To name a few, here the significant and valued clients are given below:

- Prime Sweaters
- BD Knit
- Pole Star Fashion Limited
- L'usine Fashion Ltd
- New Line Clothings Ltd
- Designer Jeans Ltd
- Southeast Sweater Ltd
- Irish Fashion
- American International University-Bangladesh (AIUB)

2.7 Activities of SEBL Banani branch:

1. General banking & Deposit Management:

In SEBL Banani branch general banking & deposit management activities include following operations_

- a. Account opening and KYC procedures.
 - To interact with bank and build relationship customer should open bank accounts. So, general banking activities helps customers to open bank different type of account in terms of the need to customers with required documents according to type of accounts. Moreover, to maintain database of customers GB (General Banking) section also need to collect information for KYC (Know Your Customer) form.
- b. Interbank transaction
 - Interbank transaction is when one bank takes loans from other bank to keep a good liquidity level in asset. So, general banking also does this kind of activity.
- c. Clearing section
 - In terms of banking and finance activity, clearing means all activities from the time a commitment is made for a transaction until it is settled. So, it is also ensured by general banking that clearing of payment is turn into real transaction of money from one bank to another.

2. Credit activities:

Credit activities for a bank are one of the ways of gaining profit. The amount of company or individual's bank credit depends on both the borrower's ability to repay and overall amount of credit available in banking system. So, in the Banani branch of SEBL following activities are done_

- a. Credit proposals processing procedures
 - Before providing demanded credit by individual or company bank justify the proposals and process the procedures
- b. Documentation and Loan Disbursement procedures
 - Take proper documentation for future needs and safety of credit. After documentation process loan disbursement proceeds to customers.
- c. Overview on all returns

- Take proper Surveillance on Debtor for future action to secure the return of credit

3. Western union money transfer.

- The money transfer process via Western Union is completed by 3 step process_
 1. The sender will receive money receipt with Money Transfer Control Number (MTCN) from any of the Western Union agent location outside Bangladesh after depositing money.
 2. The sender will inform the money transfer detail (amount of money sent, sender's name, receiver's name, destination country, and MTCN) to the receiver.
 3. The receiver will receive the money from any of the 66 Branches of Southeast Bank Limited by showing a valid Identification and filling a form

3. INTERNSHIP PART:

3.1 Activities:

During my internship period I had the opportunity to know different kind of activities of SEBL Banani branch and among those activities there are major 3 tasks I learned mostly:

- ***General Banking activities***

Financial institution/ intermediary that stand between ultimate borrowers and ultimate lenders are known as banking financial institution. Banks perform this function in two ways like they take deposits from various areas in different forms and lend that accumulated amount of money to the potential investors in other different forms. General banking is the starting point of all the banking operating. General Banking department aids in taking deposits and simultaneously provides some supporting services. It provides those customers who come frequently and those customers who come one time in banking for enjoying supporting services. This is the department which always performs day-to-day services to the customers. Its day to day work is receiving deposits from the customers and meets their demand for cash by honoring cheques. This department's other regular activities are opening new accounts, debiting funds, issuing bank drafts and paying orders etc.

Task performed: During the internship period at the beginning I was assigned in General banking department. On that department I specifically performed following tasks:

- Updating record book of clearing, FDR
 - Updating customers account from bank end
 - Find incomplete/error documents of customer account
 - Inputting necessary data and retrieving information from internal software database.
 - Administrative activities like drafting letters or any other papers.
- ***Accounts section activities:***
- In accounts section I have to do some helping activities like:
- Auditing transaction
 - Data input on their register to keep up-to-date record
 - Find errors on previously audited transaction

- **LC activities:**

After working with Accounts department for few days I was assigned to credit department. Mostly I worked in LC section of Credit department. There are some responsibilities which I need to perform on that section and those are:

- Finding any missing information of their clients form
- Posting client information to bank internal bank database named “Ultimus”
- Posting client information to Bangladesh bank website

3.2 Observation of job part:

According to my observation about the Southeast Bank Limited (Banani branch) is as this branch is situated in the one of the most demanding area Banani, so in terms of customer pressure is higher than the agents available to provide service. Though each agents tried to provide service to their customers. As I worked three departments one by one so I learned different way to behave with different customers. Therefore, I found out that the expectation of service level of different class customers from different department is variable. While, I was working at SEBL as an intern then from the beginning to end of my internship each stuffs helps me a lot to work smoothly my responsibilities. However, as the workplace is banking sector so due to privacy and accuracy issue I couldn't learn some internal issue or fact.

3.3 Recommendation of job part:

According to my observation of my job part there are a few recommendations

- Need to assign on those task relevant to Intern's major study as in the beginning I was assigned to work with accounts department though have major study on Marketing.
- Should recruit some more people to adjust the pressure and also to provide more quick service of customer service
- Should establish proper queue system to manage service properly.

4. PROJECT PART:

4.1 Introduction:

The success of any product is largely dependent on customer's satisfaction and acceptance. Offering and selling a product or a service is just the way of beginning of a relationship between bank and customer which is to be built and maintained over the year. According to the needs of project I need to survey on customer to find out service experience of SEBL. Customer survey results are helpful to find the information regarding the effectiveness of service which is provided by SEBL. Here in the part I have shown demand of customer satisfaction is related with its customers' financial position and demand (by their occupation) and are they satisfied with SEBL or not.

4.2 Background:

I have contacted to the respondent individually with a questionnaire. Then I gave them close-ended questions. Most of the person gave answer of my entire question. Some didn't due to their busyness and lacking of knowledge about service. After all, I can manage to get 30 survey responses to do analysis on customer service.

4.3 Limitations on survey:

Though I got some responses from customer, there are some limitations which makes hinder to make good survey responses. Some of those are_

1. Need to survey within very short time
2. Customers lack of willingness to response
3. Busyness of customers
4. Place wasn't friendly enough to take proper survey
5. Not providing proper information asked

4.4 Data Analysis Process:

To analyze the data I used survey SPSS and Microsoft Excel. The first task in analysis was to input data into the statistical software and interpret those using graphical presentation of the

findings. Mean, Frequency and percentage method were applying using SPSS software to get result of the findings.

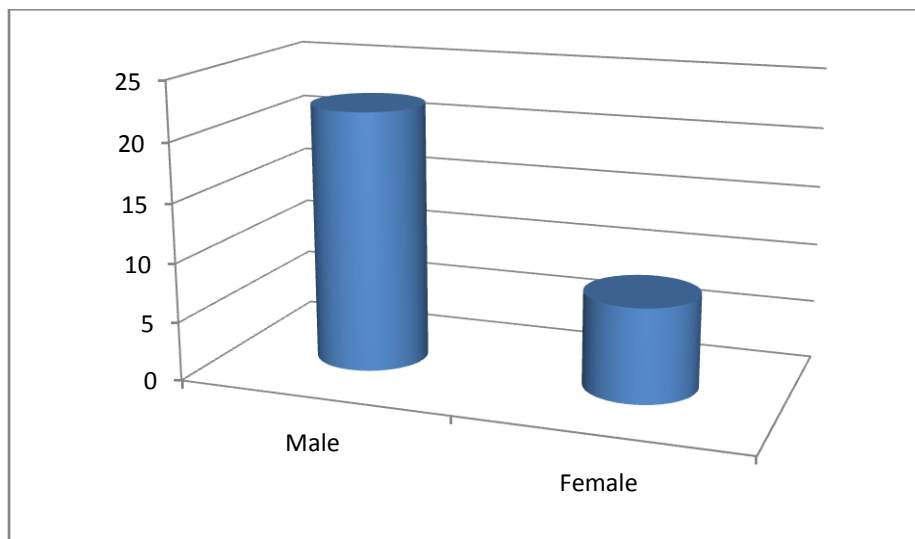
4.5 Analysis of data:

- Customer type frequency analysis

1. Frequency of Gender:

	Frequency	Percent	Cumulative Percent
Male	22	73.3	73.3
Female	8	26.7	100.0
Total	30	100.0	

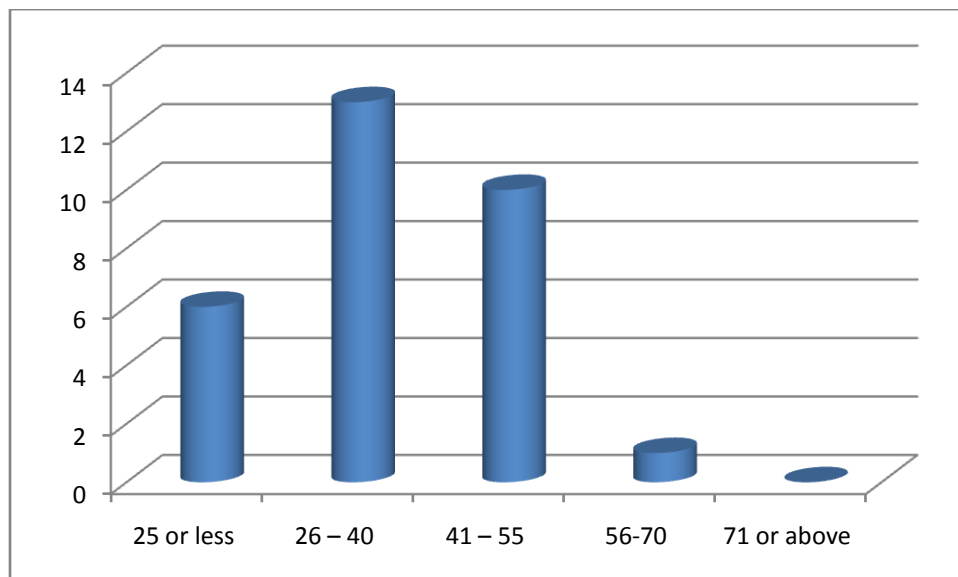
I have done 30 samples from Banani branch of SEBL. According to the graph it shows that out of 30 customers 22 are male and 8 are female. So, from total of my respondents 73.3% are male and only 26.7% are female. Following results are showing in bar chart below.



2. Frequency of Age:

	Frequency	Percent	Cumulative Percent
25 or less	6	20.0	20.0
26-40	13	43.3	63.3
41-55	10	33.3	96.7
56-70	1	3.3	100.0
Total	30	100.0	

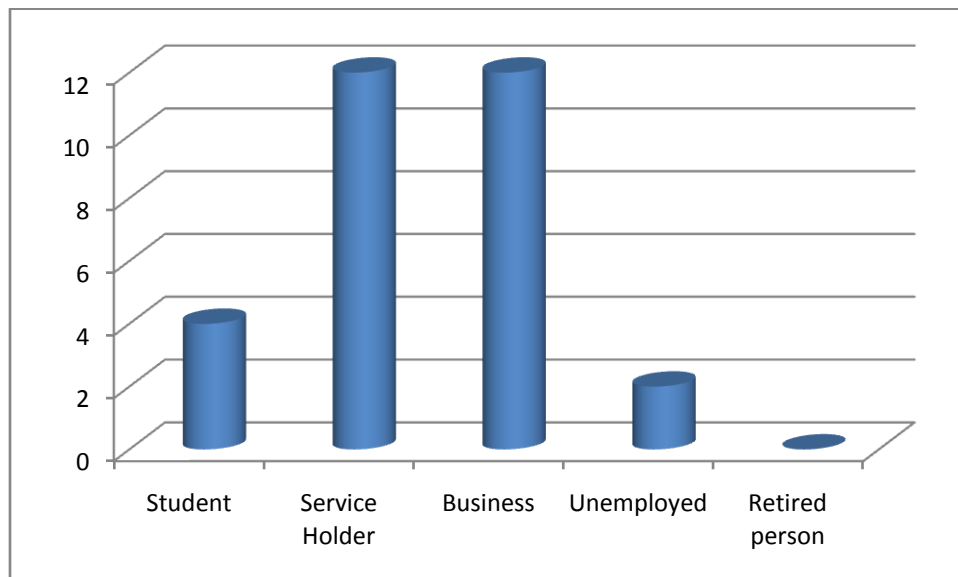
According to the frequency of age table it is found that most of the customers are in between 26-40 years old and 13 out of 30 (43%) customers are in this age group. Then, second largest age group is 41-55 years old customers and 10 out of 30 (33%) customers are in this group. Next large group is 25 or less years old and 6 out of 30 (20%) customers are in this age group. The last group is 56-70 years old customers and I got only 1 customer out of 30 (3.3%) in this survey. So, justifying overall age group analysis it can be said that the 26-40 years old customers are the young people with mature age and the product & service could be more attractable to this group.



3. Frequency of respondent's occupation

	Frequency	Percent	Cumulative Percent
Student	4	13.3	13.3
Service holder	12	40.0	53.3
Business	12	40.0	93.3
Unemployed	2	6.7	100.0
Total	30	100.0	

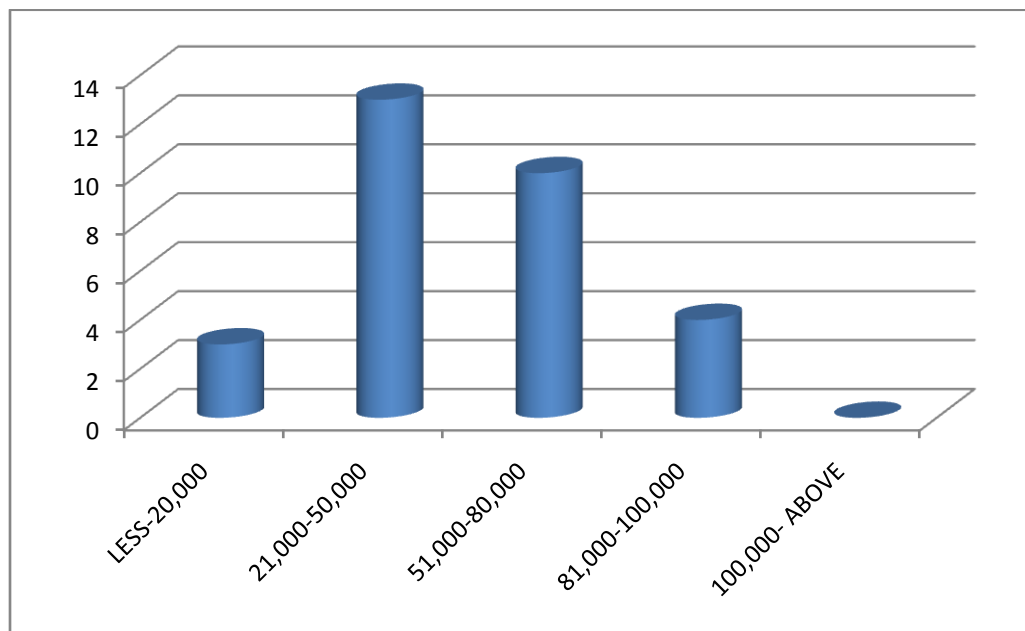
According to the analysis chart the number of both service holder customer and business customer are same. 12 out of 30 (40%) customers are service holder and 12 out of 30 (40%) customers are businessman in this survey. Then, 4 out of 30 (13%) customers are students and 2 out of 30 (6.7%) customers are unemployed. So, the fact is as service holders and business people earn more than the other two groups. Moreover, they have more tendencies to save money and deal with parties via bank.



4. Frequency of Income level

	Frequency	Percent	Cumulative Percent
LESS-20,000	3	10.0	10.0
21,000-50,000	13	43.3	53.3
51,000-80,000	10	33.3	86.7
81,000-100,000	4	13.3	100.0
Total	30	100.0	

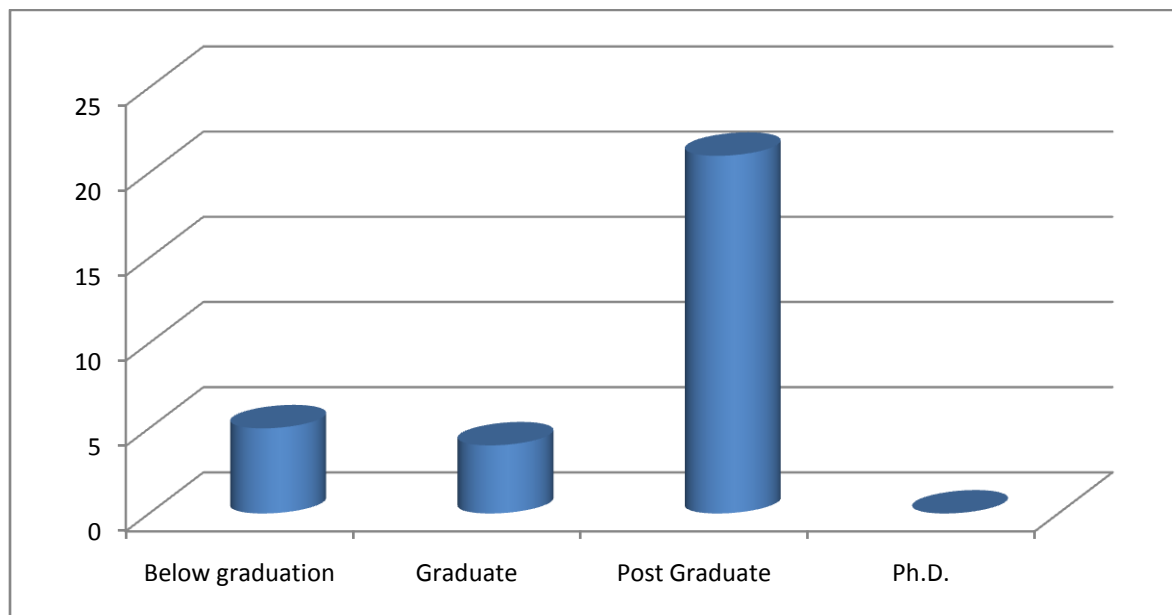
Most of the customer's income level is between at group of 21000-50000 and 13 out of 30 (43.3%) customers are in between this group. 10 out of 30 (33.3%) customers are in between at group of 51000-80000 and according to the previous frequency these groups of customers are businessman. Then, 4 out of 30 (13.3%) customers are in between 81000-100000 income level. Lastly, only 3 out of 30 (10%) customers are in between group at 20000 or less income level due to most of them of this level are student and most of them don't have any permanent income sources.



5. Frequency of Educational level

	Frequency	Percent	Cumulative Percent
Below graduation	5	16.7	16.7
Graduate	4	13.3	30.0
Post Graduate	21	70.0	100.0
Total	30	100.0	

Most of the customers are in post graduated. Here, 21 out of 30 (70%) customers are post graduated. Then, 5 out of 30 (16.7%) customers are below graduated and 4 out of 30 (13.3%) customers are Graduate.

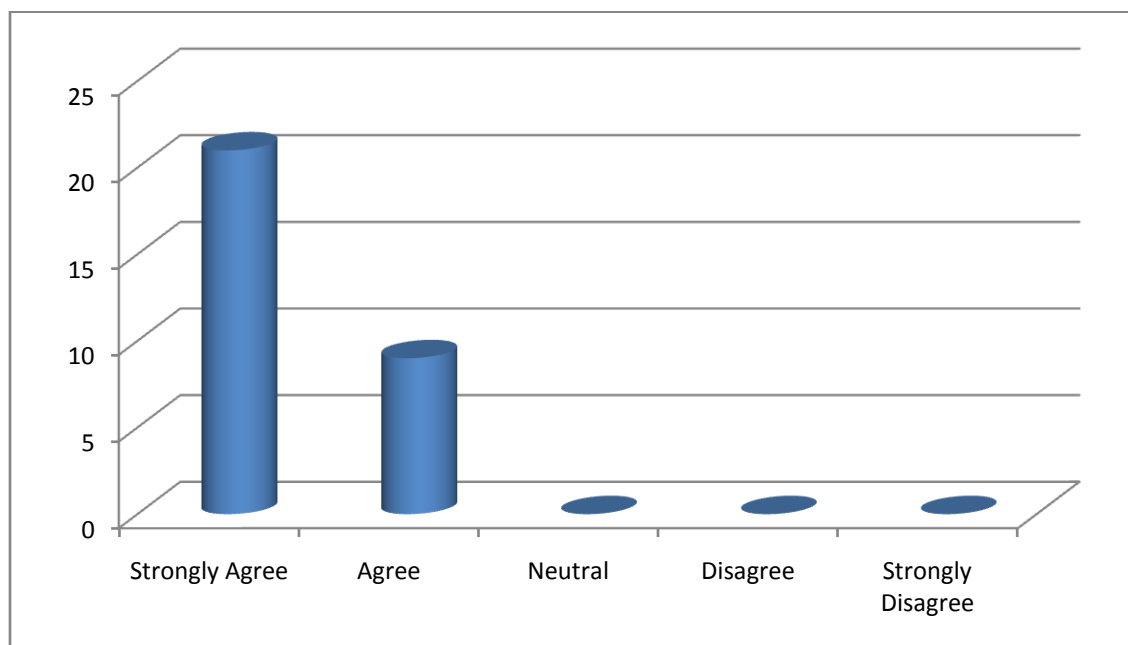


- Customer service frequency analysis

6. Frequency related with fast response

	Frequency	Percent	Cumulative Percent
Strongly Agree	21	70.0	70.0
Agree	9	30.0	100.0
Total	30	100.0	

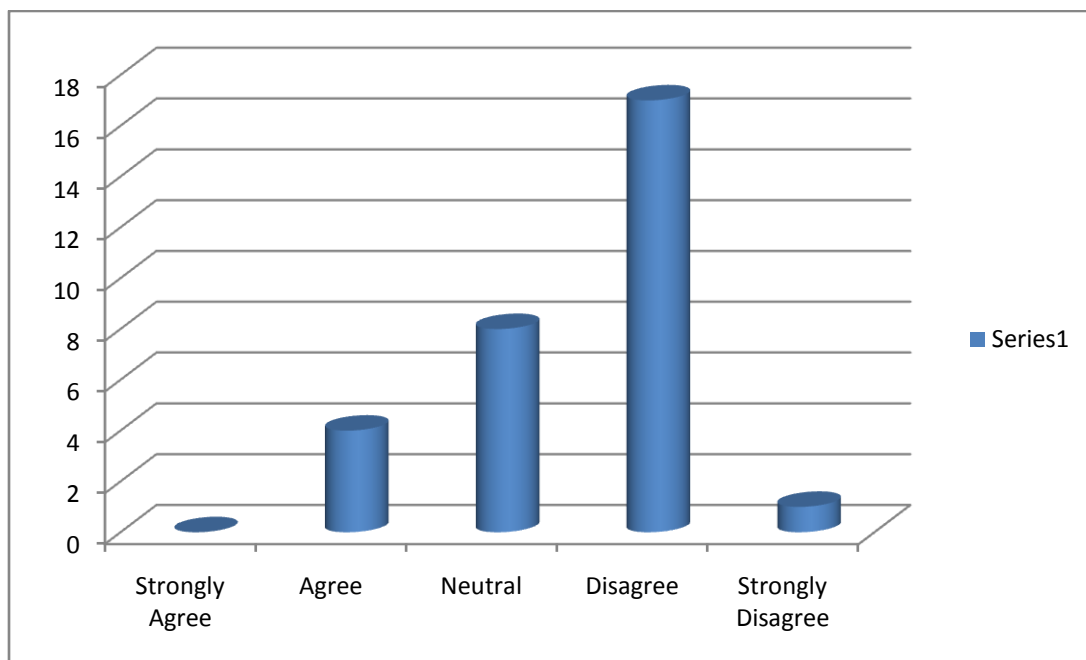
While answering the question regarding responsiveness of customer service officer most of the respondents are expressing their satisfaction. Altogether 21 out of 30 (70%) customers are strongly agreed and 9 out of 30 (30%) customers are agreed with this statement that customer service officers of SEBL are working fast enough to response any customer's request. There is no disagreeing found by this survey.



7. Frequency of effectiveness of token system

	Frequency	Percent	Cumulative Percent
Agree	4	13.3	13.3
Neutral	8	26.7	40.0
Disagree	17	56.7	96.7
Strongly Disagree	1	3.3	100.0
Total	30	100.0	

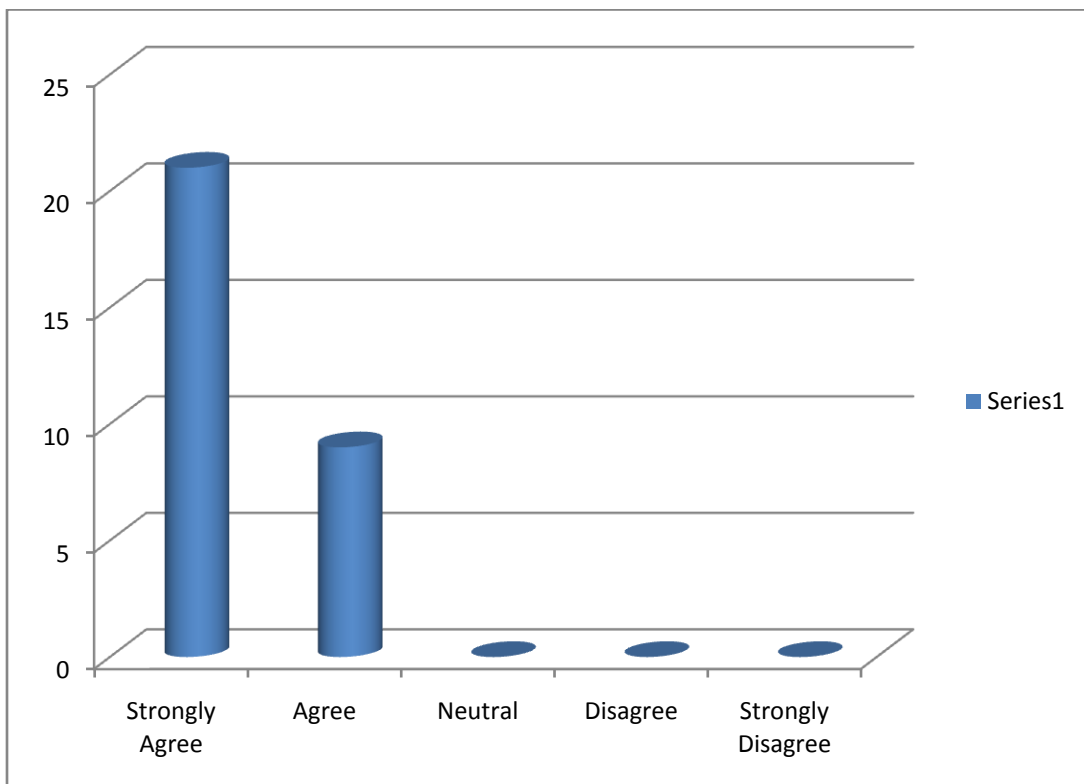
According to the SPSS analysis of token system effectiveness is found negative result. Most of the respondents are dissatisfied about token system. 17 out of 30 (56.7%) customers express their dissatisfaction regarding token system. According to some of them token system sometime doesn't work and when this problem found customer get their service by manual queue and to maintain that sometimes hassle occurs.



8. Frequency of customers response for willingness of CS officer to help

	Frequency	Percent	Cumulative Percent
Strongly Agree	21	70.0	70.0
Agree	9	30.0	100.0
Total	30	100.0	

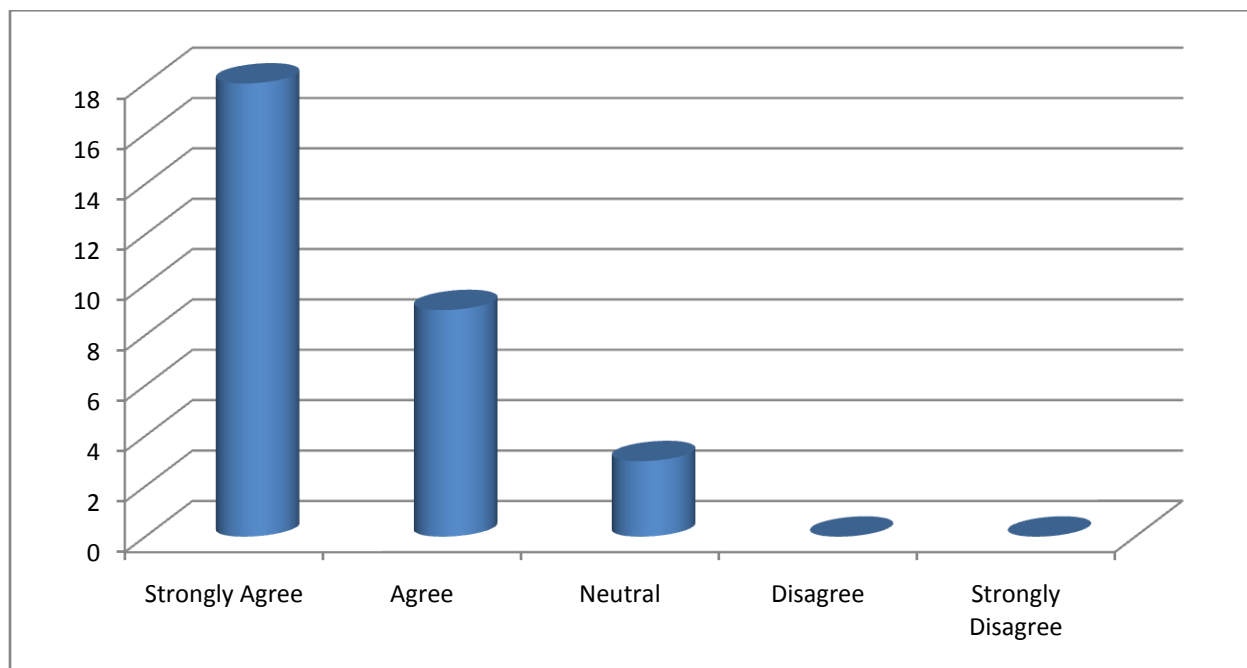
Altogether 21 out of 30 (70%) customers have strongly agreed and 9 out of 30 (30%) agreed with this statement that customer service officers of SEBL are very helpful.



9. Frequency of responses of customers about the ability to fulfill specific needs by CS officer

	Frequency	Percent	Cumulative Percent
Strongly Agree	18	60.0	60.0
Agree	9	30.0	90.0
Neutral	3	10.0	100.0
Total	30	100.0	

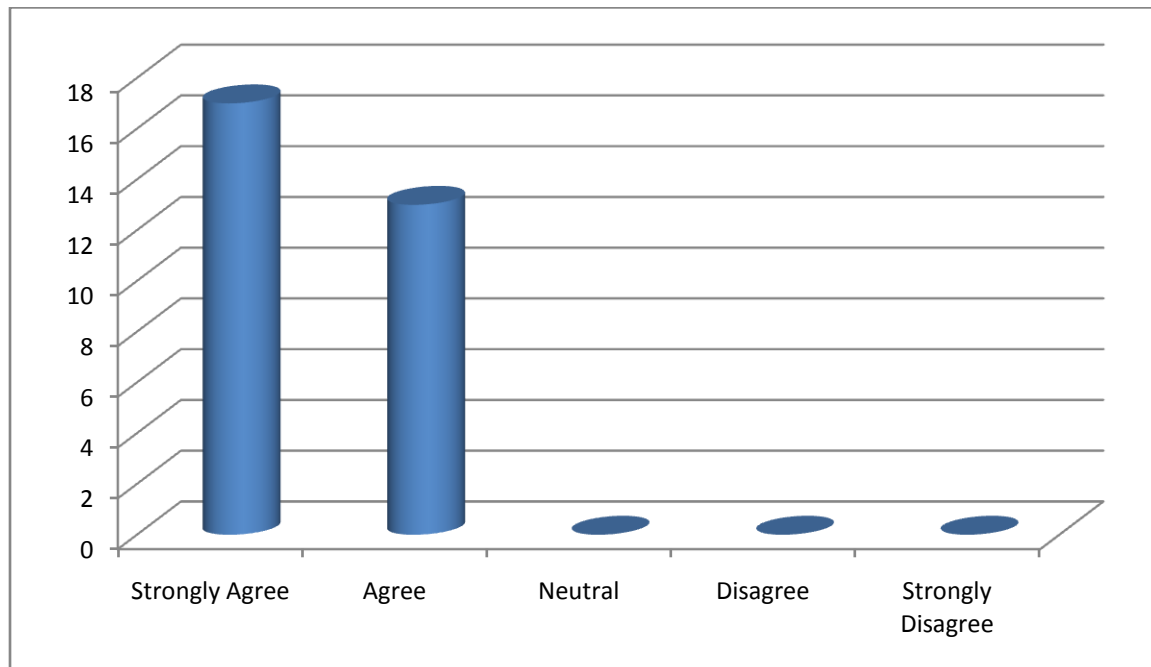
According to the analysis 18 out of 30 (60%) customers strongly agreed and 9 out of 30 customers agreed that customer service officer can able to fulfill customers' specific needs. However, only 3 out of 30 (10%) customers stats neutral response due to sometimes they can't get this facility not every time but they are not dissatisfied about this.



10. Frequency of knowledge of product of CS officer

	Frequency	Percent	Cumulative Percent
Strongly Agree	17	56.7	56.7
Agree	13	43.3	100.0
Total	30	100.0	

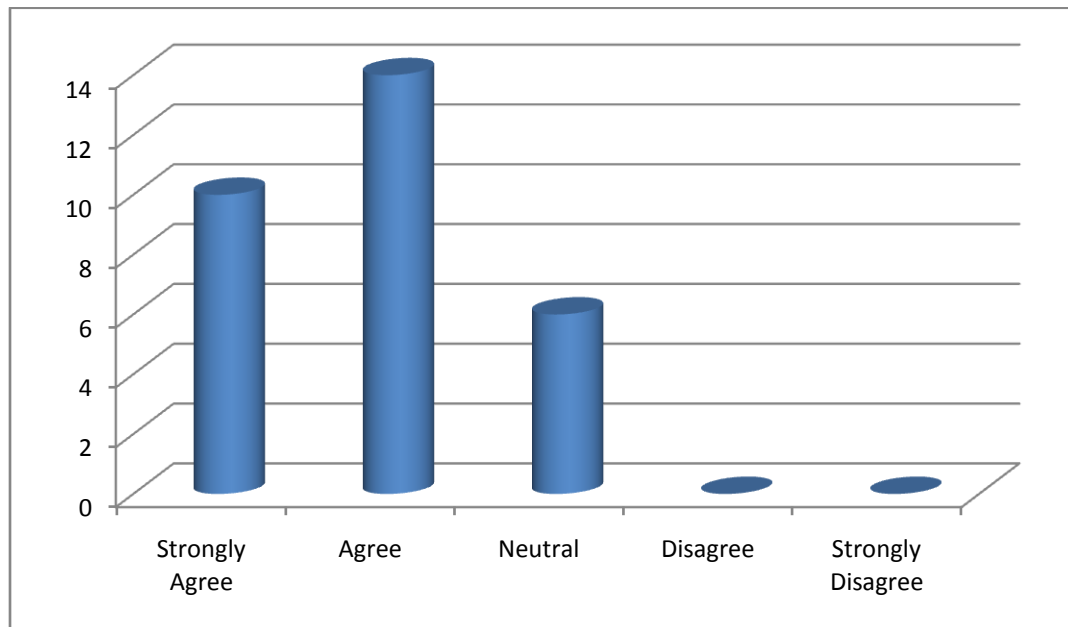
According this analysis 17 out of 30 (56.7%) customers are strongly agreed and 13 out of 30 (43.3%) customers are agreed that CS officers are knowledgeable about every product and services of SEBL



11. Frequency of response about maintaining error-free record

	Frequency	Percent	Cumulative Percent
Strongly Agree	10	33.3	33.3
Agree	14	46.7	80.0
Neutral	6	20.0	100.0
Total	30	100.0	

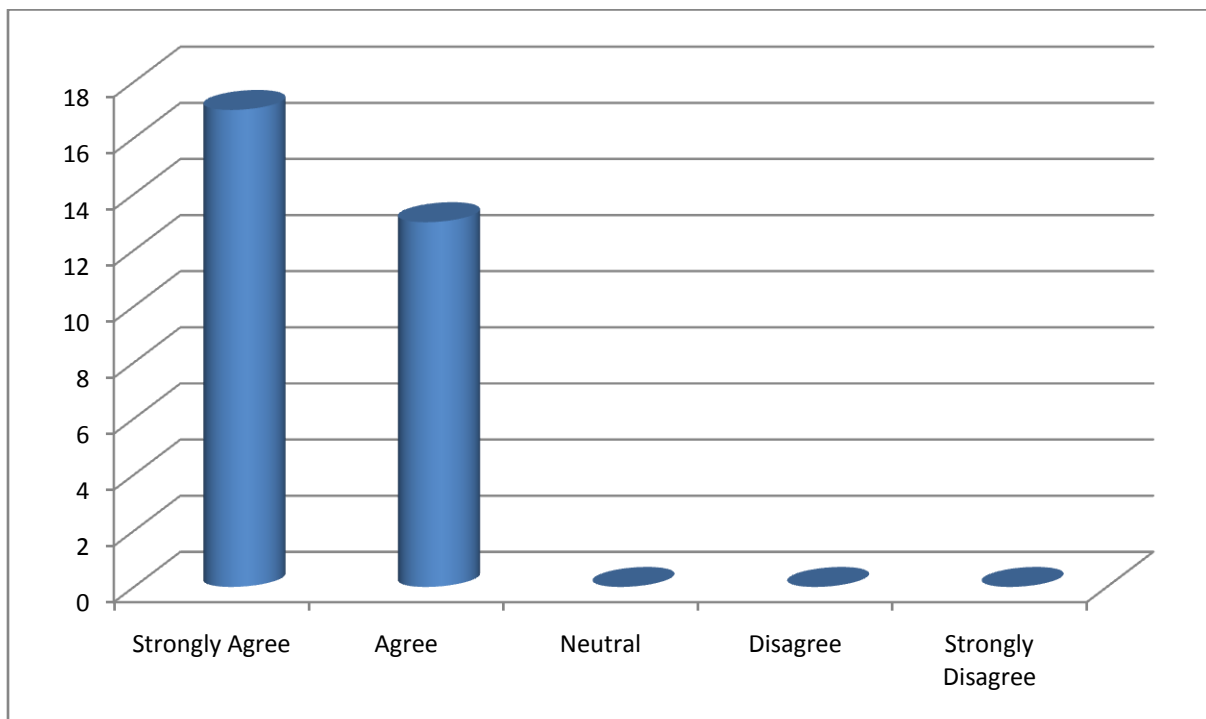
Most of the SEBL customers are think that SEBL maintains error free record. 10 out of 30 (33.3%) customers are strongly agreed and 14 out of 30 (46.7%) customers are agreed with the issue of error free record maintenance. 6 out of 30 (20%) customers are not either agree or disagree as they states their position as neutral.



12. Frequency regarding behavior of employees

	Frequency	Percent	Cumulative Percent
Strongly Agree	17	56.7	56.7
Agree	13	43.3	100.0
Total	30	100.0	

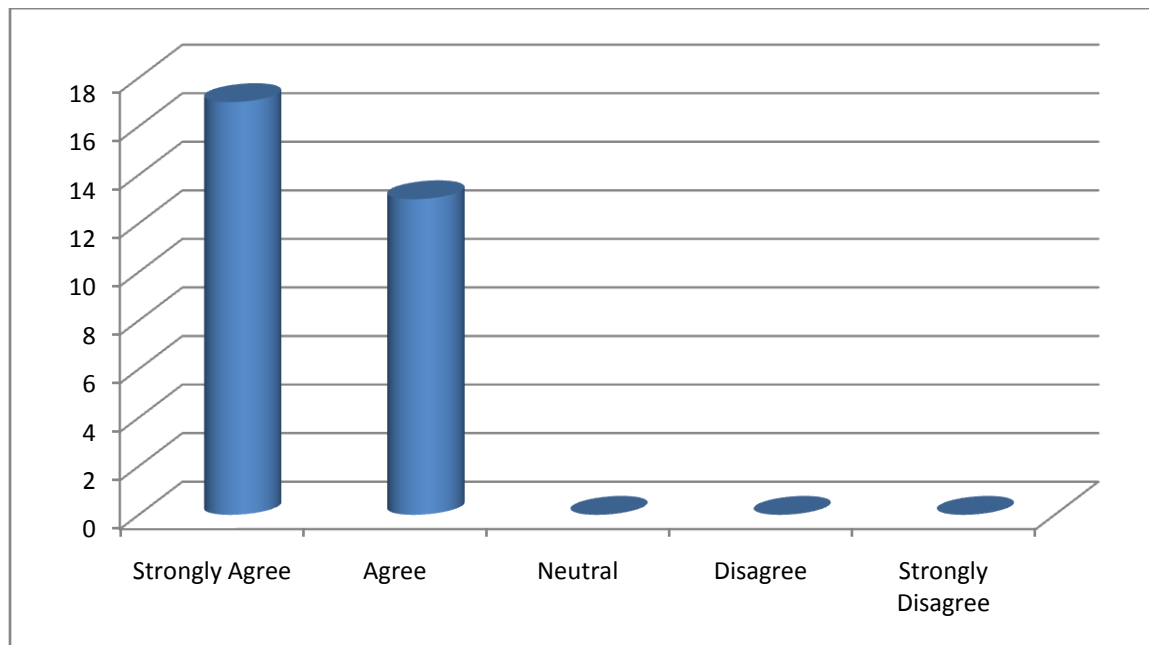
17 out of 30 (56.7%) customers are strongly agreed and 13 out of 30 (43.3%) customers are agreed on the statement that behavior of employees encourages confidence in customers to do transaction



13. Frequency regarding service alert

	Frequency	Percent	Cumulative Percent
Strongly Agree	17	56.7	56.7
Agree	13	43.3	100.0
Total	30	100.0	

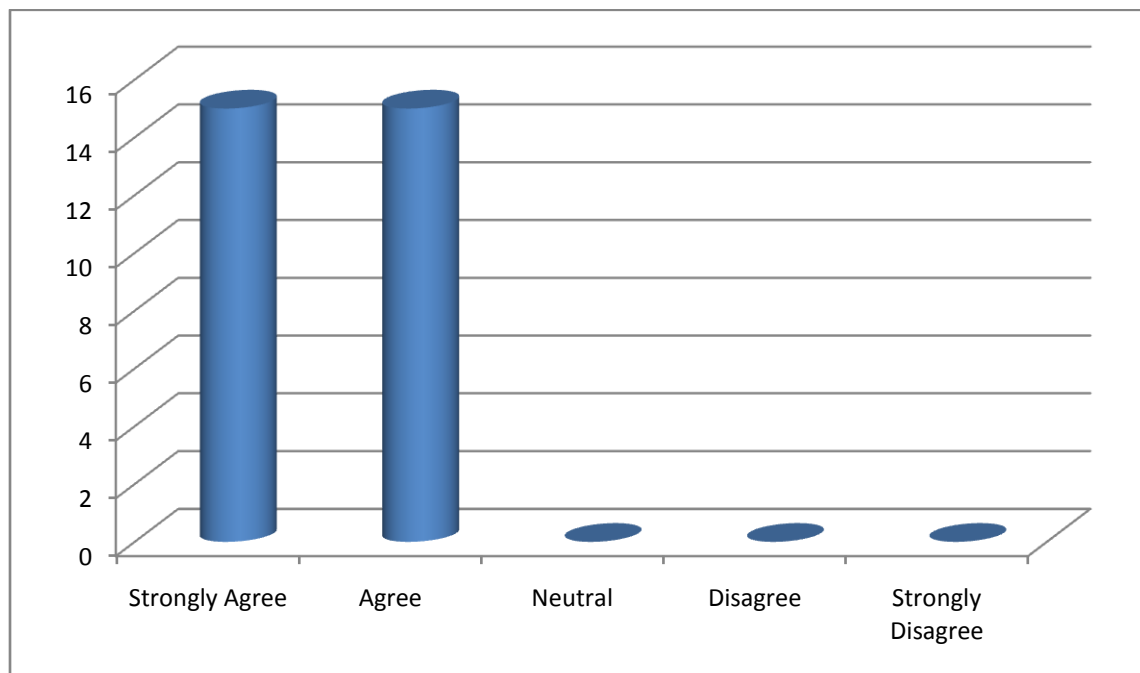
Altogether 17 out of 30 (56.7%) customers are strongly agreed and 13 out of 30 (43.3%) customers are agreed to the point that SEBL informs them when service will performed.



14. Frequency regarding safety issue

	Frequency	Percent	Cumulative Percent
Strongly Agree	15	50.0	50.0
Agree	15	50.0	100.0
Total	30	100.0	

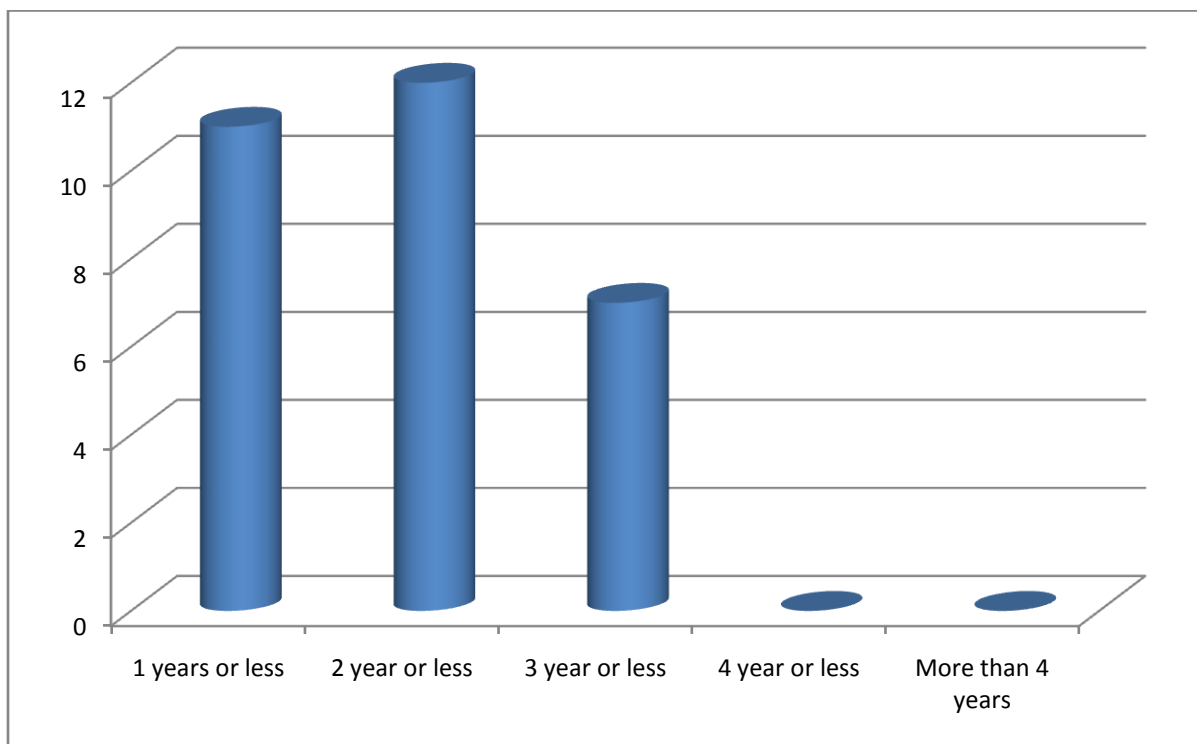
Good thing for SEBL is its customers feel safe in their transaction with bank. 15 out of 30 (50%) customers are strongly agreed and 15 out of 30 (50%) are agreed with that statement of safety transaction with SEBL. Building trust on customer is great achievement for any bank as well as SEBL to leave a strong footprint in the market



15. Frequency regarding how long with SEBL

	Frequency	Percent	Cumulative Percent
1 years or less	11	36.7	36.7
2 year or less	12	40.0	76.7
3 year or less	7	23.3	100.0
Total	30	100.0	

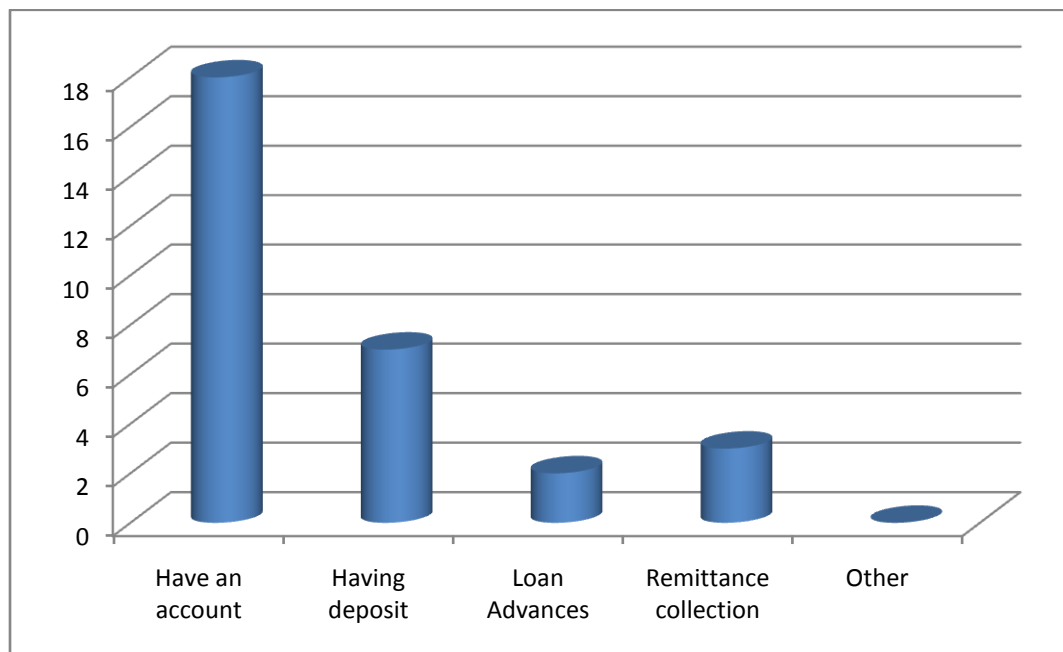
Most of the respondents are doing transaction from long years due to SEBL trustworthiness banking. 7 out of 30 (23.3%) customers doing banking with SEBL from more than 3 years. 12 out of 30 (40%) customers doing banking with SEBL from 2 years or less and 11 out of 30 (36.7%) customers doing banking with SEBL from 1 years or less.



16. Frequency regarding type of association with SEBL

	Frequency	Percent	Cumulative Percent
Have an account	18	60.0	60.0
Having deposit	7	23.3	83.3
Loan Advances	2	6.7	90.0
Remittance collection	3	10.0	100.0
Total	30	100.0	

According to the analysis most of the respondents are associated by having an account on SEBL. 18 out of 30 (60%) customers are associated by having account. 7 out of 30 (23.3%) customers are associated by having deposit. 2 out of 30 (6.7%) customers are associated by loans advances. 3 out of 30 (10%) customers are associated by remittance collection.



5. Findings from the study & recommendation:

SEBL is an organization which is operating their business successfully in the banking sector since 1995. Therefore, it is very tough to recommend on any aspect of the company.

However, as it is the requirement of the report, I have come up with few recommendations, after conducting the research.

5.1 Problems found in SEBL Banani Branch:

1. The file maintenance system of SEBL is not that much organized. While I am doing internship at SEBL Banani branch I found scattered file keeping system. When, a file needs for any information from archive store it wasn't so easy to find a record.
2. Employee shortage is also another problem of this branch. According to the work pressure numbers of employees are enough. For example, in the Banani branch there are cash counter for transaction but assigned employees for this counter are only two. So, during the time to heavy customer queue, these two employees need to work hard to give service.
3. In this branch there are 3 counter of customer service desk and to take service there are always occurs gathering in front of CS officer. Token box for maintaining queue sometime available when the machine is ok. Most of the time this machine found not working.
4. It is also found lack of knowledge about functions of excel, word, software of computers whereas they spend whole day to do some entry work manual way.
5. The software used by employees of SEBL named "Ultimus" is also having a serious problem that is it is not fast enough to give fast service. Another problem is it crash frequently though the software has several gateway to keep running operation but it hampers smooth service.

5.2 Recommendations:

According to my survey work there are some recommendations to develop customer service of SEBL Banani branch. Those are_

1. Take a survey to customers why participation of woman in banking transaction is low. Try to develop some steps to attract woman customers to encourage banking transaction participation.
2. Take a proper maintenance of token machine because it helps people to take service according to the queue. It will also help to reduce gathering from front desk.
3. Some customers still confused or feel negative about service alert. As we know that a negative customer could be harmful to an organization if the customer uses negative words of mouth to express his/her dissatisfaction. Bank should look after this issue.
4. Some customers found confused about the error-free record maintenance. Probably they are not clear about their transactions or they might found some errors in their transaction record. Feeling confusion about service is very dangerous for building confidence on customers. If confidence is decreasing then they will reduce transaction with bank and will try to switch other bank. Bank should ensure error free record keeping of transactions of customers.

According to my internship work experience I got some problems also and for those problems there are also some recommendations. Those are_

1. Suggested to recruit some employees to reduce the extra work pressure from every employees of SEBL Banani branch. This will also help to increase both speed and perfection of work.
2. Update the major software “Ultimus” adding with present requirements so that employees can work faster and smoother.
3. Maintain modern file keeping system like according to account number or according to account name, etc
4. Manage a training session on advance Microsoft office to make proper use of computer work.

6. Conclusion:

As an organization Southeast Bank Limited has earned the reputation of top banking operation in Bangladesh. From the starting 1995 to till this bank is growing fast. The structure of the organization is getting stronger and stronger day by day. Since the banking service especially the private banks are doing great performance in their business. Moreover, the modern people are more concern about securing their valuable assets and get high-quality and timely service. Therefore, to provide promising service lots of new commercial bank has been established in last few years and these banks have made this banking sector very competitive. So, now-a-days banks tried to arrange their operation and do their operations in terms of the need of the market demand.

To exist in the market customer satisfaction is one of the very influential factors. To satisfy customers it is necessary to develop product as per customer as well as market demand. Though it is tough to gain 100% satisfaction from customers and there is not exact definitions of satisfaction so bank should focus on maximize the level of satisfaction of its customers. Southeast Bank Limited Banani Branch started its journey few years ago and within this time period they gain good trust from its customers as per the survey. Though there is some lacking still there, bank should work on it to minimize this problem.

7. Bibliography:

1. <https://www.southeastbank.com.bd>.
2. <https://www.southeastbank.com.bd/performance.php>.
3. Book reference:
 - a. Naresh K. Malhotra & Satyabhushan Dash (2012-2013). *Marketing Research*. 6th ed. India: Dorling Kindersley (India) Pvt. Ltd. Page: 27, 28, 70-84,172,292.
 - b. Annual Report Management 2013, Southeast Bank Limited, page: 7, 21, 22, 26-34, 110

8. APPENDIX:

Questionnaire:

Please read the questions carefully and just put a tick (✓) and kindly give your judgments where necessary.

→Gender: a) Male b) Female

→Age Group: ☐ 25 or less ☐ 26 – 40 ☐ 41 – 55 ☐ 56-70 ☐ 71 or above

→Occupation: ☐ Student ☐ Service Holder ☐ Business ☐ Unemployed ☐ Retired person

→Income Level (Monthly income in BDT):

☐ LESS-20,000 ☐ 21,000-50,000 ☐ 51,000-80,000 ☐ 81,000-100,000 ☐ 100,000- ABOVE

→Education Level:

☐ Below graduation ☐ Graduate ☐ Post Graduate ☐ Ph.D.

QUESTIONNAIRE:

1. Employees of BRAC Bank are never too busy to respond to your request?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

2. Token system is effective for customers to take services comfortably?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

3. Customer Service Officers are always willing to help you?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

4. Understands your specific needs?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

5. Knowledgeable to answer your questions?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

6. Maintain on error-free records?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

7. The behavior of employees encourages confidence in you to do transaction?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

8. Keeps informed about when services will perform?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

9. Feel safe in your transaction with SEBL?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

10. How long you are the client of SEBL?

- a. 1 years or less
- b. 2 year or less
- c. 3 year or less
- d. 4 year or less

- e. More than 4 years

11. How you are associated with SEBL?

- a. Have an account
- b. Having deposit
- c. Loan Advances
- d. Remittance collection
- e. Other

Thank You