

Dutch-Bangla Bank Limited (DBBL) is one of the leading commercial banks of Bangladesh. Banking industry in Bangladesh is very competitive and in commercial banking sector, the competition is highest. To compete and survive in this competitive world, each and every bank offers wide range of products and services to attract the customers. DBBL, Uttara branch is also providing various kinds of facilities that a commercial bank offers like different kinds of accounts, ATM card facilities, FDR & DPS service, loan and advances, foreign exchange, remittance service, locker service and so on to cater the various customer demands.

Dutch Bangla Bank Limited (DBBL) is the first joint venture commercial bank of Bangladesh that started its journey on June 3, 1996. The bank was the outcome of an effort by local shareholders lead by M Sahabuddin Ahmed (founder chairman) and the Netherlands development finance company (FMO). DBBL always try to provide customers best banking experience and for that reason they offer one-stop counter service to clients covering: consumer banking, commercial banking, travelers cheque, foreign & local remittances, financial services, corporate banking, asset & liability management, liquidity & capital resources management, information technology etc. DBBL is one of the highest corporate donors of Bangladesh and highest contributor in CSR activities among the banks in Bangladesh.

Satisfying the customer needs is very crucial task for achieving organizational vision. Every organization tries hard to provide highest quality service to their customers. Because the organizations which satisfies their customers; can reach to their goal quickly. To ensure customers satisfaction every organization use some tools like: offer high quality products and services, provide products on time, give enough information about their products, fairly treat all the customers and lot more. To measure customers' satisfaction level time to time, different methods are used like: face to face interview, online survey, questionnaire survey, interview over telephone, trend analysis from company's sales and so on. Through the survey organizations try to find out which services satisfy customers and which things create dissatisfaction on customers mind and on the basis of the information they try to recover their lacking. To satisfy customers DBBL also uses several tools like: they provide huge number of branches, ATM booths for customers trouble-free transitions; they facilitates 24 hours helpline to solve customers' problems and inquiries; they offer special services to foreigners, women, physically disabled and illiterate customers; provide evening banking facilities and so on.

To know about the customers' satisfaction level of DBBL, I have been assigned to prepare an internship report on "Customer Satisfaction Level: A Study On Dutch Bangla Bank Limited, Uttara Branch". In this report I have analyzed to which extent customers are satisfied with the products and services of DBBL. As I am assigned to do my internship in general banking sector so I focused on four significant departments of DBBL general banking sector on which I worked, those are: ATM service, deposit plus scheme (DPS), mobile banking and customer care service. To make the report informative and representative, I have surveyed 30 customers of DBBL Uttara branch. Based on their opinion, I interpreted the data and tried to figure out the actual satisfaction level of customers of DBBL regarding those specific departments. After analyzing the data I found, even though customers have several complaints against the service quality of DBBL like ATM booths problem, employee shortage problem, understanding problem about the instruction of mobile banking, long waiting in

the queue but they are fairly satisfied with the products and service of DBBL. Considering the benefits provided by other commercial banks in Bangladesh, customers has stated that DBBL is providing them good benefits and services also and they are quite satisfied with it. As the sample size is small so there might be some lacking in information of the report but still it may be representative & informative one for further study. This report also contains information of the organization itself, products and services of the bank, my duties and responsibilities there as an intern and my observation and finally some recommendations that I gave regarding the improvement of the service quality to satisfy their valuable customers.