

**Internship Report On “A
Study on the Customer
Satisfaction at Prime Bank
Securities Limited.”**

**Internship Report on “A Study on the Customer Satisfaction at
Prime Bank Securities Limited”**



Submitted to

Mr. Ahmed Abir Choudhury

Lecturer

BRAC Business School

BRAC University

Submitted By

Sanjana Ali

ID: 13104137

BRAC Business School

BRAC University

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Letter of Transmittal

April 5, 2018

Mr. Ahmed Abir Choudhury

Lecturer

BRAC Business School.

Subject: Submission of Internship Report.

Dear Sir,

It is a great honor for me to submit my internship report on “A Study on the Customer Satisfaction at Prime Bank Securities Limited.” In this report I have tried to analyze the satisfaction level of the clients of the organization. During my three months of internship at Prime Bank Securities Ltd the information that I have got I used them while making this report.

I have tried my best to make this report informative and reliable. Few journals, articles, books were reviewed. Also survey and primary interview was done while preparing the internship report. If there were no limitations regarding information it could have done in a better way. Hope you will assess the report considering the limitations of the study and give me advice that will help to write better reports in future.

Thank You.

Yours Sincerely

Sanjana Ali

ID: 13104137

BRAC Business School.

Acknowledgment

At first I would like to give thanks to Allah for giving me the ability to complete my internship and to write this report. I would like to give thanks to the company Prime Bank Securities Limited; they gave me a chance to be an intern there. I am grateful towards my supervisor Mr G.M Akramul Haque and all the employees of the company. Each and every member of that office was really helpful. Also I would like to show my gratitude towards my faculty Mr Ahmed Abir Choudhury for giving me the chance to submit my internship report. Grateful acknowledgment is made towards Mr Abu Bakar Siddique a trader of the company for helping me in finding clients for doing the survey. I thank to the Human Resource Senior Officer Toma Moushumi for offering me this opportunity. I owe my special thanks to all the employees who helped me to complete my internship at Prime Bank Securities Ltd.

Executive Summary

Customer satisfaction is the main key driver of any organization. If the customers are not satisfied with the service provided by the organization then the whole organization is at risk. In my report I have tried to focus about satisfaction level of the clients of Prime Bank Securities Ltd. The title of the report is “A study on the customer satisfaction level of Prime Bank Securities Ltd.” To prepare the report my job was to know about the customer’s perspective towards the firm and that was done by direct interaction with the customer, also by preparing a survey questionnaire focusing on different variables.

The variables were selected through analyzing the firm and from the variables ten questions were prepared. After completing the primary interview with the clients and receiving the survey results the data is analyzed and the findings of each variable are also discussed in this report. After that what steps could be taken that is also suggested in this report. It came to know after completing the report that customers are mostly satisfied with the services provided by the company. Though they said that they have faced some problems while trading, but majority of them are satisfied with the overall services. This report will also help to know at which part the company needs improvement and what the clients really wants from the security firm

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Part 1

Company profile

Prime Bank Securities Limited is a subsidiary of Prime Bank Limited which was established in April 29, 2010. It is a member of both Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE). Works as stock dealer and broker for institutional and individual investors. Got the membership of DSE in September 16 2010 and membership of CSE in August 31 2010. And they got their dealer license in 2011 also started their first trading in May 2011. The company is focusing to deliver positive differences to all the stakeholders.

Vision There vision is to be an international broker house by providing best services for its clients.

Mission To make a system by using best technology and knowledge to satisfy customers need, overcome all the challenges and become the best in business.

Tagline:

“We make your money work harder.”

Branches

It has two branches in Dhaka, the head office which is situated in Mothijheel and another one in Banani. Also they have recently opened a branch in Chittagong. Their upcoming branches are in Uttara and Mirpur.

People

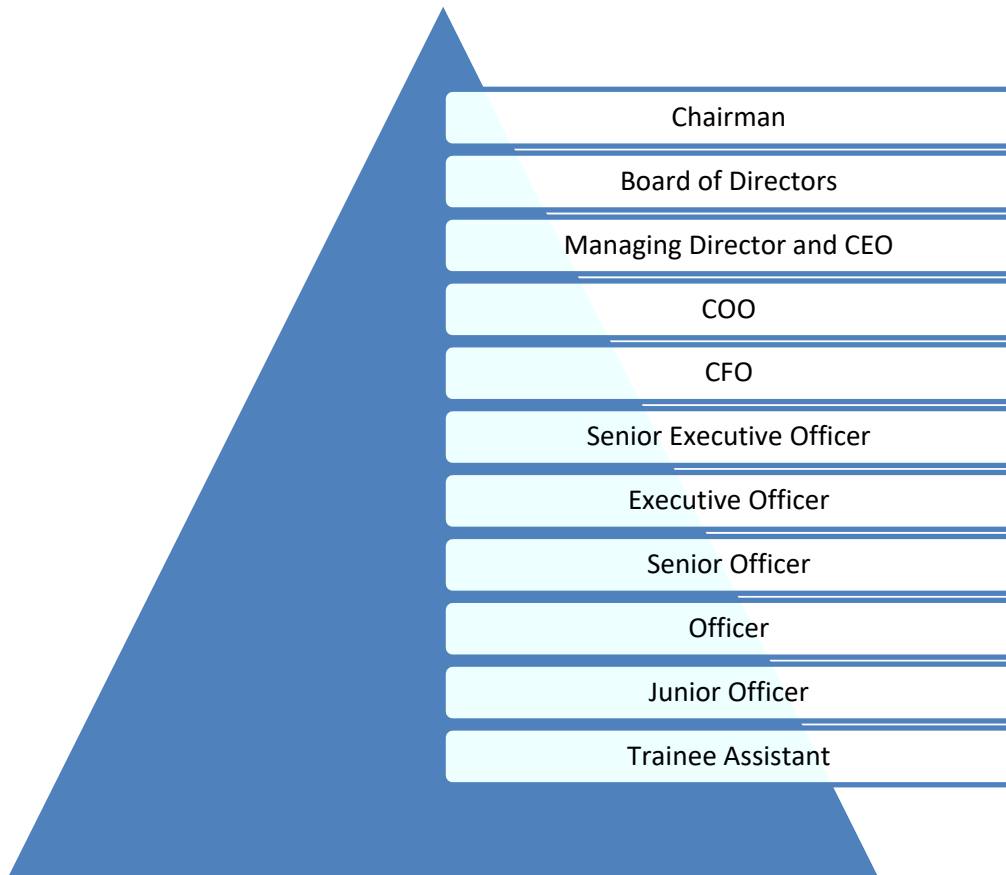
Chairman Mr. Shamsuddin Ahmed Chowdhury

Board of directors Mr MD Shahadat Hossain,, MD Tabarak Hossain Bhuiyan, Mr MBM Lutful Haque, MD Habibur Rahman Chowdhury

Managing Director and CEO Sheikh Mortuza Ahmed

Chief Operating Officer Samiul Haque and Chief Financial Officer Md Hasan Habib Iman.

Hierarchy of Prime Bank Securities Limited



Departments

The departments of Prime Bank Securities are:

- Accounts Department
- HR Department
- Research and Analysis Department
- CDBL and Settlement
- Customer service
- IT Department
- Compliance
- Trade and Services
- Sales and Business Development

Products and Services of PBSL

- **Margin Account:** It is also known as loan account. Investors can borrow money to buy securities. For that they have to give interests. There are two types of these accounts
 1. General Account
 2. Corporate Account
- **Non Margin Account:** It is known as cash account; clients don't get any loans in this type of accounts. There are two types of non margin account
 1. General Account
 2. Corporate Account
- **IPO:** IPO shares are available in their house. Whenever a new IPO arrives clients can buy them.
- **Foreign Trading Account:** These types of accounts are available however there is no client for these types of accounts. Recently they are trying to get clients for these accounts.
- **Non Resident Investors Account:** These accounts have no clients as well but they are trying to reach clients for these account.

Other Services

- BO Account link
- Buy/Sale of securities
- Securities demat, remat, transfer transmission etc
- Full service Depository Participant
- Margin facility
- Panel Broker Service
- Dealer

Category of Securities

- **A-Category securities:** Companies that have declared dividend at the rate of ten percent or more in the last English calendar.
- **B-Category securities:** Companies that have failed to declared dividend at least at the rate of ten percent in the last English calendar.
- **G category securities:** Greenfield Company's securities.

- N category securities: All newly listed companies except Greenfield companies and their settlement process would be like B-Category companies.
- Z category securities: Companies which have failed to declare any dividend or which are not in operation for more than six months.

Types of market

- Public Market: This market is automatic based on touchline prices and follows normal settlement procedure.
- Spot Market: This market is also automatic settlement procedure for spot transactions.
- Block Market: This is the market for bulk selling and buying on automatic matching with equal quantity and best price basis.
- Odd lot Market: Odd lot shares are traded in this market on automatic matching with equal quantity and best price basis.

Part 2

Introduction to the report

This report represents consumer's perspective towards the company. Some variables are selected and according to that variables questionnaire is made. This questionnaire helps to know about client's attitude toward each factor. On which part the consumers are satisfied or dissatisfied. Survey questionnaire is made with likert scale (5 point) and also close ended question are used. From the population a sample was selected to conduct the survey. The survey results are analyzed and discussed in this report briefly.

Rational of the study

- To know the customers satisfaction level of PBSL

Statement of the problems

During my three months internship it was noticed that many clients were closing their accounts and some were shifting to other broker houses. Therefore the statement of the problems is,

- Customers attitude towards PBSL
- Whether they are satisfied or not

- Customers are decreasing and shifting to other broker houses.

Scope and delimitation of the study

This report opens a lot of scopes for the company

- Could be use to improve the services
- Know about the lacking

Also there are some delimitation of the study, the respondents are a small part of the all the customers. They are representing all the clients of PBSL. As it was not possible to collect feedback from all the account holders therefore only forty respondents are selected. Also the time was limited to conduct the study if there was more time to conduct the research it might be a stronger research.

Objective of the report

The main objective of the report is to complete the BBA program by submitting the internship report. Also the objective of this report is to know customers view towards the company. Specific these objectives are covered in the report;

- Client's satisfaction
- Their attitude towards the company

Literature review

According to Philip Kotler and Keller(2006) customer satisfaction is how a consumer feels towards a product/service that comes from comparing the performance of that product and consumer's attitude towards that product.

Hanif , Hafeez and Reaz (2010) at the journal of "Factors affecting customer satisfaction" says that factors are important to know why a consumer is satisfied towards a particular brand. Also these factors help to build a long term relationship with the customers.

Profit of the organization and satisfaction level both are connected with each other (Bowen and Chen 2001). For bringing success or to hold the existing reputation of a company knowing the satisfaction level is necessary.

Customer satisfaction affects a business, it can increase the value of a business and maximize its profit only if the consumers are happy. (O'sullivan, McCallum 2010) However consumer's honest feedback is needed in this regards. Cost and reward is measured through consumer satisfaction (Maxham 2001). What problem a firm is facing marketing research helps that to bring that out.

One of the essential factors to achieve the success of a company is to know their customers preference toward the company.(Jasireh, Slambolchi and Mobarakaadi 2016).It is harder to find new clients but easy to make the existing clients happy. Therefore holding the existing client and giving them preference might be beneficial for the firm.

Methodology of the study

In data collection procedure primary and secondary research was used.

Primary research was based on the direct interaction with the clients and by doing the survey.

Sampling

Non probability sampling method was used for selecting the sample. There are four hundred and seventy five beneficiary owner active accounts. Among these population sample size was forty for doing the survey. Questionnaire method was used in survey; the questions were made to know how the customer's attitude towards the firm is.

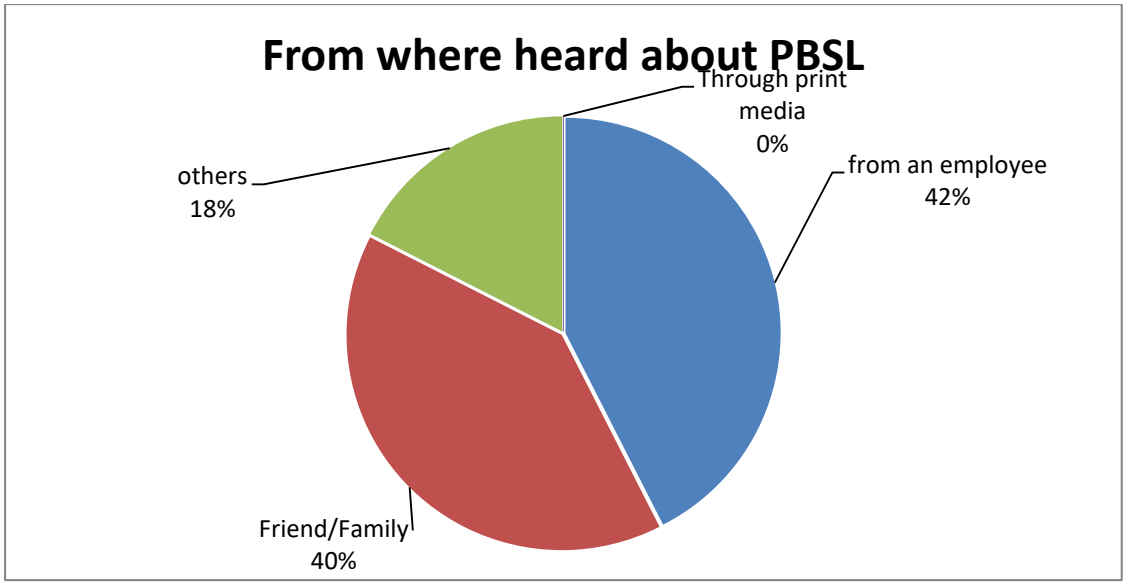
Secondary research was done by taking information from PBSL website, annual reports, books, journals etc.

Analysis and Interpretation of the Data

After doing the survey all the data were put in excel and result come from each questions are discussed below. All percentage of respondent's satisfaction level is shown in different pie charts. Each pie chart shows how many people are satisfied, very satisfied, neutral, dissatisfied, very dissatisfied for each question.

Question 1 From where did you hear about prime bank securities? For that question forty respondents answers are shown below:

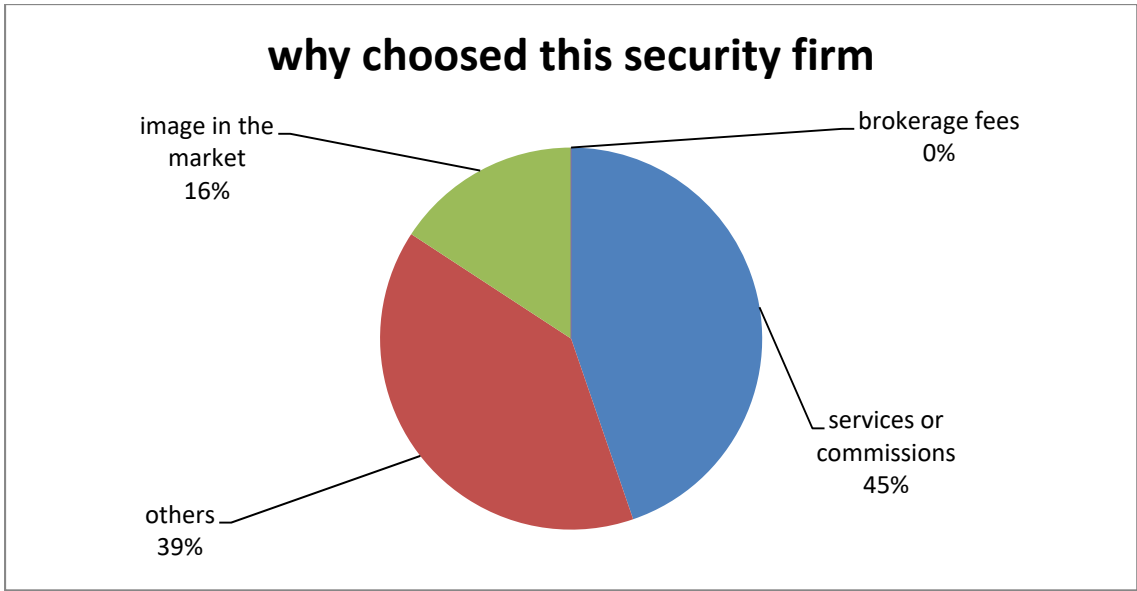
Q1	total responses
From an employee	17
Friend/Family	16
Others	7
Through print media	0



From the pie chart it shows that the percentage of friend/family and from an employee is higher than other two options. Most of the clients heard about the security from either a friend/family or from an employee of the organization.

Question 2 Why did you choose this security firm? And the responses are:

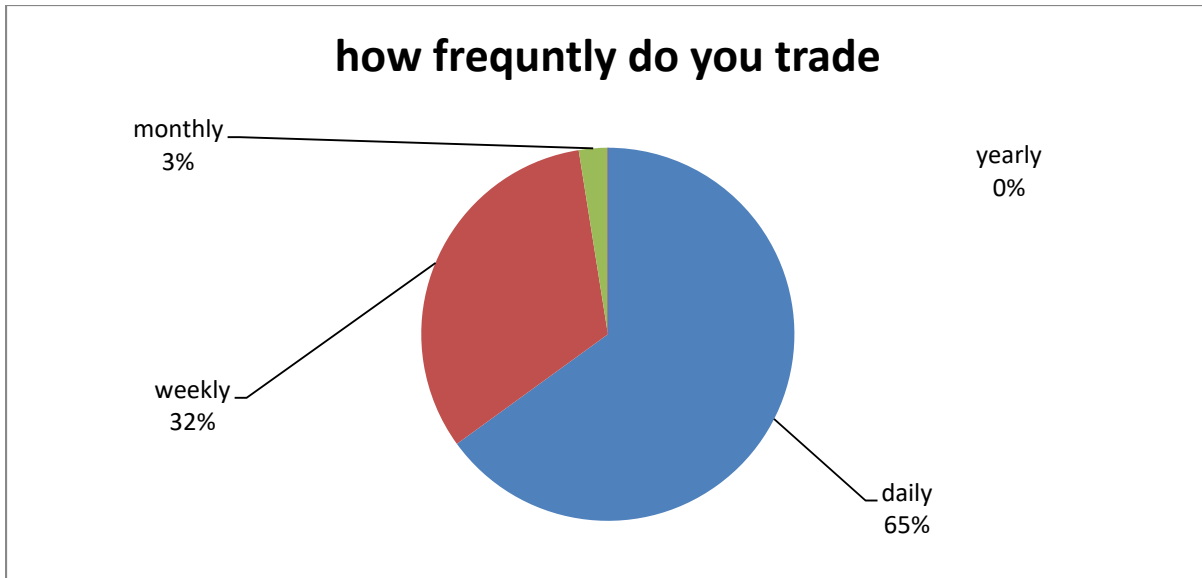
Q2	total responses
services or commissions	17
Others	15
image in the market	6
brokerage fees	0



Most of the customers (45%) chose this security firm because of the services or commissions. 39% chose because of other reasons and 16% for the image in the market.

Question 3 How frequently do you trade?

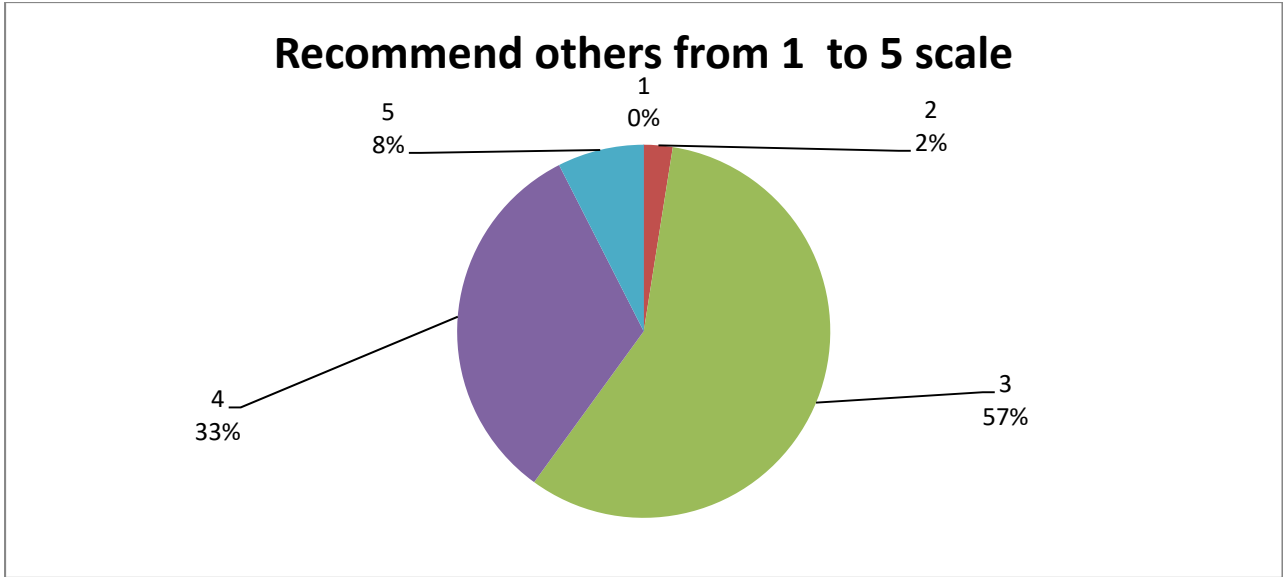
Q3	total responses
daily	26
weekly	13
monthly	1
yearly	0



Most of the clients about 65% trade daily and 32% weekly, monthly 3% and yearly 0%.

Question 4 Using a scale of 1 to 5 how likely is it that you would recommend this company to a friend or colleague? And the scores given by the respondents are;

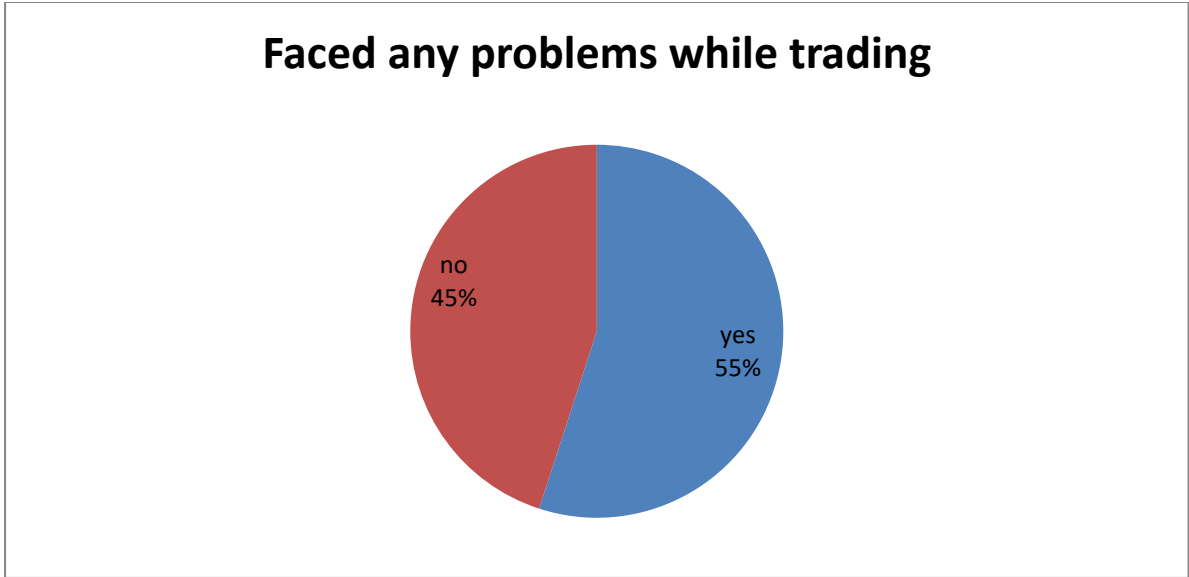
Q4(not likely to very likely)	total responses
1	0
2	1
3	23
4	13
5	3



To recommend others from 1 to 5 scale score 3 was given by 57% of the clients. 33% gave 4, 8% gave 5 and 2% gave score 2.

Question 5 Did you face any problem while trading with prime bank securities?

Q5	total responses
yes	22
no	18

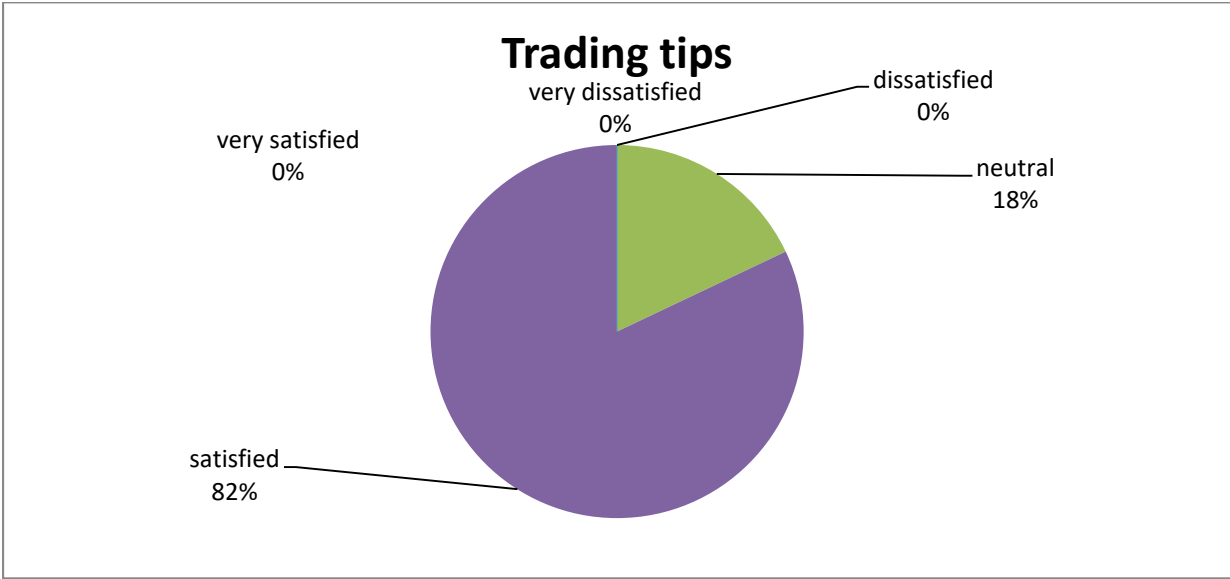


55% clients said they faced problem and 45% said they did not face any problem.

The next questions were to rate the variables from clients satisfaction level.

Question 6 Trading tips

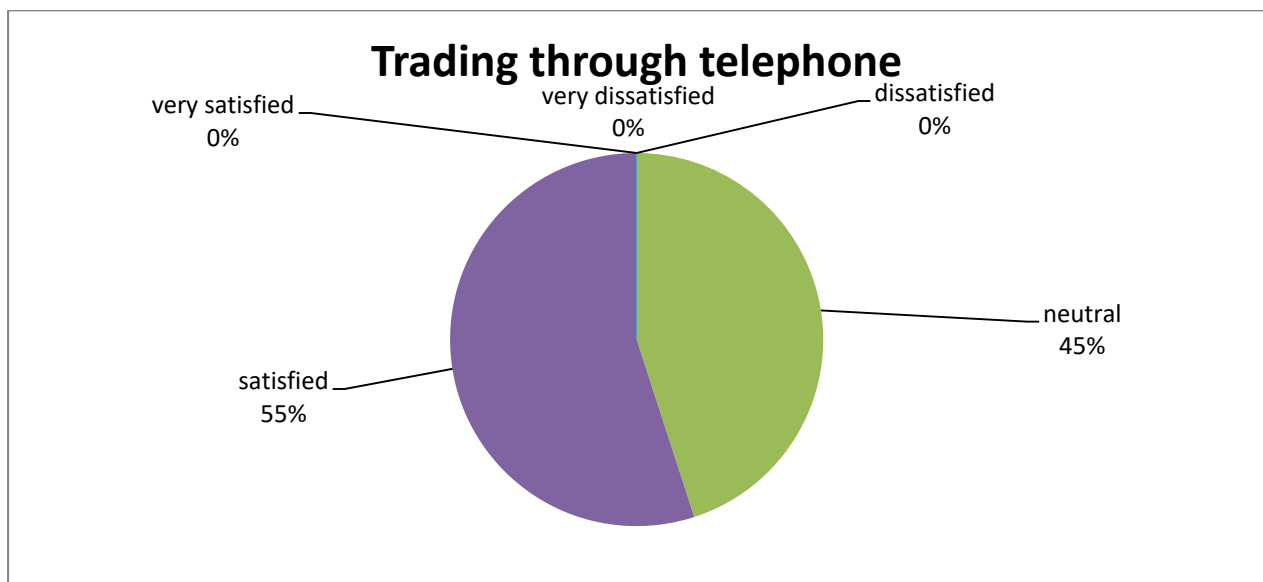
Q6	likert scale	total responses
very dissatisfied	1	0
dissatisfied	2	0
neutral	3	7
satisfied	4	32
very satisfied	5	0



Clients were satisfied with the trading tips and 18% was neutral and no one was dissatisfied or very satisfied.

Question 7 Trading through telephone:

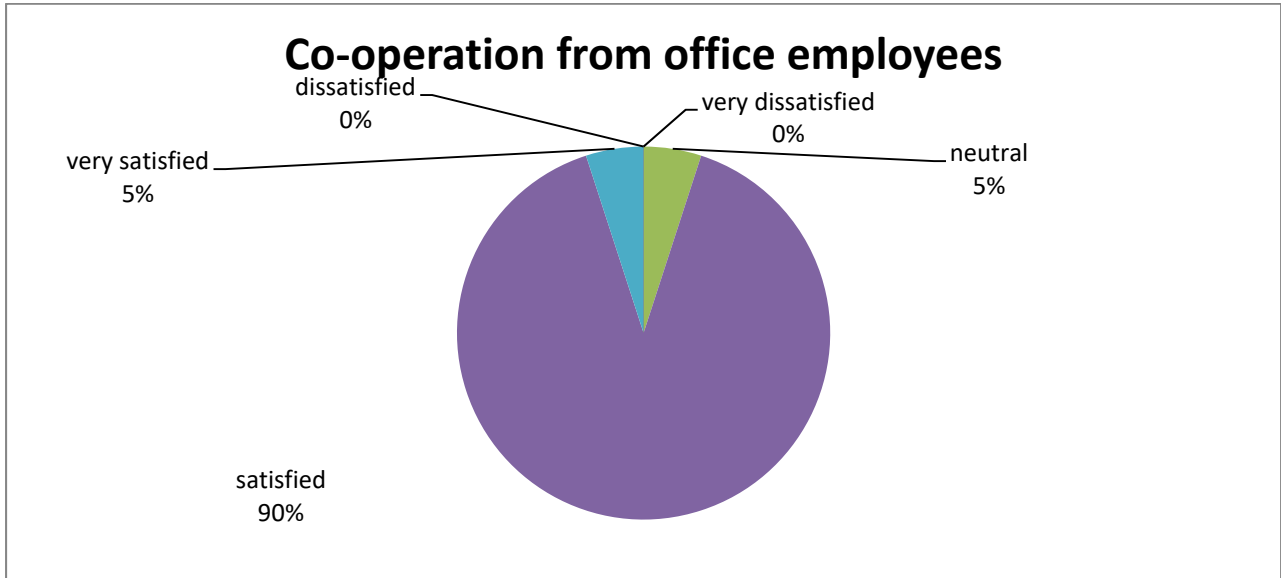
Q7	likert scale	total responses
very dissatisfied	1	0
dissatisfied	2	0
neutral	3	18
satisfied	4	22
very satisfied	5	0



While trading through telephone 55% customers are satisfied and 45% are neutral. Dissatisfaction level was 0%.

Question 8 Co-operation from the office employees

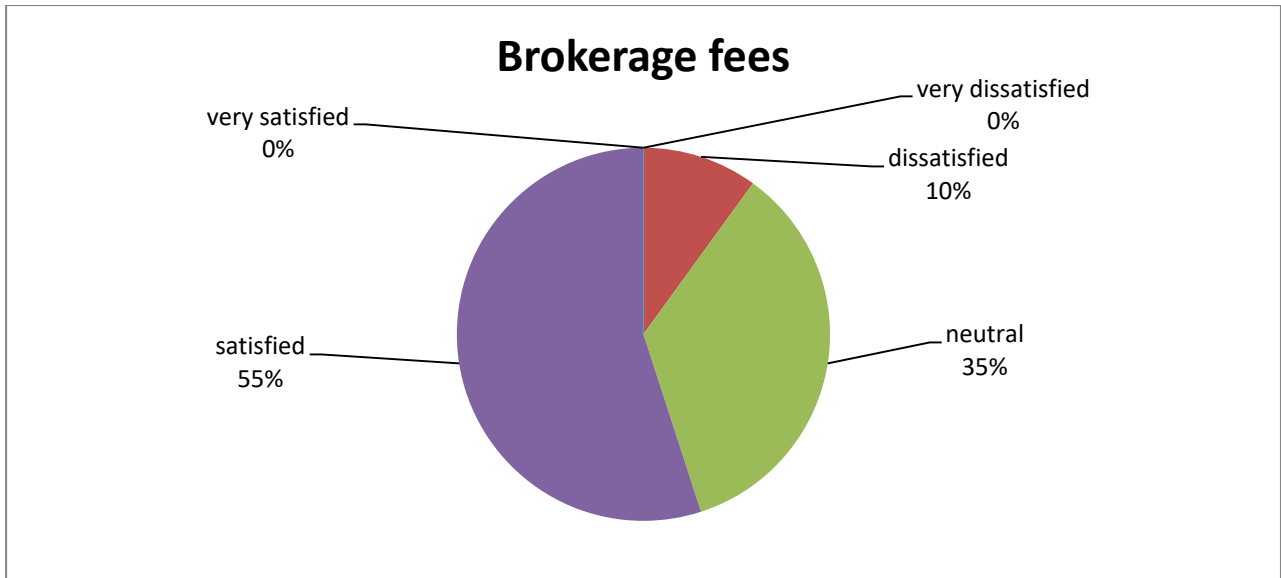
Q8	likert scale	total responses
very dissatisfied	1	0
dissatisfied	2	0
neutral	3	2
satisfied	4	36
very satisfied	5	2



90% customers are satisfied, 5% are very satisfied and 5% are neutral with the co-operation from office employees.

Question 9 Brokerage fees

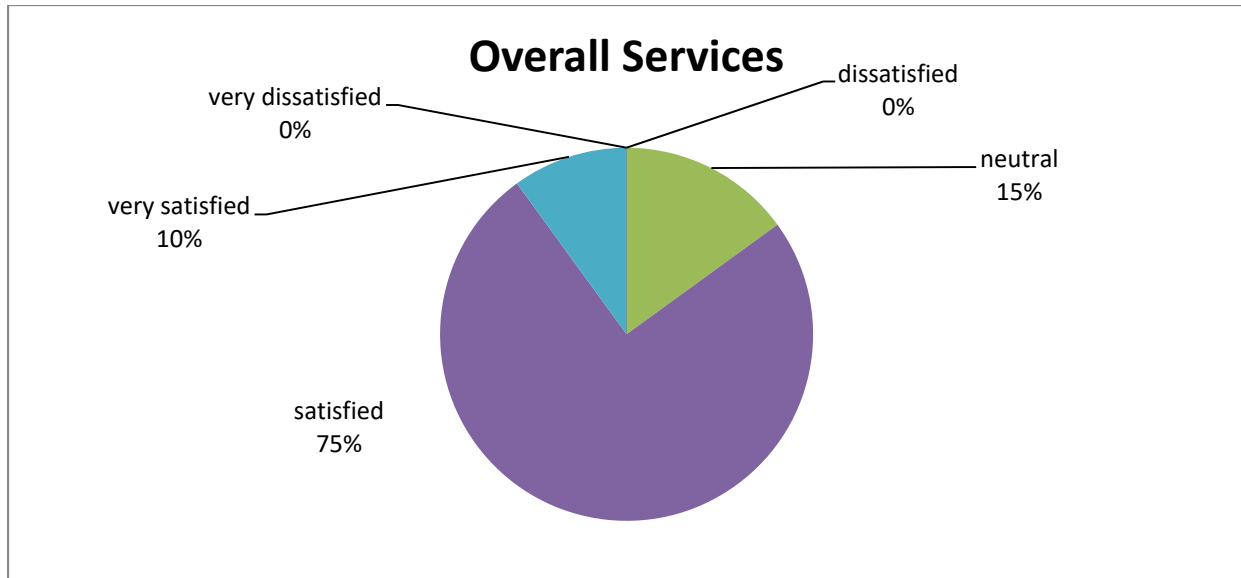
Q9	likert scale	total responses
very disssatisfied	1	0
dissatisfied	2	4
neutral	3	14
satisfied	4	22
very satisfied	5	0



Respondent's feedback about the brokerage fees are 55% said they are satisfied, 10% said they are dissatisfied and 35% give their opinion as neutral.

Question 10 Overall services

Q10	likert Scale	total responses
very dissatisfied	1	0
dissatisfied	2	0
neutral	3	6
satisfied	4	30
very satisfied	5	4



About the overall service from the company 75% respondents said they are satisfied, 10% said very satisfied and 15% said neutral.

Findings of Study

Total forty people participated in doing the survey. Most of the respondents were male and their occupation was either businessman or service holder. The profile of the respondents is given below:

Respondents Profile By Gender		
Male	37	92.5%
Female	3	7.5%

Age groups are designed as 18-25, 25-35, 35-45 and more than 45. Among these categories most of the customer's age is between 35-45 and more than 45.

From the survey results it is cleared that most customers came to know about the company through an employee or from their friend/family. And they chose the broker house because of the service and commission they are providing.

The survey was done to know about the satisfaction level of customers. Most of the customers are satisfied with their overall services.

To recommend others this company most of the respondents are neutral about that and some would like to recommend others.

Customer's feedback about facing problem while trading is both positive and negative. Most of them said that they faced problems. Then comes the five factors

- Trading tips
- Trading through telephone
- Co-operation from office employees
- Brokerage fees
- Overall services

Trading tips

Clients are satisfied with the trading tips that they get from the traders and analysts. No one said they are dissatisfied so the company doesn't need to improve on that area.

Trading through telephone

This factor is very important for every broker house as many clients do their trading through telephone therefore this service need to be good. At this factor many respondents are neutral and some are satisfied.

Co-operation from office employee

Clients are happy with employee's co-operation. 90% employees said they are satisfied.

Brokerage fees

Brokerage fee varies in different broker houses, PBSL charges 40 paisha per transaction. Some clients are neutral and majority clients said they are satisfied with the brokerage fees. Comparing with other houses they said they are satisfied with the fees.

Overall services

About the overall services most of consumer's perspective was positive. They said they are satisfied with the company's overall service.

Recommendations

Many clients said they are satisfied with the overall services of the company however there are some areas where they need to work to improve their organization.

Advertisement

Prime bank securities need publicity to grab more customers. During my three months internship I get to know that they did not focus that much on their marketing. Therefore they have fewer customers comparing with their competitors. Their competitors are going ahead by grabbing consumer's attention while they are lagging behind. Also their existing clients are transferring their accounts to other broker houses because of their popularity. Even they are not that much active on social media as well. So they need to focus on advertisement and build public relation to improve their situation

Training and Development

Employees of the company are not trained enough. One employee does multitasking jobs without any proper training. Traders and research analysts also need further training to keep up to date information and skilled enough to handle any kind of situation.

Service improvement

The company needs to improve their service in many sectors. Especially customer service should be more improved. Active helpline and inquiry is needed also other facilities should be provided towards customers. Client appreciation meeting needs to be done after a certain period.

Survey of customer's satisfaction and market research

Whether the clients are satisfied or not to know that a proper survey needs to be done. The company doesn't bother that much on customer's satisfaction level which is a very important part for every sector. Therefore to know consumers attitude towards the company they need to arrange a customer satisfaction survey. Also what other opportunities customers might like to

know that market research is needed. The research will help to know what kind of problem or in which sector they are having a problem. Thus they will be able to take necessary steps to recover the problem.

Conclusion

Prime bank securities limited is stock dealer and Broker Company that is providing services to its customers and trying hard to achieve their desired vision. They are trying to get their position into the top listed broker houses in Bangladesh. For that they have already taken some changes in their management committee to improve their situation. Firm is improving their services recently. Redesigning the whole business model, the structure of the organization, their account opening form, company website, trading app etc. The new management committee is trying everything to become a top listed security house. Many new clients are getting involved with them. They are providing services that will satisfy the customer and they will remain a part of their company.

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Appendix

Sample of Questionnaire

Customer satisfaction survey of Prime Bank Securities Limited

This survey is a part of the process to know the customer satisfaction level of Prime Bank Securities Limited. Please help to do this by completing this questionnaire. **Please tick one answer for each question.**

Gender

- Male
- Female

Age group:

- 18-25
- 25-35
- 35-45
- More than 45

Occupation: _____

1. From where did you hear about prime bank securities?
 - Friend/family
 - Through print media
 - From an employee
 - others
2. Why did you choose this security firm?
 - Image in the market
 - Services or commissions
 - Brokerage fees
 - Others
3. How frequently do you trade?

- Daily
 - Weekly
 - Monthly
 - Yearly
4. Using a scale of 1 to 5 how likely is it that you would recommend this company to a friend or colleague?

Not likely		Very Likely		
1	2	3	4	5

5. Did you face any problem while trading with prime bank securities limited?
- Yes
 - No

How would you rate these factors? (From 1 to 5 scales)

6. Trading tips
- Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
7. Trading through telephone
- Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
8. Co-operation from the office employees
- Very dissatisfied
 - Dissatisfied

- Neutral
- Satisfied
- Very satisfied

9. Brokerage fees

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

10. Overall services

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

Thank you for your patience. Your opinions are always valuable.

Excel Sheet of Customer Responses

Very Dissatisfied=1, Dissatisfied=2, Neutral=3, Satisfied=4, Very satisfied=5

survey												
	A	B	C	D	E	F	G	H	I	J	K	
1	Respondents	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
2	1	Friend/family	Services or commissions	daily		3 yes		3	4	5	3	4
3	2	From an employee	Image in the market	weekly		3 no		4	3	4	2	4
4	3	Friend/family	Image in the market	weekly		3 yes		4	3	4	2	4
5	4	Friend/family	Image in the market	weekly		3 no		4	3	4	2	4
6	5	Friend/family	Image in the market	weekly		3 no		4	3	4	2	4
7	6	Friend/family	Services or commissions	daily		2 yes		2	3	4	3	3
8	7	others	Image in the market	weekly		3 no		4	4	4	4	4
9	8	Friend/family	others	daily		4 yes		4	4	4	4	4
10	9	Friend/family	Services or commissions	daily		3 yes		4	4	4	3	4
11	10	others	others	daily		3 yes		4	4	4	4	4
12	11	others	others	daily		4 yes		3	4	4	3	4
13	12	From an employee	others	daily		3 no		4	4	4	4	4
14	13	From an employee	Services or commissions	daily		3 yes		4	3	4	4	4
15	14	From an employee	others	daily		3 no		4	4	4	3	4
16	15	Friend/family	others	daily		3 yes		4	3	4	4	4
17	16	From an employee	Services or commissions	daily		3 yes		3	3	4	4	3
18	17	From an employee	Services or commissions	daily		4 no		4	4	4	4	5
19	18	Friend/family	others	daily		5 yes		4	3	4	3	5
20	19	From an employee	Services or commissions	daily		3 yes		4	4	4	3	4
21	20	From an employee	others	daily		5 yes		4	4	4	4	5
22	21	Friend/family	Services or commissions	daily		4 yes		3	4	4	3	4
23	22	From an employee	others	daily		3 yes		4	4	4	3	4
24	23	From an employee	others	weekly		4 no		4	4	4	4	4
25	24	From an employee	Services or commissions	daily		4 yes		4	4	5	4	4

A	B	C	D	E	F	G	H	I	J	K
21	Friend/family	Services or commissions	daily	4	yes	3	4	4	3	4
22	From an employee	others	daily	3	yes	4	4	4	3	4
23	From an employee	others	weekly	4	no	4	4	4	4	4
24	From an employee	Services or commissions	daily	4	yes	4	4	5	4	4
25	Friend/family	Services or commissions	weekly	4	no	3	3	3	4	4
26	others	brokerage fees	monthly	4	yes	3	4	3	4	3
27	Friend/family	Services or commissions	daily	4	no	4	4	4	4	4
28	From an employee	brokerage fees	weekly	3	no	3	4	4	3	3
29	From an employee	Services or commissions	daily	3	yes	4	3	4	4	4
30	Friend/family	Services or commissions	weekly	3	no	4	4	4	3	3
31	Friend/family	Services or commissions	daily	4	yes	4	4	4	3	4
32	From an employee	Services or commissions	daily	5	no	4	4	4	3	4
33	From an employee	others	daily	4	yes	4	4	4	4	3
34	From an employee	Services or commissions	weekly	3	no	4	3	4	4	4
35	from an employee	others	weekly	3	no	4	3	4	4	5
36	Friend/family	Services or commissions	weekly	4	yes	4	3	4	3	4
37	others	others	daily	3	no	4	3	4	4	4
38	Friend/family	others	daily	3	yes	4	3	4	4	4
39	others	others	weekly	3	no	4	3	4	4	4
40	others	Image in the market	daily	4	no	4	3	4	4	4