



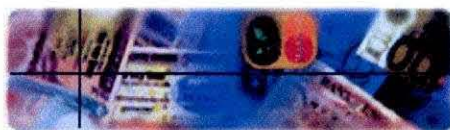
Prime Bank Limited
a bank with a difference

INTERNSHIP REPORT
ON

*Prime Bank Ltd: Evaluation Of Customer Service
Quality And Ways Of Improvement*

BUS 401

Internship Report



INTERNSHIP REPORT
ON

*Prime Bank Ltd: Evaluation Of Customer Service
Quality And Ways Of Improvement*

Prepared For:

Asefa Huda

Lecturer

BRAC Business School

BRAC University



Prepared By:

Md. Anamul Hasan

ID: 04304064

BRAC Business School

BRAC University

Date of Submission: 19th August 2008

19th August, 2008

Asefa Huda

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka- 1212

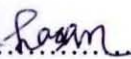
Madam:

I am very pleased to submit my internship report on "Prime Bank Ltd: Evaluation of customer service quality and ways of improvement" which is an essential requirement for the completion of BBA program. This report is the result of the Internship Program that I have conducted in Prime Bank Ltd at Banani Branch. All the information presented in this report is done with utmost sincerity and honesty. I have tried my best to make this report holistic and informative.

Apart from the academic knowledge gained, this internship program and preparation of this report have given me the opportunity to know about the banking system. I believe that the experience I have acquired from this study will be an invaluable asset in my life.

Working with such an interesting program has given me the opportunity to achieve experience, which will be helpful in my future professional career.

Sincerely Yours,

..........

Md. Anamul Hasan

ID: 04304064

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

At first I would like to express my gratitude to Almighty ALLAH for giving me the strength and opportunity to complete this report within this short period successfully.

My special gratitude goes to Mr. Quazi A.S.M. Anisul Kabir, Mr. S.M. Waliul Morshed and Mr. Humayun Kabir. I am also undoubtedly grateful to Ms. Faria, Ms. Kuntola, Ms. Shafinaz, Mr. Araf, Mr. Torik, and Mr. Russell for their suggestions, directions, and co-operation. Additionally, I am also grateful to all other employees of Banani Branch.

At last but not the least I acknowledge my special thanks to Ms. Asefa Huda for her patience, cooperation, valuable suggestions, recommendations and support to complete this report. The preparation of this report would not have been possible without the support and valuable contributions I have received from her. I am grateful to her.

EXECUTIVE SUMMARY

The internship is designed to bridge the gulf between the theoretical knowledge and real life experience. It is designed to have a practical experience while passing through the theoretical understanding. I had the opportunity to complete my internship in a reputed bank. This report is the result of three months internship program with Prime Bank Limited, Banani branch. Bank is an intermediary institution that makes relationship between the owner of surplus savings and the investors of deficit capital. As the demand for the better service increases day by day, banking process is becoming faster and easier and banks are coming up with different innovative ideas and products. As an intern, I have worked in the General Banking (GB) department and have learned to do tasks like Issuing of Cheque Book, Cheque receive, Maintaining IBCA register, Fund Transfer, Cheque Debit, TT (Telegraphic Transfer), Pay Order and some other related tasks. I have also gained some practical knowledge about LBC (Local Bills for Collection), OBC (Outward Bills for Collection), DD (Demand Draft), inward and outward clearing functions, various reasons of dishonoring of Cheques and different savings scheme offered by this bank. Customer service quality is very important for a bank as lots depend on this and to evaluate PBL's customer service quality I have prepared a questionnaire and have taken fifty respondents answers and used SPSS software to analyze their responses. According to the respondents, Prime Bank Limited is a reputed bank; however they have rated it as number two bank among six private commercial banks. This shows lacking in marketing efficiency that does not been able to create a positive image to customers mind. PBL can do some CSR (Corporate Social Responsibilities) to improve its image. It has sixty three branches across Bangladesh; of them forty one are online. Respondents argue that PBL should introduce online facility throughout all of its branches and also should train its employees so that they can provide more faster and accurate service. In addition, respondents demand that FDR interest rate should be increased as PBL offers lower interest rate than that of some other private commercial banks. Most of the respondents are happy with the behavior of GB employees of PBL. With all its resources, the management of the bank should seek more ways to improve customer service quality so that the bank can create good image among its customers which ultimately will help it to grow faster and stay ahead of competition.

Table of Contents

Contents		Page
P A R T - A		
Introduction		1
Origin of the Report.....		2
Objective of the Report		2
Scope.....		3
Limitation.....		3
Sources of data and Methodology.....		4
P A R T - B		
The Organization		5
Overview of Prime Bank Limited		5
Organizational Structure		6
P A R T - C		
Job Description		7
Description/Nature of the Job.....		7
Different Aspects of Job Responsibilities.....		7-9
P A R T - D		
Critical Observations		10
Deposit		10-12
Procedure for opening Account (s).....		13-16
Closing of an Account.....		16
Products and Services offered by Prime Bank Limited.....		17-18
Different Deposit Schemes.....		19-25
Pay Slip, SDR, Cheque, Fund Block.....		26-28
Telegraphic Transfer (TT).....		29-30
Demand Draft (DD).....		31-33
Pay Order		34-36

Cheque Book.....	37-38
Clearing House and its Operational Mechanism.....	39-50

P A R T - E

Banker-Customer relationship	51-52
Research Methodology	53-54
Analysis of the Respondents Answer.....	55-67
Concerning areas and ways to improve.....	68-70

P A R T - F

Conclusion	71
-------------------------	----

P A R T - G

Reference	72
Bibliography	72

P A R T - H

Appendix	73-84
-----------------------	-------



Introduction:

Banking sector is expanding its hand in different financial events every day. At the same time the banking process is becoming faster and easier. As the demand for the better service increases day by day, banks are coming up with different innovative ideas and products. In order to survive in the competitive field of the banking sector, all the banking organizations are looking for better service opportunities to provide their fellow clients. As a result, it has become essential for every person to have some idea on the bank and banking procedure.

The word bank has been derived from the Latin word *Bancus* or from *Banque*, which means a bench in English. The early bankers transacted their business at a bench in a market place. Bank is a financial institution which deals in money, receive deposit from customers, honor customers' drawings against such deposits on demand, collect Cheques for customers and lend or invest deposits to individuals, companies or other organizations. So, bank is an intermediary institution that makes relationship between the owner of surplus savings and the investor of deficit capital. In this process, banks earn profit by receiving interest from the borrowers who want to take short-term or long-term loans and making relatively lower interest payment to the depositors for providing their funds for use by the bank.



Origin of the Report:

The Internship program is a required course for students who are completing Bachelor of Business Administration (BBA) from BRAC University. It is a four credit course with duration of three months. Students who have completed all the required courses are eligible for this program. This report has been prepared as a partial fulfillment of BBA program authorized by our Department. In the Internship Program, I was attached to the Prime Bank Limited for three months. During this period I have learned about the banks and the facilities that are providing by them.

Objective of the Report:

The objective of the internship program is to familiarize myself with the practical world, to compare them with the business theories and at the last stage make a report on assigned task. The main objective of this report is to have an assessment on overall banking operation of Prime Bank Ltd.

In addition, the study seeks to achieve the following objectives:

- To gather comprehensive knowledge on overall banking functions and the expectation of the customers regarding the service quality of the bank
- To find out the lacking in customer service quality of PBL
- To define several functions of GB of Prime bank Ltd
- To relate the theories of banking with the practical banking activities
- To have an exposure on the financial institution, especially on banking environment of Bangladesh



Scope:

While preparing this report, I had a great opportunity to have in depth knowledge about the customer service and banking practices. Additionally, I have achieved some practical experiences with the customers'. I think it will be helpful for me to have an idea about the customers' attitude towards private commercial banks and overall banking sector as well.

Limitation:

While doing this report, I had to face problems from many sides. To prepare this report I have to collect primary information of fifty respondents through a questionnaire. As people who come to bank are very busy, they were not willing to give me time to fill up the questionnaire. Furthermore, my questionnaire was a bit large for them to respond quickly. Most of them did not provide proper time to critically answer the questionnaire instead they did it with a rush which might not lead to a real scenario. That is why it took me quite a few days to collect necessary information. Again, I have used SPSS to analyze the respondents' answers which was a bit tough for me as I could not find time for this. Doing this SPSS analysis alone has been really a stiff job for me. Despite of these limitations, finally I have come up with this report with the proper guidance of my honorable advisor Ms. Asefa Huda.



Sources of Data and Methodology:

It is necessary to collect information from different relevant sources to conduct smooth and accurate study. After collecting the primary information from the respondents', I have used SPSS to analyze those data and thus I have come up with this report.

The information of this report has been collected from two sources:

- **Primary Sources:**

- Practical deskwork
- Face to face conversation with the employees and the customers.
- A survey of fifty respondents by using Questionnaire (Respondents were students and service holders)

- **Secondary Sources:**

- Annual report of Prime Bank Ltd., 2007
- Different manuals of Prime Bank Ltd
- Web site of Prime Bank
- HR Training and Development Center, HR Division, Prime Bank Ltd.-
"Foundation Training Course: Management Trainee".
- Dr. A R Khan- "Bank Management": A Fund Emphasis, January, 2008.



Overview of Prime Bank Limited:

Prime Bank Ltd (PBL) was created and commencement of business started on 17th April 1995. The sponsors are reputed personalities in the field of trade and commerce and their stake ranges from shipping to textile and finance to energy etc. As a fully licensed commercial bank, Prime Bank Ltd. is being managed by a highly professional and dedicated team with long experience in banking. They constantly focus on understanding and anticipating customer needs. As the banking scenario undergoes changes so is the bank and it repositions itself in the changed market condition. It has sixty three branches and of them forty one are Online. For the third year in a row, Prime Bank won the prestigious ICAB Award for being the best bank in Bangladesh and SAFA Merit Award for published accounts and reports.

Mission:

To build Prime Bank Limited into an efficient, market driven, customer focused institution with good corporate governance structure.

Vision:

To be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

Prime Bank Limited is one of the first few Bangladeshi Banks who have become member of **SWIFT** (Society for Worldwide Inter-bank Financial Telecommunication) in 1999. **SWIFT** is members owned co-operative, which provides a fast and accurate communication network for financial transactions such as Letters of Credit, Fund transfer etc. By becoming a member of **SWIFT**, the bank has opened up possibilities for uninterrupted connectivity with over 5,700 user institutions in 150 countries around the world.

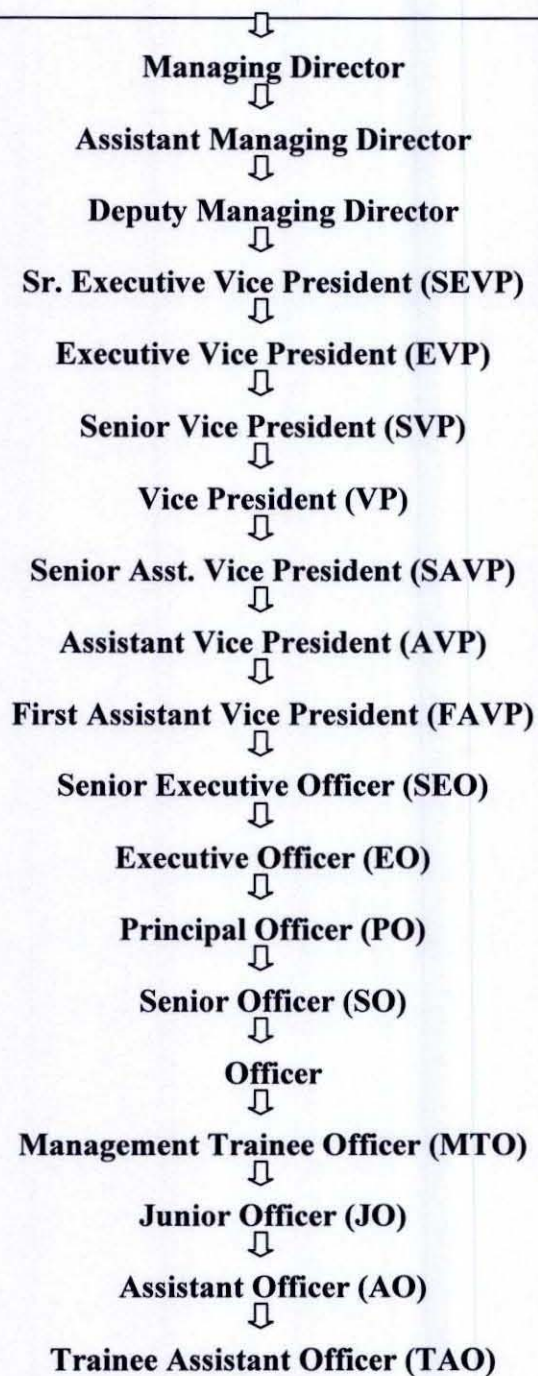
Prime Bank Ltd. has already made significant progress within a very short period of its existence. The bank has been graded as a top class bank in the country through internationally accepted CAMEL rating. The bank has already occupied an enviable position among its competitors after achieving success in all areas of business operation.



Organizational Structure:

Chairman

Board of Directors





Job Description:

Description of the Job:

I had the opportunity to complete my internship from Prime Bank Ltd, Banani branch. The duration of my internship was from 20th May to 20th August, 2008. In this branch, there are three departments which are General Banking (GB), Foreign Exchange and Credit. I was assigned to work in General Banking (GB) department for the whole of my internship period.

Responsibilities:

- **Issuing of Cheque Book:** My first work in the bank was to issue the Cheque book of the account holder. For issuing Cheque book at first I took the requisition page to the customer which is in the old Cheque book. Then I verified the signature of the account holder from the authorized officer. Finally I put the Cheque serial number according to the kind of A/C (SB, CD, and STD) in the Cheque book issue register. Then I put the appropriate number in each and every page of the Cheque book. At the time of delivery of Cheque book, I took the signature of the A/C holder in the register book. I had to make sure that each of the pages of Cheque book was checked and signature is done by an authorized officer.
- **Dispatch:** Everyday lots of documents arrive in the bank. Most of them are related to foreign trade which must be sent to the foreign exchange department without delay. I provide a received seal along with signature and maintained a serial number in the incoming register. After that these documents are sent to Operation Manager to receive and sending to related department.
- **Cheques receive:** To receive a Cheque the following things need to be checked-payee name, Cheque date, Cheque number, amount in figure and words. Everyday I do receive lots of Cheques. Post dated Cheque or stale Cheque cannot be received. As PBL, Banani branch is online; the other online



branches Cheque are received here and transferred to the account holder's account immediately. The other banks Cheque are sent to clearing house and OBC, LBC are used for collection on behalf of the account holder.

- **Maintain A/C opening register book:** Maintaining the register book is essential for the bank. These books are checked by the Audits which come through Bangladesh Bank. Everyday some accounts are opened in Banani branch. After opening any account the first task is to register the account number with account holders name and also with opening date in registers book.
- **Maintaining IBCA and IBDA register:** IBCA means Inter Branch Credit Advice, here the bank debits their A/C that means the bank pay this amount to their other branch. IBDA means Inter Branch Debit Advice, here the bank credit the amount from other branch that means the bank receive the money. Every day lots of IBCA arrive to credit Warid, GP account from different branches. I had to respond IBCA in the register book.
- **Maintaining FDR register:** Few FDR are opened every day in the PBL, Banani branch. At the end of the day I have to enter those in the FDR register. The beneficiary name, amount of FDR, months and interest rate are needed to be entered in the register.
- **Fund Transfer:** I have also done fund transfer tasks. It is done when an account holder of Banani branch deposited cash to a branch that is not online. First I have responded to that the IBCA and then use simple debit voucher to debit the branch and credit the customer's account.
- **Cheque Debit:** A customer might have withdrawn money from another branch which is not online. Then Cheque debit is sent to Banani branch. First I have used party debit voucher to debit the customer's account and then issue IBCA to credit the branch. An authorized officer checks and does the posting in the T24 software.



- **ATM: Issue and Activation:** Sometimes I have used software to input customers' detailed information for issue of ATM card. On receipt of the ATM card by the customers, information is needed to send to Card Division for activation. I have done the activation part mostly.
- **Solvency Certificate:** An account holder might be in need of a solvency certificate for BO (Beneficiary Owner's Account) purpose which is essential for share business or he/she might be in need for any other grounds. Sometimes I have issued a solvency certificate to the account holder which contains account holder name, father and mother name, and current address. Prime Bank Limited charges around Two Hundred Thirty Taka only for this kind of Solvency Certificate. To cut the charge a debit voucher is generally used.
- **Pay Order:** Sometimes I have issued pay order also. After receiving the filled up pay order form from the customers, I have entered it into the pay order register and issued pay order. After that the pay order is being checked by the authorized officer and signature is taken. At the time of delivery of pay order, I took the signature of the A/C holder in the register book.
- **TT (Telegraphic Transfer):** Sometimes I have done few TT also. When a TT arrived, it is tested by using a TT test table by an authorized officer. After that I had entered it into the TT payable and IBCA respond register. Then I had to use a simple debit voucher to debit the corresponding branch and credit the account holder's account by using contra.
- **LBC, OBC Issue:** Sometimes, it is needed to issue LBC (within clearing zone) or OBC (outside clearing zone) for collection of amount on behalf of customers. I have issued LBC, OBC also. After preparation of LBC/OBC, I make sure an authorized officer check and do any necessary corrections.



Critical Observations:

From the definition of bank we know “The accepting for purpose of lending or investment of deposits of money from the public repayable on demand or otherwise able by Cheque, draft order or otherwise, these are banking function and a company which does all this is a banking company” banking Regulation Act of India 1949. Banking has played a very important part in the economies development of all nations of the world. In-fact banking is the lifeblood of modern commerce. It may be said that the dependence of commerce upon banking has become so great that the cessation of the banker’s activities for even a day or two would completely paralyze the economic life of a nation. As Bangladesh is one of the less developed countries in the world, the economic development of the country depends largely on the activities of commercial banks. Commercial Bank is the type of bank having manifold functions and this is the reason that they are found in the greatest number in the country. The main function of such banks are accepting deposits, lending money through overdraft, loans, discount of bill so and so forth. Working as an agent of its customers in the task assigned by their customers and financing of trade and industry. So we need to emphasis whether these commercial banks are effectively and honestly performing their functions, duties and responsibilities. In thus respect we need to know about the general banking function of commercial banks.

Deposit:

A bank is essentially an intermediary of short-term funds. It can carry out extensive lending operations only when it can effectively channel the saving of community. A good banker is one who effectively mobilizes the saving of the community as web as makes such use of saving by making it available to productive and priority sectors of the economy thereby fostering the growth and the development of the nation’s economy. Therefore deposit is the blood of a bank. From the history and origin of the banking system, we can know state that deposits collection is the main function of the bank.



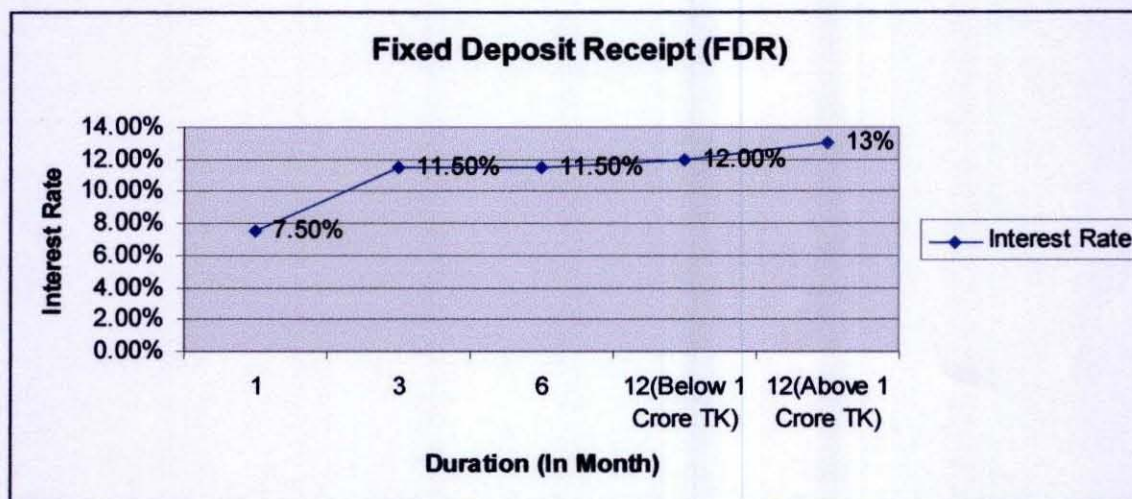
The deposits that are accepted by Prime Bank like other banks may be classified into two categories as bellow:

- Demand Deposits.
- Time Deposits.
- **Demand Deposit:** These deposits are withdrawn without notice, e.g. current deposits. Prime Bank Ltd accepts demand deposits through the opening of---
 - Current Account (No Interest).
 - Saving Account (6% Interest).
- **Time Deposit:** A deposits which is payable at a fixed date or after a period of notice is a time deposit. Prime Bank Ltd. accepts time deposits through Fixed Deposits Receipt (FDR), Short Time Deposit (STD-Interest: 5%), and Bearer Certificate Deposit (BCD) etc.

FDR (Fixed Deposit Receipt):

PBL offers few options of FDR for their customers. For doing any FDR, customers do not need to have a saving's Account. Different FDR maturity and their corresponding interest rate are as follows---

Duration (In Months)	Interest Rate
1	7.5%
3	11.5%
6	11.5%
12 (Below 1 Crore TK)	12%
12(More than 1 Crore TK)	13%



Encashment before maturity:

- No interest will be paid.
- Service charge will be deducted as follows—

Amount (In TK)	Service Charge (In TK)
1,00,000 – 5,00,000	250
More than 5,00,000	550

Encashment After maturity:

- Interest will be paid as per duration.
- VAT (10% of Interest) will be deducted.
- Service Charge will be deducted.



Procedure for opening Accounts (A/C):

Nature of Accounts:

a) Corporate Banking

- Limited Company (Private & Public)
- Partnership Firm
- Association/Club/Charity/Trust/Society
- Sole Proprietorship

b) Retail Banking:

Mainly the following documents are to be obtained while opening the various accounts---

A. Saving A/C:

- Photograph of the account holder attested by the introducer.
- Introducer
- Photocopy of National ID / Chairman Certificate / Photocopy of passport (original must be seen)
- KYC (know your customer) form dully filled in
- Transaction Profile
- Letter of Thanks
- Letter of welcome

B. Individual/Joint A/C:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Introduction
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- KYC (know your customer) form dully filled in
- Transaction Profile
- Operational Instruction (In case of joint A/C)
- Letter of Thanks & Welcome



❖ **In case of operation by Any One:**

When one person dies, the another person will not be able to withdraw money at ease. He/she will need to go to court and there will be lot of hassles to be faced.

❖ **In case of operation by Either or Survivor:**

When one person died, another person can easily withdraw money from the account. However, the account will be closed.

C. Proprietorship Firm:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Introduction
- Certified copy of valid trade licenses
- Trade Seal
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- KYC (know your customer) form dully filled in

D. Partnership Firm:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Introduction
- Certified copy of valid trade licenses
- Trade Seal
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- KYC (know your customer) form dully filled in

E. Trust:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Up-to-date list of members of the trustee board.
- Certified copy of Deed of Trust.
- Certified copy of the resolution of the trustee board for opening & operation of the account



- Introduction
- Certified copy of valid trade licenses
- Trade Seal
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- KYC (know your customer) form dully filled in

F. Club/Society/School/College:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Certified copy of Bye Laws & Regulation/ Constitution.
- Certified copy of the resolution for opening & operation of the account
- Up-to-date list of Officers/Bearers (office bearers)
- Seal (Designation wise) who will operate the A/C
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- KYC (know your customer) form dully filled in
- Transaction Profile
- Letter of Thanks
- Letter of welcome

G. Limited Company:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Certified copy of the Memorandum of Association & Article of Association.
- Certificate of Incorporation.
- Certified copy of full Board Resolution for opening & operation of the A/C
- List of directors with Signature (up-to-date) in Letter Head Pad.
- Introduction.
- Seal (Designation wise) who will operate the A/C
- Form-X11(If Old Company)
- Form 117(If takes over another company)
- Transaction Profile.

Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement



- KYC (know your customer) form dully filled in
- Letter of Thanks
- Letter of welcome
- Certified copy of the Certificate of Commencement of Business (Incase of Public Limited Company)
- Valid Trade License.

H. Minor A/C:

- Two copies of photograph of the account holder(s) who will operate the A/C.
- Introduction.
- Nationality Certificate or Photocopy of passport (1 to 7) pages or as per requirement.
- Minor's date of birth & Photograph duly certified by the guardian.
- Transaction Profile.
- KYC (know your customer) form dully filled in
- Letter of Thanks
- Letter of welcome

Closing of an Account:

The closing of an account may happen by the following:

- If the customer desires to close the account.
- If Prime Bank finds that the account is inoperative for a long duration.
- If the court issues Garnishee order.

To close the account the unused Cheque leaves/ deposit book (in case of monthly saving scheme) is to surrender to the bank. Prime Bank debits the Account closing charges pay order issuing charges, reverse interests added of the deposited money (at the day of closing) from the account and the remaining balance is then paid to the customer through cash voucher. Necessary entries are given to the account closing register and computer.



Products and Services offered by PBL:

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

Islamic Banking: Prime Bank provides following services under Islamic Banking-

- Deposit
- Investment
- Foreign Trade
- Remittance and Fund Transfer

Deposit Product List:

Following are the list of products Prime Bank has under Islamic Deposit mode:

- Al-Wadiah Current Account
- Mudaraba Savings Account
- Mudaraba Short Term Deposit
- Mudaraba Term Deposit
- Mudaraba Education Savings Scheme
- Mudaraba Hajj Savings Scheme
- Mudaraba Contributory Savings Scheme
- Mudaraba Monthly Benefit Deposit Scheme
- House Building Mudaraba Deposit Scheme
- Prime Millionaire Mudaraba Deposit Scheme



Loan Schemes:

- General Loan Scheme: Short term Loan, Medium term Loan and long term Loan.
- Lease Finance
- House Building / Apartment Loan Scheme
- Small and Medium Enterprise (SME)
- Hire Purchase
- Advance against Share
- Consumer Credit Schemes: Prime Bank offers the following consumer credit schemes--

Household Durable Loan	Car Loan
Doctors Loan	Advance Against Salary
Any Purpose Loan	Education Loan
Travel Loan	Marriage Loan
CNG Conversion Loan	Hospitalization Loan



Deposit Schemes:

The savings rate in Bangladesh is one of the lowest in the world. In order to improve the savings rate, Financial Institutions responsible for mobilization of savings should offer attractive Savings Schemes so that the marginal propensity to save increases. Prime bank limited offers the following savings schemes—

Different DPS (Deposits) available at Prime Bank Limited:

Common features of different DPS offered by PBL are given below-----

- Income tax, @ 10% will be deducted from the income received from the monthly deposit.
- Normally, the deposit will not be encashable before 5 years. However, if any depositor intends to withdraw his deposit before maturity due to certain unavoidable reasons, he would be allowed to do so in the following manner—
 - No benefit including interest shall be allowed for pre-mature encashment within one year.
 - If the deposits/accounts are closed / encashed after one year of its opening, benefit shall be allowed on the deposit at existing normal Savings Deposit Rate.
 - If the amount of monthly profit already paid exceeds the amount payable at normal Savings rate, the difference shall be realized from the principal deposit amount.
- When a depositor fails to pay 3 consecutive installments at any point of time before 2 years term, the scheme will be treated as a savings bank deposit and interest will be paid accordingly subject to completion of 1 year of its opening.
- When a depositor fails to deposit any installment, she/he will have to pay a fine @ 5% of the overdue amount payable at the time of depositing the next installment of maximum TK 500.
- The installment shall be payable by the 8th day (in case of holiday, the next working day) of every month. Advance payment of any number of installments is acceptable.



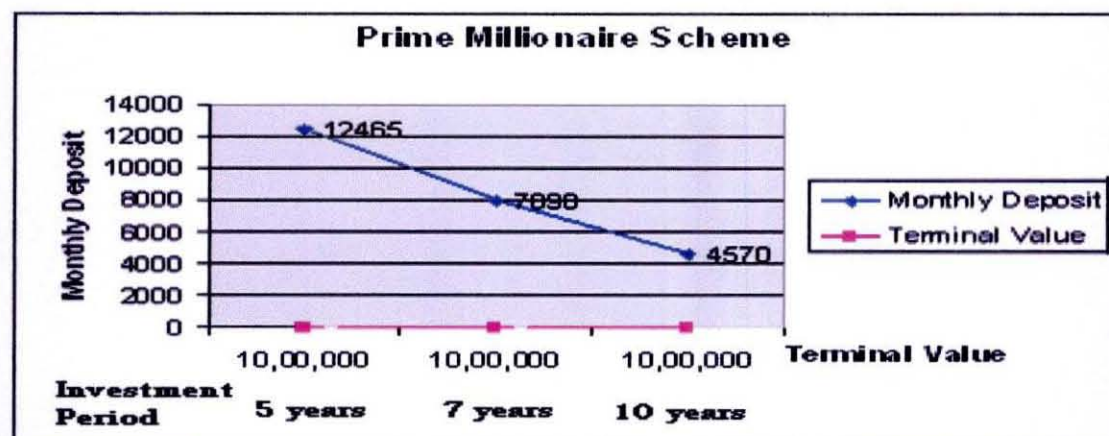
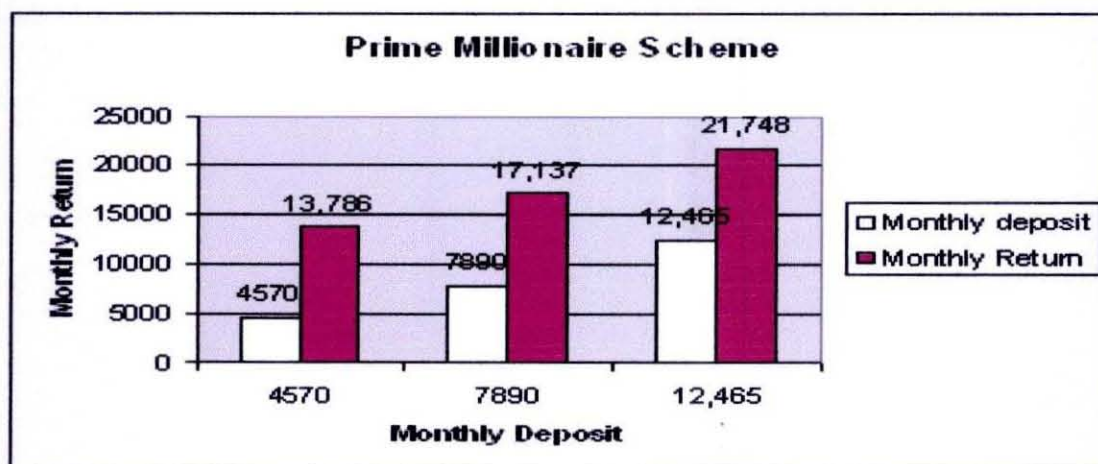
• **Monthly Benefit Deposit Scheme:**

- The scheme is designed for—
 - The benefit of the persons who intend to meet the monthly budget of their families from the income out of their deposit.
 - Trusts and foundations or other associations, which award monthly scholarships/stipends to students so and so forth.
- Deposit of 25,000TK – 25, 00,000 TK shall be acceptable under the scheme.
- It should be for a period of 5 years & the principle amount is refundable on maturity.
- Profit shall be paid on monthly basis @ 1,000 TK & net of taxes @ 900 TK of per 1, 00,000 TK. However, senior citizens will get .050% higher rate of interest. Monthly benefit shall be @ 1,042 TK & net of taxes @ 937 TK per month as per 1, 00,000 TK.
- Payment of monthly profit shall start from the subsequent month after a clear minimum gap of 30 days from the date of deposit.

• **Prime Millionaire Scheme:**

- The installment size and duration of the deposit and the terminal value will be as follows---

Monthly deposit (In TK)	Investment Period (In Year)	After the investment period the Terminal Value of the Scheme (In TK)	Monthly Return / Pension amount (In TK)
4570	10	10,00,000	@13,786 TK /month(10 years)
7890	7	10,00,000	@17,137 TK /month(7 years)
12,465	5	10,00,000	@21,748 TK /month(5 years)



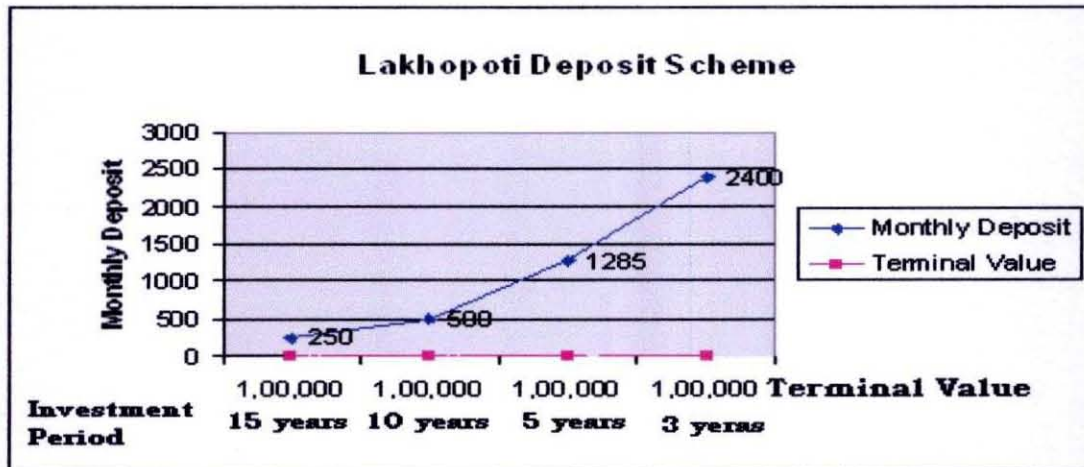
• **Lakhopoti Deposit Scheme:**

- The installment size and duration of the deposit and the terminal value will be as follows---

Monthly deposit (In TK)	Investment Period (In Year)	After the investment period the Terminal Value of the Scheme (In TK)
250	15	1,00,000
500	10	1,00,000
1285	5	1,00,000
2400	3	1,00,000



- Depositor can take up to 80% loan against deposited amount subject to completion of 2 years and minimum deposit need to be 50,000 TK.



- **Double Benefit Deposit Scheme:**

- Deposit of 25,000 TK and multiples thereof but maximum limit of 25, 00,000 TK at a time will be accepted under this scheme.
- The installment shall be issued for 6 years and after that double amount of deposit will be paid to the depositor.
- The scheme carries free life insurance coverage facility. Before scheme's maturity if the depositor died because of some specified diseases, nominee will receive the full amount of scheme payment. However, a declaration is taken from the depositor that he/she is not been affected by any of the following disease—
 - Coronary Heart Disease
 - Stroke
 - Cancer
 - Kidney failure
 - Organ Transplant
 - Multiple Sclerosis

Contributory Savings Scheme:

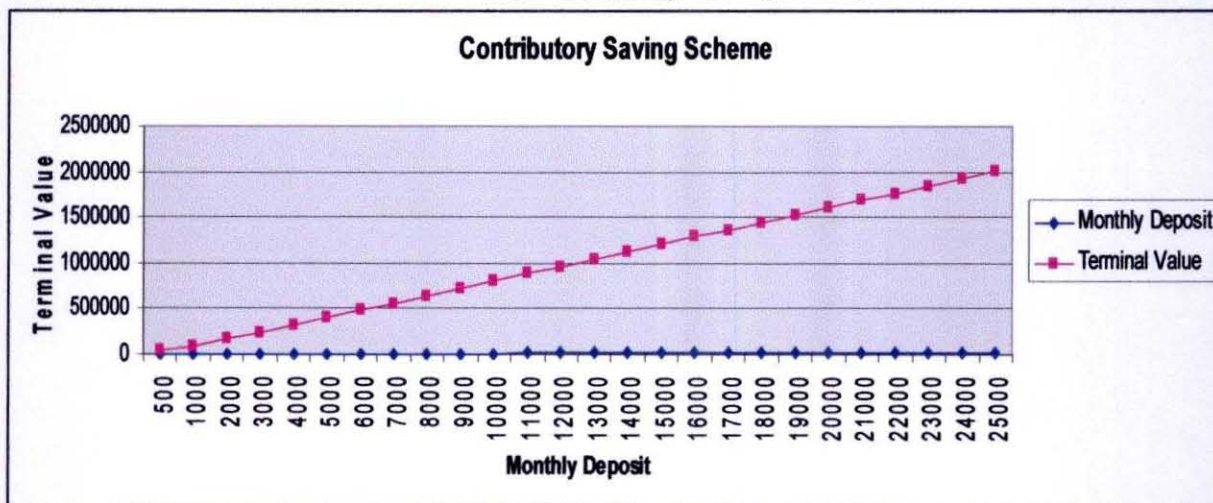


Contributory Savings Scheme:

- Minimum size of the installment shall be TK 500 and multiples of TK 1000 and maximum installment size will be 25,000 TK.
- Lump sum amount shall be paid after maturity or monthly pension shall be paid for the next 5 years according to the size of deposit like below—

Monthly deposit	After 5 years the Terminal Value	Pension for next 5 years
500	40,000	870
1,000	80,000	1739
2,000	1,60,000	3457
3,000	2,40,000	5,186
4,000	3,20,000	6,915
5,000	4,01,000	8,644
6,000	4,81,000	10,373
7,000	5,61,000	12,102
8,000	6,41,000	13,831
9,000	7,22,000	15,560
10,000	8,02,000	17,289
11,000	8,82,000	19,018
12,000	9,62,000	20,276
13,000	10,43,000	22,475
14,000	11,23,000	24,204
15,000	12,03,000	25,933
16,000	12,83,000	27,662
17,000	13,64,000	29,391
18,000	14,44,000	31,120
19,000	15,24,000	32,849
20,000	16,04,000	34,578
21,000	16,85,000	36,307
22,000	17,65,000	38,036
23,000	18,45,000	39,765
24,000	19,25,000	41,493
25,000	20,06,000	43,222

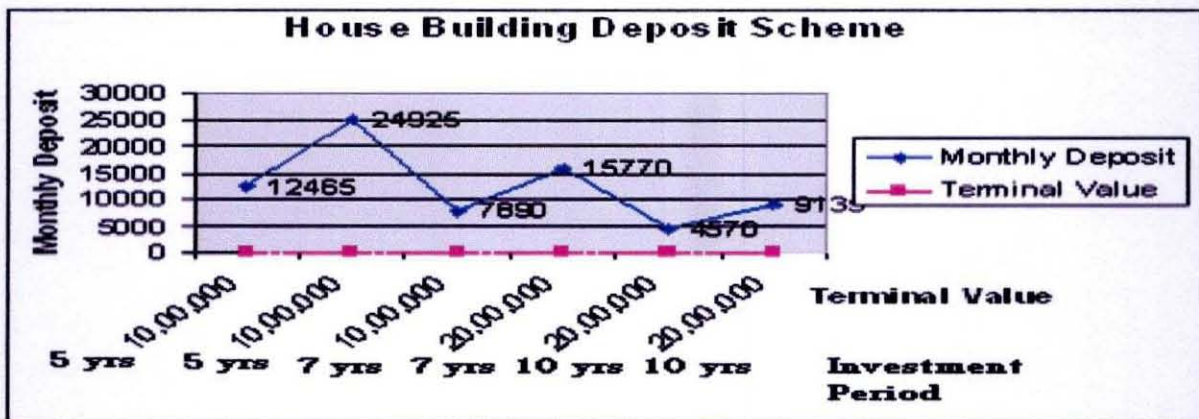
- Loan may be allowed up to 80% of the deposited amount lien on the same after at least 2 years of regular payment of installments and minimum limit of loan shall be 50,000.



• **House Building Deposit Scheme:**

- The installment size and duration of the deposit and the terminal value will be as follows---

Monthly deposit (In TK)	Investment Period (In Year)	Age Limit (In Years)	After the investment period the Terminal Value of the Scheme
4570	10	35	10,00,000
7890	7	38	10,00,000
12,465	5	40	10,00,000
9135	10	35	20,00,000
15,770	7	38	20,00,000
24925	5	40	20,00,000

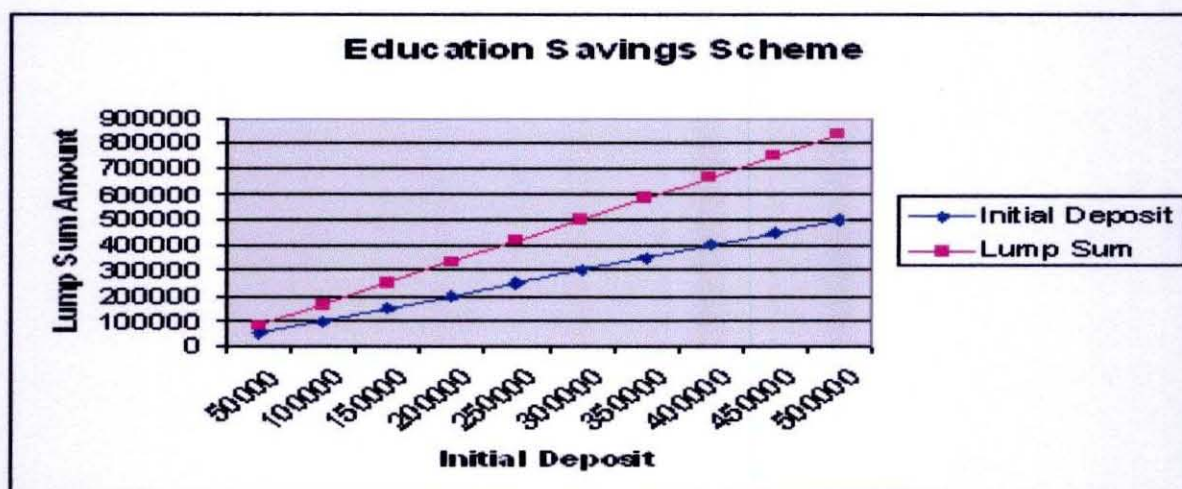




• **Education Savings Scheme:**

- Deposit of 50,000 TK and multiples thereof but maximum limit of 5, 00,000 TK at a time will be acceptable under the scheme.
- Lump sum amount shall be paid after 5 years of maturity or monthly allowance shall be paid for the next 5 years according to the size of deposit as follows---

Initial deposit	Lump sum amount at maturity	Education allowance per month
50,000	83,308	1,786
1,00,000	1,66,616	3,570
1,50,000	2,49,925	5,355
2,00,000	3,33,233	7,139
2,50,000	4,16,541	8,923
3,00,000	4,99,850	10,707
3,50,000	5,83,158	12,492
4,00,000	6,66,467	14,276
4,50,000	7,49,775	16,061
5,00,000	8,33,083	17,845





- **Pay Slip:**

A pay slip is written authorization for making payment to special person or firm payable by the issuing branch, for a discharged liability of the bank. As pay slip is originated and made payable by the branch in a receipt form, there is no need for application for its issue. For example, a bank may have purchased furniture or printing & stationary, then it needs to issue pay slip for payment of this bills.

- **Security Deposit Receipt (SDR):**

A security deposit receipt is a written undertaking issued by branch or a bank to pay a certain sum of money to a special person or organization. A security receipt is issued and paid by the same branch of a bank and as such the drawer and drawee are the same. The person or organization in whose favor it is issued is known as beneficiary. It is sold to the applicant on payment of value who may or may not be a bank's customer.

- **Cheque:**

A Cheque is a bill of exchange drawn on a specified banker and not expressed to be payable otherwise than on demand.

Parties to a Cheque:

Drawer: Drawer is the account holder.

Drawee: Drawee is the bank who is to pay the money.

Payee: Payee is the beneficiary who is to receive the money.

The following are the points to be taken into consideration by a banker while receiving a Cheque--

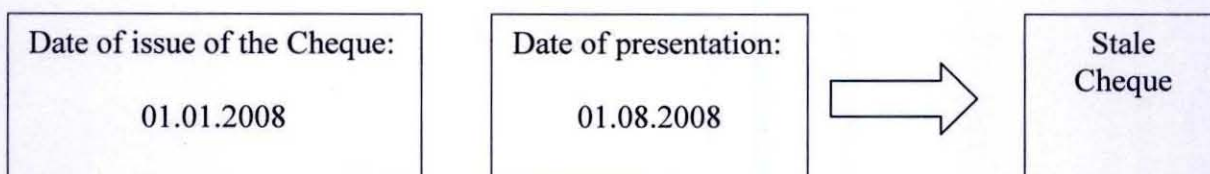
- Date: Stale or Post dated
- Place: Name of Branch
- Crossed or Open Cheque
- Cheque number and Cheque date duly written in the deposit slip
- Drawee Bank's name and the branch should also be written
- Depositor signature is needed in the deposit slip



- **Stale Cheque:**

If a Cheque is presented for payment after six months from the date appearing on the Cheque, it will be treated as “Stale”. The drawee banker does not honor such an instrument unless revalidates by the drawer.

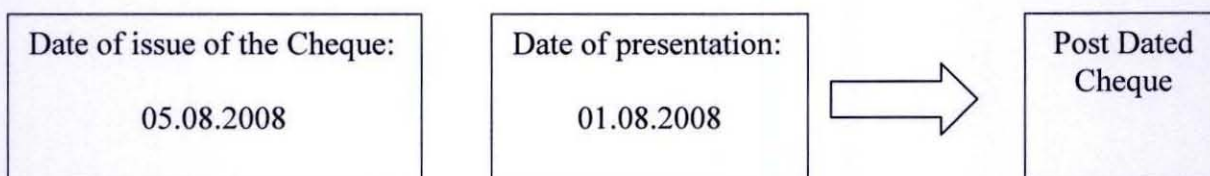
For Instance,



- **Post Dated Cheque:**

If a Cheque is presented for payment bearing a future date it will be treated as a “post dated Cheque” and a bank will not pay such a Cheque. However, it can pay on the date appearing on the Cheque or thereafter but within six months.

For Instance,



- **Order/ Bearer Cheque:**

The paying banker is to identify the payee while paying in cash of an order Cheque over the counter. A bearer Cheque is payable to the bearer and the banker is discharged from liability by payment in due course to the bearer of the Cheque.

- **Crossing:**

A Cheque is said to be crossed when two transverse parallel lines with or without any words are drawn across its face. Usually a Cheque is crossed as “Account Payee”. A crossing is a direction to the paying bank to pay the money through customers account.



- **Purpose of Crossing:**

Crossing is done for protection and security to the true owner, since payment of such a Cheque has to be through an account of the customer. Cheques are crossed in order to avoid losses arising from open Cheques falling into the hand of wrong persons. However, crossing of a Cheque does not affect its negotiability.

- **Cheque stop Payment:**

Sometimes account holder may in need to stop payment of his/her already issued Cheque.

The reasons may be---

- Cheque is lost.
- Account holder does not have sufficient amount in his account. . He has also gives another person a Cheque to withdraw money. He is also in need of payment of a Clearing Cheque. Then the account holder might make an application for stop payment of the third person Cheque. Thus the clearing Cheque will not be returned. This is because, when a clearing Cheque is returned, it might dampen account holder's reputation. Later on, the account holder can deposit money and tell the third person to withdraw money at any banking hour time.

- **Fund Block:**

Sometimes account holder may in need to block his/her account. This may happen when he provides few cash/bearer Cheques to some others due to some obligations. Meanwhile he might have few important clearing Cheques. Then the account holder needs to block his Debit side while Credit side is still open. That means, deposits (Credit) can be done to his/her account whereas no withdraw of money (Debit) can be done. That is what known as fund block.



Telegraphic Transfer (TT):

TT may be affected at the written request of any person and against value received from him. An application on our prescribed form duly signed by the purchaser should be obtained. If the application for issue of TT contain instruction to debit the account of the purchaser his signature should be verified. It is however, preferable to obtain a confirmatory Cheque from the customer.

The Application form should be invariably checked on the following points:

- That PBL has a branch in the place on which TT will be issued and the said branch has test arrangement with the issuing branch.
- Full name of the payee and his account number, in case instructions are to credit his account or full address in case the instructions are to advise and pay are there.
- The amount of TT Commission and Telegraphic charges should be received from the purchaser. The total amount may be paid in cash or tendered by a Cheque if he is customer of the branch. Sometimes, the customer may also desire to pay the amount of telegraphic transfer by a Cheque and commission and telegram charges by cash.
- In case of amount tendered by Cheque, the drawer of the Cheque and the purchaser of TT should be the same person, which means the signature of the Cheque and on the application should tally.
- Now a cost memo for the TT is to be prepared by the officer under his signature which contains the amount of TT commission & Telegram charges and is delivered to the purchaser.
- The message has been correctly prepared by the officer concerned as to the amount, name of the beneficiary instructions regarding mode of payment and place of payment.
- The test should be correctly prepared by the concerned officers.



Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement

- TT message in the printed form of the bank be prepared & should be sent to telegraph office for telegram. The officer entrusted with the job should be prepared a telegram confirmation copy in duplication. Original should be sent to drawee branch & the copy should be filled separately for office record.

Payment of TT:

The payment of TT should be made to the payee or beneficiary after being satisfied in all respects. The serial number of TT should be entered in the TT payable register and as well as IBCA responding should be done. In addition, the corresponding branch should be debited using the simple debit voucher by crediting the payee in the contra A/C. After that, posting is done by debiting the branch and crediting the payee's A/C with the TT amount.

For Example, a TT has been arrived from Jessore Branch, favoring Warid Telecom, and then the debit voucher will be done as follows:

Debit Voucher:

IBCA: 1145

Prime Bank Limited

A/C No:

...Banani.....Branch

--	--	--	--	--	--	--	--	--	--

Debit Head: P/G Jessore

Date: 27.07.08

Particulars	Taka		PS
Amount is transferred to A/C: 31000011	40,	000	
Fvg: Warid Telecom			
TT: 41			
Message Conveyed Over Phone			
Total	40,	000	

In Words: Forty Thousand Taka Only

Contra

hasan

13231000011

Prepared By

Authorized Signature

Authorized Signature



Demand Drafts (DD):

Commercial Bank in Bangladesh offers the facility of transferring funds from one place to another. Such transfer of funds can be affected either through TT or DD. The aforesaid method in case of outside Bangladesh is called Remittance. The advantage of this facility is the quick transfer of money with minimum cost and also the risk of physical transportation of cash is eliminated.

A Demand Draft is a written order on one branch upon another branch of the same bank, to pay a certain sum of money to or to the order of a specified person. Drafts are not issued payable to bearer. In practice, drafts are not to be drawn between branches within the same city.

Issue of Demand Drafts:

- The customer is asked to complete fill-up in a form which is treated as an application as well as voucher. The application form should be checked carefully.
- Commission charges are calculated.
- The voucher is given to the customer to deposit the cash in the cash counter.
- The cashier receives the cash and delivers the voucher to the appointed person to issue the draft.
- A Draft number is taken from the DD block and then it is written in the voucher.
- The DD number, payee's name, branch name are written in the DD payable register and also in the IBCA issue register.
- The DD is prepared by using the DD block. After that, IBCA is prepared by using IBCA block.
- Signature of the authorized person must be taken in the DD.
- A test is sent to the drawee branch for drafts of TK 50,000 and over or as per the existing rule of the bank.



Issue of Duplicate Demand Draft:

- On receipt an application from the purchaser of the draft regarding its loss and issue of duplicate one, the signature of the applicant is verified from the original application.
- The drawee branch is informed of the loss of draft and requested to exercise caution by letter or telegram as desired by applicant. The telegram charges if incurred are recovered from him.
- On receipt of confirmation from the drawee branch that the draft is still outstanding in their books and that caution is being exercised by them, a duplicate DD is issued to the purchaser after obtaining an Indemnity Bond.
- The DD is issued marked duplicate in red ink, without altering the printed number and repeating the original number.
- A note to this effect is made on the original form and the drafts issue register.
- Drawee branch is advised of issue of the duplicate draft.

Cancellation of Demand Draft:

The purchaser may request to cancel the draft purchased by him and ask for refund of money. For cancellation of a draft, the following points should be kept in mind.

- On receipt of applicant along with the DD for its cancellation, the signature of the applicant is verified from the original application.
- Before the DD is cancelled, it is ascertained that no duplicate draft has been issued.
- If the date of issue of the draft is much earlier, consent of the payee in writing should be obtained.
- The signatures of officers on the draft should be crossed but in no case torn, and the draft be marked cancelled. A note in respect of cancellation should be made in the draft issued register and on the application.
- The cancelled draft should be attached to debit voucher along with the request letter of the purchaser.
- The drawee branch must be advised about the cancellation of the draft.



Revalidation of DD:

- A draft is like Cheque becomes stale after lapse of six months from the date of issue. The purchaser of the draft may approach the issuing branch to revalidate the draft to make it payable again.
- The draft should be examined and there must be no alteration in the draft.
- The purchaser must give a letter in writing requesting for the revalidation of the draft. His/her signature should be duly verified by an officer.
- All particulars of the draft should be compared from the draft issued register. Before the draft is revalidated of the particular draft be noted in the register.
- A rubber stamp reading “Revalidation on.....” Should be affixed on the draft under the signatures of two authorized official.
- The drawee branch should be intimated about the revalidation of the draft. A note to this effect in the remarks column against the relative entry in the draft payable register should be made at the drawee branch.

Payment of open draft:

- When a DD is presented for cash payment, it should be examined that the draft is not crossed and it is drawn on that branch and it was not issued more than six months earlier. Information regarding about the DD lost, cancelled or duplicate issued are also examined.
- The date, amount in figures and words and also signatures on the draft is checked.
- Whether the draft is tested or not should be verified.
- Payment date is noted in the register.
- Draft with the register is sent to the officer in charge for cancellation and after cancellation the raft is sent to cash department for payment.

Payment of crossed draft: Crossed DD cannot be paid in cash rather such DD should be credited to payees account.



Pay Order:

A pay order is a written order, issued by a bank, to pay a certain sum of money to a specified person or a bank. It may be said to be a banker's Cheque as it is issued by a bank drawn upon and payable by itself. The person or the organization in whose favor it is issued is known as payee or beneficiary.

Purpose of pay order:

- The purpose pay order is to effect transfer of fund from one hand to another. Such transfer of fund should be for specific purpose only. When a bank intends to make payment on its own behalf or an individual desires to furnish a guarantee of payment by a bank on his account to some one else who does not accept his Cheque.
- A pay order may be issued to affect payment on its own account by one bank to another bank, in settlement of Cheques returned after clearing house.
- It may be issued to affect payment of its other dues like income tax, house rent, etc.

Issue of Pay order:

The applicant or purchaser of the pay order can pay cash or use Cheque to issue a pay order. The payee is known as beneficiary of the pay order.

There are certain commissions on the amount of pay order which are as follows---

Amount of Pay Order (In TK)	Commission	VAT	Total Charge (Comm + VAT)
1-10000	15	3	18
10,001- 1,00,000	25	4	29
1,00,001-5,00,000	50	8	58
5,00,001-10,00,000	75	12	87
More than 10,00,001	100	15	115



The Branch Manager
Prime Bank Limited
.....Branch

Application for Payment Order

Date:

Dear Sir:

I/we request you to issue Payment Order as mentioned below against the deposited amount

by Cash/Cheque(----date ----).Please debit my

[illegible]

a/c #

Applicant's Name: _____

Full Address: _____

Applicant's Signature:

Phone No:

Payment Order No:	Particulars of the Beneficiary	Taka				Ps
	Total Amount:					

Amount (In words):

Commission: TK.....

VAT : TK.....

Acknowledged receipt of
the above PO

Signature of CO

Cash Receiving Officer

Officer

Officer

Applicant's Sign&Date



Cost Memo:

Organization may need a cost memo issued by the bank to justify the commission and VAT paid in the bank for a particular Payment Order / DD / TT. In this case PBL provides a cost memo along with the PBL logo seal and signature of the issuer.

Cost Memo Form:

Prime Bank Limited	
.....Branch	
<u>Cost Memo</u>	Date:
Applicant's Name:.....	
Beneficiary's Name:.....	
T.T/DD/Pay Order drawn on..... branch for TK.....Only	
Charges:	
Exchange / Commission @%	TK.....
Cost of Telegraph / Telephone / Telex	TK.....
VAT: @.....% on Commission	TK.....
	Total TK
Taka (In words):.....	
From Prime Bank Limited	_____ Authorized Signature



Cheque Book:

To facilitate withdrawals and payments to third parties by the customer, PBL provides Cheque book to the customer. A Cheque book contains 10 leaves for Savings Account while it contains 10, 20 and 50 leaves for current account. PBL has the following method for segmenting different kinds of account—

Starting number	Types of Account
110.....	Current Account
210.....	Savings Account
310.....	STD (Short Term Deposit) Account
410.....	FDR
640.....	Double Benefit Scheme
773.....	Loan Account

Issue of Cheque book:

For a new account holder, a requisition slip is provided. It must be full filled by the account holder by writing his/her name, account number, address, and two signatures. Then signature is verified by an authorized person. In addition, whether the account holder has provided all the necessary documents or not is also checked in this process. Then, a new Cheque book is prepared which has the next Cheque leaves number corresponding to the previous Cheque leaves number.

For example,

The last savings Cheque book contains Cheque leaves no: 43735001- 43735010. Now the next Cheque book must be issued which contains Cheque leaves no:43735011-43735020.

In the Cheque book issue register, the following things should be written—

- Date of issue
- Cheque leaves number
- Name of the account holder
- Account number



- Signature of the issuer
- Signature of the Account holder / authorized person

After that, the account number has to be put on in each of the Cheque leaves by using stamp pad. In the requisition slip, the account number, account holder's name, signature of the issuer, date of issue and a PBL logo need to be attached. In addition, an initial need to be put on each of the Cheque leaves beside the account number.

Each Cheque book contains a requisition slip which is used by the customer to obtain a new Cheque book in future. This requisition slip must be filled-up by the customer. One signature is needed in front of the requisition slip and another one is needed in the back of that requisition slip. The customer can also authorize a third person to receive the Cheque book on his behalf. In this case, the receiver's signature must be attested by the account holder in the back of the requisition slip. After the preparation of the Cheque book, the signature of the account holder / authorized person is taken in the Cheque book issue register and the Cheque book is then delivered to him.

Lost Cheque book:

Cheque book can be lost or might have been destroyed by rain or any other means. In that case, an application is needed for a new Cheque book. In the application, the lost Cheque book's leaves number need to be mentioned. In addition, the account holder must have to fulfill an indemnity bond and also need to pay 150 TK. Stop payment is done against the lost Cheque book serial. On receipt of the application, new Cheque book requisition (dully filled up) and indemnity bond, a new Cheque book is issued to the account holder.



Clearing House and its Operational Mechanism:

Collection of Cheques, drafts on behalf of its customers is one of the basic functions of a commercial bank. The department, which performs these functions, is known as "Clearing Department". Clearing stands mutual settlement of claims made in between banks at an agreed time and place in respect of instruments drawn on each other.

Types of Cheques collected by clearing department:

- (1) Transfer Cheque.
- (2) LBC (Local Bills for Collection)
- (3) OBC(Outward Bills for Collection)
- (4) Clearing Cheques

(1)Transfer Cheque:

Transfer Cheques are those Cheques which are collected and paid by the same branch. When a Cheque is presented in a branch which and the drawee branch are online then the posting is done immediately by using T24 software. The other cases are discussed below-

(A)Cheque Debit (When Account Holder Withdraw money from a branch where he does not have an account):

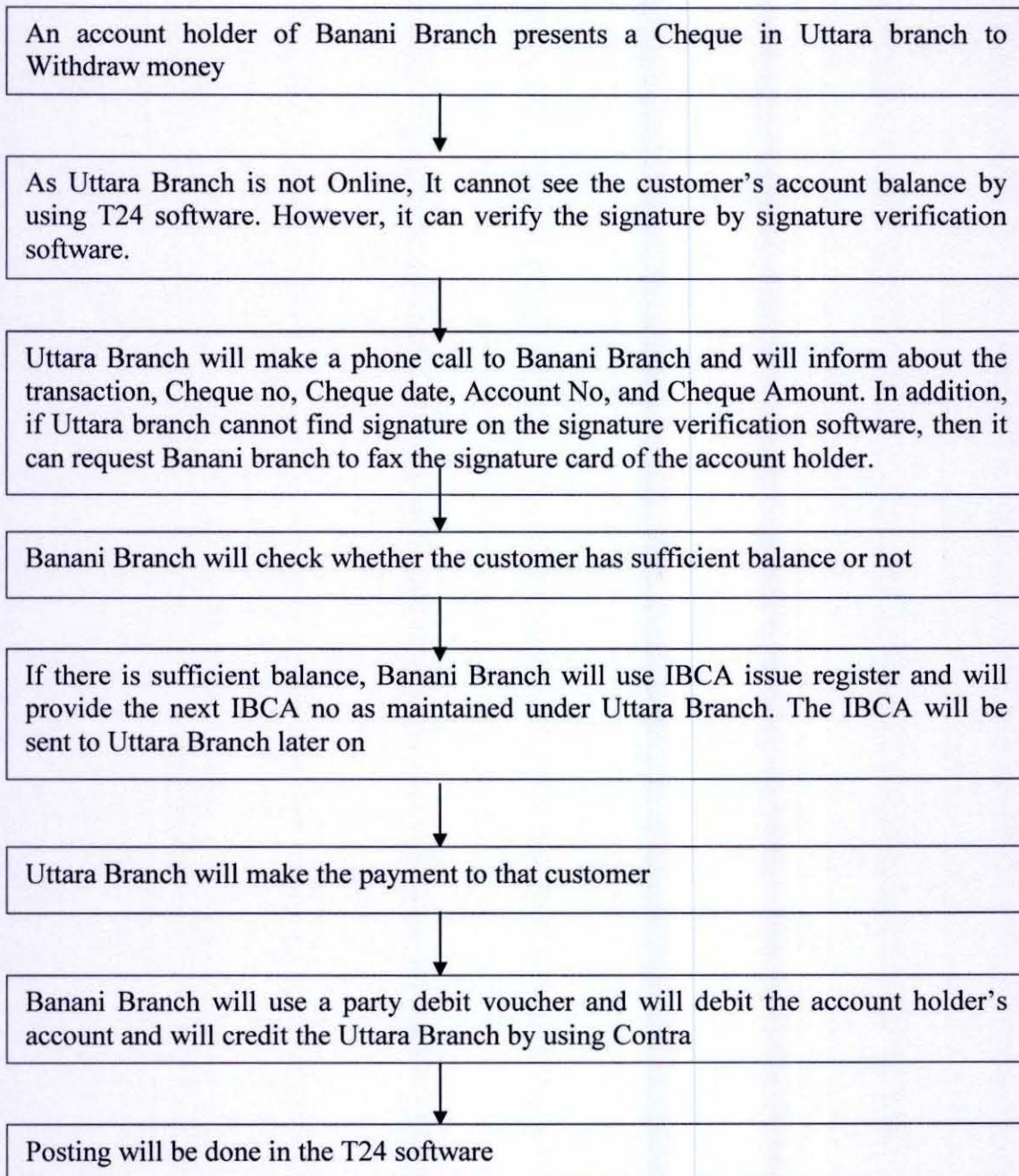
Cheque debit is usually done when an account holder wants to withdraw money by using Cheque from a branch where he does not have an account. An account holder might have an account in PBL, Banani branch; however he might have wanted to withdraw money from PBL, Uttara branch for reasons like---

- (I) Probably he went there, and he is in need of money for doing business.



- (II) He has given a Cheque to a person who finds Uttara branch nearest for him to withdraw money.

Process of Cheque Debit:





Party Debit Voucher (For Cheque Debit):

IBCA: 1165

Prime Bank Limited

A/C No:

...Banani.....Branch

132

2 1 0 2 0 0 0 7 8 7 2

Debit Head: Md. Rafiqul Islam

Date: 27.07.08

Particulars	Taka				PS
We have debited your account as under:			25,	000	
Chq No: 445244, Chq Dt: 27.07.08					
A/C: 21020007872, Fvg: Md. Rafiqul Islam					
Message Debited over phone					
Total			25,	000	
In Words: Twenty Five Thousand Taka Only					

Contra

hasan

Uttara

Prepared By

Authorized Signature

Authorized Signature

(B) Fund Transfer: (When Account Holder Deposited money to a branch where he does not have an account):

An account holder of Banani Branch deposited cash in Dhanmondi branch



Dhanmondi Branch is not online. It will make a phone call to Banani Branch and will inform about the transaction. In addition, it will also use IBCA issue register and will provide the next IBCA no as maintained under Banani Branch, Account No, and deposited Amount and also the beneficiary name



Banani Branch will respond to that IBCA



Banani Branch will use a simple debit voucher to debit the Dhanmondi branch account and will credit the account holder's account by using Contra



Posting will be done in the T24 software



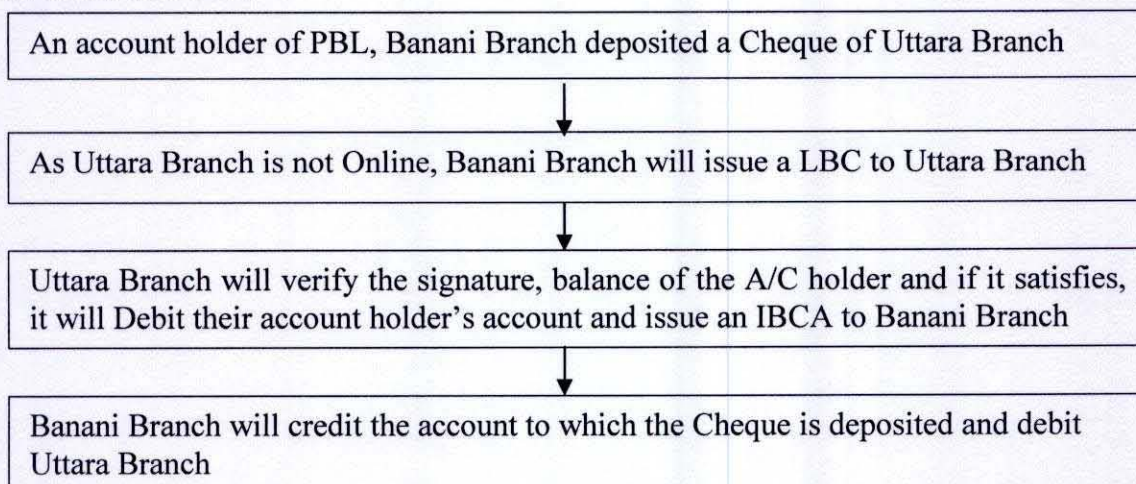
Simple Debit Voucher (For Fund Transfer):

<i>IBCA: 1265</i>													
Prime Bank Limited		A/C No:											
...Banani.....Branch		<table border="1" style="display: inline-table; width: 100px; height: 20px;"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>											
Debit Head: P/G Dhanmondi		Date: 30.07.08											
Particulars	Taka		PS										
<i>Amount is transferred to A/C: 21010008585</i>	55,	000											
<i>Fvg: Asif Habib</i>													
<i>Message Conveyed Over Phone</i>													
Total	55,	000											
In Words: Fifty Five Thousand Taka Only													
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Contra</p> <p>hasan</p> </div> <div style="width: 45%; text-align: right;"> <div style="border: 1px solid black; padding: 5px; display: inline-block;">21010008585</div> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 30%;">Prepared By</div> <div style="width: 30%;">Authorized Signature</div> <div style="width: 30%;">Authorized Signature</div> </div>													

(2) LBC (Local Bills for Collection):

As the name stands, LBC is used for collecting the local bills. It is done within a clearing zone. That means, LBC Cheques are those which are collected and paid by two different branches of a bank in the same city. The main reason for issuing LBC is: Either or one of the branches is not online.

Process of LBC:

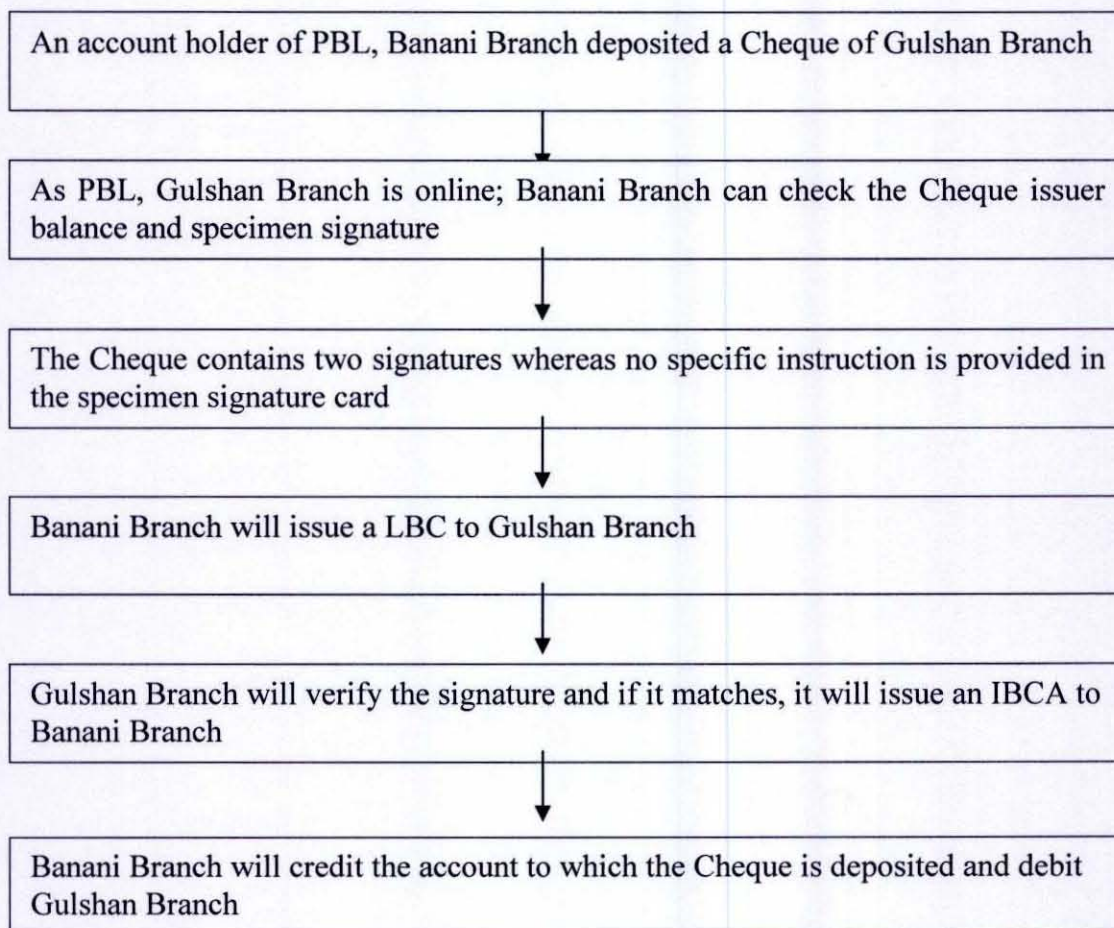




Process of LBC (A Special Case):

Sometimes, LBC need to be issued although both the branches are online. The common reasons are-

- Signature Discrepancies (No Specific Instruction)
- SDR (Special Deposit Receipt)
- Pay Order drawn from other branch within the clearing zone
- Dividend





LBC Issue Form:

Prime Bank Limited

...Banani.....Branch.....Dhaka.....

To

The Manager

Date: 06.08.08

Prime Bank Limited

Gulshan Branch, Dhaka

Dear Sir(s)

We enclose Cheques /drafts/Travel-Cheques for collection as per instructions marked "X"

Encl: 1 (One Cheque)

Yours Faithfully

Authorized Signature



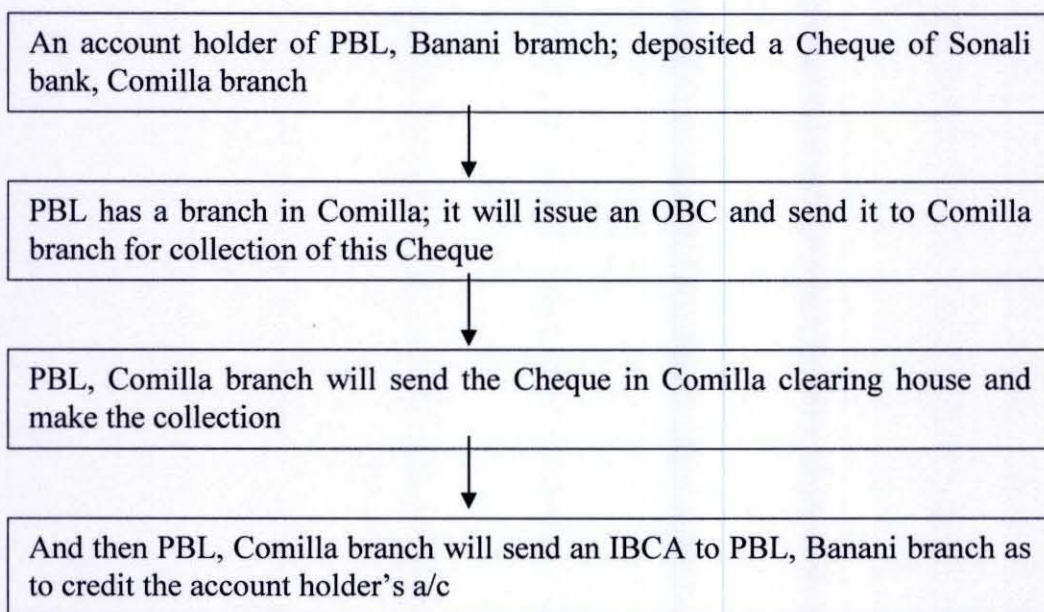
(3) OBC (Outward Bills for Collection):

OBC Cheques are those, which are collected and paid by two different branches of same or different bank situated in the outstation/outside of clearing zone.

Purpose of OBC:

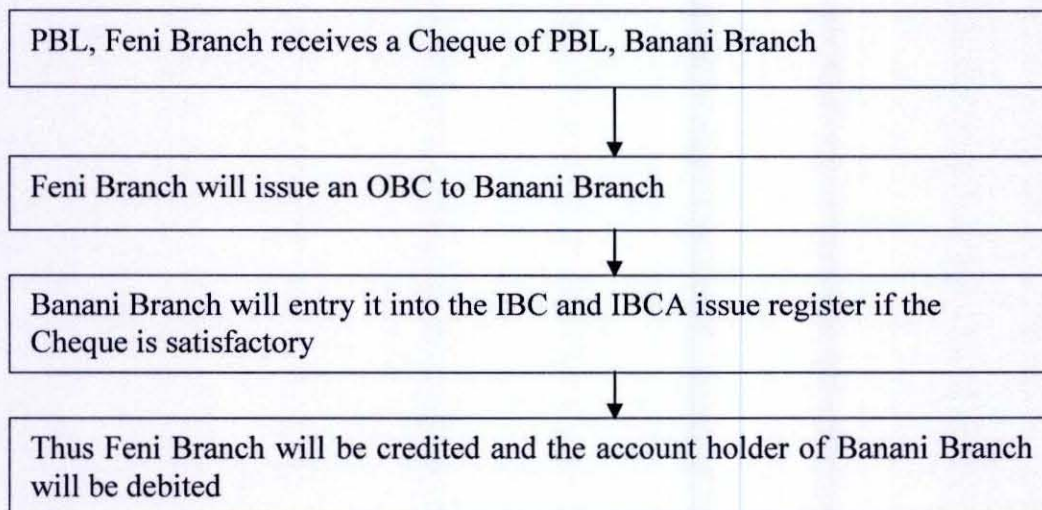
- To collect amount from a Branch outside a clearing zone.
- To collect amount from other Banks

Process of OBC:





Payment of OBC:



In this process, OBC commission will be charged as follows—

Amount of OBC (In TK)	Commission	VAT	Postage	Total Charge (Comm + VAT + Postage)
Up to 25,000	@ 0.20%, Min # 20 TK	@ 15% of Commission	20	
25,001- 1,00,000	@ 0.20%, Min # 60 TK	@ 15% of Commission	20	
1,00,001-5,00,000	@ 0.15%, Min # 200 TK	@ 15% of Commission	20	
More than 5,00,001	@ 0.10%, Min # 6000 TK Max # 3000 TK	@ 15% of Commission	20	



(4) Clearing Cheques:

When the payee and the drawer of a Cheque maintains accounts with different banks, the collecting bank can receive the amount of Cheques from the paying banker in any of the following ways----

- It can send its representative with the Cheque to each bank and collects cash. This procedure is time consuming as well as cumbersome and risky.
- The bank can maintain an account with the paying banks; deposit Cheques with the drawee banks for credit to its account. This method avoids the risk of frequent transportation of currency. However, this process may result in lying up of considerable sums of money.
- The most efficient method of collecting and paying such Cheques is that in which these Cheques are exchanged by the representatives of the various banks. They meet a fixed place at fixed hours, and make their settlements through controlling bank (Bangladesh Bank). The banks join in this process are called “member of Clearing House” and the fixed meeting place is called a “Clearing House”.

The Clearing House:

The Clearing House is where inter-bank receivables and obligations are settled. Representatives of the member banks/ schedule banks meet together here for settlement of their respective banks receivables and payables. It sits on all working days. In our country, clearing houses are organized by the Bangladesh Bank (Central Bank of Bangladesh) at the different big cities.

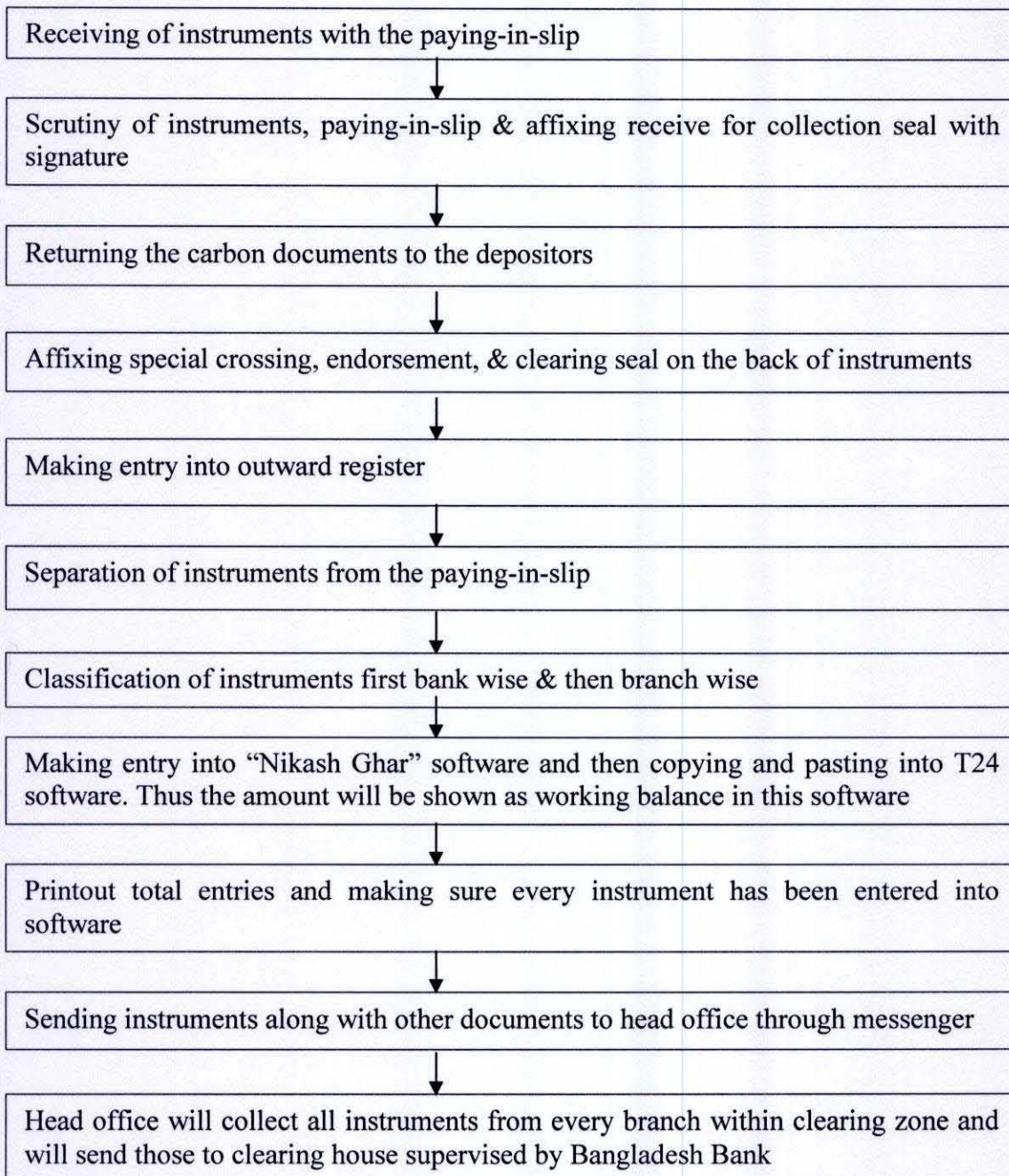


Types of Clearing:

(1) Outward Clearing:

When a particular branch receives instruments drawn on the other bank within the clearing zone and those instruments for collecting through the clearing arrangement is considered as outward clearing for that particular branch.

Process of Outward Clearing:

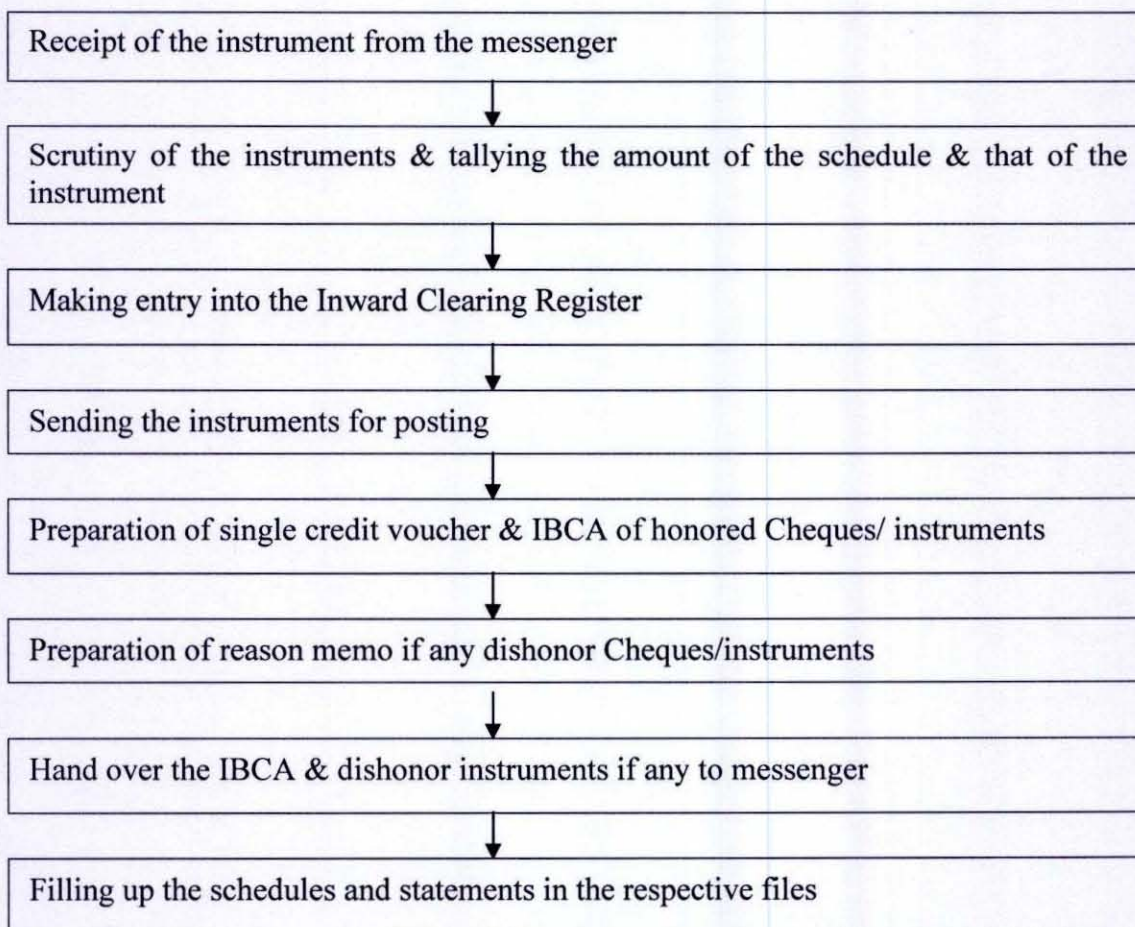




(2) Inward Clearing:

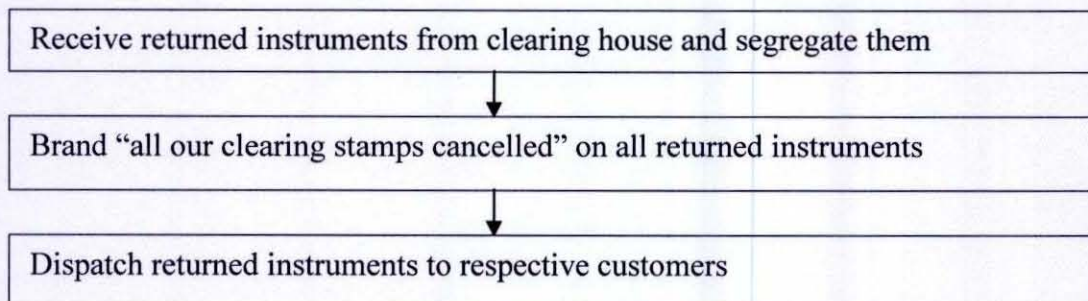
When a particular branch receives instruments which are drawn on themselves and sent by other member banks for collection is treated as Inward Clearing.

Process of Inward Clearing:





Cheque Return:



Prime Bank Limited

.....Branch

Cheque Return Memo

Date:

Draft(s) / Cheque(s) No.....Dated.....for

Tk.....is/are returned unpaid For reasons(s) as
ticked (✓) under serial No.....

1. Insufficient fund
2. Amount in figure and words differs
3. Cheque out of date / post dated
4. Drawer's signature differs
5. Payment stopped by drawer
6. Crossed Cheque to be presented through a bank
7. Payee's endorsement required
8. Other specific reasons not mentioned above

.....

.....

Authorized Officer



Banker-Customer relationship:

Banker:

Banker means a person/ company/ organization who is conducting a banking business. The functions of a banker are so varied that it is difficult to provide a satisfactory definition of the term.

“Banker means a person transacting the business of accepting; for the purpose of lending or investment; of deposit of money from the public; repayable on demand or otherwise and includes any post office savings bank”

----- **Negotiable Instrument Act (Sec# 3 (b), 1981)**

Customer:

A person/ a firm/ an organization/ a society or any other separate legal entity who has an account in a bank in his own name and for whom a banker undertake to provide facilities, is considered to be a customer.

General relationship between a banker and customer are given below----

- **Debtor- Creditor relationship:**

The opening of an account with a bank and a banker's acceptance thereof involve a contractual relationship by implication. The depositor is only a creditor and the bank is liable to refund money when it is demanded. However, the deposited money is belonging to the bank and the bank is entitled to deal with it as it likes.

- **Trustee- Beneficiary relationship:**

In the case of securities and valuables deposited in a bank for safe custody, the position of the banker is that of a trustee, and it is liable to return them to the customer when demanded. Thus the customer acts as a beneficiary.



- **Agent- Principal relationship:**

In the course of banking activities, a banker undertakes to perform many services for the customer such as-

- Buying and selling securities on his/her behalf
- Collection of Cheques, dividends, bills or promissory note on customer behalf
- Acting as a trustee, attorney, executor, correspondent or a representative of a customer

In the performance of all these functions, the banker acts as an agent of the customer.

- **Advisor- Customer relationship:**

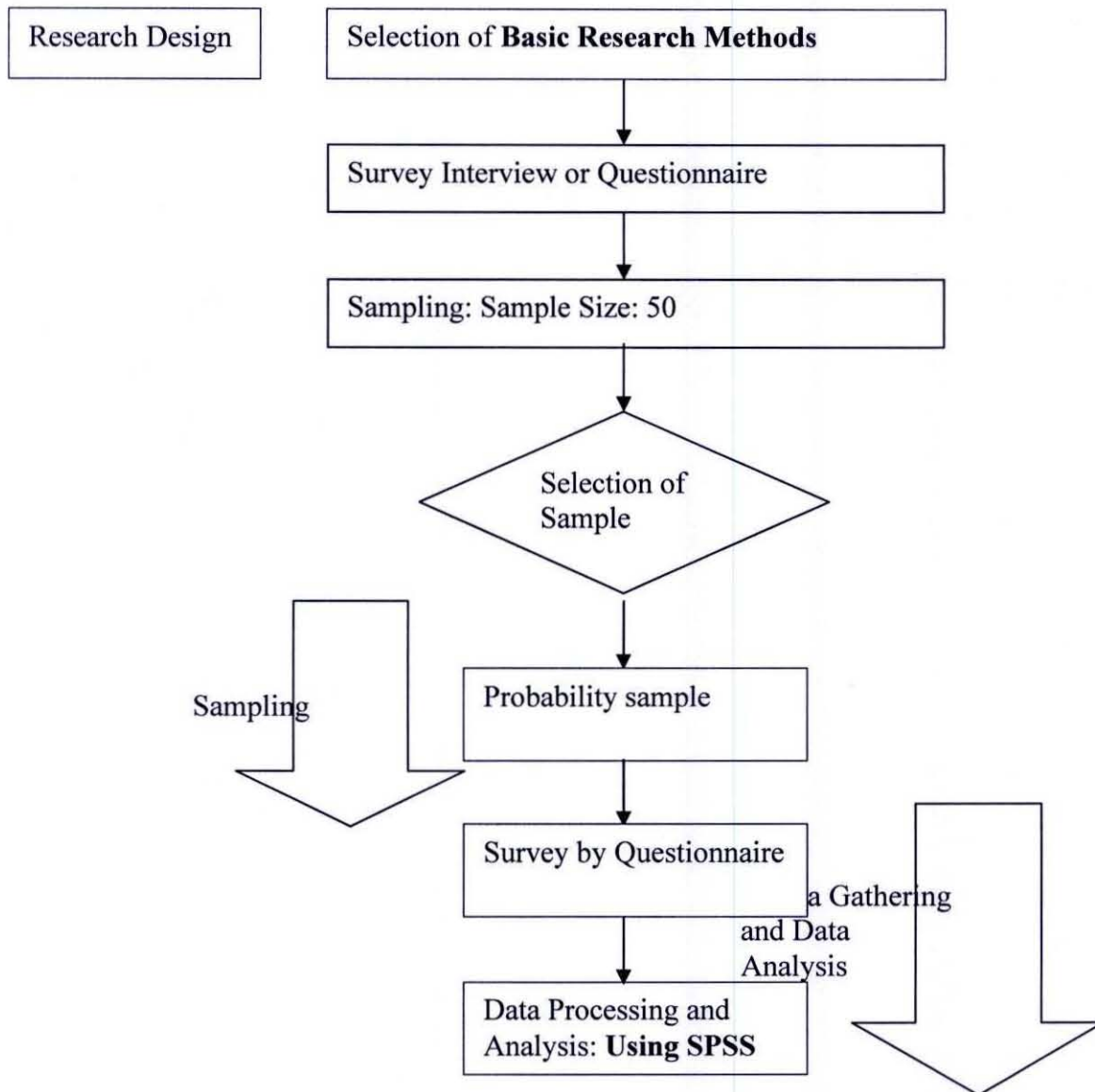
Bankers also advise customers on their investments in the shares and debentures of joint stock companies and other securities. In this case, banker acts as advisers to customers.

- **Bailor- Bailee relationship:**

The relationship between a customer and a banker in respect of the goods under pledge is that of a bailor and bailee. A banker is liable for any damage to the goods pledge (Pledge is the bailment of goods as security for payment of a debt or performance of a promise).



Research Methodology:





Research Design:

Selection of basic method: A research design is a master plan that specifies the methods and procedures for collecting and analyzing the required information. There are four types of basic research methods. It is:

- Survey questionnaire or interview
- Experiment Laboratory or Field
- Secondary data study
- Observation

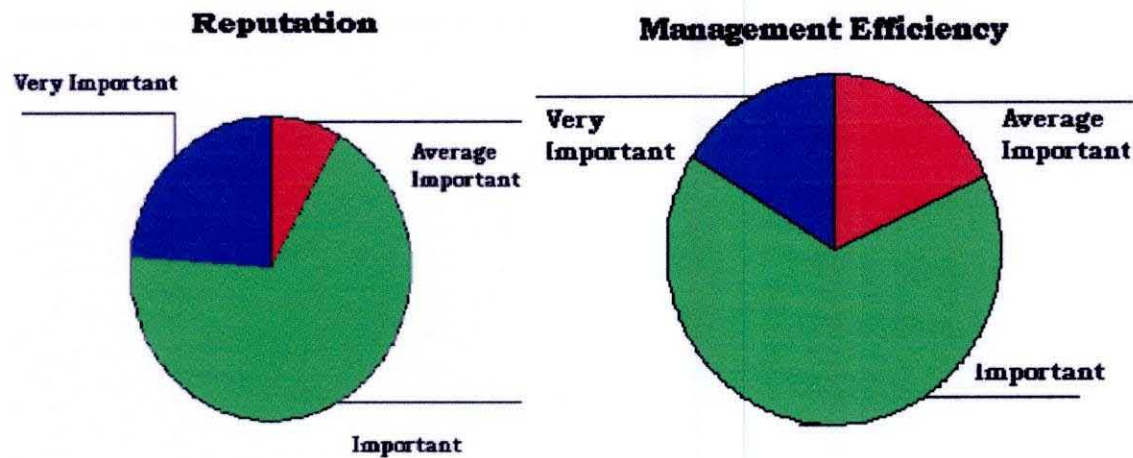
Survey interview or questionnaire: The most common method of generating data is questionnaire. I have used questionnaire to collect the required information.

Sampling: It involves any procedure using a small number of items or parts of the whole population to make conclusions regarding the whole population. A sample is therefore a subset, or part of a larger population. There are several alternative ways of taking a sample; the major alternative sampling plans can be grouped into probability and non-probability techniques. I have used a sample size of fifty (50).

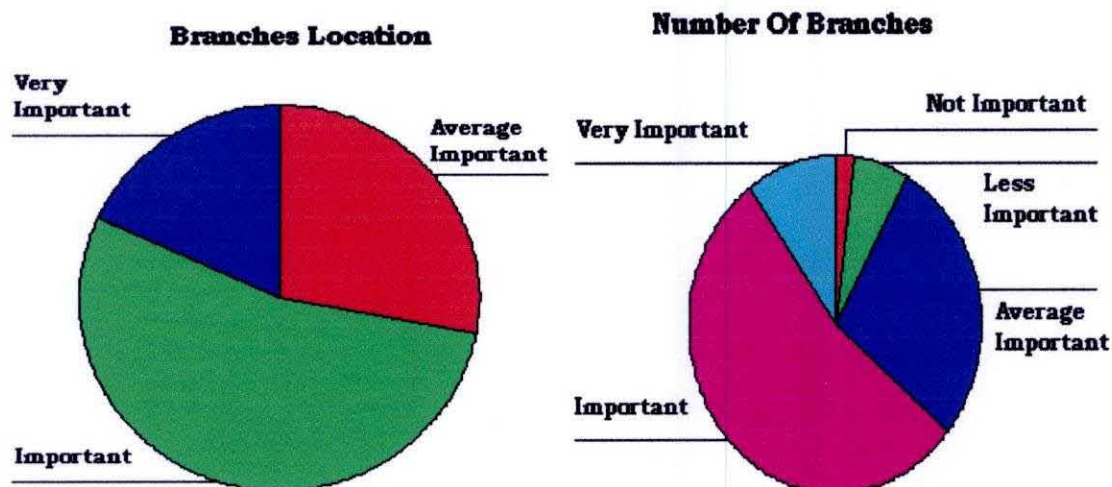
Data collection and Data analysis: From the fifty respondents I have collected the data. The raw data has to be transformed into meaningful information, for this reason I have used statistical software like SPSS.



Analysis of the Respondents Answers:



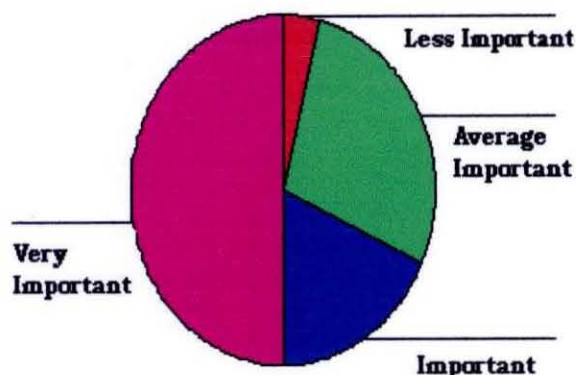
Important Factor: A bank's reputation means a lot to its clients. As we can see from the above charts that 68% of the respondents' rate reputation as an important factor when they chose a bank to have an account. In addition, management of a bank also needs to be effective to run the bank well and ahead of that of the others. Thus management efficiency is also another important factor (66%) to the respondents.



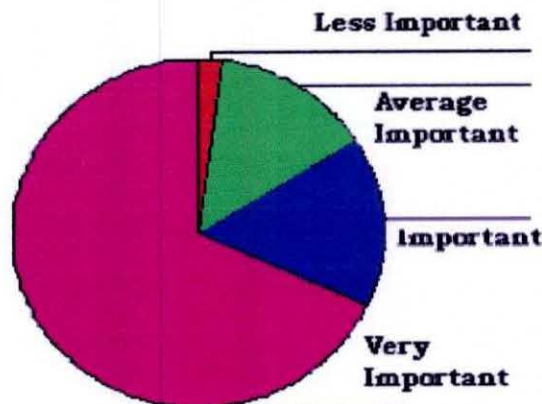
Important Factor: Number of branches and its locations are also an important factor to the respondents'. This is because there are lots of people living in different location of the country and as a result they are in need to have branches in suitable positions so that they can easily make transaction.



Online Facility

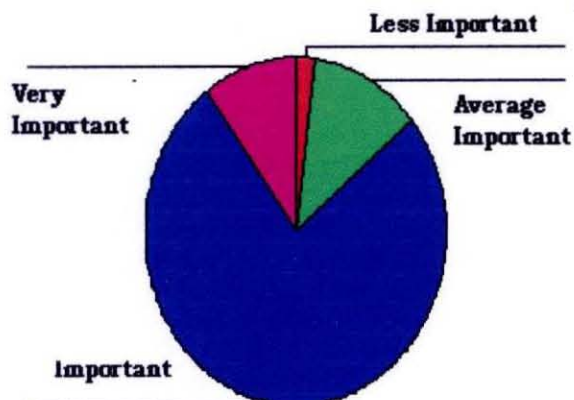


Interest Rate

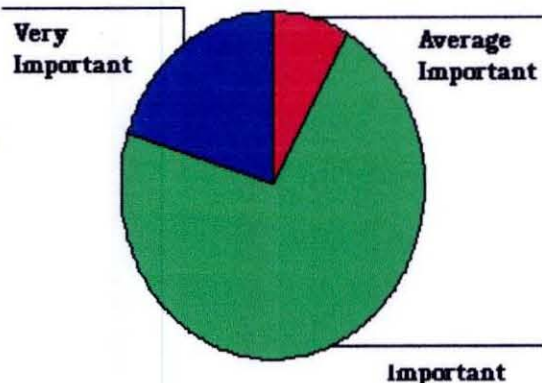


Very Important Factor: Now-a-days online facility is a must thing for any bank to have. Without online facility, banks are no longer been able to attract the clients. The respondents' rate online facility of PBL as a very important factor (50%). In addition, respondents' are also seek for higher interest rate as we can see according to 68% of the respondents' interest rate is a very important factor when they chose a bank to have an account.

Personal Relationship



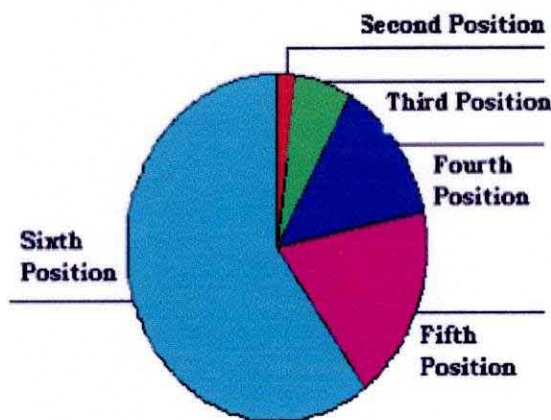
Employee Behavior



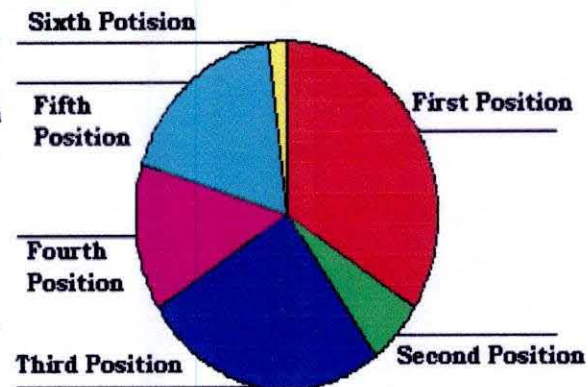
Important Factor: Only having the other necessary facility is not enough. Employee behavior is also an important (72%) factor according to the respondents'. Furthermore employees need to build personal relationship with the customers as we can see 76% of the respondents' rate personal relationship as an important factor when they chose a bank to have an account.



Trust Bank Ltd

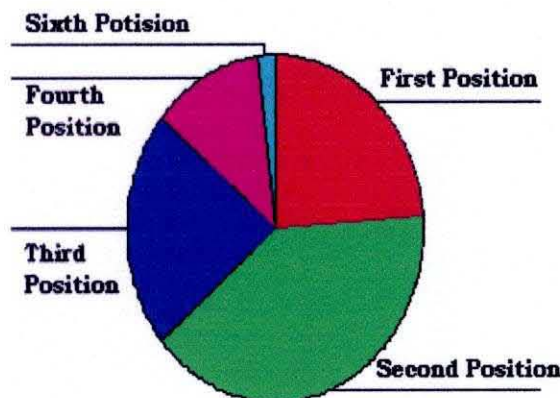


Dhaka Bank Ltd

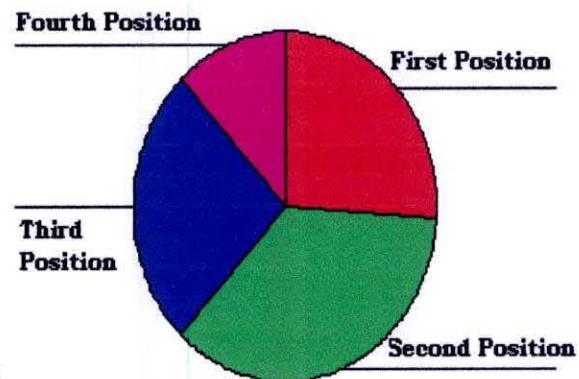


Analysis: According to the respondents', Trust Bank Ltd is in the sixth position among the six banks. On the other hand, Dhaka Bank Ltd has been able to convince the clients to achieve the first position among these banks.

BRAC Bank Ltd



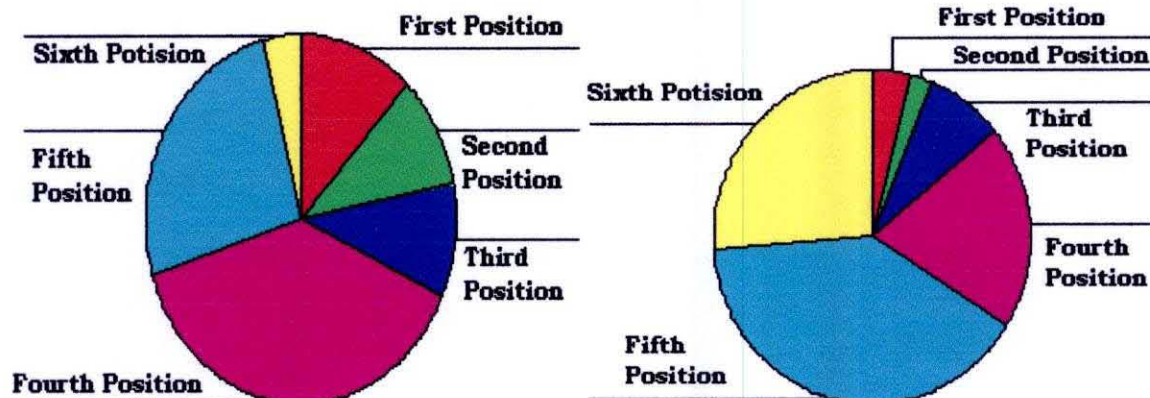
Prime Bank Ltd



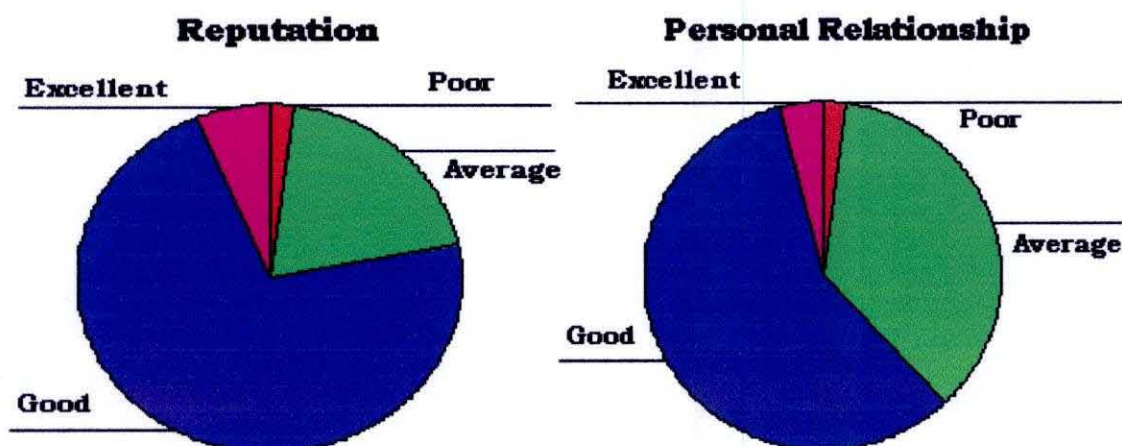
Analysis: SME banking has been a remarkable introduction by the BRAC Bank Ltd and with the help of this it stood at the third position among these banks. Whereas, though Prime Bank Ltd is in the composite rating-1 according to CAMELS rating, it fails to achieve the first position among these banks. Instead Prime Bank Ltd is in the second position among these six private commercial banks.

Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement

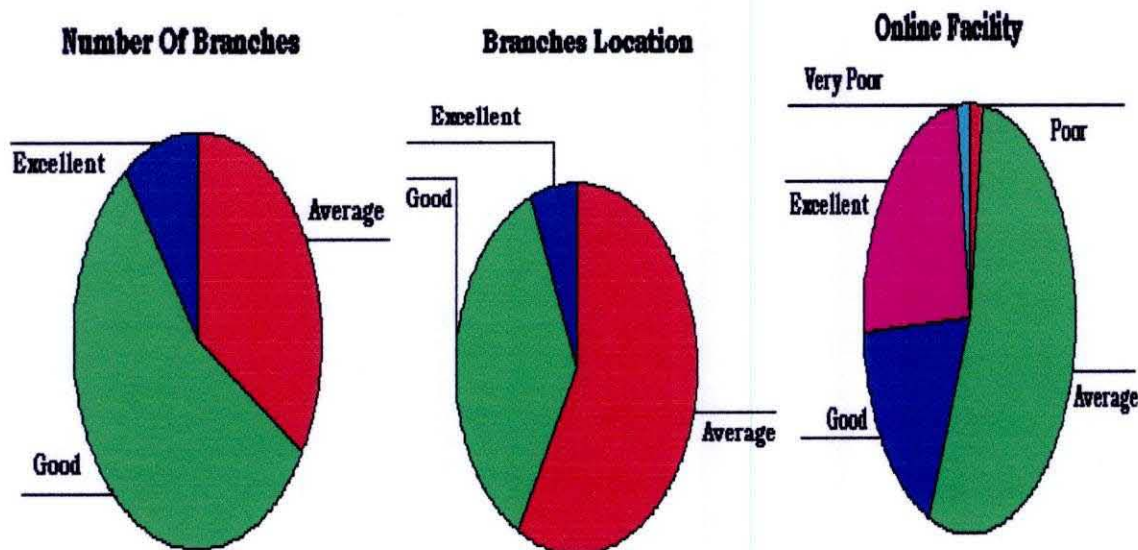
Dutch Bangla Bank Ltd **Eastern Bank Ltd**



Analysis: Dutch Bangla Bank Ltd has been able to impress the people especially the students, with the mass introduction of ATM facility. It has its ATM booths in the shopping malls, different locations within Dhaka City. Most of the respondents' are very happy about its ATM facility. However, the respondents' have rated it as in the fifth position among these banks. In addition, Eastern Bank Ltd is in the fifth position among these private commercial banks.



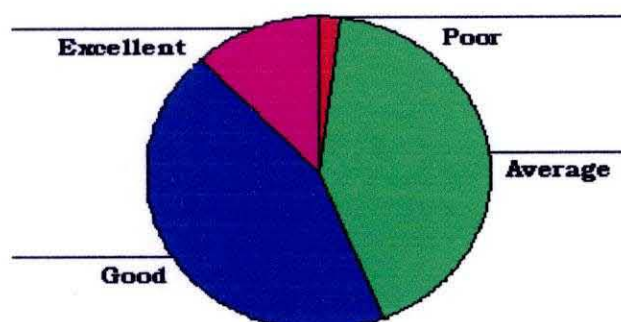
Reputed Bank: Prime Bank Ltd has been able to develop good reputation among the customers mind which shows in their responses. 72% of the respondents give their opinion towards PBL as a good reputed bank. Sometimes, personal relationship that develops over time can be an important factor to do transaction over and over time. That is why PBL has put its focus on developing relationship with its customers as 58% of the respondents said PBL has maintained a good personal relationship with them.



Good Location: Currently, PBL has sixty three (63) branches across Bangladesh and of them, 41 are online. With the help of these online branches, PBL is providing good customer service. 56% of the respondents think that PBL has good number of branches. However, 58% think that branches location is not good. In addition, 56% of the respondents think that PBL has average online facility. This is probably because all the branches are still not online which might cause some trouble for the customers. PBL needs to focus on this online facility issue.

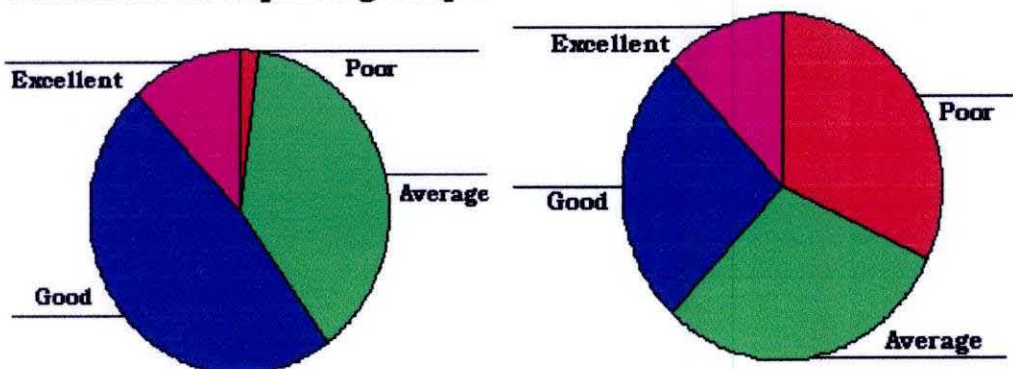


Formalities required for opening Account

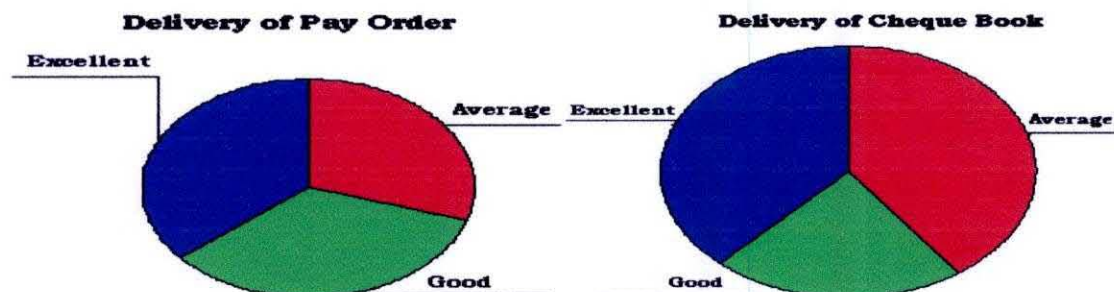


Less Formalities is required: PBL tries to provide facility that can help the customers to do their transaction at ease. That is why it does not have many requirements for opening account. For savings account, customers need only an introducer, two passport size photographs, national ID card. However, customers need to maintain some more formalities for opening a current account. Thus customers can easily open a savings account here as we can see 44% of the respondents give their opinion as good bank in case of formalities required for opening account.

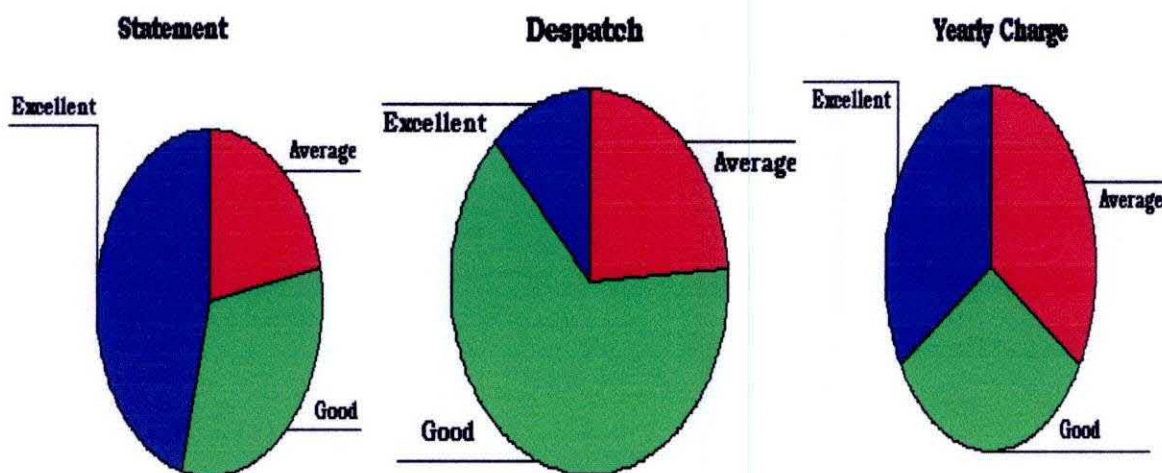
Formalities for Depositing Cheque Availability of Deposit Slip/Deposit Book



Dissatisfied Customers: Customers can easily deposit Cheques they have received from others. They can use either deposit slip or deposit book. In the deposit slip, customers need to mention their name, account number, Cheque number, and Cheque amount. So, there are not much of formalities for depositing a Cheque which reflects in the 48% of the respondents who rate PBL as a good bank for this case. However, 32% of the respondents said that they do not usually get deposit book when they need those badly. So there might be some problem with the supply of deposit book.



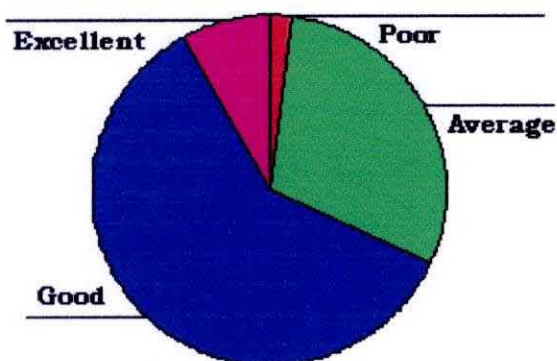
Excellent service provider: Some organizations do not accept Cheque instead they accept pay order as it is more secured and there is certainty that money can be received by presenting the pay order. This is because; sometimes Cheque issuer might not have enough balance in the account. For issuing a pay order, customers need to fill up a pay order form. PBL always try to provide pay order as early as possible as it values customers time. 36% of the respondents rate PBL as an excellent pay order service provider. In addition, customers can easily get a new Cheque book after presenting the requisition slip. It does not take much time for delivery of a new Cheque book. 38% of the respondents think that PBL is an excellent Cheque book service provider.



Pleased Customer: PBL does not take charge every time it provides statement to its customers like some other banks. It takes charges twice a year and that's all. Meanwhile, customers can take statements as much as they want. This really reflects in the respondents' response also as 46% of them have said that PBL is an excellent statement service provider. They are also pretty happy with the yearly charge and dispatch service.

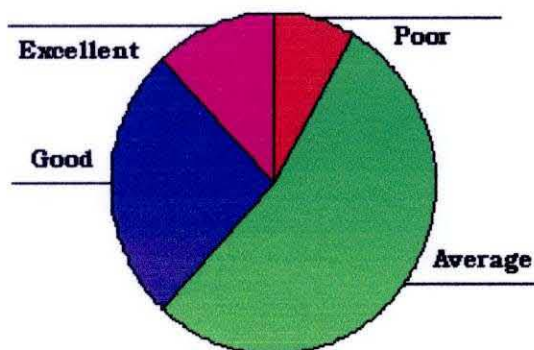


Fund Transfer

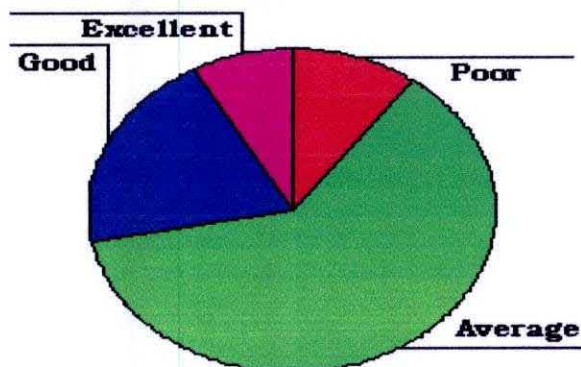


Customer Satisfied: If a customer deposited a Cheque of the same branch, it took only 5 minutes to transfer fund. When they have deposited a Cheque of another branch, PBL issues LBC if the branch is within clearing zone. In addition, if the branch is outside clearing zone, PBL issues OBC to collect their clients' money as early as possible. Again, clearing house is there to collect other banks Cheque. 60% of the respondents' truly believe PBL is a good service provider in case of fund transfer.

Interest rate on Savings Account



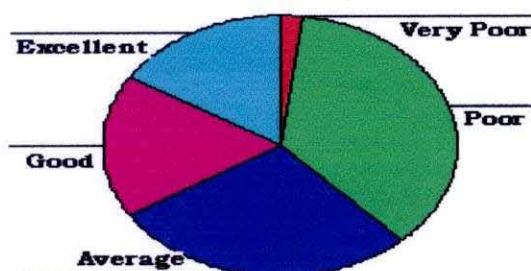
Interest rate on FDR



Interest rate need to be increased: PBL provides 6% interest rate on savings account. 54% of the respondents are not happy with this savings rate. They think that PBL should try to increase it a little bit more. PBL is proving interest on FDR as 11.5% for 3-6 months and 12% for 1 year. Most of the respondents (60%) are not happy with the present FDR interest rate. They compare it with other private commercial banks that are proving much higher interest rate on FDR.

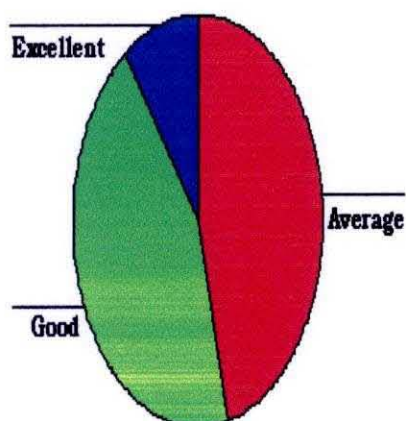


ATM Facility

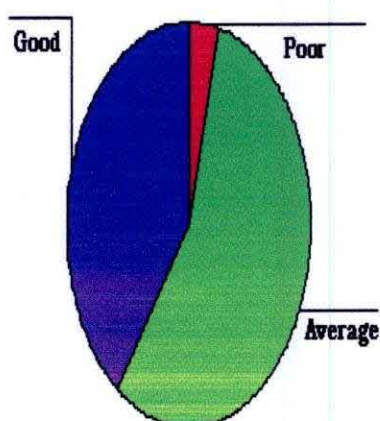


Good Strategy: Now-a-days ATM facility has been a common service that customers want to be really good. Seeing the growing need of ATM facility, PBL has introduced its ATM booths in February, 2008. Currently it has 10 ATM booths. 36% of the respondents think that PBL has a poor ATM facility. As it is still in its early days, PBL is unable to provide many ATM booths. However, PBL takes a good strategy as its ATM can work in Ducth Bangla Bank's ATM booths. Meanwhile PBL is concentrating on building more ATM booths.

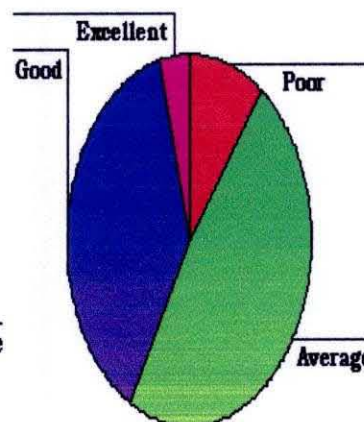
Overall Environment



Sitting Arrangement



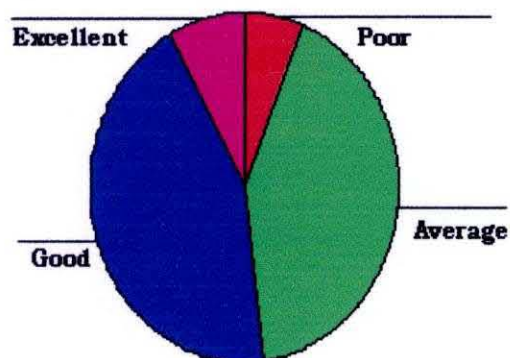
Interior Design



Concentration to improve environment should be looked-for: Banks need to develop a good environment where customers feel safe and comfort to do their transactions. Taking consideration that, PBL develops good environment and attractive interior designs for its branches as outlook means a lot. However, almost 50% of the respondents' think that PBL has average environment, sitting arrangement and interior design. As a result, PBL needs to take these factors seriously and should work on these to improve as early as possible.

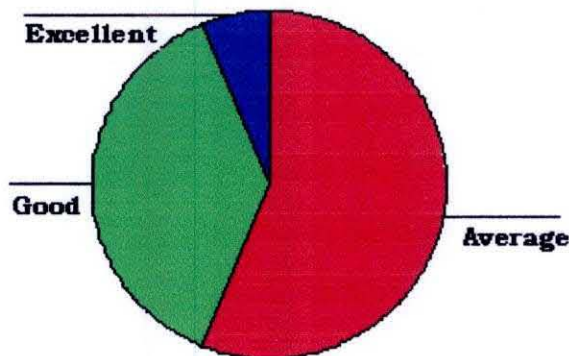
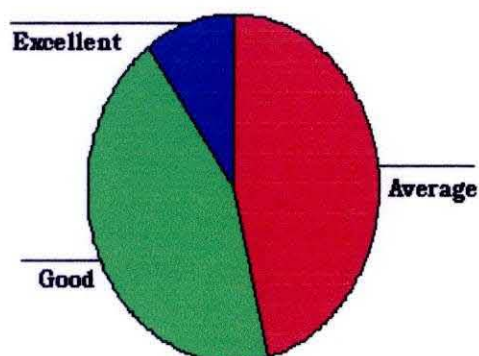


Behavior of the GB Employees



Good but improvement is desirable: The most important element of customer service department is the behavior of the employees. Unless and until GB employees behavior is friendly and humble, customers are no longer continue relationship with a bank. Thus PBL takes serious consideration about this factor and provides appropriate guidelines to follow by the GB employees. As we can see 44% of the respondents think that behavior of the GB employees are good. In contrary, 42% of the respondents rate this factor as an average which shows there are still certain scopes to improve.

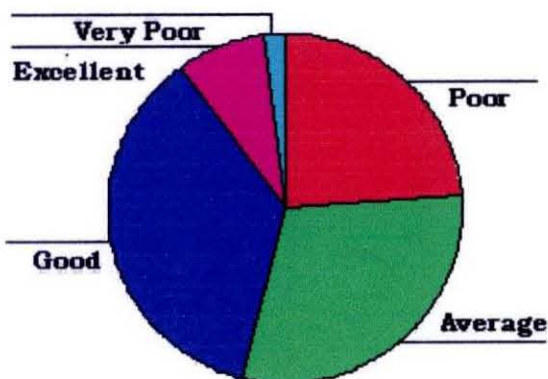
Service knowledge of the GB Employees Quickness in Providing Service



Excellent service knowledge but motivation is compulsory: Only behaving appropriately with the customers is not enough. GB employees need to have proper service knowledge and also have to provide it quickly. 44% of the respondents said that GB employees of PBL have good service knowledge, though 56% said that they cannot provide service quickly. So PBL needs to focus on these issues and should find ways to improve.



Efficiency of Marketing

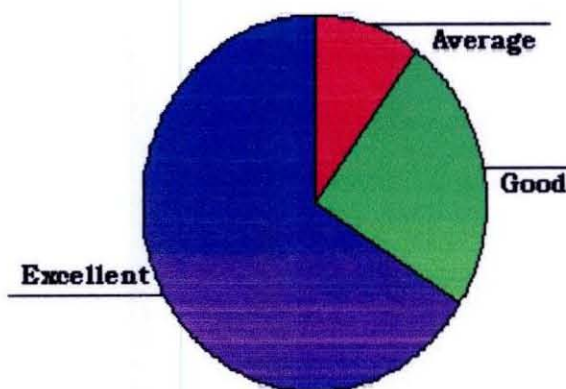


Improvement is considered necessary: Though it has been 13 years since its operation, PBL still is not able to create a good image among its customers. One of the reasons for this failure can be inefficiency of marketing. 24% of the respondents think that PBL has poor efficiency in marketing. Thus improvement is must now in case of efficiency in marketing.

Introducing Music in Sorround Speaker



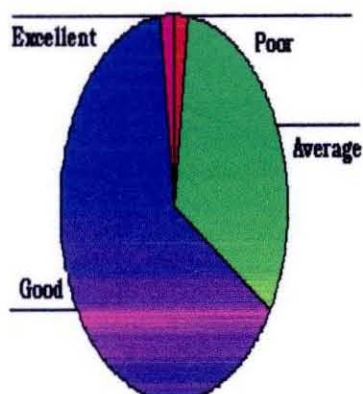
Complain Box



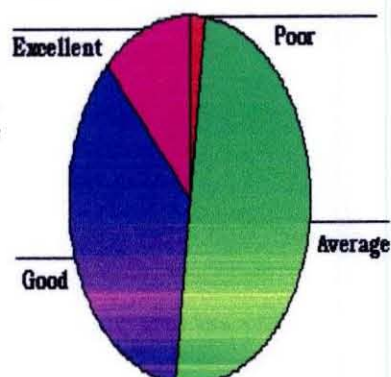
Efficient use of complain box should be done: 62% of the respondents think that introducing soft music in surround speaker is a good idea. However, 66% of the respondents said that complain box would be an excellent idea to improve customer service quality. With the help of this management will be able to know about customers complains and can take necessary actions. Only having a complain box is not enough, management needs to be quick and effective in taking actions.



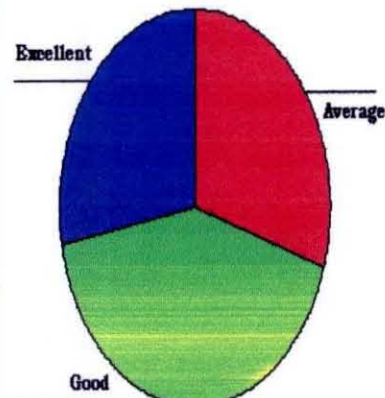
More Sit Arrangement



Improving Lighting System

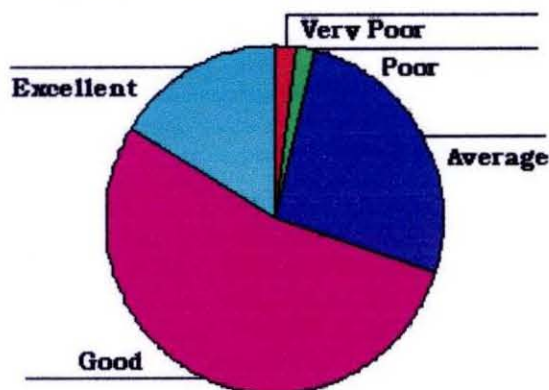


Parking Lot

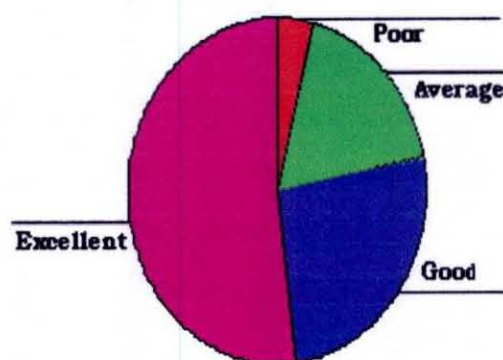


Introducing parking lot would be a good idea: Few respondents said that sometimes the banks become so much crowded and do not have sufficient sitting arrangements that they have to stand up until their task is done. However, most of the respondents think that introducing more sitting arrangements, improving lighting system would be good idea. In addition, 28% of the respondents said that having a parking lot in each branch would be an excellent idea and PBL can try to implement this idea.

Separate Desk for each Service



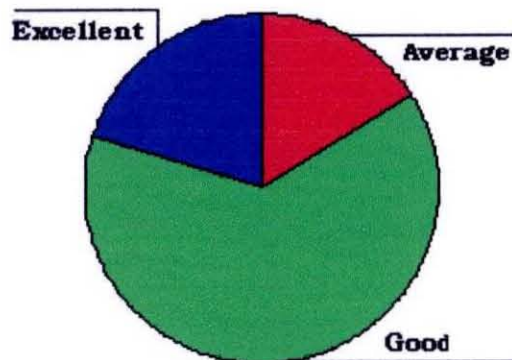
Service Message written in English as well as in Bengali above each desk



This Idea would be helpful for many customers: Few branches of PBL do not have separate desk for each service. In addition, message is not written about the kind of service. 54% of the respondents think that having separate desk for each service would be a good idea. In addition, 52% of the respondents said that service message written in English as well as in Bengali would be an excellent idea to improve service quality of PBL.



Improvement in Marketing Efficiency



Good Idea: There must be improvement in marketing efficiency because without that customers will not be able to know much about the services PBL provides. In addition, there must be an association between marketing and customer service. 64% of the respondents gave their opinion that improvement in marketing efficiency would a good idea to improve customer service.



Concerning areas and ways to improve:

- Although PBL is currently in composite rating-1 according to CAMELS rating, it has not been able to develop a good image in the minds of the customers. It reflects in the respondents answers as they have rated PBL as number two bank among the six private commercial banks. So, it shows that there is marketing problem. PBL can do some CSR (Corporate Social Responsibilities) to improve its image. For example, it can introduce scholarship facility for poor students who are unable to bear their further educational costs.
- Many of the respondents complain about the availability of deposit slip / deposit book. They have said that most of the time they do not find whichever they need. It shows that there might be a problem in supply of deposit slip/deposit book. PBL should maintain continuous supply of deposit slip/ deposit book according to the need of the customers.
- Bank employees should be more diplomatic for acquiring information from the customer while opening account.
- GB employees need to be more patient for the misbehavior of customers.
- A brochure can be developed from which customers will be able to know about some key services with how it performs those activities.
- GB employees should consider personal life and professional life separately and act according to that.
- In any kind of situation, proper behavior should be they motto in managing customers appropriately.
- All the tasks should be equally distributed to all employees.
- PBL charges only twice a year and there are no charge for statement. This influences some customers to take statements though they do not need it. So. There should be some regulations in providing statements. Like, half yearly statements can be sent to the customers address. After that If any customer need three (3) months statements that can be given at free. However, statement of above three months should be charged and a policy regarding this should be put into practice.



Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement

- PBL need to introduce online facility throughout all of its branches as soon as possible. This can increase efficiency in fund transfer and will save lots of customer time.
- Majority of the respondents are not happy about the current FDR rate of PBL. A more close consideration about the other banks FDR rate should be taken and FDR rate should be adjusted accordingly. This can bring lots of time deposits to this bank.
- ATM facility has become an essential part of the services provided by a private commercial bank. PBL has introduced it recently and is providing few ATM booths. However, customers of this facility can also enjoy the ATM booths of Dutch Bangla Bank also. PBL should not continue this practice instead it should concentrate to construct its own ATM booths first throughout Dhaka city and then spread it to other major cities as soon as possible.
- PBL should consider the outlook of other commercial banks and should try to improve of its own. In addition, interior design should be done a bit more carefully so that customers feel good about the environment.
- Another complains has come up that GB employees do not provide the service promptly though they are able to do that. For that PBL has a complain box, but proper utilization is needed. Customers should make aware and encourage to drop complains in the box. For this, management should also need to make the appropriate action regarding these complains.
- Service message can be written in Bengali as well as in English above each desk so that customers can easily understand where to go for any kind of service.
- Some of the respondents said that GB employees are inefficient. Training should be provided to all the GB employees so that they are well aware of the software that they are using and other GB related issues.
- The employees are given deposit target, which creates extra pressure on them for that reason they cannot freely provide customer service. They had to spend most of their time to marketing to fill up their target. If the bank can reduce the pressure then they will be able to provide good service.

Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement



- Recently, a road show has been done in PBL, Banani branch where marketing personnel went to different organizations and inform them about an offer. The offer was any person can open an account by depositing only 500 TK. Thus near about 250 new accounts have been opened where most of the customers were student. The marketing personnel also told them that customers will have an ATM card within a week and without any further deposit. The actual scenario was totally different. Customers need to maintain balance at least ten thousand TK for that and ATM card issue needs at least 21 days. As a result, when customers, specially the students heard about it, they burst into anger and said that it is totally wrong. Many customers have closed their accounts. These unsatisfied customers can spread it to lots of others which might hamper the image of PBL. So, a proper consolidation is needed between marketing strategies and customer service.



Conclusion:

Prime Bank Limited is a leading private commercial bank in the country with commendable operating performance directed by the mission to provide prompt and efficient service to clients. It is providing a wide range of commercial banking services. It has achieved success among its peer group within a short span of time with its professional and dedicated team of management having long experience, commendable knowledge and expertise in conversion with modern banking. Although Prime Bank Limited is yet to be fully automated, the bank has an adequate modern technology and efficient management to meet its present requirement and it is proceeding aggressively to enhance its technology level. With all its resources, the management of the bank firmly believes that the bank would be able to encounter problems that may arise at any levels. The management of the bank is maintaining an efficient portfolio in order to have a healthy growth and retain customer satisfaction.



Reference:

- Annual report of Prime Bank Ltd.
- www.google.com
- www.prime-bank.com

Bibliography:

- HR Training and Development Center, HR Division, Prime Bank Ltd.-
“*Foundation Training Course: Management Trainee*”.
- Dr. A R Khan- “*Bank Management: A Fund Emphasis*”, January, 2008.



Appendix:

Questionnaire

Name:	Female () / Male ()
Occupation:	Age :

(1) Please rate the following aspects according to your importance when you chose a Bank for having an account: (5-Very Important, 1- Not Important)

Criteria	Very Important (5)	Important (4)	Average Important (3)	Less Important (2)	Not Important (1)
Reputation					
Branches Location					
Number of Branches					
Online Facility					
Personal relationship					
Interest Rate					
Employee Behavior					
Management Efficiency					

Have any other important reason(s) (please specify).....

(2) Rank these private commercial banks based on your perception: (1-6)

Banks	Rank
Trust Bank	
Dhaka Bank	
BRAC Bank	
Prime Bank	
Dutch Bangla Bank	
Eastern Bank	



Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement

(3) Please rate Prime Bank Ltd's service quality on the following criteria and put tick (✓) mark:

Criteria	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
Reputation					
Branches Location					
Number of Branches					
Online Facility					
Personal relationship					
Formalities required for opening A/C					
Formalities For depositing Cheque					
Delivery of Cheque book					
Delivery of Pay Order					
Statement					
Dispatch					
Fund Transfer					
Interest rate on Savings A/C					
Interest rate on FDR					
Availability of Deposit slip/ deposit book					
Yearly Charge					
ATM Facility					
Sitting arrangement					
Overall Environment					
Interior Design					
Behavior of the GB employees					
Service Knowledge of the GB employees					
Efficiency of Marketing					
Quickness in providing service					

(4) How do you rate the following idea to improve overall service quality of PBL?

Criteria	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
Introducing music in surround speaker					
Complain Box					
More sit arrangement					
Improving lighting system					
Separate desk for each service					
Service message written in English as well as in Bengali above each desk					
Improvement in Marketing Efficiency					
Parking Lot beside Bank					

Any other suggestion(s) to improve service quality (please specify)

.....

.....

Prime Bank Limited: Evaluation of Customer Service Quality and ways of Improvement
SPSS output of the Respondents Feedback:



Reputation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Average Important	4	8.0	8.0	8.0
Important	34	68.0	68.0	76.0
Very Important	12	24.0	24.0	100.0
Total	50	100.0	100.0	

Branches Location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Average Important	14	28.0	28.0	28.0
Important	27	54.0	54.0	82.0
Very Important	9	18.0	18.0	100.0
Total	50	100.0	100.0	

Number of Branches

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	1	2.0	2.0	2.0
Less Important	3	6.0	6.0	8.0
Average Important	14	28.0	28.0	36.0
Important	27	54.0	54.0	90.0
Very Important	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Online Facility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less Important	2	4.0	4.0	4.0
Average Important	14	28.0	28.0	32.0
Important	9	18.0	18.0	50.0
Very Important	25	50.0	50.0	100.0
Total	50	100.0	100.0	

Personal Relationship

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less Important	1	2.0	2.0	2.0
Average Important	6	12.0	12.0	14.0
Important	38	76.0	76.0	90.0
Very Important	5	10.0	10.0	100.0
Total	50	100.0	100.0	



Interest Rate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	1	2.0	2.0	2.0
	Average Important	7	14.0	14.0	16.0
	Important	8	16.0	16.0	32.0
	Very Important	34	68.0	68.0	100.0
	Total	50	100.0	100.0	

Employee Behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average Important	4	8.0	8.0	8.0
	Important	36	72.0	72.0	80.0
	Very Important	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Management Efficiency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average Important	9	18.0	18.0	18.0
	Important	33	66.0	66.0	84.0
	Very Important	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Dhaka Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Position	17	34.0	34.0	34.0
	Second Position	3	6.0	6.0	40.0
	Third Position	13	26.0	26.0	66.0
	Fourth Position	7	14.0	14.0	80.0
	Fifth Position	9	18.0	18.0	98.0
	Sixth Position	1	2.0	2.0	100.0
	Total	50	100.0	100.0	



BRAC Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Position	12	24.0	24.0	24.0
	Second Position	20	40.0	40.0	64.0
	Third Position	11	22.0	22.0	86.0
	Fourth Position	6	12.0	12.0	98.0
	Sixth Position	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Prime Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Position	13	26.0	26.0	26.0
	Second Position	18	36.0	36.0	62.0
	Third Position	13	26.0	26.0	88.0
	Fourth Position	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Dutch Bangla Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Position	6	12.0	12.0	12.0
	Second Position	5	10.0	10.0	22.0
	Third Position	5	10.0	10.0	32.0
	Fourth Position	19	38.0	38.0	70.0
	Fifth Position	13	26.0	26.0	96.0
	Sixth Position	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Eastern Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Position	2	4.0	4.0	4.0
	Second Position	1	2.0	2.0	6.0
	Third Position	4	8.0	8.0	14.0
	Fourth Position	10	20.0	20.0	34.0
	Fifth Position	20	40.0	40.0	74.0
	Sixth Position	13	26.0	26.0	100.0
	Total	50	100.0	100.0	



Reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	10	20.0	20.0	22.0
	Good	36	72.0	72.0	94.0
	Excellent	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Branches Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	29	58.0	58.0	58.0
	Good	18	36.0	36.0	94.0
	Excellent	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Number of Branches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	17	34.0	34.0	34.0
	Good	28	56.0	56.0	90.0
	Excellent	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Online Facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	27	54.0	54.0	56.0
	Good	9	18.0	18.0	74.0
	Excellent	12	24.0	24.0	98.0
	6.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Personal Relationship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	18	36.0	36.0	38.0
	Good	29	58.0	58.0	96.0
	Excellent	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



Formalities required for opening Account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	21	42.0	42.0	44.0
	Good	22	44.0	44.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Formalities for depositing Cheque

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	19	38.0	38.0	40.0
	Good	24	48.0	48.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Delivery of Cheque Book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	20	40.0	40.0	40.0
	Good	11	22.0	22.0	62.0
	Excellent	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

Delivery of Pay Order

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	15	30.0	30.0	30.0
	Good	17	34.0	34.0	64.0
	Excellent	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

Statement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	11	22.0	22.0	22.0
	Good	16	32.0	32.0	54.0
	Excellent	23	46.0	46.0	100.0
	Total	50	100.0	100.0	



Despatch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	12	24.0	24.0	24.0
	Good	32	64.0	64.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Fund Transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	15	30.0	30.0	32.0
	Good	30	60.0	60.0	92.0
	Excellent	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Interest rate on Savings Account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	8.0	8.0	8.0
	Average	27	54.0	54.0	62.0
	Good	13	26.0	26.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Interest rate on FDR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	5	10.0	10.0	10.0
	Average	31	62.0	62.0	72.0
	Good	10	20.0	20.0	92.0
	Excellent	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Availability of Deposit slip/Deposit book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	16	32.0	32.0	32.0
	Average	15	30.0	30.0	62.0
	Good	13	26.0	26.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	



Yearly charge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	17	34.0	34.0	34.0
	Good	16	32.0	32.0	66.0
	Excellent	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

ATM facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	2.0	2.0	2.0
	Poor	18	36.0	36.0	38.0
	Average	14	28.0	28.0	66.0
	Good	9	18.0	18.0	84.0
	Excellent	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Sitting Arrangement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	2	4.0	4.0	4.0
	Average	28	56.0	56.0	60.0
	Good	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

Overall Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	23	46.0	46.0	46.0
	Good	22	44.0	44.0	90.0
	Excellent	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Interior Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	5	10.0	10.0	10.0
	Average	24	48.0	48.0	58.0
	Good	19	38.0	38.0	96.0
	Excellent	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



Behavior of the GB Employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	6.0	6.0	6.0
	Average	21	42.0	42.0	48.0
	Good	22	44.0	44.0	92.0
	Excellent	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Service Knowledge of the GB Employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	23	46.0	46.0	46.0
	Good	22	44.0	44.0	90.0
	Excellent	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Efficiency of Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	12	24.0	24.0	24.0
	Average	15	30.0	30.0	54.0
	Good	18	36.0	36.0	90.0
	Excellent	4	8.0	8.0	98.0
	34.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Quickness in Providing Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	28	56.0	56.0	56.0
	Good	19	38.0	38.0	94.0
	Excellent	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Introducing Music in Surround Speaker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	2	4.0	4.0	4.0
	Poor	5	10.0	10.0	14.0
	Average	10	20.0	20.0	34.0
	Good	31	62.0	62.0	96.0
	Excellent	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



Complain Box

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	5	10.0	10.0	10.0
	Good	12	24.0	24.0	34.0
	Excellent	33	66.0	66.0	100.0
	Total	50	100.0	100.0	

More Sit Arrangement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	16	32.0	32.0	34.0
	Good	32	64.0	64.0	98.0
	Excellent	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Improving Lighting System

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	2.0	2.0	2.0
	Average	25	50.0	50.0	52.0
	Good	18	36.0	36.0	88.0
	Excellent	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Separate Desk for each Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	2.0	2.0	2.0
	Poor	1	2.0	2.0	4.0
	Average	13	26.0	26.0	30.0
	Good	27	54.0	54.0	84.0
	Excellent	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Service Message Written in English as well as in Bengali above each desk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	2	4.0	4.0	4.0
	Average	9	18.0	18.0	22.0
	Good	13	26.0	26.0	48.0
	Excellent	26	52.0	52.0	100.0
	Total	50	100.0	100.0	



Improvement in Marketing Efficiency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	8	16.0	16.0	16.0
	Good	32	64.0	64.0	80.0
	Excellent	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Parking Lot beside Bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	15	30.0	30.0	30.0
	Good	21	42.0	42.0	72.0
	Excellent	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

PRESENTATION ON

"Prime Bank Ltd: Evaluation Of Customer Service Quality And Ways Of Improvement"

Prepared For

Asefa Huda
Lecturer
BRAC Business School
BRAC University

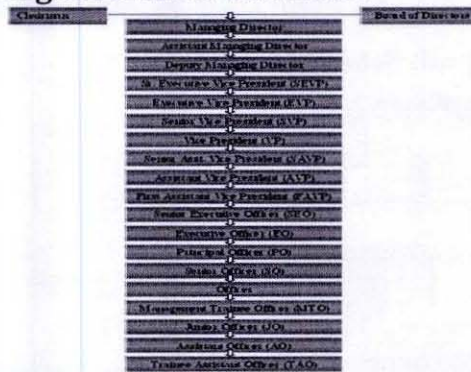
Prepared By

Md. Anamul Hasan
ID: 04304064
BRAC Business School
BRAC University

Overview of Prime Bank Limited

- Established in 1995
- Branch Network
- SWIFT member
- Winner of ICAB Award

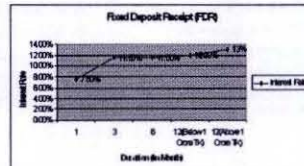
Organizational Structure



Products and Services offered by Prime Bank Limited

- Deposit: Demand and Time Deposit
- FDR (Fixed Deposit Receipt): Encashment of FDR

Duration (in Months)	Interest Rate
1	7.5%
3	11.5%
6	11.5%
12 (Below 1 Crore TK)	12%
12 (More than 1 Crore TK)	13%



Procedure for opening Accounts

Nature Of Accounts

Retail Banking:

- Savings Account
- Individual/Joint Account

Corporate Banking:

- Sole Proprietorship
- Partnership Firm
- Limited Company (Private & Public)

Prime Bank Limited
a bank with a difference

Deposit Schemes

Monthly Benefit Deposit Scheme:

- Benefit of the scheme
- Deposit of 25,000TK – 25,00,000 TK
- Duration: Five years
- Profit paid on monthly basis

Double Benefit Deposit Scheme:

- Deposit of 25,000TK – 25,00,000 TK
- Duration: Six years
- Double amount of deposit is paid on maturity
- The scheme carries free life insurance coverage facility

Prime Bank Limited
a bank with a difference

Deposit Schemes

Prime Millionaire Scheme:

Monthly deposit (In TK)	Investment Period (In Year)	After the investment period the Terminal Value of the Scheme (In TK)	Monthly Return / Pension amount (In TK)
4370	10	10,00,000	@13,786TK/month(10 years)
7890	7	10,00,000	@17,137 TK/month(7 years)
12,465	5	10,00,000	@21,748 TK/month(5 years)

Prime Millionaire Scheme

Prime Millionaire Scheme

Prime Bank Limited
a bank with a difference

Deposit Schemes

Lakhopoti Deposit Scheme

Monthly deposit (In TK)	Investment Period (In Year)	After the investment period the Terminal Value of the Scheme (In TK)
250	15	1,00,00,000
500	10	1,00,00,000
1265	5	1,00,00,000
2400	3	1,00,00,000

Lakhopoti Deposit Scheme

Prime Bank Limited
a bank with a difference

Deposit Schemes

House Building Deposit Scheme:

Monthly deposit (In TK)	Investment Period (In Year)	Age Limit (In Year)	After the investment period the Terminal Value of the Scheme
4370	10	33	10,00,000
7890	7	38	10,00,000
12,465	5	40	10,00,000
1933	15	33	10,00,000
13,770	7	38	10,00,000
24,927	5	40	10,00,000

House Building Deposit Scheme

Prime Bank Limited
a bank with a difference

Critical Observations of GB

- Pay Slip
- Cheque:
 - Parties to a Cheque
 - Stale Cheque

Date of issue of Cheque 01.01.2008	Date of presentation 01.08.2008	Stale Cheque
---------------------------------------	------------------------------------	--------------
 - Post Dated Cheque

Date of issue of Cheque 05.08.2008	Date of presentation 01.08.2008	Post Dated Cheque
---------------------------------------	------------------------------------	-------------------
 - Crossing
- Cheque stop Payment
- Fund Block

Prime Bank Limited
a bank with a difference

Critical Observations of GB

Telegraphic Transfer (TT):

- Purpose of TT
- Charge is applicable
- Payment of TT
- Preparation of IBCA responding and Debit Voucher

Demand Draft (DD):

- Purpose of DD
- Issuance of DD
- Issuance of duplicate DD
- Cancellation of DD
- Revalidation of DD

Prime Bank Limited
a bank with a difference

Critical Observations of GB

Pay Order:

- Purpose of Pay Order
- Issue of Pay order

Amount of Pay Order (in TK)	Commission	VAT	Total Charge (Comm + VAT)
1-10000	15	3	18
10,001-1,00,000	25	4	29
1,00,001-5,00,000	50	8	58
5,00,001-10,00,000	75	12	87
More than 10,00,001	100	15	115

- Cost Memo

Prime Bank Limited
a bank with a difference

Critical Observations of GB

Cheque Book :

- Purpose of Cheque Book
- Issue of Cheque book
- Lost Cheque book

Starting number	Type of Account
110.....	Current Account
210.....	Savings Account
310.....	STD (Short Term Deposit) Account
771.....	Loan Account

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

Transfer Cheque

(A) **Cheque Debit** (When Account Holder Withdraw money from a branch where he does not have an account):

```

graph TD
    A[An account holder of Barani Branch presents a Cheque in Uttara branch to Withdraw money] --> B[As Uttara Branch is not Online, it cannot see the customer's account balance by using T24 software. However, it can verify the signature by signature verification]
    B --> C[Uttara Branch will make a phone call to Barani Branch and will inform about the transaction, Cheque no., Cheque date, Account No. and Cheque Amount. In addition, if Uttara Branch cannot find signature on the signature verification software, then it can request Barani branch to fax the signature card of the account holder]
    C --> D[Barani Branch will check whether the customer has sufficient balance or not]
    D --> E[If there is sufficient balance, Barani Branch will use IBCA issue register and will provide the cash IBCA as a reimbursement under Uttara Branch. The IBCA will be sent to Uttara Branch later on]
    E --> F[Uttara Branch will make the payment to that customer]
    F --> G[Barani Branch will use a petty debit voucher and will debit the account holder's account and will credit the Uttara Branch by using Centre]
    G --> H[Posting will be done in the T24 software]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

Transfer Cheque

(B) **Fund Transfer** (When Account Holder Deposited money to a branch where he does not have an account):

```

graph TD
    A[An account holder of Barani Branch deposited cash in Dhanmondi branch] --> B[Dhanmondi Branch is not online. It will make a phone call to Barani Branch and will inform about the transaction. In addition, it will also use IBCA issue register and will provide the cash IBCA as maintained under Barani Branch, Account No. and deposited Amount and also the beneficiary name]
    B --> C[Barani Branch will respond to that IBCA]
    C --> D[Barani Branch will use a simple debit voucher to debit the Dhanmondi branch account and will credit the account holder's account by using Centre]
    D --> E[Posting will be done in the T24 software]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

LBC (Local Bills for Collection):

- Purpose of LBC
- Process of LBC

```

graph TD
    A[An account holder of PBL, Barani Branch deposited a Cheque of Uttara Branch] --> B[As Uttara Branch is not Online, Barani Branch will issue a LBC to Uttara Branch]
    B --> C[Uttara Branch will verify the signature, balance of the AC holder and if it is satisfied, it will debit their account holder's account and issue an IBCA to Barani Branch]
    C --> D[Barani Branch will credit the account to which the Cheque is deposited and debit Uttara Branch]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

LBC (Local Bills for Collection):

- Process of LBC (A Special Case):

```

graph TD
    A[An account holder of PBL, Barani Branch deposited a Cheque of Gulshan Branch] --> B[As PBL, Gulshan Branch is online, Barani Branch can check the Cheque issuer balance and specimen signature]
    B --> C[The Cheque contains two signatures whereas no specific instruction is provided in the specimen signature card]
    C --> D[Barani Branch will issue a LBC to Gulshan Branch]
    D --> E[Gulshan Branch will verify the signature and if it matches, it will issue an IBCA to Barani Branch]
    E --> F[Barani Branch will credit the account to which the Cheque is deposited and debit Gulshan Branch]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

OBC (Outward Bills for Collection):

- Purpose of OBC
- Process of OBC

```

graph TD
    A[An account holder of PBL, Banani branch, deposited a Cheque of Sonali bank, Comilla branch] --> B[PBL has a branch in Comilla, it will issue an OBC and send it to Comilla branch for collection of this Cheque]
    B --> C[PBL, Comilla branch will send the Cheque in Comilla clearing house and make the collection]
    C --> D[And then PBL, Comilla branch will send an IBCA to PBL, Banani branch as to credit the account holder's a/c]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

OBC (Outward Bills for Collection):

Payment of OBC

Amount OBC (in Tk.)	Commission	VAT	Netting	Total Charge (Gross + VAT + Netting)
Up to 25,000	@ 0.25% Max # 25 Tk.	@ 15% of Commission	X	
25,001 - 1,00,000	@ 0.25% Max # 100 Tk.	@ 15% of Commission	X	
1,00,001 - 5,00,000	@ 0.15% Max # 200 Tk.	@ 15% of Commission	X	
More than 5,00,000	@ 0.15% Max # 500 Tk.	@ 15% of Commission	X	

```

graph TD
    A[PBL, Feni Branch receives a Cheque of PBL, Banani Branch] --> B[Feni Branch will issue an OBC to Banani Branch]
    B --> C[Banani Branch will carry it into the IB/C and IB/CA as per signature of the Cheque is satisfactory]
    C --> D[That Feni Branch will be credited and the account holder of Banani Branch will be debited]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

Clearing Cheques:

- The Clearing House
- Types of Clearing
 - Outward Clearing
 - Inward Clearing

Process of Outward Clearing

```

graph TD
    A[Receiving of instruments with the paying co-slip] --> B[Scrutiny of instruments, paying co-slip & affixing receive for collection and with signature]
    B --> C[Recording the carbon documents to the depositor]
    C --> D[Affixing special crossing, endorsement, & clearing seal on the back of instruments]
    D --> E[Making entry into outward register]
    E --> F[Separation of instruments from the paying co-slip]
    F --> G[Classification of instruments first bank, then & then branch wise]
    G --> H[Making entry into "Branch Clear" register and then copying and pasting into T24 software. This the work will be done on working hours in the software]
    H --> I[Printout total entries and making sure every instrument has been entered into software]
    I --> J[Binding instruments along with other documents to hand a file through messenger]
    J --> K[Head office will collect all instruments from every branch within clearing time and will send them to clearing house registered by Bangladesh Bank]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

Clearing Cheques:

Process of Inward Clearing

```

graph TD
    A[Receipt of the instrument from the messenger] --> B[Scrutiny of the instrument & tallying the amount of the schedule & that of the instrument]
    B --> C[Making entry into the Inward Clearing Register]
    C --> D[Sending the instruments for posting]
    D --> E[Preparation of single credit voucher & IB/CA of honored Cheques/instruments]
    E --> F[Preparation of reason notice if any dishonored Cheques/instruments]
    F --> G[Hand over the IB/CA & dishonored instruments if any to messenger]
    G --> H[Filing up the schedule and statements in the respective files]
  
```

Prime Bank Limited
a bank with a difference

Clearing House and its Operational Mechanism:

Clearing Cheques:

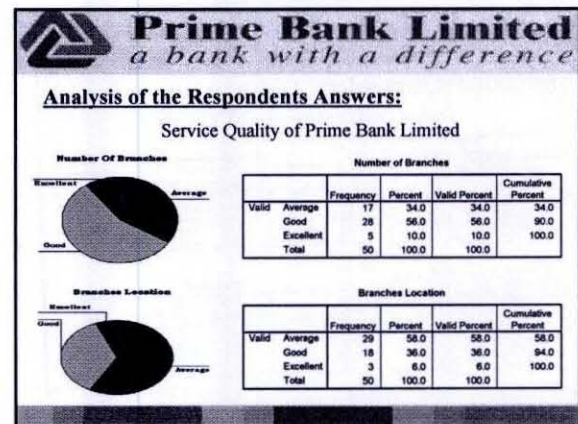
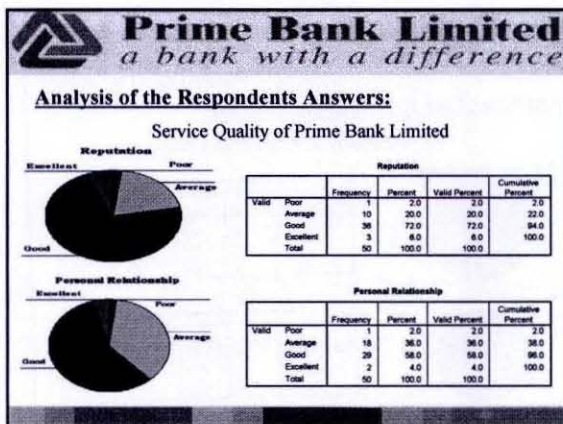
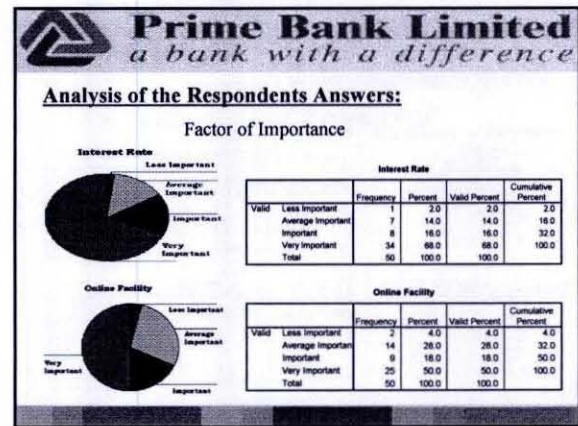
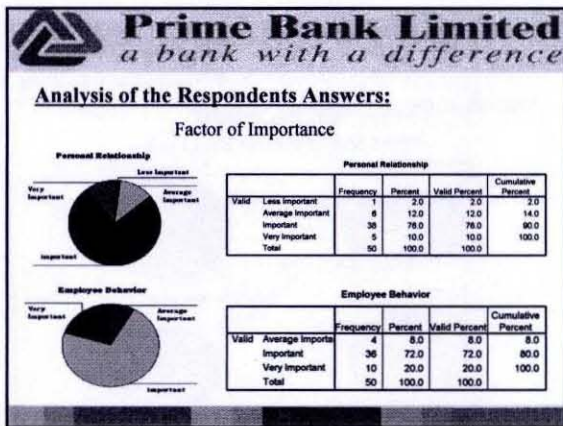
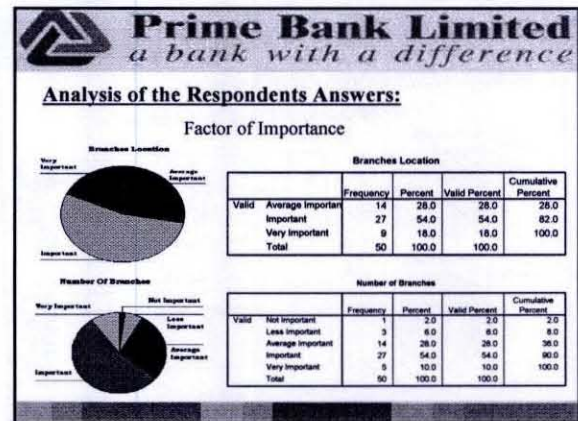
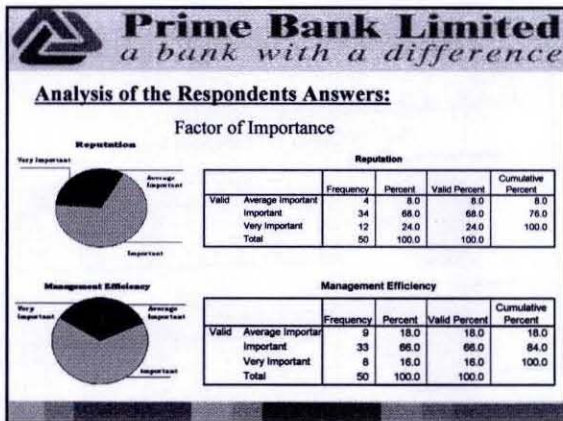
Reasons for Cheque Return:

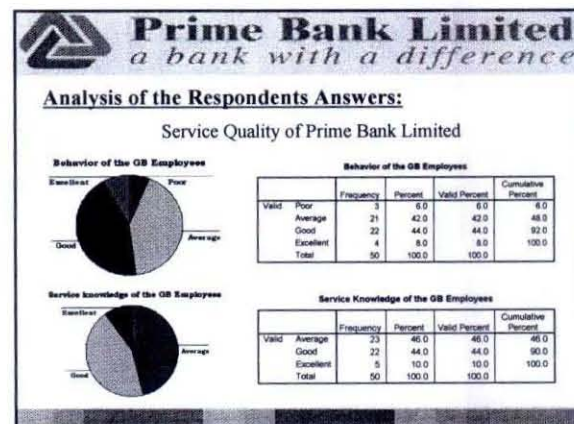
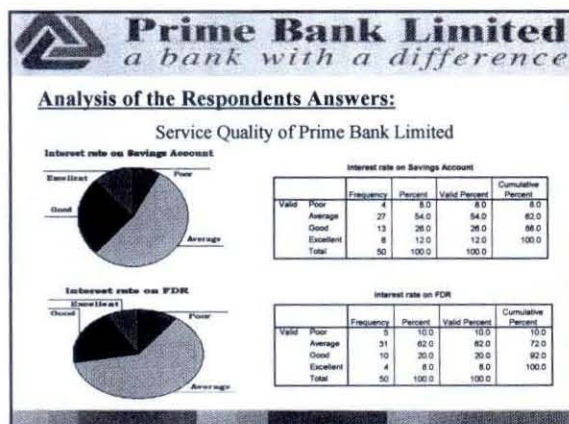
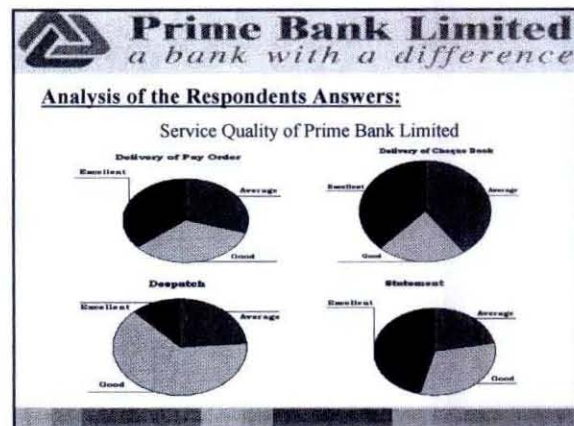
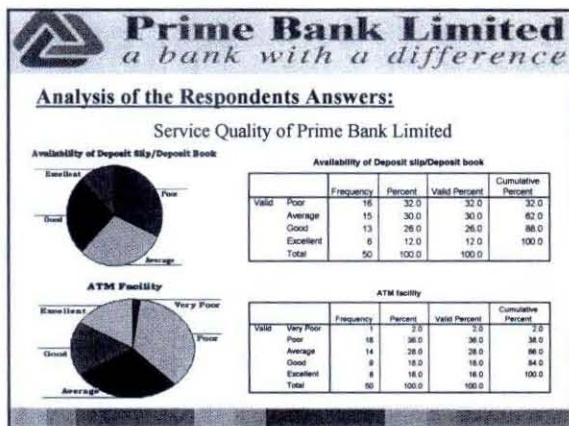
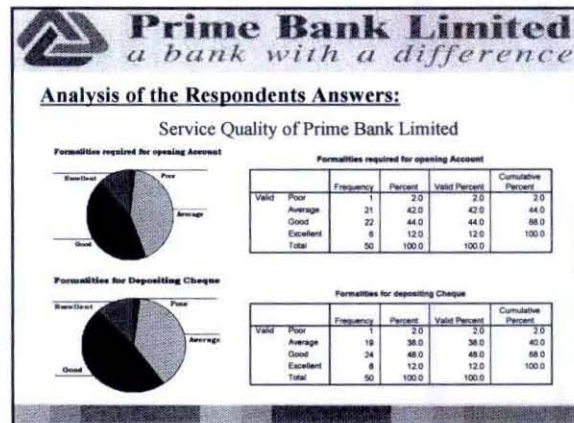
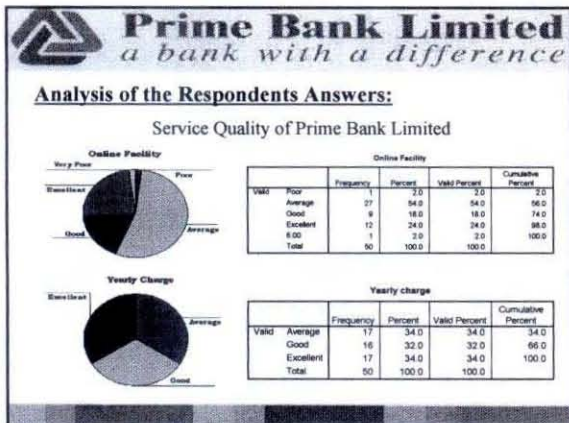
- Insufficient fund
- Amount in figure and words differs
- Cheque out of date / post dated
- Drawer's signature differs
- Payment stopped by drawer

Prime Bank Limited
a bank with a difference

Job Description (General Banking)

- Issuing of Cheque Book
- Despatch
- Cheque receive
- Maintaining IB/CA, FDR, and A/C opening register book
- Fund Transfer
- Cheque Debit
- ATM: Issue and Activation
- Pay Order
- TT (Telegraphic Transfer)
- LBC, OBC Issue







Analysis of the Respondents Answers:

Service Quality of Prime Bank Limited

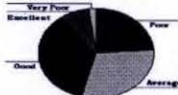
Quickness in Providing Service



Quickness in Providing Service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Average	28	56.0	56.0	56.0
Good	19	38.0	38.0	94.0
Excellent	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Efficiency of Marketing



Efficiency of Marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	12	24.0	24.0	24.0
Average	15	30.0	30.0	54.0
Good	18	36.0	36.0	90.0
Excellent	4	8.0	8.0	98.0
34.00	1	2.0	2.0	100.0
Total	50	100.0	100.0	



Concerning Areas And Ways To Improve

Concerning Areas:

- ❑ Marketing Problem
- ❑ Non-Availability of Deposit Book/ Slip
- ❑ Customers are unaware about various services
- ❑ Misbehavior of customers
- ❑ Absence of Online facility throughout all the branches

Ways to Improve:

- ❑ CSR Activities
- ❑ Steady supply of Deposit Book/Slip
- ❑ A brochure can be developed
- ❑ GB employees should be more patient and also consider personal life and professional life separately
- ❑ Introducing Online Facility throughout all the branches



Concerning Areas And Ways To Improve

Concerning Areas:

- ❑ Low Interest rate on FDR and Saving's Account
- ❑ Ineffective use of Complain box
- ❑ Lack of service knowledge among GB employees

Ways to Improve:

- ❑ Other banks FDR and Saving's account rate should be taken into consideration and these rates should be adjusted accordingly
- ❑ More efficient use of complain box
- ❑ Proper training should be provided to the GB employees



THANK YOU

