

Internship Report

On

**“Customer satisfaction on general banking activities of Shahjalal
Islami Bank Ltd.”**

(A study on Mirpur branch)

Submitted To:

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Letter of Transmittal

Date: September 11, 2014

Mr.Saif Hossain

Senior Lecturer

BRAC University

Subject: Submission of Internship Report on “**Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited**”.

Dear Sir,

In connection of my practical orientation in Shahjalal Islami Bank Ltd., I would like to submit my report to you for your perusal. I have prepared this report on the basis of my practical exposure at Mirpur Branch of Shahjalal Islami Bank Ltd. It is a great pleasure for me to present you this report under the head of “Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited”.

I enjoy preparing this report, which enriched my partial knowledge of the theoretical concept. I tried to reflect the operational aspects of the Bank, which is complementary to the theoretical and practical knowledge.

I will be very glad if the report can serve its actual purpose and I am ready to explain anything to you if you feel necessary.

Yours Sincerely,

.....

A.H.M.Nahid Rahman

MBA Program

ID NO: 12164071

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Declaration

I, A.H.M.Nahid Rahman, hereby declare that the report of internship Program titled “Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited”.is uniquely prepared by me after the completion of three months work at Mirpur Branch of Shahjalal Islami Bank Ltd.

I confirm that, the report is only prepared for my academic requirement not for other purpose. It might be with the interest of opposite party of the corporation. I also assure that this report is not submitted anywhere of Bangladesh before me.

.....

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Acknowledgement

At first I want to express my gratitude to Almighty Allah for giving me the strength and the composure to finish the task within the scheduled time. Then I am very grateful to the Shahjalal Islami Bank Ltd. for providing me the opportunity to complete my internship program.

I received cordial cooperation from the officers and members of staffs of Shahjalal Islami Bank Ltd., Mirpur Branch. I want to express my cordial gratitude to them for their cooperation without which it would not be possible to complete the report.

I would like to express my deep sense of gratitude & sincere appreciation to my internship supervisor Mr.Saif Hossain,Senior Lecturer, BRAC Business School, BRAC University for his continuous support & guidance during the practical orientation period. His suggestions and comments were really a great source of spirit to make the report a good one.

I am really thankful to Mr.Md.Amir Hossain Sarker Senior Asst.Vice President & Manager, Mr.Mohammad Sakil (FAVP) of the Shahjalal Islami Bank Ltd, Mirpur Branch for giving me the excellent opportunity to do my practical orientation in their branch.

Finally I would also like to thank all of the officials of Shahjalal Islami Bank Limited, Mirpur branch due to their kind and helpful cooperation with me.

Thanks all from core of my heart.

Executive Summary

Any academic course of the study has a great value when it has practical application in the real life. Only theoretical knowledge will be little important unless it is applicable in the practical life. So we need proper application of our knowledge to get some benefit from our theoretical knowledge to make it more fruitful. When we engage ourselves in such field to make proper use of our knowledge in our practical life only, then we come to know about the benefit of the theoretical knowledge.

This report is on a study of the customer satisfaction on general banking activities of Shahjalal Islami Bank Ltd. Mirpur Branch.

Mirpur branch is one of the profitable branches of Shahjalal Islami Bank Ltd. Level of satisfaction of customers of this branch is high and customer's perception toward service quality is higher than their expectations. It implies that employees of this branch are very responsive and reliable. Some effective steps should be taken for the betterment or upgrading of such a crucial service. To gain major market share the bank should improve its customer service also they will have to give a lot of efforts to marketing program. Because most of the customers are unaware about the facilities that Shahjalal Islami Bank Ltd. is providing.

This report composed of 06 (Six) chapters. This report discussed about the introduction of the bank, general banking, customer satisfaction, findings, recommendations and so on.

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CHAPTER-01
INTRODUCTION

1.1 Introduction:

The internship program is an integral part of Master of Business Administration (MBA). This program creates a unique opportunity for the student to apply their theoretical knowledge into practice and gain valuable real world business experience.

As a part of the internship Program of MBA course requirement, for coordinating my internship I have been placed in Shahjalal Islami Bank Limited, Mirpur Branch Dhaka. After completion of the internship, I will render my all knowledge to present the report on “Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited”.

1.2 Background of the Report:

Sahajalal Islami Bank Limited is a private commercial bank, which is 6th Islamic Shariah based bank in Bangladesh. The Bank started its operation on 10th May 2001, during this period it could improve its image in the society as an Islamic Bank. Now it has 92 branches in Bangladesh. All branches are situated in the highly demanded areas.

This report, “Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited” has been prepared to fulfill the partial requirement of MBA program as a mean of Internship Program. While preparing this report, I had a great opportunity to have an in depth knowledge of the banking activities of Shahjalal Islami Bank Ltd.

1.3 Significance of the Report:

The major motive of this study is to become familiar with the practical business world and to attain practical knowledge about the overall Banking, which is so much essential for each and every student to meet the extreme growing challenges in job market. This report finding's will be beneficial for the management in attempting to improve the overall service quality and also to promote the company's services to customers. So the study will be very useful for the top management in improving the customer satisfaction. Besides, it would be a great opportunity for me to attain practical knowledge on the various spheres of banking business. So this study is very significant for both the company and me.

1.4 Objectives of the Report:

1.4.1 Broad Objective: Customer satisfaction analysis on general banking activities of Shahjalal Islami Bank Limited.

1.4.2 Short Objectives:

The Short objectives are:

- To be acquainted with how bank perform its operation.
- To focus on products, and services of Shahjalal Islami Bank Limited.
- To export strengths and weakness of Shahjalal Islami Bank Limited in comparison with competitors.
- To analysis customer satisfaction on marketing mix of Shahjalal Islami Bank Limited.
- To analysis general banking activities of Shahjalal Islami Bank Limited.

1.5 Methodology:

1.5.1 Type of research

This is an Exploratory Research, which briefly reveals and analyzes the customer satisfaction related to “Customer satisfaction on general banking activities of Shahjalal Islami Bank Limited”.

1.5.2 Sources of Information

I have collected the information/data from the following sources, which has helped me to make this report. The source of data is:

- a) Primary Source

1.5.2. a The “Primary Sources” are as follows:

Data collected for the first time is called primary data. The methods used to collect such data include:

- Questionnaire

A close ended questionnaire was used for my study. For closed ended questionnaire, Multiple-choice questions were used where the respondent choose one option among several possible alternatives.

1.5.4 Sampling Plan:

1.5.4.a Population

All customers of Shahjalal Islami Bank in the geographical base of Mirpur Branch, Dhaka.

1.5.4.b Sample element

Individual customer of Shahjalal Islami Bank Limited of Mirpur Branch.

1.5.4.c Sample frame

In this report, there is no well structured sampling frame is found.

1.5.4.d Sampling Procedure

Non-probability convenience sampling method was used.

1.5.4.e Sample size

The sample size is 30.

Types of Respondents	No. of Respondents	Total
Employees	10	30
Customers	20	

1.5.5 Data Analysis and Reporting:

Data have been analyzed through proper quantitative and qualitative techniques and reported from time to time to the concerned authority. After collecting data, they were coded and processed.

1.6 Limitation of the study

It is obvious that every study has some limitations. The study I have made is of great importance and required me huge work. Those limiting factors that hampered my smooth workings in bank and finally in preparing this report are as following:

- The organization maintains strict confidentiality about their financial and other information. They are afraid of any type of information leakage to their competitors. So there was always difficulty to have appropriate information from them.

- Duration of the study was too short to have a sound understanding of the overall banking.
- Scope of my study is so wide that analytical and comprehensive study is not possible.

CHAPTER-02
**OVERVIEW OF SHAHJALAL
ISLAMI BANK LIMITED**

2.1 Overview of Shahjalal Islami Bank Ltd.:

In August 1974, Bangladesh signed the charter of Islamic Development Bank and committed itself to reorganize its economic and financial system as per Islamic Shariah. For the favorable attitude of the government of the people's republic of Bangladesh, Islamic Banks operate in Bangladesh Financial market and one of them is Shahjalal Islamic Bank. Banking sector is the chief financial intermediaries in a country. It's also true for Bangladesh. Shahjalal Islami Bank Ltd. is a very challenging institution. In the age of globalization and free trade, the process and the system of running a bank is changing. Shahjalal Islami Bank Ltd. is continuously managing itself with this changing environment. The company strategies are clear and concise. The return is pretty good. If the company performs this way, we can expect that in near future, Shahjalal Islami Bank Ltd may become one of the top performers in banking sector of our country. They are also able to contribute to our economy in better way. The working environment of the bank is impressive. It was also found that the bank (Branch) is doing better in most of the sectors and their performance is better than average. From the beginning, the prime objective of the Shahjalal Islami Bank Ltd was to increase capitalization, to maintain disciplined growth and high corporate ethics standard and enhance the health of the share holders. Its customer service is very much impressive than of other financial institutions. Their effective strategy, time demand offerings, up to date rules and regulations to cope with international market and their friendship customer services easily impress the clients. So, now The Shahjalal Islami Bank Ltd is in leading position in financial Institutional sectors in Bangladesh. The financial performance of the bank in recent years is pretty well. Moreover, any laxity in operational ground can considerably be compensated through the cordial services provided by a staff of talented officers or employees.

2.2 Vision:

To be the unique modern Islami Bank in Bangladesh and to make significant contribution to the national economy and enhance customers' trust & wealth, quality investment, employees' value and rapid growth in shareholders' equity.

2.3 Mission:

- To provide quality services to customers.
- To set high standards of integrity.
- To make quality investment.
- To ensure sustainable growth in business.

- To ensure maximization of Shareholders' wealth.
- To extend our customers innovative services acquiring state-of-the-art technology blended with Islamic principles.
- To ensure human resource development to meet the challenges of the time.

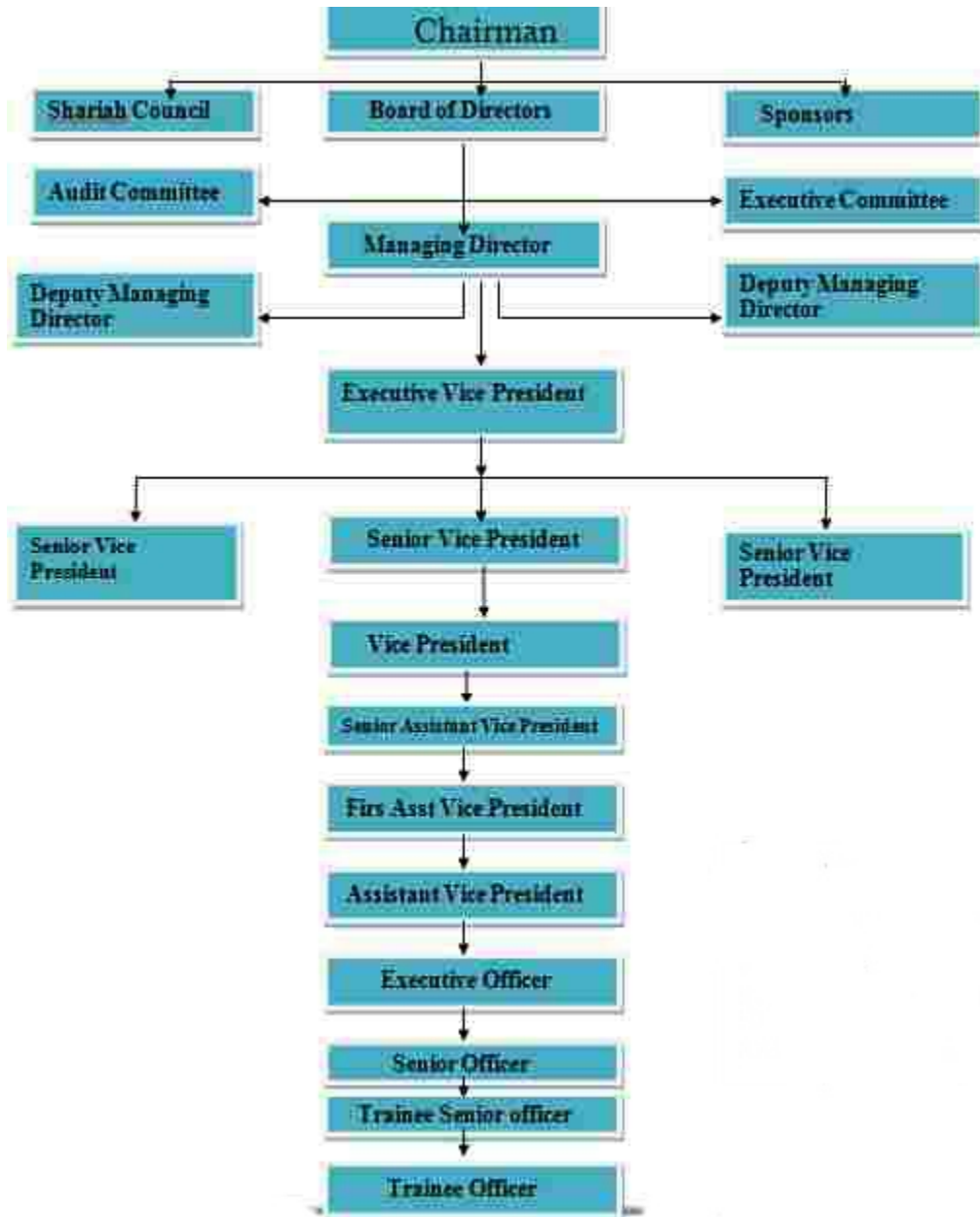
2.4 Strategies:

- To strive for customers best satisfaction & earn their confidence.
- To manage & operate the Bank in the most effective manner.
- To identify customers needs & monitor their perception towards meeting those requirements.
- To review & updates policies, procedures & practices to enhance the ability to extend better services to the customers.
- To train & develop all employees & provide them adequate resources so that the customer's needs are reasonably addressed.
- To promote organizational efficiency by communicating company plans, polices & procedures openly to the employees in a timely fashion.
- To cultivate a congenial working environment.
- To diversify portfolio both the retail & wholesale markets.

2.5 Motto:

- Committed to cordial service

2.6 Organogram of Shahjalal Islami Bank Limited



2.7 Marketing Mix:

2.7.1 Product: Product means customer solution. Shahjalal Islami Bank Limited introduces some products for their respective customers

2.7.2 Price: Price means customer cost for the products. Shahjalal Islami Bank Limited's pricing system is also satisfactory.

2.7.3 Place: Place means convenience. Its channels, coverage's is also satisfactory.

2.7.4 Promotion: Promotion refers to communication. There is a lacking for the advertisement activities.

2.8 SWOT analysis:

SWOT is consisted of strengths, weaknesses, opportunities and threats. All these four factors must be analyzed deeply to understand the position of the bank and they level of customer satisfaction. After carrying out the SWOT analysis of Shahjalal Islamic Bank Limited I have got the following result.

2.8.1 Strengths:

- Satisfactory performance
- Strong distribution channel
- Adequate capital base.
- Strong network throughout the country and provide quality of service to every level of customer.
- Many branches are situated in retail business places and highly commercial areas
- The corporate culture of Shahjalal Islami Bank is very much interactive compare to our other local organizations.
- Employees share a good understanding with each other and it gave them reason to work efficiently and become more dedicated to work.
- Online banking is one of the main attractions, which gave this bank a better position among private banks.

2.8.2 Weakness:

- Insufficient numbers of employee in credit department
- Higher interest rate in case of consumer loan
- Higher service charge in some areas of banking operation than many other banks.

2.8.3 Opportunities:

- The online banking and swift facility will open more scope for Shahjalal Islami Bank to reach the clients not only in Bangladesh but also in the global arena.
- The bank can recruit experienced, efficient and knowledgeable workforce to provide more quality services.
- The credit facility offered by Shahjalal Islami Bank has attracted security and status conscious businessmen and as well as service holders with higher income group.
- If they can launch more branches in rural areas then many people can get the banking facilities easily and that how they will be financially benefited.

2.8.4 Threats:

- Rival banks can easily copy the product offering of Shahjalal Islami Bank Limited.
- Because of growing demand in financial sector, it is expected that more financial institutions will be introduced in the industry very shortly.
- The worldwide trend of mergers and acquisition in financial institutions is causing concentration the industry and competitors are increasing
- Lack of proper control might bring some unexpected problems in the long run.

2.9 Job Description

As a student of MBA I have assigned to Mirpur branch, Shahjalal Islami Bank Limited for my internship. At University we learn many things but in banking sector when we start our task then maximum things we learn by practically. That is very helpful for developing our working experience. When we did our Marketing courses and learn about Customer satisfaction that time we understand just what is customer satisfaction & other relevant concept about satisfaction .But when I start my work in Shahjalal Islami Bank Limited then I learn that how to evaluate the satisfaction of a customer. It was a practical experience. I think practical experience is very important for a student because by this experience student can properly learn anything. I have tried to see the things what are being done in each department of the branch.

Learned From General Banking Department:

- We know that general banking is the starting point of all the banking operating task. I was also learned some account opening and different type of accounts.
- I was learned about different types of characteristics that are very much required during opening accounts such as client's photography, client's signature, national ID card or passport, nominee's information, nominee's photography etc.
- I was learned about cash book issuing and different types of cheque book issuing.
- During internship period I was learned different type of things about clearing such as the nature of clearing, clearing process, the types of clearing document etc.
- In different time Shahjalal Islami Bank Limited deals with different type of communication ways such as business letter, meetings, and reports etc. so I also know about business communication process.
- This Internship is developed my skills in the application of theory to practical work situations, to cope with new environment, and understand interpersonal relationship.

Due to time and resource constraint I couldn't do practical workout in all departments. In that case I tried to collect data/information from the following sources:

- Practical desk work
- Face to face conversation with the officer
- Direct observations
- Face to face conversation with the client
- Browsing the website of Shahjalal Islami Bank Ltd.

CHAPTER-03
GENERAL BANKING

3.1 General Banking:

I have been placed in the general banking department. General banking department performs the majority functions of a bank. It is the core department. In fact, bank operates with the people's money. And this process starts with the General Banking department. The activities of the general banking department of Shahjalal Islami Bank Limited mainly divided into following categories:

- Account Opening Section,
- Local Remittance Section,
- Online Branch Banking Section,
- One Stop Utility Services Section,
- Deposit Schemes Section,
- Clearing Section,
- Collection Section,
- Cash Section,
- Accounts Section.

3.2 Products & Services:

3.2.1 Account Opening Section:

To establish a Banker and customer relationship Account opening is the first step. Opening of an account binds the Banker and customer into contractual relationship. But selection of customer for opening an account is very crucial for a Bank. Indeed, fraud and forgery of all kinds start by opening account. So, the Bank takes extremely cautious measure in its selection of customers.

Types of Account:

- I. Mudaraba Savings Account
- II. Mudaraba Short notes Deposit
- III. Al-wadiah Current Account
- IV. Mudaraba Term Deposit.

3.2.1.a Mudaraba Savings Deposit Accounts (MSD):

- a. Mudaraba Savings Deposit Account shall be opened with a minimum of Tk.2,000/ which is also the minimum balance required to be maintained by the Account holder for sharing profit on his deposit.
- b. The deposit is accepted on the basis of Mudaraba principle of Islamic Shariah and the fund is invested in accordance with Islamic principles and the Bank will have the right to invest such fund, at its own judgment in any Halal business with the consent with the depositors signing the rules contained on the reverse of the relative AOF.

One account in one name: Not more than one account should be opened in one name for the same purpose.

Rate of profit: Profit on Mudaraba Savings Deposit Accounts shall be allowed at the rate as advised by Head Office from time to time under Mudaraba Principle.

3.2.1.b Mudaraba Short Notice Deposit Accounts (MSND):

Period of Notice: The deposits held in these accounts shall be payable on short notice period but the notice must not be less than 7 days. The deposits may be accepted for the period and rates of profit are fixed by Head Office from time to time.

Profit shall be paid only for each day held, but profit on notice period will be forfeited; if withdrawn without notice. Profit on MSND account shall be applied on yearly basis (i.e. December each year)

3.2.1.c Al-Wadiah Current Deposit Accounts:

Al-Wadiah Current Deposit Accounts shall be opened with a minimum of Tk. 5,000/ which is also the minimum balance required to be maintained by the Account holder.

Payment on Accounts demand:

Funds in the Al-Wadiah Current Deposit shall be payable on demand and the Bank guarantees repayment of such funds in full, less the Bank charges, if any in accordance with normal banking traditions, during the banking hours.

3.2.1.d Mudaraba Term Deposit Accounts (MTD):

Amount & the period of Mudaraba Term Deposit:

- a. Mudaraba Term Deposit Account shall be opened for a fixed period varying from 90 days, 180 days, 360 days or above and are payable at a fixed date of maturity.
- b. Mudaraba Term Deposit Accounts can be opened with a minimum deposit of Tk.2,000/.

Rate of profit:

Profit on Mudaraba Term Deposit Account shall be at rates fixed by Head office from time to time depending on their period of maturity. Deposit of Longer duration naturally earns higher return at higher weightage. Profit on Mudaraba Term Deposit Account shall be payable at maturity of the deposits. The customers will have the option of withdrawing profit accumulated at maturity or on half yearly basis or may leave the profit with the principal.

Procedure to open an Account: For opening an account, at first the prospective account holder will apply for opening an account by filling up account opening form. Account opening form consists of the name of the branch, type of account, name of the applicant(s), present address, permanent address, passport number (if any), date of birth, nationality, occupation, nominee(s), special instruction (if any), initial deposit, specimen signature(s) of the applicant(s), introducer's information etc. The prospective customer should be properly introduced by the followings:

- An existing customer of the bank.
- Officials of the bank not below the rank of Assistant Officer.
- A respectable person of the locality who is well known to the manager or authorized officer.
- Two copies of passport size photograph duly attested by the introducer.
- Signature of the prospective account holder in the account opening form and on the specimen signature card duly attested by the introducer. Then the concerned authority will allocate a number for the new account.

The customer than deposit the “initial deposit” by filling up a deposit slips. Initial deposit to open a current account is Tk. 5500.00 and saving account is Tk. 5000.00. After depositing the initial deposit, the account is considered to be opened. SJIBL maintains all of its accounts in computer. After depositing the initial deposit, SJIBL records it in the computer by giving new account number. Then it issues cheque book requisition slip by the customer. Then it distributes all relevant papers to respective department.

3.2.2 Local Remittance:

Local remittance is one of the main components of general banking. The activities of local remittance are -

- Telegraphic Transfer
- Demand Draft issue
- Pay order
- Pay slip.

3.2.2.a Telegraphic Transfer (TT):

It is an order from the issuing branch to the drawee bank / branch for payment of a certain sum of money to the beneficiary. The payment instruction is sent by telex and funds are paid to the beneficiary through his account maintained with the drawee branch or through a pay order if no account is maintained with the drawee branch.

3.2.2.b Demand Draft (DD):

Sometimes customers use demand draft for the transfer of money from one place to another. For getting a demand draft, customer has to fill up an application form. The form contains date, name and address of the applicant, signature of the applicant, cheque number (if cheque is given for issuing the Demand Draft), draft number, name of the payee, name of the branch on which the Demand Draft will be drawn and the amount of the Demand Draft. The form will be duly signed by the applicant and by the authorized officer.

Cancellation of Demand Draft: The followings are followed while canceling a Demand Draft.

- The signature of the purchaser will have to be verified from the original application form. Manager's prior permission is to be obtained before refunding the amount of draft. Cancellation charge is to be recovered from the applicant and only the amount of the draft less cancellation charge should be refunded. Commission charge, posted charge etc. recovered for issuing the Demand Draft. should not be refunded.
- The original entries are to be reversed giving proper narration. Cancellation of Demand Draft should also be recorded in the Demand Draft issue register.

3.2.3 Payment of Pay Order:

The pay order is presented to the bank either through clearance or for credit to the client's account. While payment, relative entry is given in the pay order register with the date of payment.

Cancellation of Pay Order: The following procedure should be followed for the cancellation of the pay order:

- The client should submit a written request for canceling the pay order attaching there with the original pay order.
- The signature of the purchaser will have to be verified from the original application form.
- Manager's prior permission is to be obtained before refunding the amount of the pay order.
- Cancellation charge is to be recovered from the applicant and only the amount of the pay order less cancellation charge should be refunded. Commission recorded for issuing of the original pay order should not be refunded.
- Then the officer should write "cancelled" on the pay order
- The original entries should be reversed with narration.
- Cancellation of the pay order should also be recorded in the register.

3.2.4 Deposit Schemes of Shahjalal Islami Bank Limited:

Shahjalal Islami Bank Ltd.has formulated the following Savings Schemes:

- Monthly Deposit Scheme,
- Mudaraba Term Deposit Scheme,
- Double Benefit Savings Scheme,
- Triple benefit saving scheme

3.2.4.a Monthly Deposit Scheme:

This is a Deposit Scheme where the depositor gets a fixed amount of profit every month without disturbance to the principle. The Scheme is designed to attract:

- The retirement benefits of service holders.
- The investment of Wage Earners who want to pay a fixed amount monthly to their family's dependents in Bangladesh from the profit of their investment.
- The deposit of those persons who intend to meet the monthly expense of their family from the income of their deposit.
- Investment of fund of Trusts and Foundations which award monthly Scholarships / stipends to students.
- Trusts and founders or other associations, which award monthly scholarship/stipends to students

3.2.4.b Mudaraba Term Deposit Scheme:

This is a Deposit Scheme where the depositor gets a fixed amount of profit after a fixed period against a Single term deposit. Features Period Rate of Profit 3 months 11.25%, 6 months 11.50%, 1 year 11.75%

3.2.4.c Double & Triple benefit Scheme:

For regular income people it is a good opportunity to deposit money for long term in high interest rate. Details are: Term: 5years/10 years

Facilities: Amount will be double after 5 years; Amount will be Triple after 10 years, Minimum Deposit Tk.50, 000

CHAPTER-04
CUSTOMER SATISFACTION

4.1 Customer Satisfaction:

Customer satisfaction is the extent to which a product or service's perceived performance matches a buyer's expectations. If the product or service's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted.

Expectations are based on customers past buying experiences, the opinion of friends and associates, and marketer and competitor information and promises. Marketer must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. In contrast, if they raise expectations too high buyers are likely to be disappointed. Dissatisfaction can arise either from a decrease in product and service quality or from an increase in customer expectations. In either case, it presents an opportunity for companies that can deliver superior customer value and satisfaction.

Today's most successful companies are rising expectations—and delivering quality product. Such companies track their customers' expectations, perceived company performance, and customer satisfaction. Highly satisfied customers produce several benefits for the company. Satisfied customers are fewer prices sensitive, remain customers for a longer period, and talk favorably to others about the company and its products & services.

From the perspective of Shahjalal Islami Bank Limited, customers are those with whom the bank operates their day to day banking activities. So making their customers satisfied is the key.

Satisfaction:

Performance < Expected ----- Dissatisfaction

Performance = Expected ----- Satisfaction

Performance > Expected ----- Delight

It is clear that when the performance of the bank is higher than the expectation of the customers then their customers are fully satisfied and they look forward to continue their banking activities with the existing bank.

4.2 Factors affecting customer satisfaction:

- **Quality of the service:** Customer satisfaction is greatly affected by the quality of the service provided by the bankers. For example, if a banker gives slow service then the customer will be dissatisfied.
- **Employee behavior:** Employee behavior is one of the major factors that can affect customer badly. For example, if a banker behaves badly to a customer, then the customer will switch to other bank and the reputation of the bank will be negative. And with the numbers of losing customers they will face financial problem in the long run.
- **Attributions for service success and failure:** Attributions- the perceived causes of events- influence perceptions of satisfaction as well. For example, if a customer in a bank fails to get the proper service for her own mistake, then she will be satisfied by the service.
- **Perceptions of equity or fairness:** Customer satisfaction is also influenced by perceptions of equity and fairness. For example, priority customer of a bank always gets the special service.
- **Technological and engineering aspects of the product or service:** Technological and engineering aspects of the product and service play an important role. For example, if the ATM booth of the bank work slowly and if there is shortage of cash in the booth, then it will create dissatisfaction in customer.

4.3 When customer becomes disappointed:

Losing customer is not welcomed by any organizations. Most of the time they do not know why the numbers of customers are decreasing. So it is crucial to figure out the possible reasons at the very early stage. Customers get disappointed when they do not get service which they are supposed to be provided with by the bankers for a specific period of time. Customer expects several things from the bank that includes:

- To be appreciated with their thoughts and expectations
- To be respected
- To be understood about what is going around with the bank.

Many surveys have shown customers left their bank for only not being respected and appreciated. The banker should place themselves in the position to be able to anticipate and react to problems or potential problems that will allow the bankers to be, and to be seen as being more responsive to the customers and their needs.

4.4 Target Customers:

The bank has a clear idea about the customers it wants to serve. Without fulfill their needs the bank has no functions. So to collect the target customer's banks can run properly.

Market Segmentation- the process of dividing a market into distinct groups of buyers with different needs, characteristics or behavior.

Target Marketing- the process of evaluating each market segments, attractiveness and selecting one or more segments to enter.

Market Positioning- Occupying a clear, distinctive and desirable place relative to competing products in the minds of target customers.

4.5 Survey outcomes about Shahjalal Islami Bank Limited product& Services:

Nature of customers:

40% customers have Mudaraba Savings Deposit, 30% customers have Al-Wadiah Current Deposit, 13% customers have Mudaraba Short Notice Deposit, and 7% customers have Mudaraba Term Deposit and 10% customers have others. Here I have seen that most of the customers prefer savings and current deposits than other accounts.

Customer Opinion about brand name “Shahjalal Islami Bank Limited”:

Shahjalal Islami Bank Ltd should create the likeability towards the customers not only to the existing but also towards the potentials. 9 respondents (30%) preferred brand name and fully satisfied while another 4 (13%) are dissatisfied with this. Furthermore 57% respondents have shown moderate Opinion about the brand name. This actually appraises the bank.

Reason for opening an account:

Around 7% with (2) respondents said that they have chosen the bank because it is has a good reputation in the community such as “Shariah-based Islami Bank”. 40% (12) respondents have said that it is a reliable bank and provide better service and 23% said they prefer for convenient place. 13% and 10% respondents choose the bank because of attractive rate and types of accounts offered respectively.

Respondent opinion about fees and service charges:

Product and service charge is a sensitive issue in banking sector. 60% respondents said this bank charge moderate value toward the customers. Moreover 33% respondents were against the arguments because they felt that bank charge little bit higher. Majority was medium value which

they are able to pay to get the product or service and rest of 7% respondents experienced that Shahjalal Islami Bank Limited demand lower charges.

Employee opinion about research and development:

50% of respondents of this branch said Shahjalal Islami Bank Limited do not introduce new product for the actual and potential customers because they don't have R&D department and about 17% respondents found some scheme of loan product against the assets. 33% respondents have no reaction about the arguments.

Customer Opinion about their Shahjalal Islami Bank Limited promotional Activity:

36% respondents expressed fully dissatisfaction about the promotional program of SJIBL. Opinion came from 33% respondents who are satisfied their current advertisement activity and 17% respondent who are fully satisfied too. 7% respondents were neutral about the question. 7% respondent expressed dissatisfaction about promotional activity.

Shahjalal Islami Bank Limited employees are very cooperative and helpful:

Shahjalal Islami Bank Limited is operating the business in a very expert style with energetic and well behave employees. They are very serious to fulfill customer Opinion. Again, they are very cooperative to their customers as well. They always try to help the customers at their best. Respondents 40% and 30% believe that the employees are very helpful and accommodating. On the other hand 7% (2) respondents said against it. But overall, it is a very positive sign that only 20% respondent said negative about this issue. This is very much positive for the bank.

Customer opinion about their attention:

Despite of their fewer advertisements, they have reached to its target customers quite successfully. By the analysis almost 66% (20) respondents knew about the bank through its current client. And rest 34% respondents have seen the different media advertisements and billboards.

Customer opinion about Shahjalal Islami Bank Limited place:

36% respondents said Shahjalal Islami Bank Limited have good with the locations. May be this is because it is a foreign exchange and Investment based site as well as a Shariah-based bank. That's the reason people are happy with having transaction over here. They are having class services and up to date facilities, good communication facilities. On the other hand, 54% respondents said against with this issue and 10% respondents said no comments.

Shahjalal Islami Bank Limited has a very good documentation process:

Shahjalal Islami Bank Limited has very good traditional documentation process. They preserved all the banking documents in a very well and presently way. Thus those are found any time when those are needed. 16 respondents (53%) said agree with the statement. That they never seen any mistakes or faced any problems regarding the documentation process. 5 respondents (17%) give a neutral opinion. This is not positively marked but not negative as well. On the other hand 30% respondent said negative with this issue.

CHAPTER-05
QUESTIONNAIRE

5.1 Questionnaire:

Section 1:

Please circle the most appropriate answer.

Gender:

- Male
- Female

Age Range

- 8-25
- 26-35
- 36-45
- 46-55
- 55-65
- 66 or older

Section 1I:

Please indicate the extent to which you agree or disagree with the following statements about the service you received from the bank staff during your transaction.

Strongly agree=5

Agree=4

Average=3

Disagree=2

Strongly disagree= 1.

	1	2	3	4	5
Tangibles					
1)Bank should have modern looking equipment					
2) Materials associated with the service should be visually appealing in a Bank.					
Reliability					
1)Customers of banks should feel safe while transaction					
2) The behavior of employees in bank should instill confidence in customers					
3) When a customer has a problem, bank should show					

a sincere concern in resolving it.					
4) Bank should perform the service right the first time	1	2	3	4	5
5) Employees in bank should always be willing to help customers.	1	2	3	4	5
Assurance	1	2	3	4	5
1) If there is any problem bank should take initiative					
2) Employees should have quality to instill confidence in customers	1	2	3	4	5
Empathy	1	2	3	4	5
1) Bank should give customers individual attention					
2) The employees of bank should understand the specific needs of their customer Perceptions	1	2	3	4	5

Overall Satisfaction

1) How much time is needed to provide service to you?

- i) More than 15 minutes
- ii) Between 10 to 15 minutes
- iii) Between 5 to 10 minutes
- iv) Between 1 to 5 minutes
- v) Less than one minutes

2) Are you satisfied with having account with Shahjalal Islami Bank Ltd?"

- Yes
- No

3) Will you recommend "Shahjalal Islami Bank Ltd" to your friends, relatives etc.?

- Yes
- No

4) Are you willing to have transactions with this bank?

- Yes
- No

If you have any specific complain or problem regarding the service provided by SJIBL then you can mention it below.

Tangibles

Tangible is the appearance or visibility of a branch. It also includes physical facilities, equipment, and appearance of personnel service provided by an organization for example - modern equipment, well furnished desks or table. Also employees' dress code and behaviors also generate positive impression to customers. So the hypothesis is follows- If tangibles are greater than 50%, then it will imply that customers are satisfied.

Reliability

Customers store up their wealth towards bank, so it is bank's responsibility to ensure proper management of that precious wealth. So reliability means capability to perform the promised service consistently and accurately. Employees should always try to serve customer first and at the right time, so that customers can rely on that bank. So the hypothesis is as follows- If reliability is more than 50%, the customers are satisfied.

Assurance

Assurance can be defined as the knowledge and courtesy of employees and their ability to convey trust and confidence among customers. So employees will have to assure that no matter whatever customers are relationship will always remain constant and flawless as long as they visit the branch and it will help to instill confidence among customers. So the hypothesis is as follows- If assurance is greater than 50%, the customers are satisfied.

Empathy

Empathy is the caring, individual attention that a firm provides to its customers. Employees will have to understand customer's demand and will have to provide service so that every single customer feels himself important and valuable for the bank. So the hypothesis is follows- If empathy is greater than 50%, the customers are satisfied.

Analysis of Tangibles

More than half of the sample liked the equipments that are used by Shahjalal Islami Bank Limited in order to provide a quality service to their customers. This portrays how careful Shahjalal Islami Bank Limited is about their customer's satisfaction. 56% respondents are very satisfied, 20% are satisfied, 13% are neutral, 9% are dissatisfied and 2 % are dissatisfied with the equipments.

Thus, the first hypothesis of being tangibility more than 50% which will allude to, that the customers are very satisfied is true because 56 % customers strongly agreed on the tangibility of Shahjalal Islami Bank Limited

Analysis of Reliability

In case of reliability, 60% strongly agreed that Shahjalal Islami Bank Limited is providing quality and reliable services to them. When 30 % agreed with the statement, 6% told that service is average compared to other banks and 4% totally disagreed with the statement. In case of reliability no one strongly disagreed with the statement. So it implies that customers are safe and confident by maintaining relation with Shahjalal Islami Bank Limited.

Thus, the second hypothesis of being reliability is also true as 60% strongly agreed with the statement. So perception is more than expectation. It implies that SJIBL is providing reliable services.

Analysis of Assurance

Here 51% have strongly agreed with the statement, when 35% have agreed that employees of Shahjalal Islami Bank Limited have the ability to convey trust among customers. 5% have articulated service of Shahjalal Islami Bank Limited is neither satisfied nor dissatisfied if assurance is considered. 5% have disagreed with the statement and 4 % have strongly disagreed with the comments.

So the fourth hypothesis is also true because 51% have mentioned that they are highly satisfied. It implies that employees are capable to maintain long term relation with their customers.

Analysis of Empathy

In case of empathy 63% have strongly agreed with the statement when 25% have agreed with it 8% have articulated that it is average compared to other banks and 4% have disagreed with the statement.

So it implies that Shahjalal Islami Bank Limited is very caring to its customers and they always try to provide best services to customers. So the fifth and last hypothesis is also true as perception is more than expectation, which is 63% and more than 50%.

Time duration of services	
More than 15 minutes	20%
Between 10 to 15 minutes	32%
Between 5 to 10 minutes	26%
Between 1 to 5 minutes	15%
Less than one minutes	7%
Total	100%

CHAPTER-06
FINDINGS,
RECOMMENDATIONS &
CONCLUSION

6.1 Findings on general banking activities:

Shahjalal Islami Bank is entirely a new banking system which is adopting for a better change in social economics condition and to make the banking function dynamic.

By the construction of capital production employment opportunities Investment and strong economical structure this branch I performing major role to meet up the demand of sociality.

- The Clients of Shahjalal Islami Bank Limited prefer to maintain Savings Account.
- Shahjalal Islami Bank Limited has very good traditional documentation process for general banking.
- Customers like the brand name of Shahjalal Islami Bank Ltd. and fully satisfied with this.
- Customers like for the superior service.
- Customers like for the moderate service charge.

6.2 Major Findings on the research in client satisfaction:

- Shahjalal Islami Bank Ltd. has very good traditional documentation process. Although they are not following any high technology or so but they having a very good record of the documents and filing system also the serial is been properly maintained too.
- Majority of customers are an account holder of this bank because they have the opportunity to choose various types of Shariah based Accounts. In this branch customers prefer savings and current deposits and other accounts.
- Customers like the brand name of Shahjalal Islami Bank Ltd. and fully satisfied with this.
- This bank charges moderate value toward the customers. Majority are found to be medium value which they are able to pay to get the product or service. Moreover credit card charge also reasonable and has some clear conditions.
- People are satisfied about the location of this branch and this place is suitable for financial transaction.
- Shahjalal Islami Bank Ltd. is not creative on their exterior design. Majority of respondent said that bank is not good in terms of it's the exterior decoration.
- The bank is good in terms of its interior design. But there is no enough space inside the bank to move freely.General banking has such small space that it is not enough for attracting the customers.
- Shahjalal Islami Bank Limited customers could known about the bank through its current clients because lack of advertisement they could not get enough information about the bank. Shahjalal Islami Bank Ltd. invests little bit for promotional program.
- Shahjalal Islami Bank Ltd. is operating the business in a very expert style with energetic and well behave employees. They are very respectful to the Bangladesh Bank's policies

and very much serious to fulfill customer satisfaction. Again, they are very cooperative to their customers as well. They always try to help the customers at their best.

- Shahjalal Islami Bank Ltd. is a reliable bank and provides better service to its customers.

6.3 Recommendations:

The main objectives of the world famous and successful banking organizations are making of profit through addressing the clients time to time with new paces of service instruments. However my little experience carnal the through this internship. I had several thing discussions with the clients and officials, which has helped me to know about the findings and draw and the followings recommendations:

Based on my three months observation in the bank, I achieved much practical knowledge. At the time of my internship period I felt some problems and based on that I state the following recommendations to the bank:

- To make the Shariah inspection strengthens regarding all Investment of the bank.
- Official at branch level should inspection strengthen regarding all Investment of the bank.
- This branch provides advances towards the true entrepreneur with reconsidering conventional system of security and collateral, moreover, the whole process should be completed within an acceptable time.
- Always should monitor the performance of its competitors.
- Evaluate customers need from their perspective and explain logically the shortcomings.
- Use of effective management information systems.
- Investment decision make faster.
- The management should consider revise the remuneration package in order to attract quality human resource.
- Bank should make their advertisement through newspaper and TV
- They should update their banking software and systems that ultimately result in fully automated banking activities to attain customer satisfaction.
- It should also introduce new innovative services and increase its area of coverage.
- Shahjalal Islami Bank should train its new employees in professional institutions like Bangladesh Institution of Bank Management (BIBM).
- Number of branches should be increased.
- They should increase number of ATM booth.
- The employee of the different branch should be trained continuously.
- Bank should provide their annual reports, Brochure, bulletin etc in order to give necessary information to customer.
- Bank should introduce consumer credit scheme.

6.4 Conclusion:

The performance of a Banks today competitive business is important. Just few years ago the number of bank was very small. So the competition was not a strong as its today. Things have changed with the emergence of many new banks now the Customers have option to take the one that the best so the current banking business scenario is simply highly competitive. The performance of Shahjalal Islami Bank Limited during the Last five years has proved that with strong desire and will power one achieve whatever target they may have. Almost all the leading banks in our country have various Extra facilities in offer for the customers in comparison with other Banks but Shahjalal Islami Bank Limited has succeed in achieving more customer than other competitors. This has been possible only because of strong customer relation and excellent customer service.

Shahjalal Islami Bank Limited is running successfully Taken all in all, it can be safely said that Shahjalal Islami Bank Limited action program is directed towards development of an authentic participatory economy beyond market economy.

It is thus felt that the linking credit to social goals and assignments will have far-reaching theoretical implications for development of an alternative concept of new theories of income, output and employment. This bank expresses its sincere thanks to the government of the People's Republic of Bangladesh and Bangladesh Bank for their co-operation and valuable guidance to the bank. Shahjalal Islami Bank Limited also takes this opportunity to their valued clients, patrons, well wishers, correspondents and the shareholders for their support and patronization extended during the year under review. Shahjalal Islami Bank Limited also records its appreciation for the services rendered by the executives and the members of the staff for the stability and growth of the bank.

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