



B A N K

Shariah Based Islami Bank

ANALYSIS OF
CUSTOMER SERVICE
AND GENERAL
BANKING ACTIVITIES
OF EXIM BANK LTD.

ABSTRACT

In this report, it is described about EXIM bank's way of conducting business, collecting data, conducting analysis and recommendations about how they can improve more. There is also added about my tasks and responsibility as an intern in the bank

Rafi Shafi

BUS 400- Internship



Inspiring Excellence

MGT400

Internship report on

**Analysis of customer service and general banking
activities of exim bank ltd.**

Submitted to

Feihan Ahsan

Advisor of MGT400

BBS, BRAC University

Submitted by

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Date of submission

7th September, 2016

Letter of Transmittal

Feihan Ahsan

Advisor of MGT400- Internship

BRAC Business School

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Subject: Submission of internship report of the title Analysis of customer service and general banking activities of EXIM bank Ltd.

Dear Sir,

With utmost respect, I, Md. Rafi Shafi and my ID#12104075, I would like to state that I have completed my internship report on EXIM bank. By completing this report and working in EXIM bank, I have gained some experience regarding the workplace as well as enhanced my knowledge about banking sectors. I worked with Mr. Omar Faruk (Officer), Mr. Nazmul Reza (senior officer) and Mr. Akramul Haque Bhuiya (Principal Officer) and gained practical knowledge about how to conduct various kinds of tasks in bank. They have helped me in every steps about how to conduct certain tasks and motivated me to learn

I also tried my level best to complete the report as detailed and relevant as I can. I have conducted a small customer survey to assay EXIM bank's performance and customer satisfaction. I am very grateful to my advisor Feihan Ahsan as he helped me in every steps for completing this report.

I, therefore, would like you to acknowledge my dedication and hard work for this internship report and would like you to accept my report.

Yours Sincerely,

Md. Rafi Shafi

ID#12104075

BBS, BRAC University

Executive Summery

EXIM Bank started in 1999 under the name of “Bengal Export Import Bank Limited”. The conducts their business based on Islamic Shariah. Currently they have 105 branches all over Bangladesh and one of the leading company in Bangladesh.

At the very beginning of this report, I wrote something about banking in Bangladesh and my internship in EXIM bank. After that I wrote about objectives of internship report, Data sources, EXIM bank’s mission, vision. Then I elaborately described what tasks I used to do in internship and how I would do it. Then I added data I found from customer survey and wrote about the finding from those data.

Finally I added recommendations from those findings and suggested how EXIM bank should take necessary steps to overcome some faults. After that I wrote overall view about EXIM bank in conclusion.

Contents

Introduction	5
Objective of the internship report	5
Data Sources	6
Primary Data	6
Secondary Data	6
EXIM Bank Overview	6
EXIM Bank’s Vision	6
EXIM Bank’s Mission	6
Role as an intern	7
Problem faced during my internship period	19
How I solved those problems-	19
Survey Questionnaire	20
Data Analysis	23
Findings	39
Recommendation	41
Conclusion	43
Bibliography	44

Introduction

Bank is an essential element for a country's financial situation. Now a days time is very limited for businessmen and they do not want to transact money personally for safety reason and limitation of time. As bank acts as a middleman for the transaction between two parties so bank is very much important for corporate peoples. Clients invest money in banks and bank lends money to other clients and that's how they get a certain amount of profit. This is how the economic situation of a country keep turning. Also ATM card helps an account holder to withdraw money from bank whenever he/she wants. Another thing about bank is people can safely keep their money in bank safely. And based on that deposit, he/she gets a certain percentage of profit. So they do not have to keep money in their home anymore, which is very much risky and for deposit, they get a certain amount of profit.

Internship is mandatory for completing BBA in BRAC University. After completing all my courses, I joined in EXIM bank Satarkul branch as an intern. My internship period was three months starting from 25th April to 25th July. Although time was quite limited to learn about banking, but within this time range, I was able to learn how banking sectors in Bangladesh works. Also I learnt about most important and complex process about clearing. Most of the time, I spent in account opening and customer service sector and I gathered general knowledge about most of the things. I spent very less time in investment sector because in that sector, officers maintain some privacy about their clients. But still, I learnt few things from investment sector. But combining all the things, I gained some valuable experience about the work environment as well as banking sector.

Objective of the internship report

The objective of the report is about the general banking and the procedure of the various duties and responsibilities of the employees of the bank. Also another objective of the report is about the customer service that should be provided as an employee of EXIM bank. Some important objectives are mentioned below

- Getting to know about the rules and regulations about the bank.
- Knowledge about the general banking procedures
- Customer service that are provided to the customers
- Time management of various task of employees
- How the customer service is provided

Data Sources

For completing the internship report, I had to conduct some small research in order to extract some findings about the EXIM bank. The sources of data are given below

Primary Data

- a) Communication with the employees of the bank in order to gain data.
- b) Survey conducted from the customers
- c) Data collection from conducting some tasks as an intern

Secondary Data

- d) The Website of EXIM bank

EXIM Bank Overview

EXIM bank started their career at 3rd August, 1999. It started under the name of “Bengal Export Import Bank Limited” and was founded by Chairman late Shahjahan Kabir. Later on, the name of bank changed from “Bengal Export Import Bank Limited” to “Export import Bank of Bangladesh” (EXIM Bank) at the time of founder advisor Mr Alamgir Kabir and founder managing director Mr Mohammad Lakiotullah. Later on, in 2004, the strategy of bank as conventional banking operation had changed to Islami shariah based banking. In 2006, Kazi Masihur Rahman became the managing director and served for five years. On 27th August 2011, Md. Fariduddin Ahmed has joined as managing director. After that, he became the advisor of EXIM bank in 27th July 2012. Later in 25th July 2012, Dr. Mohammed Haider Ali Miah became the new managing director and CEO of EXIM bank.

EXIM Bank’s Vision

The vision of EXIM bank is to work together with their customers in order to gain more customer satisfaction and gain increased profitability and profit ratios. Also in order to be an excellent and competitive bank in Bangladesh, they are more focused to achieving success and attracting new customers. Also they try to improve in any situations no matter how critical and challenging those situations are. They are more focused toward their goal, maintaining good relationship with their existing customers in order to retain them as well as their quality service will help them to achieve success. So they put their vision in simple three words “Together towards Tomorrow”.

EXIM Bank’s Mission

The main target the company wants to achieve are given below

- Provide Islamic Shariah Based banking for customers
- Provide quality financial services especially in Foreign Trade
- Continue a contemporary technology based professional banking environment
- Maintain corporate & business ethics and transparency at all levels
- Sound Capital Base
- Ensure sustainable growth and establish full value to the honourable stakeholders
- Fullfill its social commitments and
- Above all, to add positive contribution to the national economy

Retrieved from ("EXIM Bank Ltd")

Role as an intern

I performed my internship in Satarkul Branch from 25th April to 25th July. As all the banks in Bangladesh maintain some privacy, Cash department is not allowed for the interns. As an intern, I had to stay for average four hours starting from 10 am to 2 pm. In Ramadan, I had to stay for average three hours starting from 9:30 pm to 12:30 pm. I mostly served in customer account opening and service desk. I sometimes went to investment sector in order to learn how they serve their business clients and how do they give loans to their customers. Some of my responsibilities are written below.

- 1) Account opening form fill-up- This is the work I mostly done in my internship period. There are different forms for different accounts. Customers have to fill up these forms in order to open the accounts. In these forms, various kinds of information, some documents and passport size picture of account holder and nominees are required. If the nominee is minor, then a legal guardian should be present. What kind of documents are needed for account opening are given below-
 - i) Two attested copies of Passport size of photos of account holder with his/her name and signature behind those.
 - ii) One attested passport size photo of nominee with his/her name behind it.
 - iii) One attested national ID/passport/birth certificate photocopy of account holder.
 - iv) One attested national ID/passport/birth certificate photocopy of nominee.
 - v) If nominee's age is below 18 then, one attested national ID/passport/birth certificate photocopy of legal guardian.

vi) If the account holder is new, the name, account number and signature of an introducer is required. Introducer may be some who has an account in EXIM bank and he/she know the possible account holder.

vii) If it is Al-wadeeah current account, than the account holder should bring trade licence.

The image shows a printed form titled "Account Opening Application Form" for a "Personal Account". The form is from EXIM Bank, Export Import Bank of Bangladesh Limited. It includes fields for Date, Branch, Customer ID No., Account No., and Sector Code. The form is addressed to "Dear Sir" and contains the following sections:

- Title of Account:** A blank line for the account title.
- Type of Account (Please tick):**
 - Al-Wadiah Current Deposit
 - Mudaraba Savings Deposit
 - MSTD
 - MTDR
 - Scheme Deposit
 - FC
 - R/PCD
 - NFCD
 - Others
- Currency (Please tick):**
 - BDT
 - USD
 - EUR
 - GBP
 - Others
- Operating instruction (Please tick):**
 - Single
 - Jointly
 - Any one
 - Others
- Other Bank Account of Customer (if any):** A table with columns for Name of Bank, Branch, and Nature of Account (Please tick).

Name of Bank	Branch	Nature of Account (Please tick)
a.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
b.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
c.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
- Introducer's Information:**
 - a. Name:
 - b. Account No.:
 - c. Name of Branch:
 - d. National ID No.:
 - e. Signature (with date): Verified by:
- Initial Deposit (Amount):**
- Special Instruction (if any):**
- Information regarding MTDR: Amisunt:** Currency:
 - Term: Month Year Day Provisional Rate of Profit: Maturity Date:
 - Incase of Renewal: Renew Principal with Profit Renew Principal only
 - Renew Principal only, Credit Profit to Account No.
 - Not Applicable.
- Information regarding Scheme Deposit:**
 - Name of Scheme: Tenure of Scheme:
 - Deposit/Installment Amount: No. of Installment (annually):
 - Payable at maturity: Monthly Payable:

Fig: Mudaraba Fixed deposit

The image shows a printed form titled "Account Opening Application Form" for a "Personal Account". The form is from EXIM Bank, Export Import Bank of Bangladesh Limited. It includes fields for Date, Branch, Customer ID No., Account No., and Sector Code. The form is addressed to "Dear Sir" and contains the following sections:

- Title of Account (Block letters):**
- Type of Account (Please tick):**
 - Mudaraba Scheme Deposit
 - Others (Please specify):
- Currency (Please tick):**
 - BDT
 - USD
 - EUR
 - GBP
 - Others (Please specify):
- Operating instructions (Please tick):**
 - Single
 - Jointly
 - Any one
 - Others (Please specify):
- Other Bank Accounts of Customer (if any):** A table with columns for Name of Bank, Branch, and Nature of Account (Please tick).

Name of Bank	Branch	Nature of Account (Please tick)
a.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
b.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
c.	<input type="checkbox"/> Deposit A/C <input type="checkbox"/> Investment A/C <input type="checkbox"/> Others
- Introducer's Information:**
 - a. Name:
 - b. Account No.:
 - c. Name of Branch:
 - d. National ID No.:
 - e. Signature (With date): Verified by:
- Initial Deposit (Amount):**
- Special Instruction (if any):**
- Information regarding Mudaraba Scheme Deposit:**
 - Name of Scheme:
 - Term of Scheme: Deposit/Installment Amount: No. of Installment (Annually):
 - Payable at maturity: Monthly Payable:

Fig: Mudaraba monthly saving deposit

Fig: Al Wadeah current account

After the form is filled, there are some certain tasks that needed to be done in order to open a new account. Those are given below-

- i) At first, the national ID card or birth certificate should be verified by Bangladesh police database.
- ii) Then an officer check if that person is associated with any sorts of criminal activity or terrorism. This is done by cross-checking the name with police database. Also they cross-check the person's name with for terrorism activity. If the person's name match with any criminal from police or DMP database, then they do further checking if the account holder is the same person or not. If he/she is the same person, than account opening of that person is postponed.
- iii) Then they verify if the client is low risk or medium risk or high risk client. It is done by giving marks on the person's business category, the amount he/she wants to deposit etc. If total marks is less than the person poses as a low risk client. If the marks is high, then the person poses as a high risk client.

iv) After that, that form is needed to sign by principal officer, operational manager and relationship manager.

v) Than finally, an officer inputs all the necessary data to EXIM bank system by using computer and get customer ID and account number.

After getting all the necessary information and getting customer ID and account number, the account is opened.

2) Cheque book form fill-up- Every customers who are willing to open a new bank account should fill-up a cheque book form. This form need information regarding customers' name, present address, phone number and account number. After one week, customers get their cheque books.

3) Debit card form fill-up- some of the client may need debit or ATM card in order to withdraw money whenever they need. The main benefit of ATM card is that if bank is closed, client can withdraw money from nearest ATM booth. EXIM bank charges 460 taka per year for debit card. In order to get debit card, a customer have to provide necessary information in that form. In my internship period, I used to fill up that form.

Fig: ATM card form

4) SMS banking form fill-up- In this form customers have to provide their name, account number and valid mobile number in order to open an SMS banking. In this facility, if a client withdraw money from ATM booth, he/she will get an SMS regarding the amount of money he/she withdrew and exact time of the withdrawal. So if anyone try to use his/her

card, he/she will get an SMS and later can stop the ATM card. SMS banking is mandatory if anyone wants a debit card.

Fig: SMS banking form

- Account closing form fill-up- sometimes clients want to close any fixed deposit or monthly savings accounts as they cannot make further payment to continue the account. For this, customers have to fill-up an application form. In my internship period, I have filled up some account closing form for some clients.

Date: ___/___/___

The SAVP & Relationship Manager
Export Import Bank of Bangladesh Ltd.
Satarikul Branch
Dhaka.

Muhtaram,
Assalamu Alaikum,

Sub: Close of CD/SB/STD/MSS/MMSDS/MIS/MSMBS Account no

Due to some unavoidable circumstances I would like to close my mentioned MSS/CD/SB/STD/MMSDS/MIS A/C. So I request you to close my mentioned account and pay my dues transfer to my Ac No _____

I therefore, request you to please arrange the payment of dues of my Account and oblige thereby.

Ma-assalam,
Yours faithfully

Name:
Address:

Fig: Account closing form

- 6) Credit card form fill-up- EXIM bank offers credit card for some clients who are clients of EXIM bank for a long time. For credit card, a customers have to have an account, a photo, national ID card photocopy. In this form, a customer need to provide some extra information regarding education qualifications and his/her income. Some of the information are restricted so only senior officers or executive officers would provide those information later. I have to fill-up other information. After completing the form, Principal Officer and Operational manager authorise it.

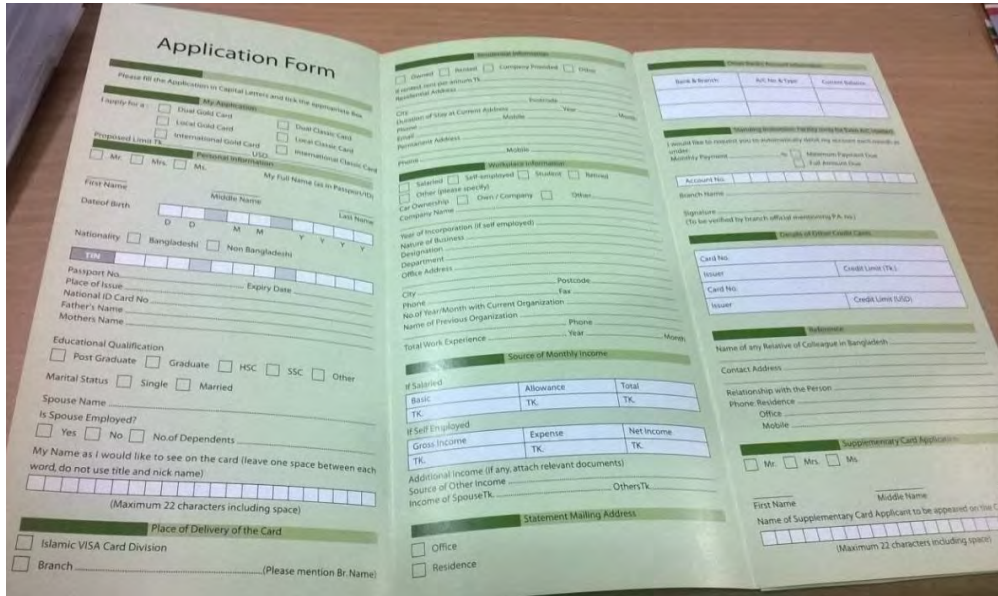


Fig: Credit card form

- 7) Additional form fill-up- In every form, there is six-paged form for some additional information. At first page, I have to fill-up customers' name, account number, their relationship with the customers and their source of income. In the second page, I have to write about customers' profession, present address and birth certificate number. In the third page, I have to write only title of account and account number. In the fourth page, all the information are very confidential so I only have to write the title of account and account number. Fifth page also requires some sensitive information about the customers so I had to write only title of account and account number. In last page, I had to write nominees' information and their relation with the account holder. This is a very vital part for opening a new account. Because in this form, Bank officers get to know about their customers, about their earning source, about earning source's legality and more importantly, if he/she is associated with any criminal or money laundering activity.

ANALYSIS OF CUSTOMER SERVICE AND GENERAL BANKING ACTIVITIES OF EXIM BANK LTD.



Fig: Additional six forms for more information

8) Customer card fill-up- In current and saving forms, customer card is very important. This form is used for authorizing the customers' name, photos and signature. So one copy of customer's photo with his/her name and signature behind photo is required. The customer's signature should be his/her common signature which he/she uses everywhere. So I had to write title of account, date, account number, customer ID. After that I have to collect customers' name and their signature.

Full Name of the Signatory	Specimen Signature	Stamp Size	Photograph(s)
1. Name: Cell No.:		1	2
2. Name: Cell No.:			
3. Name: Cell No.:		3	4
4. Name: Cell No.:			

Fig: Customer signature card

9) Work of BACH: The full form of BACH is Bangladesh automated clearing house. This is one of the important work for bank officers. In busy branches of banks, the officers have to process almost hundred clearing cheque. The work of BACH is very critical as well as sensitive. If any account holder transfers his/her fund from one branch of EXIM bank to another branch of EXIM bank or transfer his/her fund from one account to another, it is considered as normal fund transfer (FT). But if anyone transfer his/her account from one bank to another bank, this is considered as Clearing. There is a specific time limit for clearing. It starts from 10:40 AM to 11:10 AM for same day high value clearing. And in case of normal value clearing, it starts from 11:00 AM to 12:00 PM. In time of Ramadan, the high value starts from 10:00 AM to 10:40 AM and the normal value clearing starts from 10:40 AM to 11:20 AM. Normal value means the amount of fund that customers want to transfer should be below BDT 500,000. High value starts from 500,000 and more. There is two types clearing-

- i) Outward Clearing cheque- In this clearing process, customers bring a cheque from another bank to EXIM bank for transferring the specific amount of fund from other bank to EXIM bank. The outward clearing cheque procedure starts from 10:40 AM and ends at 12:00 PM. Because of outward clearing cheque, the fund deposit of a bank increases.
- ii) Inward clearing cheque- Inward clearing means the client of EXIM bank transfers specific amount of fund from his/her EXIM bank account to his/her another bank account. So the customers go to another bank where he/she has an account for processing it. Later on, after the process, the clearing cheques comes in via email.

Then, the officers check some important things and decide whether to pass cheques or not.

What Officers check in inward clearing cheques are given below-

- i) At first, the officers of EXIM bank check the signatures of clients from the soft copy customers' card. If it does not match with customer card's signature, then they have to return the cheque.
- ii) After that, the officers check the date, if the date is six months before from the date of cheque clearing day or if the date is after the day of cheque clearing day, then the cheque will be returned.
- iii) If the number of the amount does not match with the amount that is written in words, or if there is a mismatch and later it is corrected but there is no signature of the account holder, then the cheque will be returned.
- iv) If the name of the account holder does not match with the account holder's name, then the cheque will be returned.
- v) If the account holder does not have enough funds in his/her account, then the cheque will be returned. In some cases, the officers call clients and tell them about their insufficient funds. If they managed to deposit some amount of money within time for clearing, then the officers can authorize those cheques for clearing.

The process of outward clearing- How the clearing process works are given below-

- i) At first, if a customer wants to issue a clearing cheque, then the officer writes a deposit book including the bank name and that customer's other bank account where he wants his money sent to. Then a seal "received for collection" is given in customer copy and given to the customer.
- ii) After that, officers insert that cheque to a machine where it can indicate if this cheque is real or fake. If the cheque is real, then the officer proceeds to the next step.
- iii) Then the officer gives a crossing seal in front of that cheque.
- iv) Later the officers give clearing seal. If it is normal value, then they give regular clearing seal at the back of the cheque. If it is high value, then they give a seal written "same day high value clearing cheque". If the time of issuing high value cheque is over and the customer agrees to transfer his funds next day, then they give regular value clearing seal.

- v) After that, officer give authorization seal at the back of the cheque and give a signature.
- vi) Later the officer, separate the deposit page and the cheque and sort both deposit pages and cheques to descending order.
- vii) After the sorting out, Officer write a voucher. In this voucher, an officer have to write total amount of money, High or regular value, numbers of cheques etc. for different reason, some cheques should be posted in different lots. The reasons are-
- (1) If the number of cheques are more than ten. In this situation, the officer have to write a voucher for ten cheques and write another voucher for remaining cheques.
 - (2) For regular and high value officer have to write different voucher.
 - (3) If the cheque is from government, then officer have to write different voucher regardless the matter of cheques values.
 - (4) If the cheques are returned previously, then those cheques should be posted in different lot by writing another voucher. But firstly, officer should cut out the previous date and write that day's date and give a seal written at the back of the cheques "date cutting confirmed".

The image shows a form titled 'EXIM Export Import Bank of Bangladesh Limited'. The form is for an 'Outward clearing voucher' from the 'Satarkul Branch'. It contains the following fields and options:

- Date:** A grid for entering the date (D D M M Y Y Y Y).
- Branch Name:** Satarkul Branch
- Routing Number:** 1 0 0 2 6 4 0 2 5
- No. of Cheques:** A text input field.
- Total Amount:** A text input field.
- Clearing Type:** Radio buttons for 'Normal' and 'High Value'.
- Presentment:** Radio buttons for '1', '2', and '3'.
- Authorized Signature:** A box for the officer's signature.

Fig: Outward clearing voucher

- viii) After writing the voucher, officer inserts all the cheques in the cheque scanning device where the soft copy of the cheques are saved in the system server of EXIM bank.
- ix) Later officer input the number of cheque, amount of fund in every cheque manually in the system of the EXIM bank.

- x) After that, any executive or principal officer cheque for any mistakes of the system input or cheque image input. If everything is right, then he/she authorises the cheques.

So this is how the BACH works in EXIM bank. So as an intern I used to sum up all the cheques fund, sorting those cheques, writing voucher, writing deposit book pages, check for inward cheque's mistakes and giving seals on those cheques. As clearing works are very sensitive, my supervisor officer let me showed the whole process, but using computer is restricted, so I didn't input any data in computer.

- 10) BEFTN form fill-up- The full form of BEFTN is Bangladesh Electronic Fund Transfer Network. In this process, one person can send money to another person via internet. So the person who want to send money should fill-up a form. In this form, they have to write down their account number of account holder, the name of the bank, branch, account number of the person to whom he/she wants his/her money sent to and the amount of money for transfer. In my internship period, I have written very few of this form.
- 11) Posting despatch book- There is a relationship between all EXIM bank branch, EXIM bank corporate head office and Bangladesh bank. So sometimes letter comes from other branches, head office or Bangladesh. Also sometime Satarkul branch of EXIM bank send letter to Bangladesh bank, head office or other bank. One copies of that letter kept as office copy while other copy is sent. Before sending those letters, I had to make a posting in despatch book. It is a ledger book where I had to write that day's date, to whom the letter needs to be sent to, his/her designation, branch name, subject of the letter and a despatch number. After that I had to give signature and write despatch number on both copies.
- 12) Customer service- Sometimes if any new customer wants to open a bank account, then I had to help them regarding gaining some information like who will be nominee, name and account number of introducer, present and permanent address, occupation, where to give signatures in the forms etc. Also I had to inform them regarding what documents are needed to open a new account.
- 13) Giving information to customers- Sometimes I had to give a call to customers and inform them that their new cheque book or new ATM card had come. Also sometimes if some documents are needed like national ID, trade licence or some queries like spelling of name, about customer's name of shop, then I had to call them.
- 14) Checking the asset and net income- In every month, I had to cross check the asset and net income figure from both files. One file is general ledger and another file is the printed copy

of asset and net income of that month. So I had to find out if the figures of both files are mismatched or not. If there is any mismatch, then I had to inform executive officer.

15) Fill-up deposit page and cheques- For customer service, officers write deposit pages and cheques for customers. In my internship period, sometimes I had to write down the deposit pages and cheques for the customers.

Problem faced during my internship period- Although it was quite an experience, I faced some problem during my internship period. Some problems are given below-

- Adaptation problem- At first, I faced adaptation problem as I was new in that Bank. New environment and new people was the reason.
- Problem with reaching there timely- Although Satarkul branch not very far from my home, but due to lack of transportation and renovation of road, I arrived at bank usually 10 – 15 minutes late for first few days.
- Knowing the rules- At first I didn't have any knowledge regarding the rules and regulation of the banks for interns.
- Making mistakes- As I was new in EXIM Bank and I didn't know how to do the tasks and responsibilities I was given, I made some small mistakes when writing forms or customers' vouchers.
- Nervousness problem- As a new intern in EXIM bank, I was kind of nervous as this was totally a new place with new peoples.
- Problems in helping customers- as I was new intern, Sometimes I failed to answer some of the queries of the customers.
- Slow working- As a new intern, I worked very slow as I was always afraid that I will make some mistakes.

How I solved those problems- After sometimes I was able to solve most of those problems. How did I solved those problems are given below-

- After two weeks of regular attendance, I was able to adapt with new place and the employees. The employees of EXIM bank were very friendly and helpful people. So I was able to adapt quickly.
- Timing was a problem but after a week, I knew when I have to leave home if I want to reach office in time. Although I attended late in one or two times later, but other than that, I reached there timely in my internship period.

- After two days, my supervisor helped me to know the rules and I maintained the rules accordingly so this wasn't a big problem.
- As a new intern, I didn't have knowledge about my tasks and responsibility and that's why I made mistakes. But after three weeks I was fluent and conducted my duties accordingly.
- After one or two weeks my nervousness problem was gone as I was well adapted with new place and friendly employees.
- After I know the answers of the questions of the customer queries and know about the bank's rules; regulations and work process, I was very good at serving both new and existing customers.
- After doing the tasks over and over again, I was able to do all the tasks quickly, efficiently and without any mistakes.

Survey Questionnaire

This questionnaire is going to be used as primary data for the analysis of the customer satisfaction of EXIM Bank (Satarkul Branch) as well as determining as an Islamic based bank, is it a successful bank or not.

1) Who told you about EXIM bank?

- i) Friends
- ii) Families
- iii) Business partners
- iv) Colleagues
- v) Others

2) You are-

- i) Male
- ii) Female

3) Your age-

- i) Less than 18
- ii) 18 - 30
- iii) 30 – 40
- iv) More than 40

4) Your profession-

- i) Business

- ii) Service
 - iii) Housewife
 - iv) Student
- 5) What motivated you to open an account in EXIM bank?
- i) Halal banking
 - ii) Recommendation from business partner
 - iii) Bank is located near home
 - iv) Good reputation
- 6) Account opening time-
- i) 5 – 10 min
 - ii) 15 – 20 min
 - iii) 25 – 30 min
 - iv) 30 min+
- 7) Account opening officers' service rating-
- i) Excellent
 - ii) Good
 - iii) Satisfactory
 - iv) Poor
- 8) What account do you have in Exim bank-
- i) Savings account (MSD)
 - ii) Current account (AWCD)
 - iii) Monthly deposit scheme (MMSDS)
 - iv) Fixed deposit (MMSDS)
 - v) Others
- 9) Service compared to other bank-
- i) Excellent
 - ii) Good
 - iii) Satisfactory
 - iv) Poor
- 10) Satisfaction regarding profit rate-
- i) Excellent
 - ii) Good
 - iii) Satisfactory

iv) Poor

11) Service charge for ATM card and SMS banking are-

i) Very high

ii) High

iii) Moderate

iv) Low

12) Service of bank when faced problems-

i) Excellent

ii) Good

iii) Satisfactory

iv) Poor

13) Service of bank you use most-

i) ATM service

ii) Remittance

iii) Online banking

iv) Fund transfer

v) Others. please mention _____

14) Number of account you have-

i) 1

ii) 2

iii) 3

iv) More than 3

15) Your rating on EXIM bank's reliability-

i) Excellent

ii) Good

iii) Satisfactory

iv) Poor

16) As an Islamic Shariah based bank, is it a successful bank?

i) Yes

ii) No

17) Overall rating on this bank-

i) Excellent

ii) Good

- iii) Satisfactory
- iv) Poor

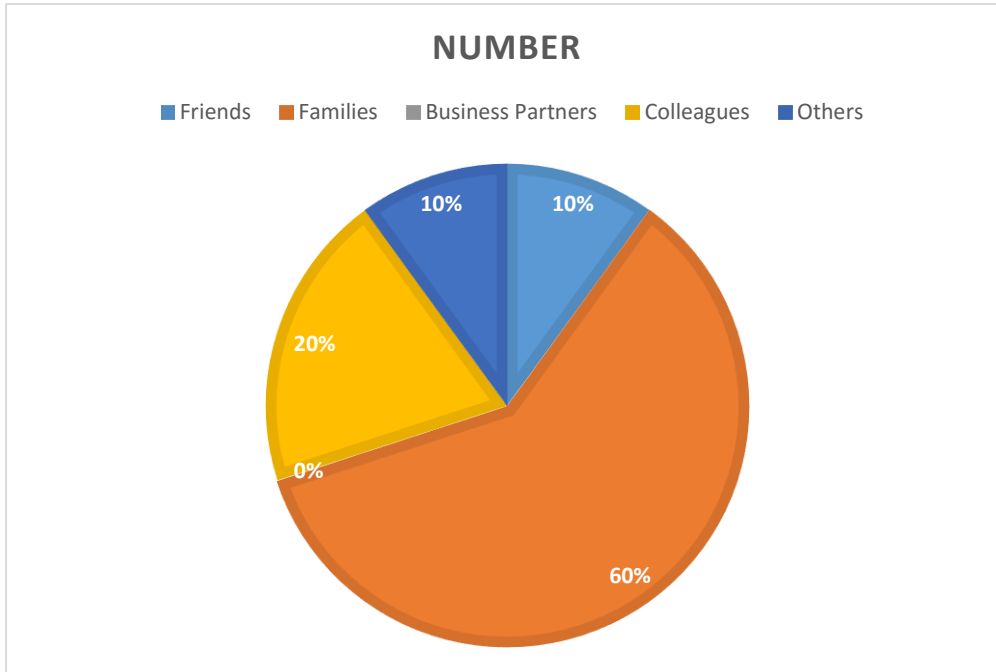
Thank you for your precious time

Data Analysis

The primary source of data was survey which was conducted in the bank. After finding Data, it will be easier to do analysis based on customers' feedback and some necessary information regarding the performance of bank can be extracted. So in my internship period, I took ten customers' survey which I am going to describe below.

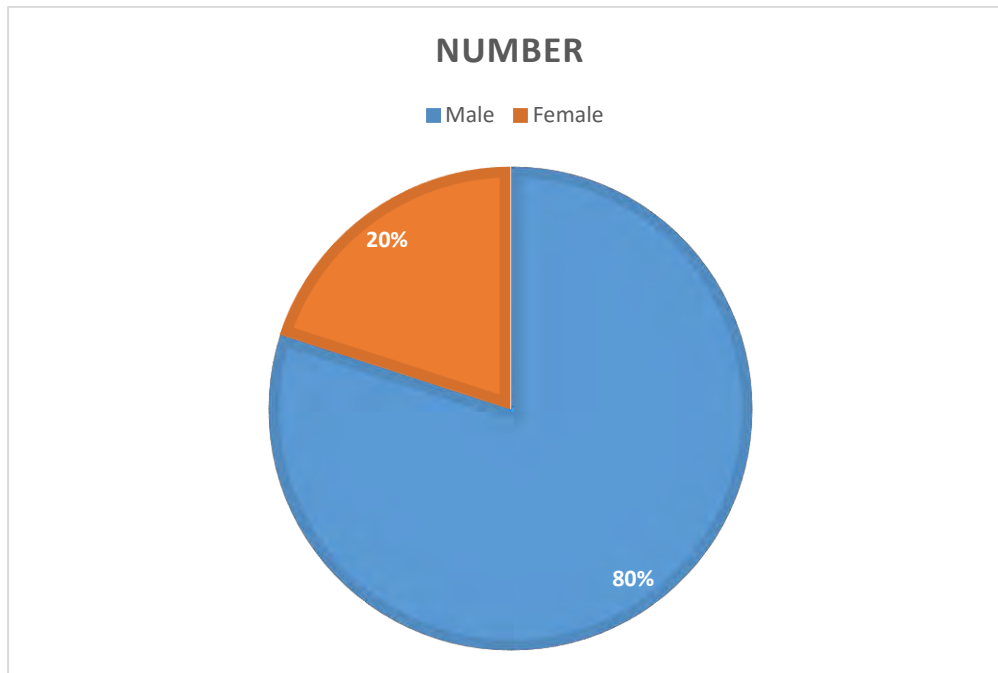
1. **Who told the surveyed customers about EXIM Bank:** In first question of the survey, I got the responses about how they got knowledge about EXIM bank.

Description	Number	Percentage
Friends	1	10%
Families	6	60%
Business Partners	0	0%
Colleagues	2	20%
Others	1	10%
Total	10	100%



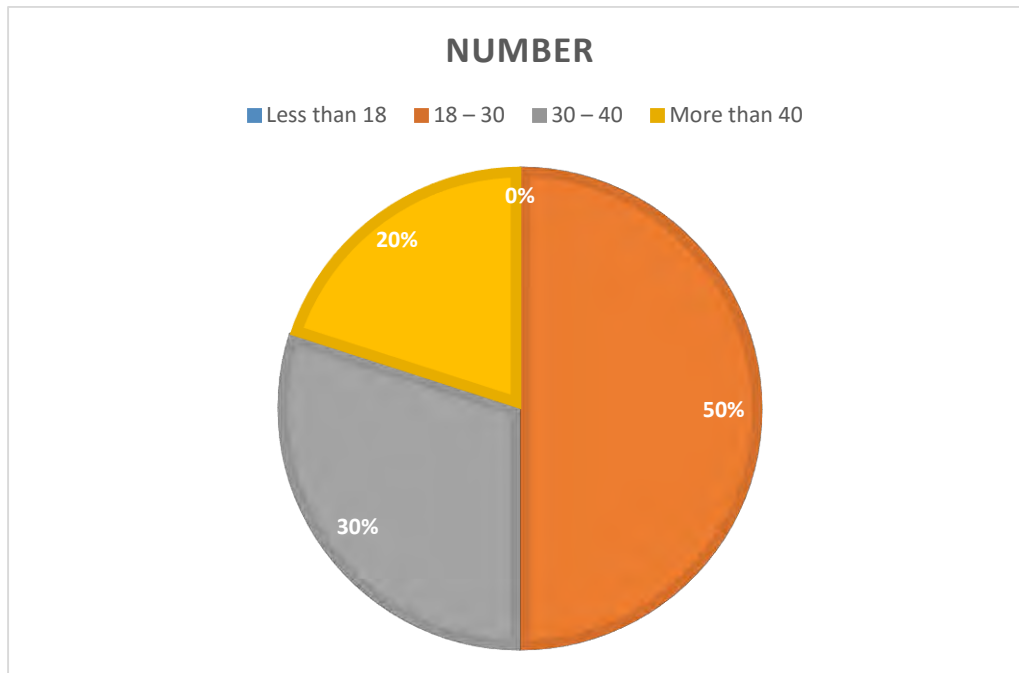
2. **Gender of Surveyed Customers:** In this section, I have showed the percentage of male and female customers.

Gender	Number	Percentage
Male	8	80%
Female	2	20%
Total	10	100%



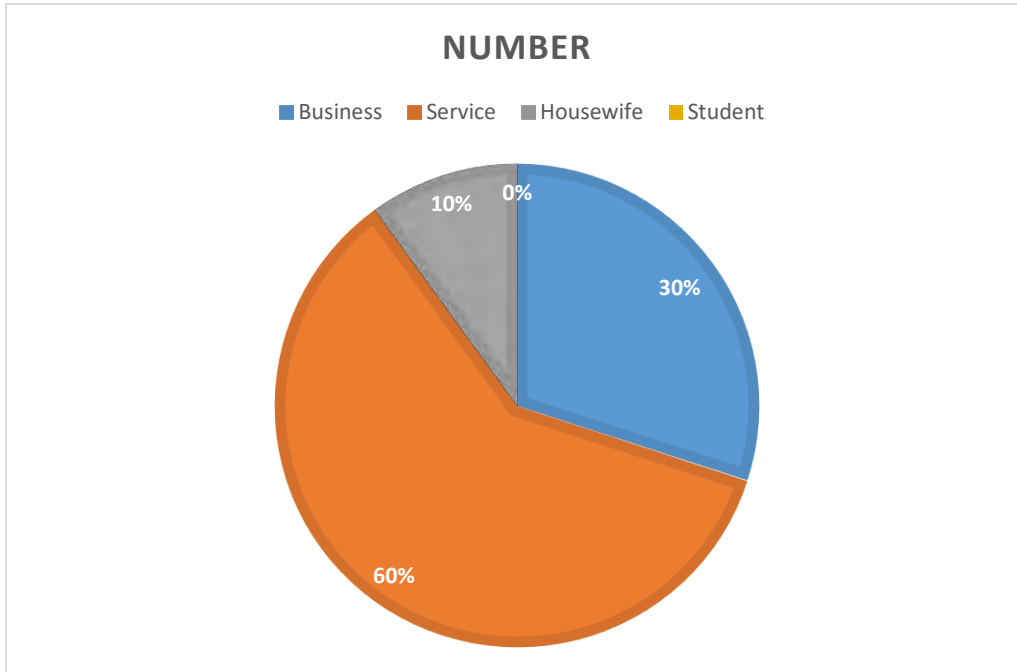
3. **Age of the surveyed customers:** In this section, it is revealed the age group of customers have opened more accounts.

Age	Number	Percentage
Less than 18	0	0%
18 – 30	5	50%
30 – 40	3	30%
More than 40	2	20%
Total	10	100%



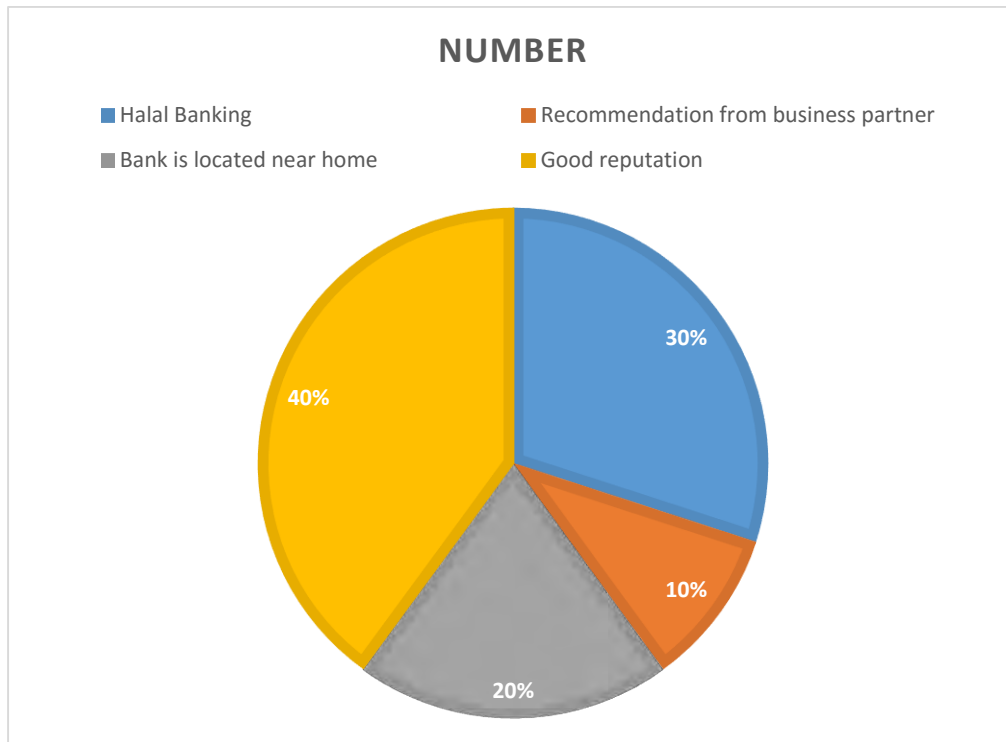
4. **Profession of surveyed customers:** Which profession of customers are more inclined to open new account in EXIM bank is showed here.

Profession	Number	Percentage
Business	3	30%
Service	6	60%
Housewife	1	10%
Student	0	0%
Total	10	100%



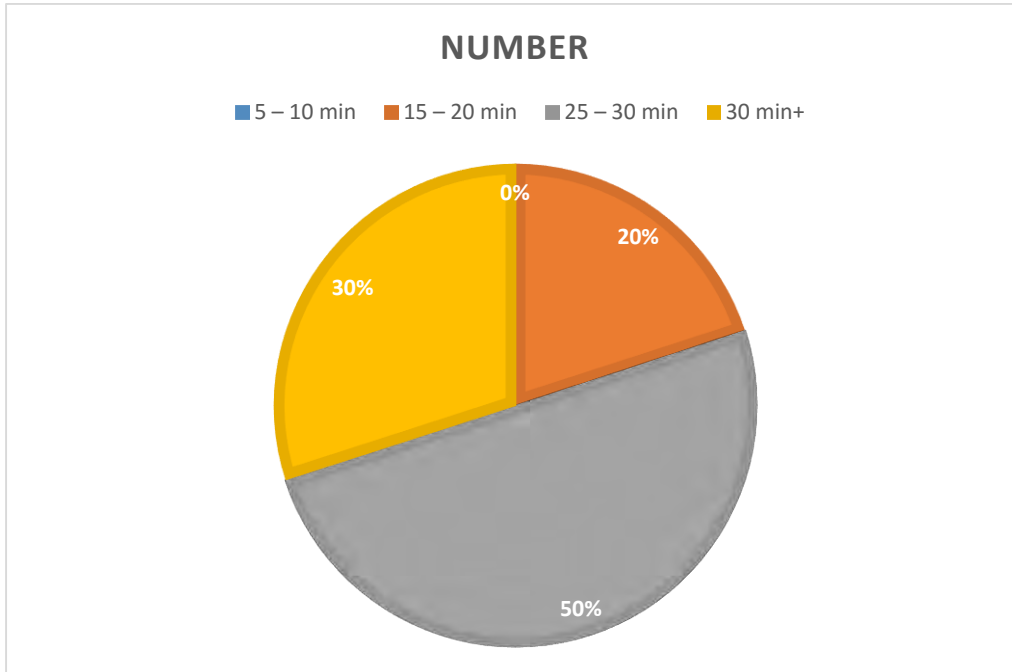
5. **Surveyed customers' motivation factors toward EXIM Bank:** In this part, it is showed that which motivated the customers most.

Motivations Factors	Number	Percentages
Halal Banking	3	30%
Recommendation from business partner	1	10%
Bank is located near home	2	20%
Good reputation	4	40%
Total	10	100%



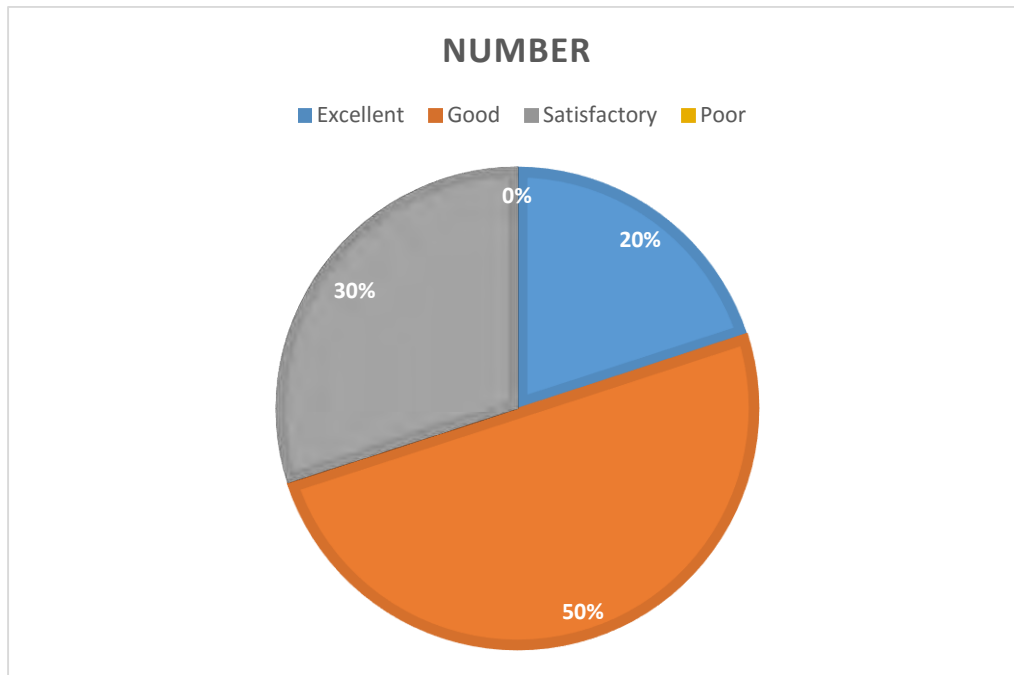
6. **Account Opening time:** In this part, it is showed that how much time it takes to open a new bank account.

Account opening time	Number	Percentage
5 – 10 min	0	0%
15 – 20 min	2	20%
25 – 30 min	5	50%
30 min+	3	30%
Total	10	100%



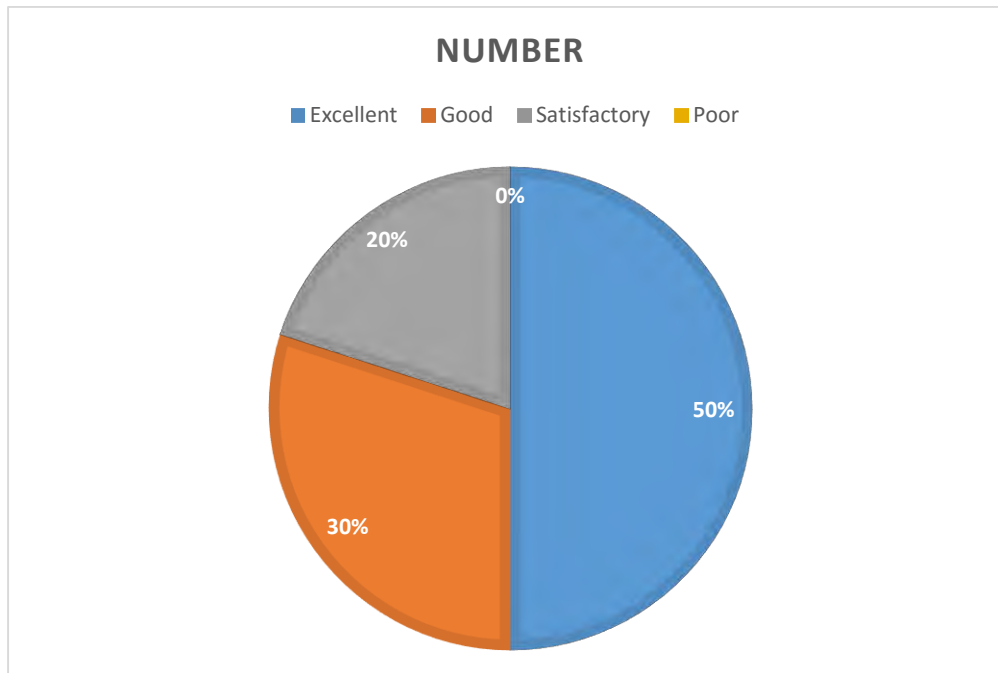
7. **Rating for account opening officers:** In this section, customers rated the account opening officer.

Ratings	Number	Percentage
Excellent	2	20%
Good	5	50%
Satisfactory	3	30%
Poor	0	0%
Total	10	100%



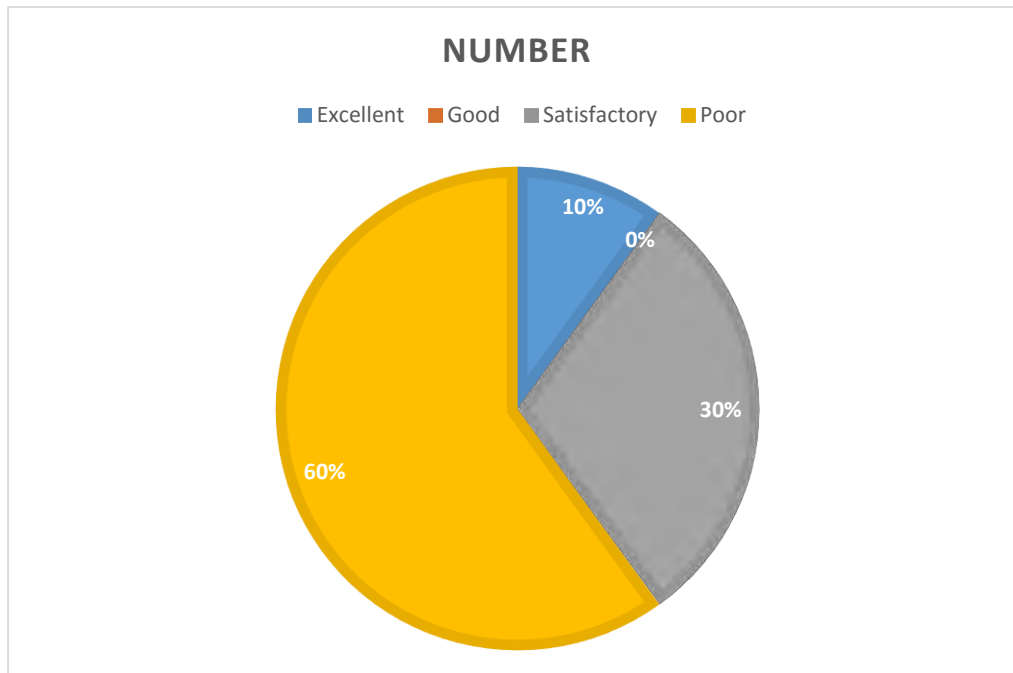
8. **Service compared to other banks:** In this part, it is showed that what is the customers' thought about the service of EXIM bank.

Ratings	Number	Percentage
Excellent	5	50%
Good	3	30%
Satisfactory	2	20%
Poor	0	0%
Total	10	100%



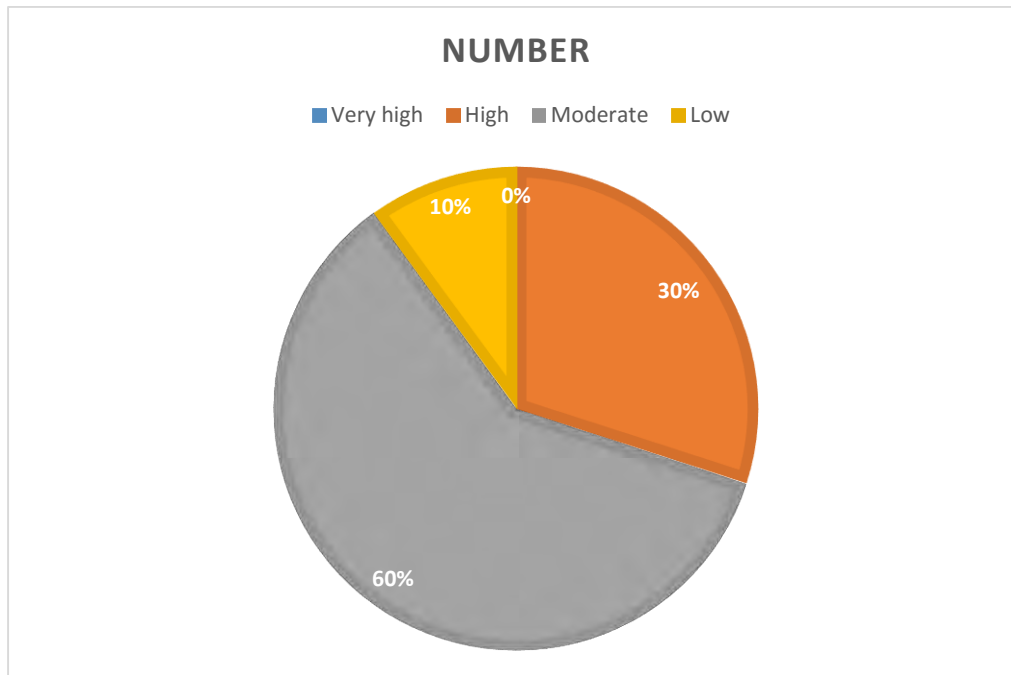
9. **Satisfaction regarding profit rate:** In this section. It is apparent whether customers are happy with profit rate or not.

Rating	Number	Percentage
Excellent	1	10%
Good	0	0%
Satisfactory	3	30%
Poor	6	60%
Total	10	100%



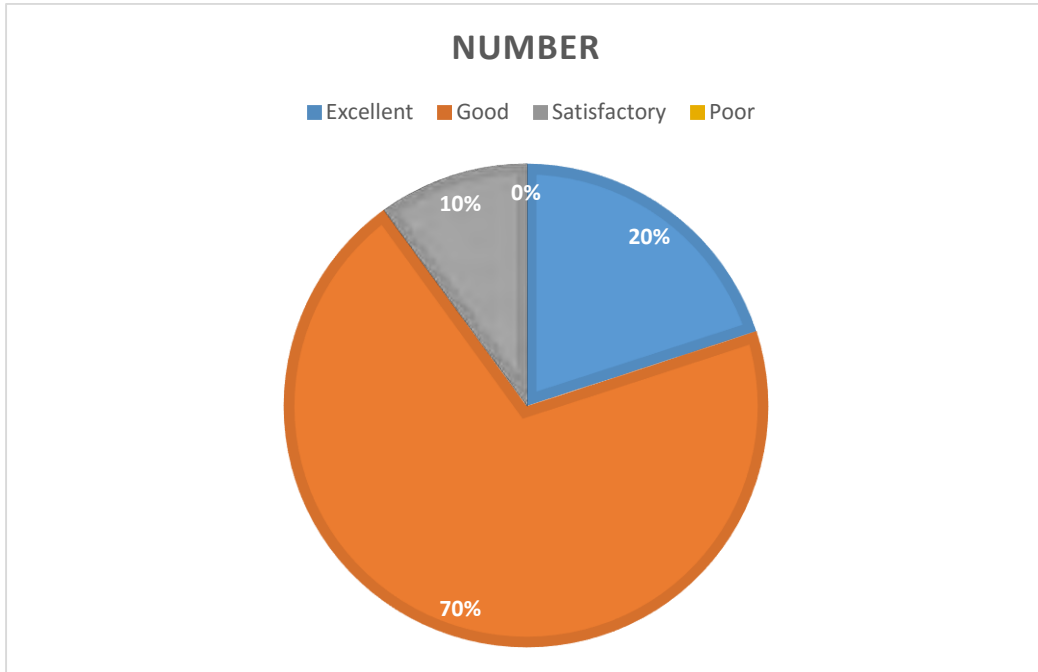
10. Customers' opinion for ATM and SMS banking charge: In this part, it is showed that the charge of ATM and SMS banking is high or low according to the customers.

Opinions	Number	Percentage
Very high	0	0%
High	3	30%
Moderate	6	60%
Low	1	10%
Total	10	100%



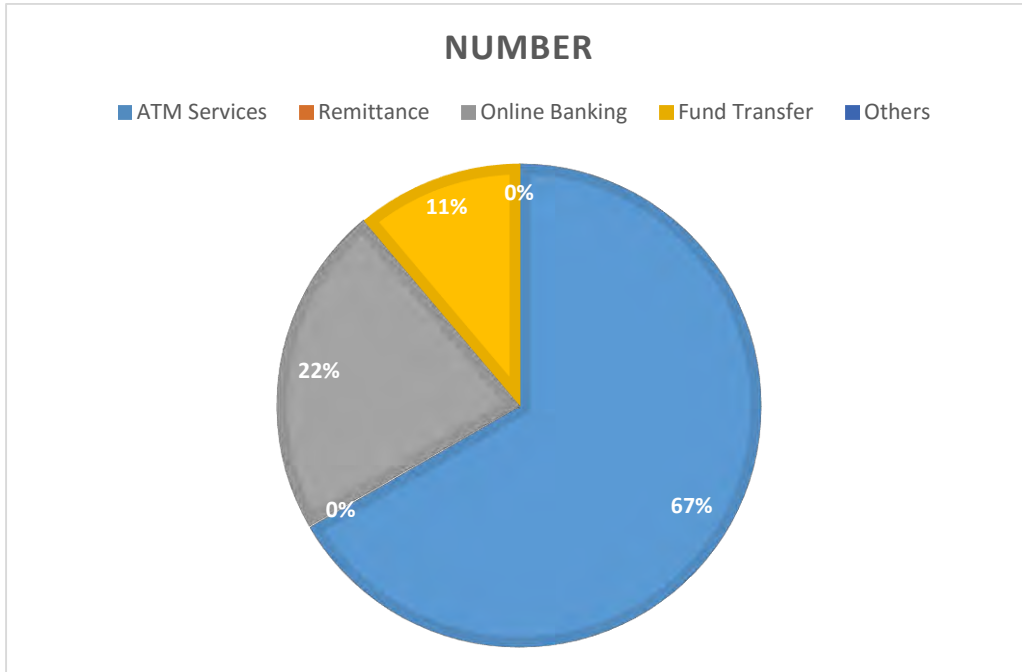
11. Service of bank when faced problem rated by customers: Whether customers are satisfied with the service when they face problem or not is showed here.

Service of bank	Number	Percentage
Excellent	2	20%
Good	7	70%
Satisfactory	1	10%
Poor	0	0%
Total	10	100%



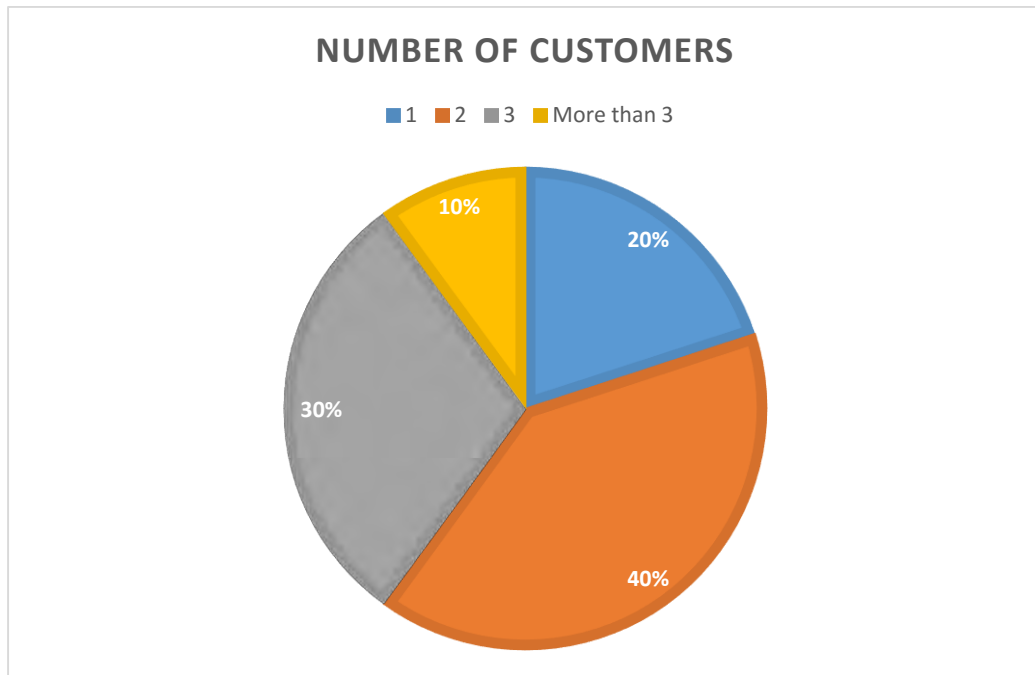
12. Most used service of customers: Which services the customers like most are shown here.

Service	Number	Percentage
ATM Services	6	60%
Remittance	0	0%
Online Banking	2	20%
Fund Transfer	1	10%
Others	0	0%
Total	10	100%



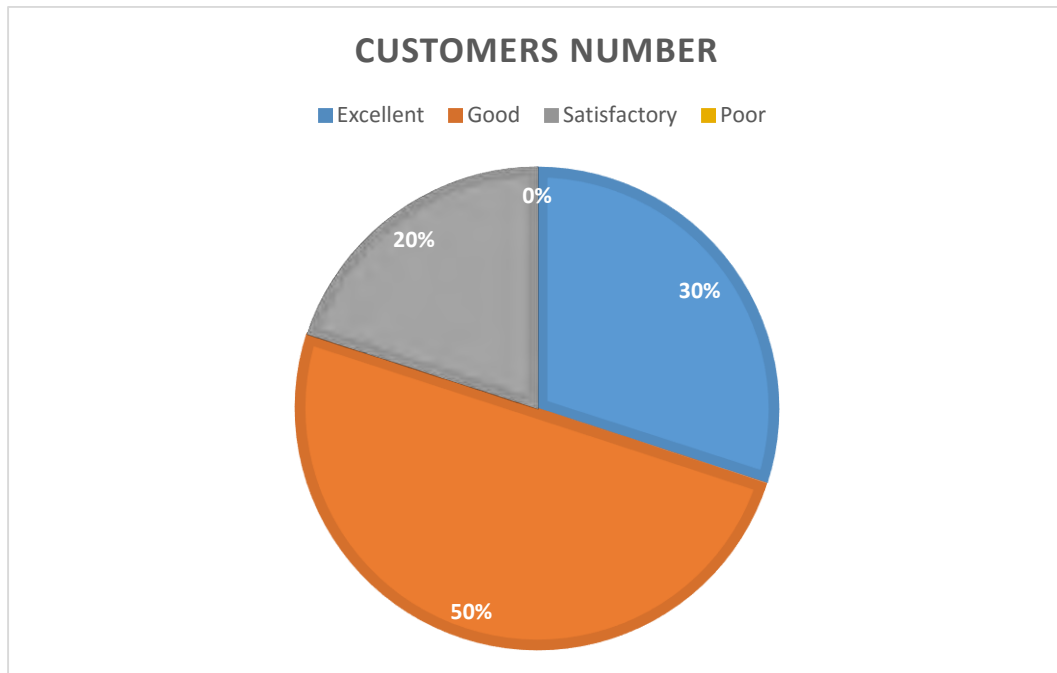
13. Number of accounts surveyed customers had: How many account the surveyed customers had in EXIM bank is showed here.

Number of account	Number of customers	Percentage
1	2	20%
2	4	40%
3	3	30%
More than 3	1	10%
Total	10	100%



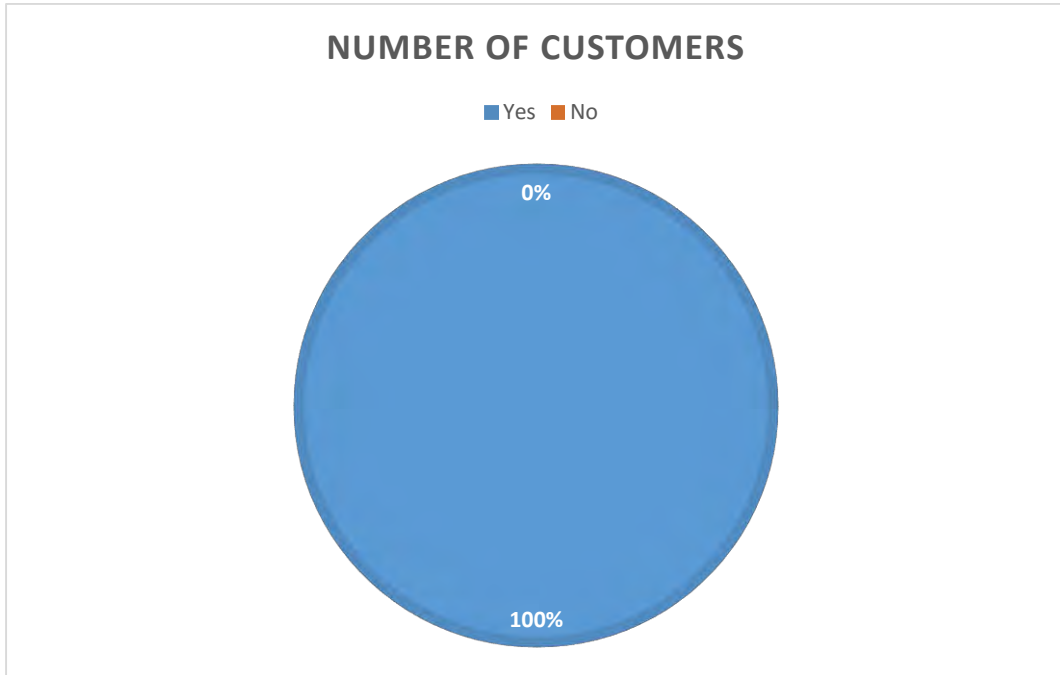
14. Rating on EXIM bank's reliability: What is the customers' opinion about the EXIM bank's reliability is showed in chart.

Reliability rating	Customers number	Percentage
Excellent	3	30%
Good	5	50%
Satisfactory	2	20%
Poor	0	0%
Total	10	100%



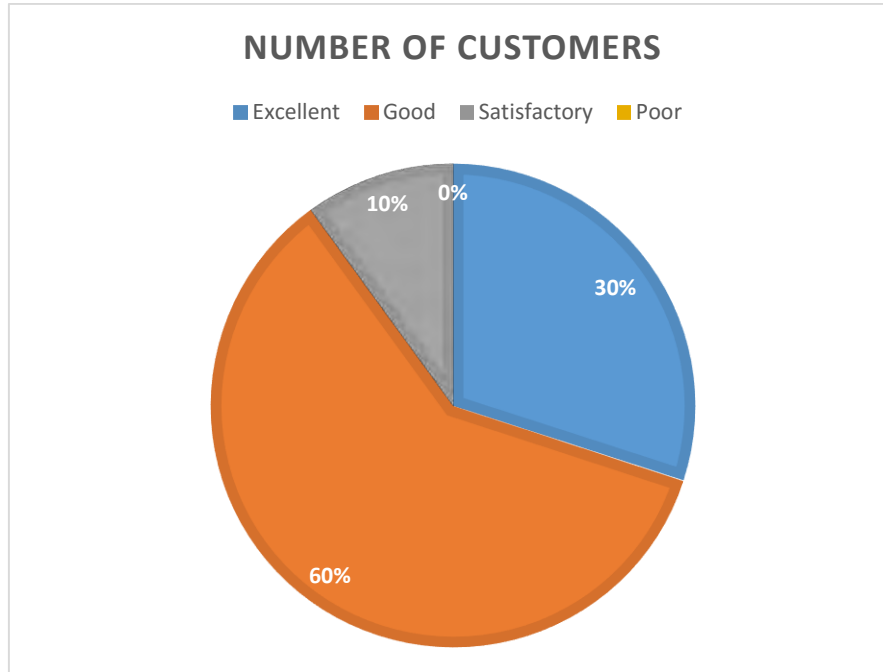
15. As an Islamic bank, is it successful: In this part, it is showed if customers thinks EXIM bank is successful Islamic Shariah based bank or not.

Opinion	Number of customers	Percentage
Yes	10	100%
No	0	0%
Total	10	100%



16. Overall rating given by customers: How customers rated EXIM bank is showed in this chart.

Rating on bank	Number of customers	Percentage
Excellent	3	30%
Good	6	60%
Satisfactory	1	10%
Poor	0	0%
Total	10	100%



So all those data are extracted from the survey which I conducted during my internship period. In later part, I am going to discuss about findings about the data.

Findings

- From the survey, it is apparent that most of the male members opened EXIM bank account than female customers. The most anticipated reason is getting profit from the monthly deposit scheme or for conducting transactions in their business. Another thing is, the profit rate of EXIM Bank is not much as it is a Islamic Shariah based bank. So the female members do not get much profit from EXIM bank femina or Su-grihini account.
- From the survey, we can see that people of all ages had opened an account except those whose age is less than 18. The most apparent reason is people are discouraged toward student accounts. They think that student account is not much profitable. Also bank members count them as a minor. So they do not encourage them to open an account.
- It is also seen from the survey that most of the survey respondents were service holder. Also some of them are businessman. But only one was housewife and no one was student, which indicates that the service holders and businessman opens account only for profit based on their deposit as well as transaction money with their business clients.
- The motivation factor for opening a new bank account is mostly Halal Banking (religiously sanctioned) and good reputation. For these two reasons, people who want

only legitimate profit based on their deposit and not interest will be inclined to open a new account.

- Account Opening time is mostly 25 – 30 minutes and in some cases, it takes more than 30 minutes. So time consumption is very high. The reason behind it is that people are little bit confused about whether they will open account or not. Also in some cases, they are not satisfied about their profit rate.
- The rating of account opening officer is mostly good which indicates the effectiveness and very welcoming nature of officers toward their customers.
- In order to open fixed deposit, monthly deposit scheme or current account, customers have to open savings account. So All ten surveyed customers had savings accounts. Those four accounts are very common accounts. Also only one surveyed customer had Mud Su-grihini account.
- Service compared to the other bank is between excellent to satisfactory which indicates most customers are satisfied with EXIM bank's service.
- Most surveyed customers rated profit rate as poor. Because they compared profit rate with other bank and they found that it was very low. So they are not satisfied with the profit rate of deposits.
- The service charge of ATM banking and SMS banking is low to high which means it should be reduce a bit more to gain more customer satisfaction.
- The surveyed customers gave good rating for service of bank for any sorts of problem. The reason is very prompt response toward their problem and quick correction of those problems.
- Most people use ATM service compared to other used services.
- Most of the customers have more than one accounts because if they want to open any accounts other than saving account, then they have to open a savings account.
- People Marked EXIM bank as a reliable bank because of their reputations as well as they conduct business according to Islamic Sariah.
- All surveyed customers think that EXIM bank is successful as an Islamic Sariah based bank.
- Most people rated EXIM bank as a good bank because bank is trustworthy, maintain business in Islamic way and have excellent customer service.

So this survey suggest that they have some lacking. But they also have very good reputation and EXIM bank has become well known for their customer service.

Recommendation

From the questionnaire, I had collected some data and analysed those data. So I found some information which indicate that EXIM bank has some excellent reputations. But they still have some lacking in their way of doing business. So in this part I am going to write about possible way of solving those problems.

- First of all, most of the student are not eager to open a new account in EXIM bank. Because the officers of banks do not encourage the students to open account because after sometimes they want to close those accounts. So there should be a system in which when student customers get employed, he/she can convert their student accounts to normal saving accounts.
- Then they have to increase their employee because sometimes more customers come into bank which creates huge crowd and increased amount of pressure to the employees.
- Only 20% of surveyed customers were female. So EXIM bank have to make some advertisement to make female members aware about their Mud-Su-grihini and Femina accounts as well as theirs benefits.
- Account opening time should be reduced. Because if officers allocate more times in opening a new account, they have to complete their other works in a very limited time.
- Bank should take information from the customers so that they know what they should do in order to increase the customer satisfaction.
- 60% of customers think that the profit rate is very low. So either they have to increase the profit rate or they have to inform customers that in Islamic Shariah, the profit rate is lower than other conventional banks.
- 30% of customers think that the charge of ATM and SMS banking charge is high. So they have to reduce their charge after comparing with other banks.
- Only 10% of customers found out about EXIM bank in other source. And 60% of customers got idea about EXIM bank from family. So they have to make more advertisements and their website should be reconstructed so that they know about EXIM bank more.

- The problem regarding introducer should be changed. Because most of the customers faced problem regarding introducer when they opened new account. Most customers think that finding an introducer is a problem because they may not have someone who has account in bank.

Conclusion

Finally it can be said that during my internship period, I have learned more about the banking sectors in Bangladesh. After Prime bank, EXIM bank made largest amount of profits. EXIM bank started their journey in 1999, but within this limited time they had opened 104 branches. So this indicates that how much they had prospered in terms of customer satisfaction, profit as well as attracting new customers. But still most of the people don't open account in EXIM bank because of lower profit rate and they prefer opening new account in conventional banks to Islamic Shariah based banks. So EXIM bank needs to convince their customers regarding Islamic Shariah based banking. They are already one of the most renowned bank in Bangladesh. If they overcome some of their limitations and find a way to attracting new customers as well as retaining old customers, then their profitability will be increase more.

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- Administrator. 2016. *Differences Between Islamic Banks & Conventional.* [ONLINE] Available at: <http://zaharuddin.net/senarai-lengkap-artikel/38/297-differences-between-islamic-banks-a-conventional.html>. [Accessed 07 August 2016].