Sonargaon University (SU)

Thesis Paper
On

Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC at Banani Branch

Submitted by
Md. Akib Hossain
ID: MBA2401031009

Program: Master of Business Administration (MBA)

Major: Marketing

Semester: Fall 2024

Submitted to
Department of Business Administration
Sonargaon University (SU)
Dhaka-1215

Date of Submission
07/01/2025

Sonargaon University (SU)

Thesis Paper

On

Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC at Banani Branch

Submitted by

Md. Akib Hossain
ID: MBA2401031009

Program: Master of Business Administration (MBA)
Major: Marketing
Semester: Fall 2024

Supervised by

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Date of Submission

07/01/2025

Letter of Transmittal

07 January, 2025

To,
Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU).

Subject: Submission of Thesis Paper.

Dear Madam,

I have pleasure to submit my thesis report to you on **"Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC, Banani Branch".** I have endeavored my best to follow your guidelines for this report. I have tried my best effort to gather all necessary information to the concerned parts of the report to enrich it. I have also tried to apply relevant concepts that I have learnt during the entire MBA program and my internship period at the BRAC Bank PLC. I am earnestly thankful to you for your guidance during the preparation of this term paper. I hope you will appreciate my collective effort put forth hereby.

Sincerely Yours

_____

Md. Akib Hossain
ID: MBA2401031009
Major Marketing
Sonargaon University.

Student's Declaration

This is Md. Akib Hossain, a student of Master of Business Administration, ID No: MBA 2401031009 from Sonargaon University (SU) would like to solemnly declaration here that this thesis paper on **"Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC, Banani Branch"** has been authentically prepared by me under supervisor of **Shakila Yesmin,** Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this thesis anywhere for awarding any degree, diploma, or certificate.

_____

Md. Akib Hossain
ID No: MBA 2401031009
Program: MBA
Major: Marketing
Sonargaon University (SU).

Letter of Authorization

I, **Shakila Yesmin**, Lecturer, Faculty of Business Administration, Sonargaon University (SU) hereby certify that the Thesis work entitled as **"Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC, Banani Branch"** has been prepared by Md. Akib Hossain, ID No: MBA 2401031009, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of Master of Business Administration (MBA) with major in Marketing.. To the best of my knowledge, the above-mentionedwork has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper.

I wish him every success in life.

_____

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU).

Acknowledgement

First, I want to pay my gratitude to almighty Allah for enabling us to prepare the report successfully. Then I would like to express my sincere gratitude and cordial thanks to some specific persons who helped me in preparing this report.

Firstly, I want to mention the course instructor**,** Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University **"**Evaluating Customer Satisfaction in General Banking: A case study on BRAC Bank PLC, Banani Branch." Undoubtedly, the experience of doing this report will help me immensely in my next higher-level courses. I would like to thank him for his attitude and the substance to be a true mentor as he guided me throughout the preparation of the report.

Secondly, I would like to convey my sincere thanks and gratitude to my Branch Operation Manager (BOM) of BRAC Bank, Banani Branch, who provided me with ideas, data and invaluable experience of the banking culture and the information about Branch Banking as well.

Finally, this report would not have been possible without the dedication and contribution of all the employee of BBL, Banani Branch. Who has helped me for prepared the report. I express my sincere gratitude to all of them. Their valuable contribution is what made this report possible.

Executive Summary

A bank is a financial institution that brings together depositors and borrowers for giving/receiving surplus and deficit funds respectively. The objective of a bank is to make a profit while acting as a middle man between the above-mentioned parties. In the present situation of the banking sector is walking with competitive advantage, inspired way, just like a panorama of a race to reach the leading position of the banking. Most of the bank now concentrates of marketing feasibility to earn and generate opportunity to hold existing to keep loyal customers, in the business humanity believed that loyal customers increase the forthcoming gainful revenue. In this report I am trying to focus about the wide consumer expectation, perception and its implementation possibility for the BRAC Bank PLC to overcome the all kinds of customer objections for the service failure and weakness.

First part of this report is based on the introduction which includes topics like origin, objective, background, methodology, limitation of the study. Basically, it defines the way and background of the study to prepare the report. In the next part of the report highlights a brief background of BRAC Bank, with their mission, vision, objective, business strategies. And also providing a brief summary of all retail product and services offered by the BRAC Bank PLC.

Next part is basically about the tasks done by me during the thesis report. A questionnaire was used to collect data from the Local clients, regarding services and solutions that are offered by the institution to its customers. Data from surveys and interviews of the Bank's customers have been used to investigate clients' views regarding the quality and standard of the services; to identify the gaps between the services that clients want and to suggest ways of improving the services. These data were analyzed using different statistical software's like SPSS and MS-Excel.

This report is also consists of all the findings of the report provided with some recommendation in order to improve customer service quality as well as customer satisfaction level based.

Table of Contents

Chapters	Content	Page No
	Letter of Transmittal	i
	Student Declaration	ii
	Letter of Authorization	iii
	Acknowledgment	iv
	Executive Summary	v
	Table of Contents	vi-vii
Chapter One:	**ORGANISATION PART**	**(2-19)**
1.1	OVERVIEW OF THE COMPANY	2-3
1.2	VISION, MISSION & GOAL OF BBL	3-4
1.3	BRAC BANK SUBSIDIARIES	5-6
1.4	SHAREHOLDING STRUCTURE	6
1.5	DIVISION OF BRAC BANK LTD	7
1.6	PRODUCTS AND SERVICES OF BRAC BANK LIMITED	7-19
Chapter Two:	**TASK ASSIGNED TO AN INTERN**	**(20-22)**
2.1	CUSTOMER SERVICE	21
2.2	CARD DELIVERY	21
2.3	ACCIUNT AND FDR OPENING FROM FILL UP'S	21
2.4	DESTRUCTION	21
2.5	RECONCILIATION	22
Chapter Three:	**RESEARCH METHODOLOGY**	**(23-29)**
3.1	INRODUCTION	24
3.2	RATIONALE FOR SELECTING THE REPORT	24-25
3.3	OBJECTIVE	25-26

3.4	METHODOLOGY	26-27
3.5	LIMITATIONS	27
3.6	SWOT ANALYSIS OF BBL	27-28
3.7	METHODS OF DATA ANALYSIS	28-29
Chapter Four:	**DATA ANALYSIS**	**(30-46)**
4.1	QUANTITATIVE DATA ANALYSIS	31-46
Chapter Five:	**FINDINGS AND RECOMMENDATIONS**	**(47-50)**
5.1	PROBLEMS FOUND IN BBL BANANI BRANCH	48
5.2	OTHERS FINDINGS	49
5.3	RECOMMEND ATIONS	49-50
Chapter Six:	**CONCLUSION**	**51-52**
Chapter Seven:	**REFERENCES**	**53-57**
	BIBLIOGRAPHY	54
	APPENDIX	55
	QUESTIONNAIRE	56-57

Chapter One

Profile of the Organization

1.1 OVERVIEW OF THE COMPANY:

This chapter emphasizes on the historical background of the company under study, overview of the company, their product and services, customer base and market condition of BRAC Bank PLC.

Historical Background of the Company:

BRAC Bank PLC is one of the latest generations of scheduled commercial banks in Bangladesh. It established in Bangladesh under the Banking Companies Act, 1991 and incorporated as private limited company on 20 May 1999 under the Companies Act, 1994. BRAC Bank PLC started its journey on the 4th of July 2001 with a vision to be the absolute market leader through providing the entire range of banking services suitable to the needs of modern and dynamic banking business as well as to promote broad based participation in the Bangladesh economy through the provision of high-quality banking services.

BRAC Bank PLC, with institutional share holdings by BRAC, International Finance Corporation (IFC) and Shore Cap International has been the fastest growing Bank in 2004 and 2005. BRAC Bank PLC is extending full range of banking facilities as per the directives of Bangladesh Bank. It intends to set standards as the absolute market leader in Bangladesh by providing efficient, friendly and modern fully automated on-line service on a profitable basis.

Being one of the members of GABV **(Global Alliance for Banking on Values Sustainable Banking)**, BRAC Bank along with thirteen of the world's leading sustainable banks, is engaged in building a viable future for the financial industry. In line with the theme of developing human capital, the bank is also involved in creating an alternative banking and finance system, where social impact is considered as important as financial return.

In the last five years of operation, the Bank has disbursed over BDT 1500 cores in loans to nearly 50,000 small and medium entrepreneurs. The management of the Bank believes that this sector of the economy can contribute the most to the rapid generation of employment in Bangladesh. Since inception in July 2001, the Bank's footprint has grown to 156 Branches, 48 SME/Krishi Branches and 22 SME Service Centers) , 74 Apon Shomoy, 330 ATMs, 31 CDMs, 399 SME unit offices and 7,695 (as on 31th March 2023) human resources, BRAC Bank’s operation now cuts across all segments and services in financial industry. It has disbursed over BDT 14,500 cores of SME loan and

has over 1,200,000 individual customers who access online banking facilities. With more than 1.3 Million Customers, the bank has already proved to be the largest SME financier in just 12 years of its operation in Bangladesh and continues to broaden its horizon into Retail, Corporate, SME, Probashi and other arenas of banking. In the year: 2023, BRAC Bank has been recognized as Asia's most Sustainable Bank in Emerging Markets by the Financial Times and IFC. Recently BRAC Bank has achieved the international award for "Excellence in Retail Financial Services".

BRAC Bank PLC has also been recognized as "The Best Managed Bank" in Bangladesh by Asian Banker. The Asian Banker Leadership Achievement Award is Widely Acknowledged by the financial services industry as the highest possible accolade available to professionals in the industry as recognized in the Asia Pacific and Gulf regions today.

1.2 VISION, MISSION & GOAL OF BBL:

Corporate Vision:

"Building profitable and socially responsible financial institution focused on Market and Business with Growth potential, thereby assisting BRAC and stakeholders to build a just, enlightened, healthy democratic and poverty free Bangladesh".

Mission:

Mission statement reflects what organization is doing currently to achieve its vision. BRAC Bank has number of missions, which are very specific in their way of achieving the vision.

- Sustained growth in Small & Medium Enterprise sector.
- Continuous low-cost deposit growth with controlled growth in retail assets.
- Corporate Assets to be funded through self-liability mobilization.
- Growth in Assets through syndications and investment in faster growing sectors.
- Continuous endeavor to increase non-funded income.
- Keep our debt charges at 2% to maintain a steady profitable growth.
- Achieve efficient synergies between the bank's branches, SME unit offices and BRAC field offices for delivery of remittance and Banks other products and service.

Objectives:

The objective of BRAC Bank Limited is specific and targeted to its vision and to position itself in the mindset of the people as a bank with difference. The objectives of BRAC Bank PLC are as follows:

- Building a strong customer focus and relationship based on integrity, superior service.
- To creating an honest, open and enabling environment.
- To value and respect people and make decisions based on merit.
- To strive for profit & sound growth.
- To value the fact that they are a member of the BRAC family committed to the creation of employment opportunities across Bangladesh.
- To work as a team to serve the best interest of our owners.
- To relentless in pursuit of business innovation and improvement.
- To base recognition and reward on performance.
- To establish, maintain, carry on, transact and undertake all kinds of investment and financial business including underwriting, managing and distributing the issue of stocks, debentures, and other securities.
- To finance the international trade both in import and export.
- To develop the standard of living of the limited income group by providing Consumer Credit.
- To finance the industry, trade and commerce in both the conventional way and by offering customer friendly credit service.

Goals:

BRAC Bank will be the absolute market leader in the number of loans given to small and medium sized enterprises throughout Bangladesh. It will be a world - class organization in terms of service quality and establishing relationships that help its customers to develop and grow. successfully. It will be the Bank of choice both for its employees and its customers, the model bank in this part of the world.

1.3 BRAC BANK SUBSIDIARIES:

bKash:

bKash is designed to provide financial services via mobile phones to both the unbanked and the banked people of Bangladesh. The overall bKash value proposition is simple: a safe, convenient place to store money; a safe, easy way to make payments and money transfers. The bKash mobile wallet, a VISA technology platform which is fully encrypted to ensure most secure transactions, will be the customer account where money can be deposited and out of which money can be withdrawn or used for various services. It has a special focus to serve the low-income people of the country and promote sustainable micro-savings by providing financial services that are convenient, affordable and reliable. In Bangladesh, where 15% of people are not connected to formal financial system, providing financial services using this mean can make the service more accessible and cost effective for the vast population of Bangladesh.

BRAC EPL

BRAC Equity Partners Ltd (EPL) is a brokerage house and a merchant bank, with 51% of its stake owned by BRAC Bank. BRAC EPL formally commenced operation under a new management team on October 1, 2009. The predecessor of the company, known as Equity Partners Limited (EPL) and its affiliate Equity Partners Securities Ltd (ESPL), was formed in early 2000 as a merchant bank and brokerage company subsequently. Since the acquisition by BRAC Bank, BRAC EPL is providing the stock brokerage and investment services as BRAC EPL Stock Brokerage Ltd & BRAC EPL Investments Ltd. Products and services provided by BRAC EPL Stock Brokerage Ltd. are:

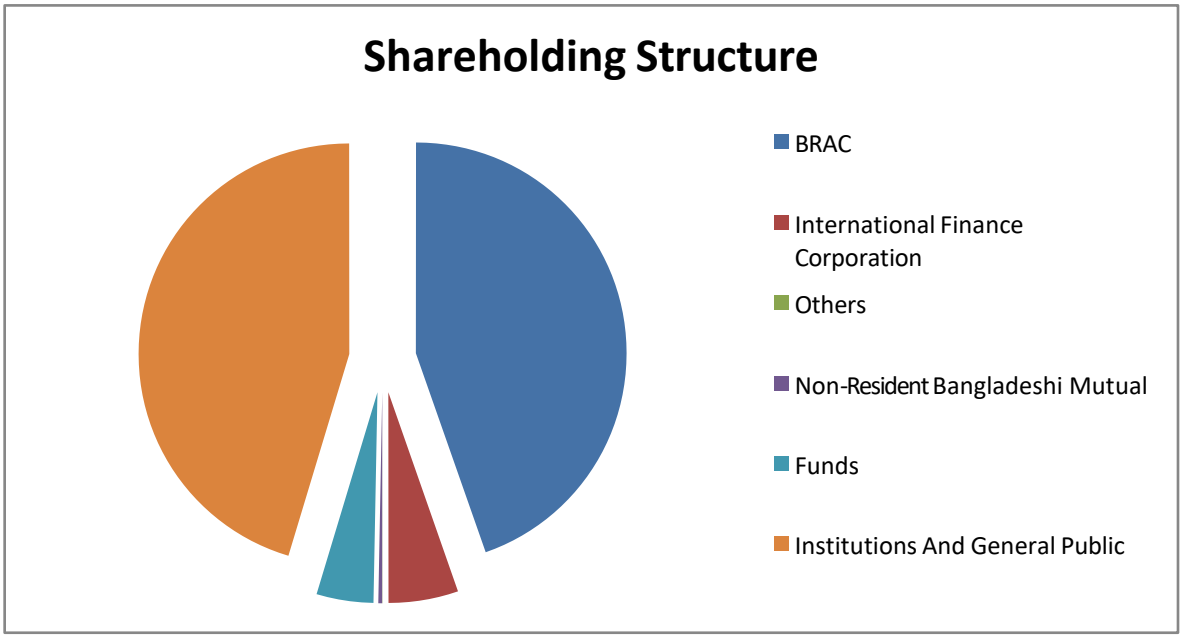
- Open Beneficiary Accounts (BO) for individuals.
- Provide margin lending.
- Trade for institutional investors, both domestic and international.
- Provide stop-gap liquidity support, especially to foreign institutional investors.
- Assist to create and follow an investment strategy.
- Provide corporate finance advisory services.

BRAC Saajan:

BRAC Saajan Exchange Limited, an Exchange Company incorporated in England and Wales, is a subsidiary of BRAC Bank PLC, Bangladesh. The Company has been formed through acquisition of the former Saajan Worldwide Money Transfer Limited, United Kingdom. BRAC Bank owns 87.485% share in BRAC Saajan Exchange. The main purpose of introducing BRAC Saajan Exchange, is to have a footprint in UK and elsewhere in Europe to cater to the needs of Non-Resident Bangladeshis (NRBs) community which has a population of over one million. Non-resident Bangladeshis (NRBs) in UK now has a secured, fast, online transfer option available for sending remittance to their loved ones in Bangladesh from UK.

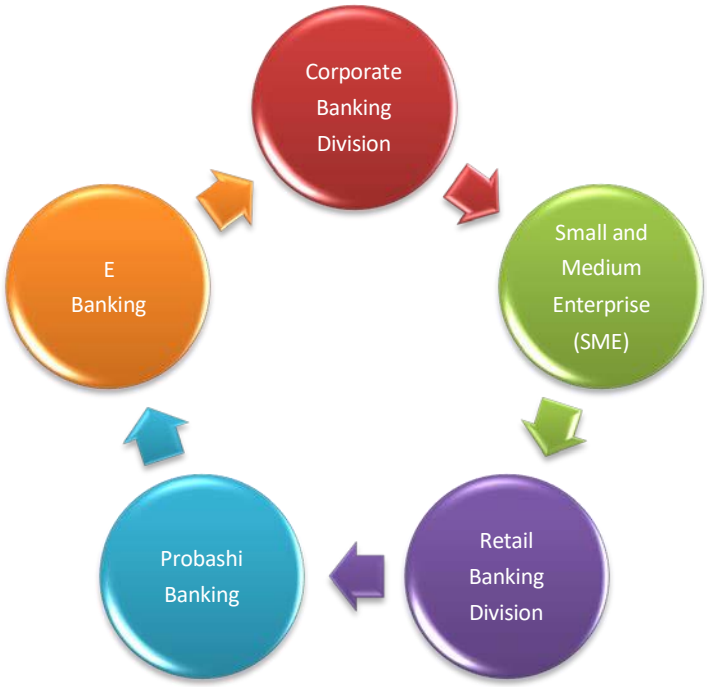
1.4 SHAREHOLDING STRUCTURE:

Name of Shareholder	% of Shareholding
BRAC	44.64%
International Finance Corporation	5.36%
Others	0.01%
Non Resident Bangladeshi	0.29%
Mutual Funds	4.37%
Institutions And General Public	45.33%
Totals	100%



1.5 DIVISION OF BRAC BANK PLC:

BRAC Bank PLC consists of five major business divisions namely:



1.6 PRODUCTS AND SERVICES OF BRAC BANK PLC:

BRAC Bank PLC is offering different types of products and services to their retail customers. The services of PFS and Credit Card Services are known as Retail banking or Consumer Banking. Retail banking deals with providing the bank services to individuals on a One-to-one basis. The services under retail banking are as follows:

- Deposit Products
- Loan Products
- Card Products
- Locker Services
- Foreign Exchange & Related Services

i. **Deposit Products:**

I. Triple Benefits Savings Account (TBS):

This account provides a great interest rate of up to 8.5% p.a. Interest is credited to the account every month on an average monthly balance. The minimum balance required for account opening is BDT 50000.

Interest Rate:

Monthly average balance	Rate
Below Tk. 50,000	0%
Tk. 50,000 to less than Tk. 5 lac	2%
Tk. 5 lac to less than Tk. 25 lac	4%
Tk. 25 lac to less than Tk. 20 crore	8%
Tk. 20 crore & above	8.5%

Monthly average balance of BDT 50,000 & above will be eligible for interest. Interest forfeiture rules are not applicable for this account. There is no Annual Debit Card Fee, if yearly average balance BDT 50,000 or above is maintained, otherwise BDT 600+VAT will be charged on anniversary. There is no Half Yearly Account Maintenance Fee for this account if half yearly average balance is BDT 50,000 & above. However, BDT 300 + VAT will be charged if half yearly average balance is above BDT 25,000 to below BDT 50,000; BDT 100 + VAT will be charged if half yearly average balance is above BDT 5,000 to BDT 25,000. The account offers the first cheque book of 12 pages free of charge.

II. Savings Classic Account:

It offers 8.5% p.a. interest rate and minimum required for account opening is BDT 5000.

Interest Rate:

Monthly minimum balance	Rate
Below Tk. 50,000	0%
Tk. 50,000 to less than Tk. 5 lac	2%
Tk. 5 lac to less than Tk. 25 lac	4%
Tk. 25 lac to less than Tk. 20 crore	8%
Tk. 20 crore & above	8.5%

Monthly minimum balance of BDT 50,000 & above will be eligible for interest. Half Yearly Account Maintenance Fee is BDT 300 + VAT if half yearly average balance is above BDT 25,000 and BDT 100 + VAT if half yearly average balance is above BDT 5,000 to BDT 25,000. Annual Debit Card Fee is BDT 600 + VAT. The account offers the first cheque book of 12 pages free of charge.

III. Aparajita Account:

This savings account is for female customer that offers interest rate up to 8.5% p.a. Interest is credited to the account every month on day end balance. The minimum balance required for account opening is BDT 1,000.

Any day-end balance will be eligible for interest. There is no Yearly / Half Yearly Account Maintenance Fee. Annual Debit Card Fee is BDT 300 + VAT. This is a non-cheque book Account. However, a guest can avail special cheque book as per Schedule of Charges.

Current accounts:

I. Current Classic Account:

Current Classic Account is a non-interest-bearing account with cheque book & VISA Debit Card facility. The minimum balance required for account opening is BDT 5,000. The account has a maintenance fee of BDT 500 + VAT for every half year and Annual Debit Card Fee is BDT 600 + VAT. The account offers the first cheque book of 12 pages free of charge.

II. EZee Account:

EZee Account is a non-cheque interest-bearing current account for small savers who need frequent transactions. No need to write a cheque or stand in queue to draw your money from BRAC Bank. You get a Debit Card to operate your account. This current account offers you interest of 2% p.a. Any balance greater than zero is eligible for interest. There is no Account Maintenance Fee. Annual Debit Card Fee is BDT 600+ VAT. This is a non-cheque book account. The minimum account opening balance requirement is BDT 2000.

III. Salary Account:

Salary Account is a non-cheque book individual account for employees of different Corporate Houses,

offered to facilitate the disbursements of their monthly salaries. Employees of MNC/LLC/MID CORP/NGO/Large proprietorship/Partnership firm, other than foreign nationals are eligible to open this account.

Interest rate for Salary Account is 4% p.a. Any balance greater than zero will be eligible for interest. Interest calculation will be based on Daily Balance and Interest payment will be made half-yearly. There is no Annual Account Maintenance Fee in Salary Account. Annual Debit Card Fee is BDT 300 + VAT. Cheque Book facility is also available for this account.

- ✓ **Eligibility**
  - The organization needs to have a minimum of 10 employees and a payout of Tk. 1 lac per month and an average salary per employee of Tk. 10,000 per month.
- ✓ **Key Features**
  - 4% interest on any deposit amount (On daily balance)
  - No Account Maintenance Fee
  - No minimum balance required
  - Partial waiver on VISA Debit Card
  - Cheque book facility
  - Loan facility at preferential rates (Personal loan, Home loan, Auto loan.

IV. Campus Account:

Campus Account is an interest-bearing current account exclusively offered for university students with an interest rate of 4% p.a. The minimum balance required for account opening is BDT 500. Any balance greater than zero will be eligible for interest. There is no Account Maintenance Fee. Annual Debit Card Fee is BDT 300 + VAT.

TERM DEPOSIT:



Deposit Premium Scheme (DPS):

BRAC Bank introduces the Deposit Premium Scheme (DPS) – a truly special savings plan that allows you to save on a monthly basis and get a handsome amount at maturity – BRAC Bank DPS account gives you the convenience of saving regularly in line with your monthly income stream. So, if you want to create a big savings to fulfill your cherished dream. DPS is the right solution.

Installment sizes and DPS term

We have a range of options for both installment size and maturity. The monthly installment can be as low as BDT 500 or any multiples of it i.e. BDT 1,000, BDT 2,500, BDT 5,000 and so on. You are also free to choose the maturity of your DPS. You may select a period of 4/7/11 or 14 Years, depending on your convenience.

Get a Savings Account and an On-Line Banking Facility

Unlike other banks, BRAC Bank gives you the luxury of choosing any day of the month as your installment date. Moreover, with a DPS at BRAC Bank, you will also have a Savings Account with personalized cheque book and receive on-line banking facility.

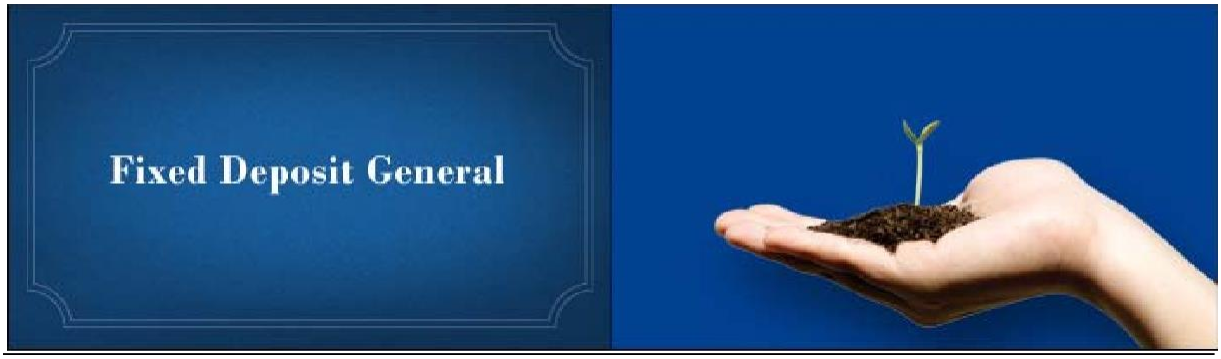
Auto-Transfer Facility

Managing your DPS had never been so easy. You don't have to stand in long queues to deposit your installment every month. You can always deposit more than one installment in your savings account and we will automatically transfer the installment to your DPS account on due dates.

Fixed Deposit General

Fixed Deposit General is a non-transactional account that gives interest and principal at maturity. Minimum amount required to open the General FD account is BDT 10,000. FD General can be opened for 1/3/6/12/24/36 months. Interest is paid on maturity, calculated on 360 days, as per the Interest Rate

Matrix. This account is available on a roll over basis until the customer confirms its closure. 10% Government Tax shall apply to the interest amount.



Interest First Fixed Deposit (IFFD)

Interest First Fixed Deposit is a non-transactional account that a customer uses for interest earning in advance and savings purposes. The unique feature of this product is that interest is given upfront, at the time of opening the fixed deposit. Minimum amount required to open an IFFD account is BDT 10,000. IFFD can be opened for 3/6/12 months. Interest (after the adjustments of 10% Government tax on the interest amount) is immediately transferred to the link account, as per the Interest Rate Matrix.

Flexi Deposit Premium Scheme (Flexi DPS)

Flexi Deposit Premium Scheme is a non-transactional account that a customer uses for interest earning and savings purposes through monthly installment basis. Minimum amount required to open an FDPS account is BDT 500 and its multiples. FDPS can be opened for 1/2/3/4/5/6/7/8/9/10 years. This account is available on a roll over basis until the customer authorizes its closure. Interest is accrued to the FDPS account on monthly basis. Interest (after adjusting 10% Government tax on the interest amount) will be paid at maturity date, as per the Interest Rate Matrix.

Monthly Installment of Flexi DPS.

Monthly Installment TK. 500		Monthly Installment TK. 1,000		Monthly Installment TK. 5,000		Monthly Installment TK. 1,0000	
Duration	**Matured Amount**	**Duration**	**Matured Amount**	**Duration**	**Matured Amount**	**Duration**	**Matured Amount**
1 Year	6246	**1 Year**	**12,492**	**1 Year**	62,461	**1 Year**	124,922
2 Years	13,049	**2 Years**	**26,098**	**2 Years**	130,492	**2 Years**	260,983
3 Years	20,561	**3 Years**	**41,123**	**3 Years**	205,615	**3 Years**	411,229

4 Years	28,816	**4 Years**	**57,632**	**4 Years**	288,161	**4 Years**	576,321
5 Years	37,989	**5 Years**	**75,978**	**5 Years**	379,891	**5 Years**	759,782
6 Years	48,248	**6 Years**	**96,496**	**6 Years**	482,482	**6 Years**	964,963
7 Years	59,793	**7 Years**	**119,586**	**7 Years**	597,930	**7 Years**	1,195,859
8 Years	72,045	**8 Years**	**144,090**	**8 Years**	720,452	**8 Years**	1,440,903
9 Years	86,619	**9 Years**	**173,238**	**9 Years**	866,189	**9 Years**	1,732,378
10 Years	101,779	**10 Years**	**203,557**	**10 Years**	1,017,785	**10 Years**	2,035,571

All the figures are Indicative and subject to govt. taxes

i. Loan Section:

I. **Personal Loan**:

Be it our dream gadgets, wedding, medical attention or whatever the requirement might be, BRAC Bank Personal Loan available at our side as always! An unsecured loan up to BDT 10 Lac exclusively designed just to cater our personal needs

✓ **Special Features**

- A Personal Loan facility for any consumer needs
- Loan amount BDT 1 Lac to BDT 10 Lac
- No collateral or cash securities
- Flexible repayment Equal Monthly Installments (EMIs) over a period of 12 months to 60 months.

✓ **Eligibility**

Age:

- Minimum age 23 years
- Maximum 60 years (For Salaries), 65 Years (For Business) at the time of maturity

✓ **Professional Experience:**

- Salaried: Confirmed Employee having 1-year continuous service with current employer
- Businessman: Minimum 3 years of Business experience in same business (with adequate proof).

✓ **Minimum Monthly Income:**

- Salaried Executives: BDT 25,000 / per month
- Self Employed Professionals/Businessman: BDT 35,000 / per month

✓ **Required**

Documents: For

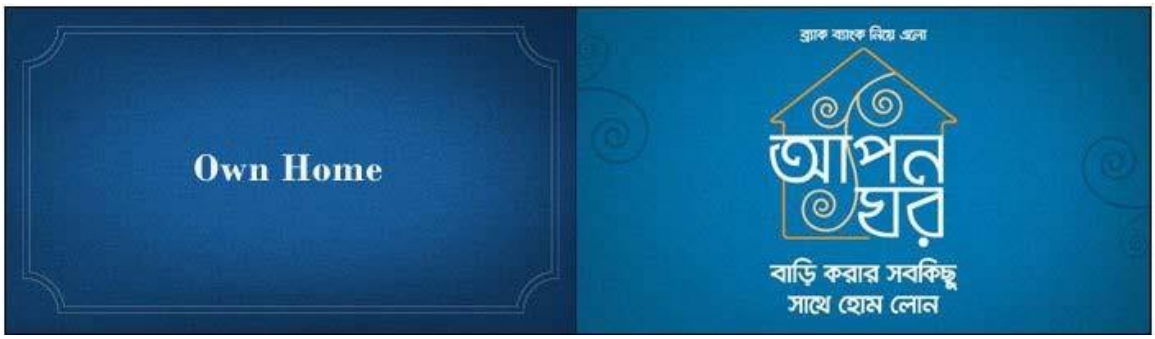
Salaried:

- Last 1 year bank statement
- Last 3 month's salary slip/Letter of introduction
- Proof of identity
- Proof of employment of minimum 1 year

✓ **For Businessman:**

- Last one year bank statement
- Proof of identity
- Valid Trade License
- Business card/ visiting card of the applicant
- Personal TIN certificate

II. Home loan (Apon Ghor):



Apon Ghar (Own Home) is the Home Loan product from BRAC Bank with a difference. It is not just a loan, rather a complete solution stretching with five values added FREE services.

Apon Ghor is a home loan, which is providing customers loan as well as attractive privilege

consultancy for-

- Interior
- Furniture & Soft Furnishing
- Home Appliance

III. Cards Section:

1) Credit card:

A. Platinum Card:

Platinum privileges:

- Free access at Balaka VIP Lounge
- Priority arrival and departure service at airport.
- 20% discount at D'DAMAS.
- 10% Discount at LEO Diamond
- 10% discount at OTOBI

B. Universal card:

This is a Visa/Master dual currency credit card with worldwide acceptability. Its USD credit limit will be within approved BDT limit assigned for the cardholder. A secured dual card's limit will be maximum USD 30,000 against lien on RFCD or ERQ account.

II. Debit Card:

Visa/MasterCard planet Debit card:

✓ **Enhanced facilities:**

- Enhanced daily cash withdrawal limit of BDT 50,000 from ATM Booth
- Cash withdrawal facility from

✓ **ATM Booth facilities:**

- More than 280 BRAC Bank ATM booths
- ATM booths of more than 30 banks under OMNIBUS network
- All ATM booths of Rupali Bank Ltd.

- BDT 3,00,000 cash withdrawal facility from Branch POS counters
- BDT 1,00,000 purchase facility from Merchant POS
- Free Account Enquiry
- Free Mini Statement Printing

III. Prepaid Card

BRAC Bank brings another perfect solution for your financial needs while you visit the Holy Lands of Saudi Arabia to perform your Hajj. You can now enjoy convenient and safe access to your money during your Pilgrimage by simply getting yourself a BRAC Bank Hajj Card. Since, this is a Prepaid Card, any individuals (18 years and above) having no relationship with BRAC Bank can also enjoy the benefits of this card. One can withdraw cash from any Visa accepted ATMs or do the shopping across Kingdom of Saudi Arabia (KSA) using this plastic.

✓ **Highlights of Hajj Card**

- Completely interest free
- Limit up to USD 350 as per Hajj Quota (Quota may change as per Government regulation)
- Valid across KSA during Hajj
- Accessible in all VISA accepted ATMs & Shops in KSA
- A nominal issuance fee of BDT 300+15% VAT
- Scope to encase unused balance in BDT
- No endorsement fee or penalty

IV. Travel Prepaid Card

✓ Highlights of Travel Card

- Instant issuance - Just pays and picks the card
- Completely interest free
- Valid all over the world (except Bangladesh)
- Accessible in all VISA accepted ATMs & Shops globally
- Bank account not required

- A nominal issuance fee of BDT 500+15% VAT
- Scope to refund of unused balance in BDT

ii. Locker Services:

Locker service of BBL allows the customers to keep their valuables in a safe and secure place and access the same at convenient times. These strong and heat-resistant steel lockers stiff in vault, round the clock security guards, and sophisticated anti- burglary alarm systems provide maximum protection to the valuables of customers. Three sizes locker are available in BBL.

Those are Small, Medium, and Large. Annual charges of these sizes are given below:

Sizes	Charges
Small	BDT 3500 + 15% VAT
Medium	BDT 5200 + 15% VAT
Large	BDT 7200 + 15% VAT

Locker Services are available in the following branches:

Sl	Branch	Sl	Branch
01.	Agrabad	**11.**	Khulna
02.	Asadgate	**12.**	Mirpur
03.	Rampura	**13.**	Mogbazar
04.	Bashundhara	**14.**	Momin Road
05.	CDA	**15.**	Narayanganj
06	Comilla	**16.**	Rampura
07.	Gulshan	**17.**	Satmosjid Road
08.	Halishahar	**18.**	Shyamoli
09.	Zindabazar	**19.**	Sylhet
10.	Kazirdewri	**20.**	Uttara

V. Foreign exchange & Related Service:

I. Travel Related Services (TRS):

Travel Related Services deals with the sale of Cash FCY against Individual's Travel Quota and Medical File. This entitlement is for a Calendar Year i.e. from 1st January to 31st December.

As per Bangladesh Bank Guideline:

- ✓ Travel Quota (For a Calendar Year):
- USD 2000 or equivalent for SAARC Countries & Myanmar
- USD 5000 or equivalent for Non-SAARC Countries

- ✓ Medical File Quota (For a Calendar Year)
- USD 10,000 or equivalent (If patient requires more than USD 10,000 for treatment, Bangladesh Bank's permission is required)

- ✓ Required Travel Document for FCY Endorsement
- Valid Passport
- Valid Visa
- Air/ Bus Ticket (with return)

Endorsement needs to be done within 2 weeks of departure i.e. one cannot endorse before 2 weeks of departure

- ✓ Required Documentation for Medical File
- Valid Passport with Visa (Parent's Passport for Infant)
- Photo copy of Air ticket/ Bus ticket (Original needs to be shown)
- Invoice from prospective hospital
- Recommendation letter from personal physician
- Related medical documents (Prescriptions, Diagnosis Reports etc.)
- Previous overseas medical treatment documentation (If any) & Proof of treatment (After return from abroad)

VI. **Education Related Services (ERS):**

BRAC Bank ERS offers 'Student File' services which eases educational related financial transactions abroad. Student File opening is a mandatory requirement set by Bangladesh Bank for Foreign Exchange transfer to other countries. Through opening Student File, educational related expenses can be remitted abroad.

- ✓ Eligibility:

Students who have taken admission in regular courses such as undergraduate, post graduate, language

course pre-requisite to bachelor degree & professional diploma/ certificate courses in recognized institutions abroad

- ✓ Student Quota

Education Cost & Living Cost as per estimate furnished by Foreign Institution/University and USD 200 or equivalent for transit expenses

- ✓ Services offered
- Student File Opening
- Foreign Demand Draft (FDD)/ Foreign Telegraphic Transfer (FTT) issuance for tuition fees & to pay off living expense

- ✓ Documents required
- Valid Passport
- One Passport size photograph
- Admission letter issued by the educational institution in favor of the student
- Estimation of annual tuition fee, board and lodging, incidental expenses etc. issued by the concerned educational institution

Chapter Two

General Banking Activities of BRAC Bank

2.1 CUSTOMER SERVICE:

The Customer Service area is divided into few sections such as, cheque, pin, cards, loan, remittance, pay order etc. On the first day of my work in the Customer Service department, the BOM (Branch Operation Manager) of the department Controlled & Monitoring all the things related to the operations customer service department works in the branch.

2.2 CARD DELIVERY:

There were four registers note book for maintaining the cards; two is for new issue cards and rest for lost and stolen card. In the both cases cards and pins maintain by two separate Branch Sales and Services Officer (BSSO) for security purpose. There were two people in the hold of card and pin of that branch. They have to maintain the existing card user with increasing large number of new card user day by day.

2.3 ACCOUNT OPENING AND FDR OPENING FROM FILL UPS:

There are different kinds of bank accounts starting from current, savings, proprietorship, partnership etc. Every form has different rules for maintain. These rules are declared by Bangladesh Bank.

2.4 DESTRUCTION:

Bank check book, cards, pins expires after a certain period of time. When the time of expirations comes closer bank sent letters and phone calls to the customers for collecting their products. If customers fail to collect bank end the existence of that product. This process is known as destruction.

Step 1: Find out which check, card or pin is close to destruction and list down the names categorizing them based on months.

Step 2: After letter sent from the bank call the listed customers and tell them to collect within upcoming week.

Step 3: After the check, card or pin is destroyed systematically, destroy them manually.

2.5 RECONCILIATION:

Bank reconciliation statement is a report which compares the bank balance as per company's accounting records with the balance stated in the bank statement. Reconcile of the cards, pins, FDR, Cheque books are done every day. Before reconciling we have to count the closing balance of the day, then count how many are being received from the currier and the number delivered to the customers. In the branch everything is reconciled starting from cheque books, cards, pins, FDR’s etc.

Chapter 3

Research Design

3.1 INRODUCTION:

A bank is a financial institution that brings together depositors and borrowers for giving/receiving surplus and deficit funds respectively. The objective of a bank is to make a profit while acting as a middle man between the above-mentioned parties. The assets of a bank are its loans and credit lines that it extends to its borrowers. These assets lead to a revenue stream in the form of interest receivables on loans given. A bank's liabilities are the deposits kept by various surplus units. These lead to expenses in the form of interest payables on deposits kept. A bank simply takes the money from depositors and lends it to the borrowers.

BRAC Bank Limited started its journey in 2001 and in just 12 years proved to be country's fastest growing bank. Today, the bank has 156 Branches, 22 SME Service Centers, 48 SME/Krishi Branches, over 330 ATMs and 399 SME Unit offices across the country. It has disbursed over BDT 220,139 million of SME loan and has over 1,200,000 individual customers who access online banking facilities. Its services cut across all strata of clientele; be it corporate, retail or SME.

The four major types of banking solutions offered by BRAC Bank include SME Banking, Retail Banking, Wholesale Banking and Probashi Banking. With your permission, I would like to work on the customer services offered by Retail Banking division of the bank. A tentative title of my report is *"Customer Services of BRAC Bank Limited".* The purpose of the report is to try determining the level of customer satisfaction with the bank's current set of retail services.

3.2 RATIONALE FOR SELECTING THE REPORT:

The proposed project is significantly important because it will shed light on the current status of customer services provided at BRAC Bank Limited and the gaps that are present. The findings can be used by the bank to identify the problems that customers are facing while availing the bank's services. I am working in the retail banking division and it gives me the opportunity to closely interact with the customers, providing me with a bird's eye view of all the customers services provided. The project will encompass a wide range of services that BRAC Bank offers to its retail customers and describe and analyze each of them. Customer service is the process of ensuring customer satisfaction with a product or service. In a bank, customer service includes activities such as the retail banking solutions

offered, maintaining and servicing customer accounts, dealing with complaints and queries, etc.

This report will be helpful for the person who has intention to learn about retail banking and some other banking institute who wants to launch retail banking beside this it may help the management of BRAC Bank Limited.

Furthermore, as a business student, it will help me analyze the financial solutions offered under the Retail Banking wing of BRAC Bank Limited and identify the gaps in their customer service. Through brainstorming and interaction with the related stakeholders, the recommendations provided to overcome the gaps make the project even more significant.

This report will be helpful for the person who has intention to learn about retail banking and some other banking institute who wants to launch retail banking beside this it may help the management of BRAC Bank ltd.

3.3 OBJECTIVES:

The primary objective of the project in to provide an insight to the services that is provided by BRAC Bank Limited. More specifically, it will review the different financial services and solutions that are offered by the institution to its customers. These include the deposit and credit services. It will analyze alternate banking channels like CDMs and determine possible problems faced by the customers in availing the bank's services. The chosen topic has been suggested by my on-site supervisor as it can be used to reflect both the satisfaction level of the customers and the possible short-comings. The findings of the project will shed light on the standard of services currently provided and help identify any gaps or shortcomings. To get some knowledge about the other function related to retail banking division and also to know about the market position and background of BRAC Bank Ltd.

Specific Objective:

More specifically, this study entails the following aspects:

- To know about the customer's acceptance level regarding the recent change of BRAC Bank retail banking division.
- To identify the problems that customers are facing while availing the bank's services.
- To know about whether the customer is satisfied with service of BRAC Bank PLC. Or not.
- To know about customer's loyalty towards BRAC Bank PLC.

The secondary objective of the report is the completion of the thesis report of the author. Following the One months of thesis, Sonargaon University requires an internship project. So this report has been primarily prepared to complete the internship requirements. The author completed his internship from BRAC Bank PLC, under the retail banking division of Banani Branch.

3.4 METHODOLOGY:

The report has been prepared based on data collected from both primary and secondary sources. The primary source consists mainly of personal observation during the attachment period, practical work experience in different desk of the bank, face-to-face conversation with the respective clients. The main source of the primary data collection of my report was my discussion with Customer Service Managers (CSM) And Branch Sales and Service Officers (BSSO) of the BRAC Bank PLC at Banani Branch & their opinions & comments. It helped me to collect the essential & vital information to make my thesis report. The people of Customer Service sectors & their face-to-face information is my primary data. Data and relevant information are collected for this study through an unstructured questionnaire where customers and employees both were given the questions and responses were taken in the answer sheet. The respondents included clients from different occupation, age and gender. Most of the respondents were from the BRAC Bank PLC, those had account on the bank.

Secondary information came mainly from websites, annual report of the BRAC Bank PLC, various book articles regarding general banking, various brochures published by BRAC Bank PLC. Necessary data and information has been collected by the following sources:

1. General banking procedure manuals of the BRAC Bank PLC.
2. Circulars, letters and memos issued by the Banks and regulatory organization i.e. Bangladesh Bank and Govt.

3. Prudential Guidelines on General Banking issued by Bangladesh Bank.
4. Annual report of BRAC bank PLC.
5. Annual report of Bangladesh bank.
6. Newspapers and journals.
7. Internet and websites.

3.5 LIMITATIONS:

Like most other projects, there are certain limitations involved. Firstly, due to confidentiality, I am not able to use certain information and customer feedback. All the internal information of the bank was not available for use in the report due the bank's policy. Customer information is also treated as confidential and hence limited the scope of my report. Secondly, an analysis of the competitors' services would have provided more depth to the report, but I was unable to gather sufficient information to make an informed comparison.

3.6 SWOT ANALYSIS OF BBL:

SWOT is an acronym for the internal strength and weakness of a firm and the environmental Opportunity and Threat facing by that firm. So if we consider The BRAC Bank Limited as a business firm and analyze its strength, weakness, opportunity and threat the scenario will be as follows:

STRENGTH

- Trustworthiness
- Good Management
- Regular Customers
- Brand Name
- Young Energetic Employees
- Excellent Networking System
- Strong Financial Position
- Large Network- both nationally & Internationally
- Real- Time On-Line Banking

WEAKNESS

- Lack of proper motivation, training and job rotation.
- Limited Banking Service
- Lack of entry-level experience

- Migration tendencies of employees

OPPORTUNITIES

- SME Finance
- Huge business area
- High growth of sales & trade Finance volume

THREATS

- Increasing Competition
- Losing customers
- New Legal System

3.7 Methods of Data Analysis:

This project assumes that the customers are aware of all the services offered by BRAC Bank and are satisfied, neutral or dissatisfied with the level of services. To analyze the data I used survey answer. After I finished collecting the data, I analyzed the data using the statistical software of SPSS and Microsoft Excel. The first task in analysis was to input data into the statistical software and interpret those using graphical presentation of the findings. Frequency and percentage method were applying using SPSS software to get the result of the findings. Some diagrams and tables used in this report for analyzing the collected data and to explain certain concepts and findings more clearly.

From the questionnaire, I listed the quantitative and the qualitative variables and separated the responses under these two variable categories. I also made a note of the dependent and independent variables among the quantitative ones so that the data is no more complicated.

Sampling Method:

Convenience sampling method has been performed for selecting samples. Sample

size: N = 50 respondents.

Variables:

To measure the satisfaction level of the customers I will use some variables. Some variables are given below:

- ✓ Flexible banking facilities,
- ✓ Privilege facility
- ✓ More new product,
- ✓ BBL takes care of his customers suggestion,
- ✓ Segmentation brings benefit,
- ✓ Customers get informed from BBL Regularly,
- ✓ Negligence from BBL etc.



Here, customer relationship is the only dependable variable and all the other stuffs are independent variables to measure the satisfaction status or the level with the BRAC bank customers.

Chapter Four

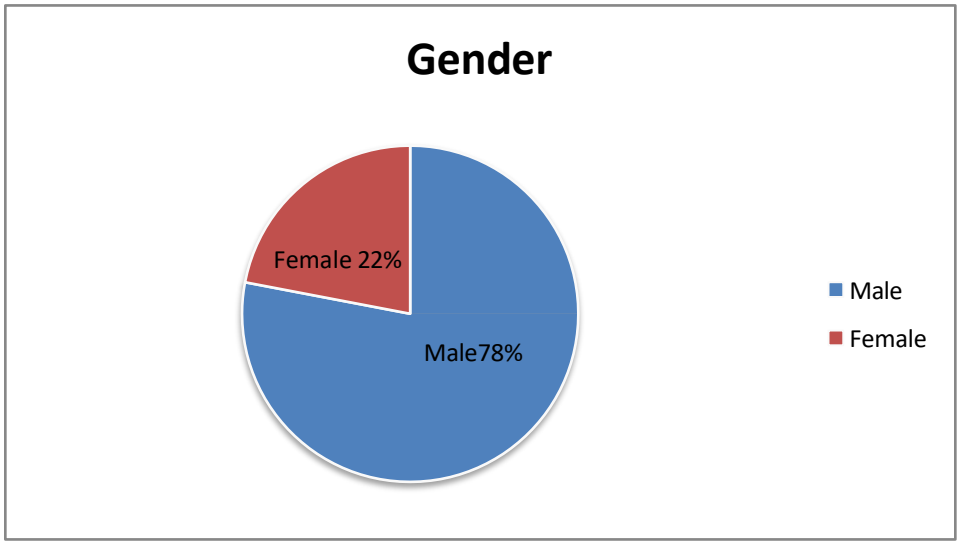
Data Analysis

4.1 QUANTITATIVE DATA ANALYSIS:

Frequency of Gender:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	39	78.0	78.0	78.0
	female	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

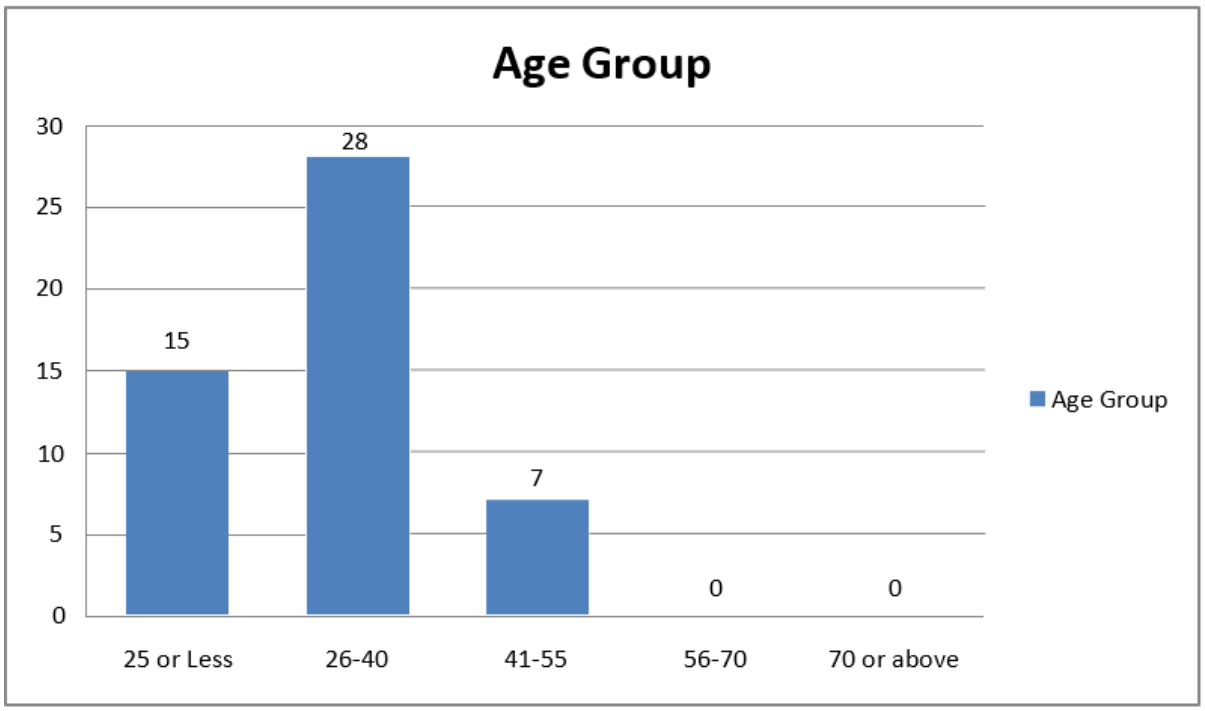


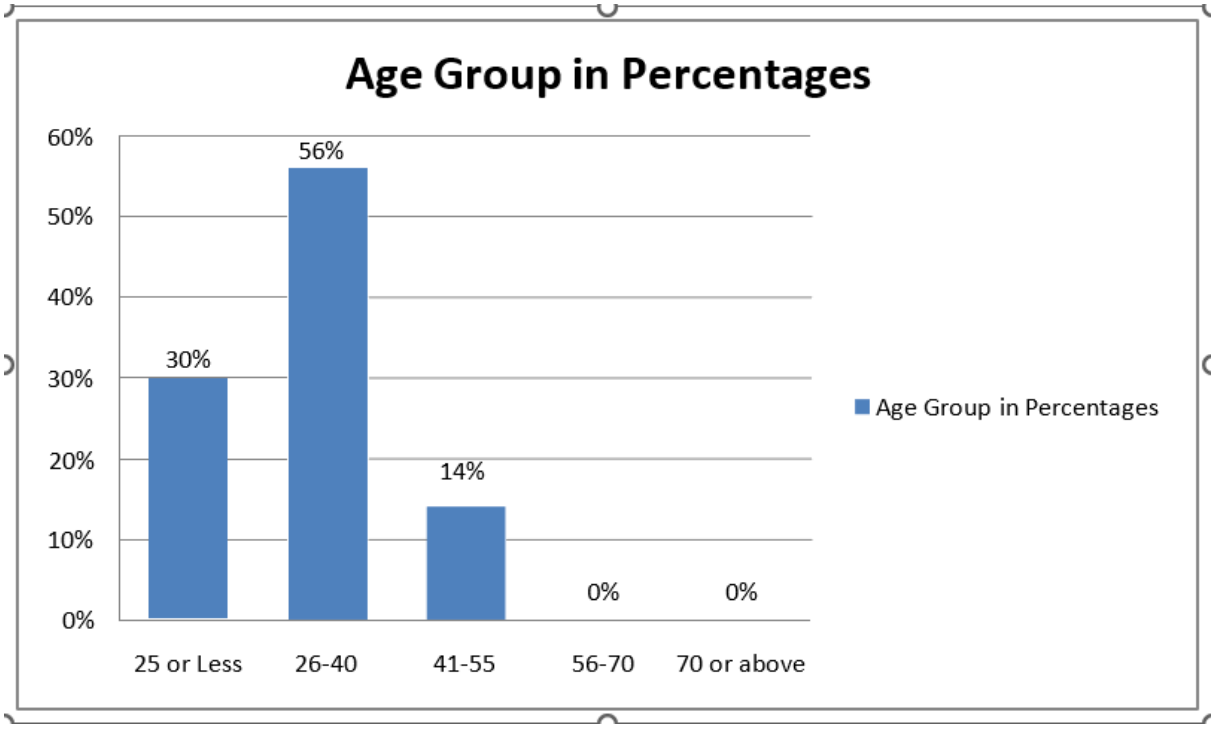
I have found 50 samples from Banani branch of BBL. Out of these 50 customers 39 are male and11 are female. It means 64% are male and 36% are female on my survey.

Frequency of Age:

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 or Less	15	30.0	30.0	30.0
	26-40	28	56.0	56.0	86.0
	41-55	7	14.0	14.0	100.0
	Total	50	100.0	100.0	





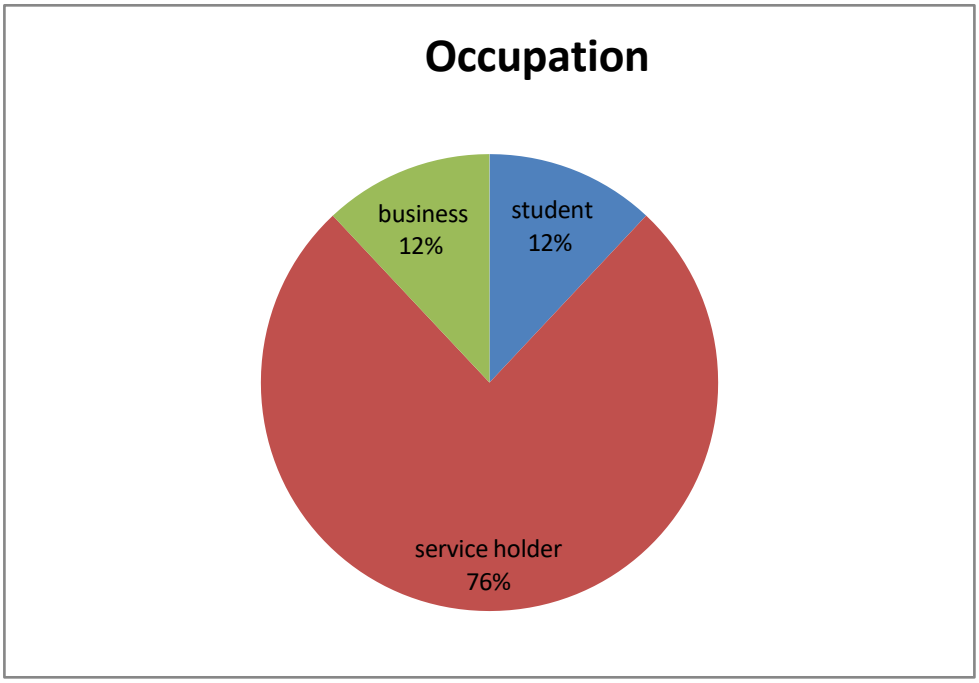
Most of the customers are in between 26-40 years old, 28 out of 50 customers are in this age group. 15 customers are in between 25 or less year's old.7 customers are in between 26-40 years old. 56% customers are in between 26-40 years old, the reason behind it the trustworthiness. People in this group like to stay with a bank which has strong brand name in market. So they have chosen BBL as their option.

Frequency of Occupation:

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	6	12.0	12.0	12.0
	service holder	38	76.0	76.0	88.0
	business	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

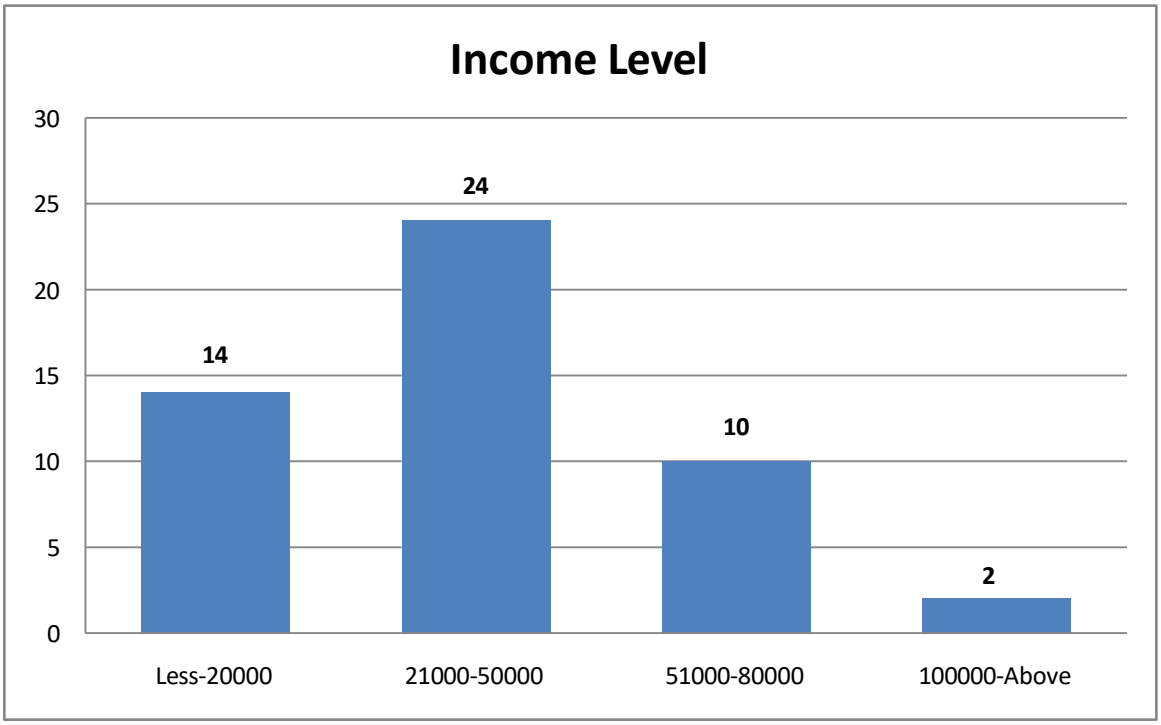
About 76% customer's occupation of BBL is service holder and 12% customers are student and as same as businessmen.



Frequency of Income Level:

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less-20000	14	28.0	28.0	28.0
	21000-50000	24	48.0	48.0	76.0
	51000-80000	10	20.0	20.0	96.0
	100000-Above	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

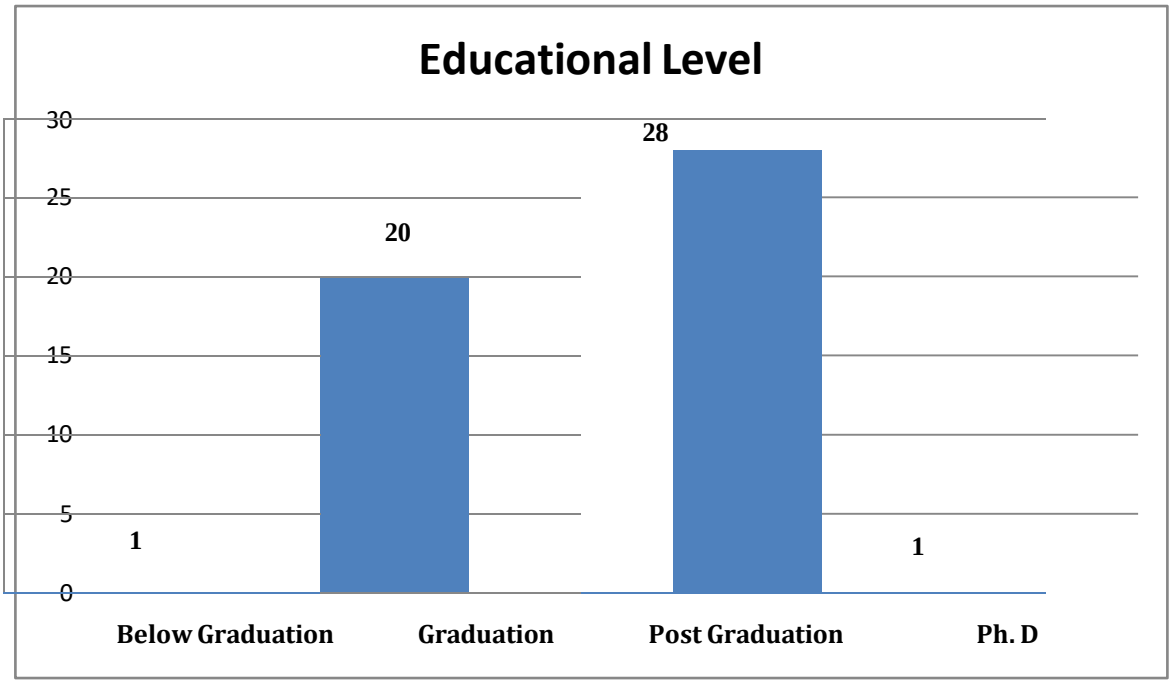


Most of the customer's income level is between at group of 21000-50000.24 customers out of 50 are in between at group of 21000-50000.14 customers out of 50 are in between at group of 20000 or less. 10 customers are in between 51000-80000. Only 4% customers of BBL have an income range of more than 100000 BDT. So I Think BBL should look to this income level people also. Customers those who have more salary they have more money to spend and save on their bank account.

Frequency of Education:

Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Graduation	1	2.0	2.0	2.0
	Graduation	20	40.0	40.0	42.0
	Post Graduation	28	56.0	56.0	98.0
	Ph. D	1	2.0	2.0	100.0
	Total	50	100.0	100.0	



Most of the customers are in post graduated.56% customers are post graduated; 40% customers are graduated. 2% customers are below graduated and 2% customers are Ph.D.

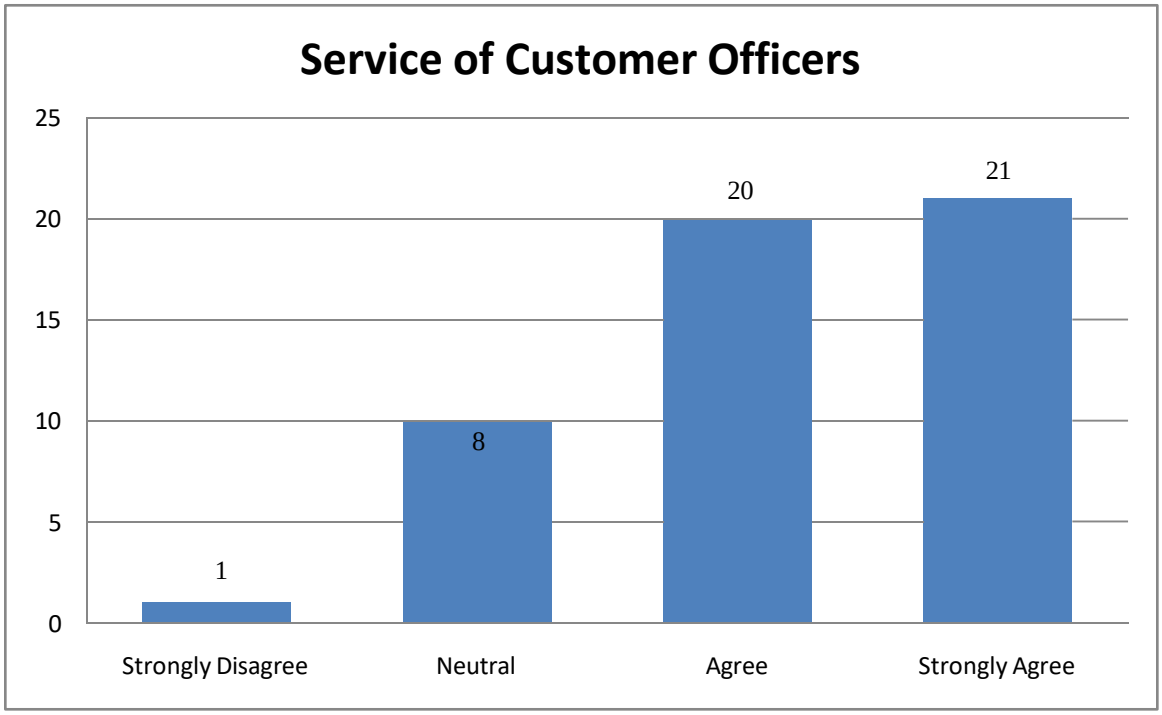
Frequency of Customer Service of BBL:

Customer Service Officers are always willing to help you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	8	16.0	16.0	18.0
	Agree	20	40.0	40.0	58.0
	Strongly Agree	21	42.0	42.0	100.0

Customer Service Officers are always willing to help you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	8	16.0	16.0	18.0
	Agree	20	40.0	40.0	58.0
	Strongly Agree	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

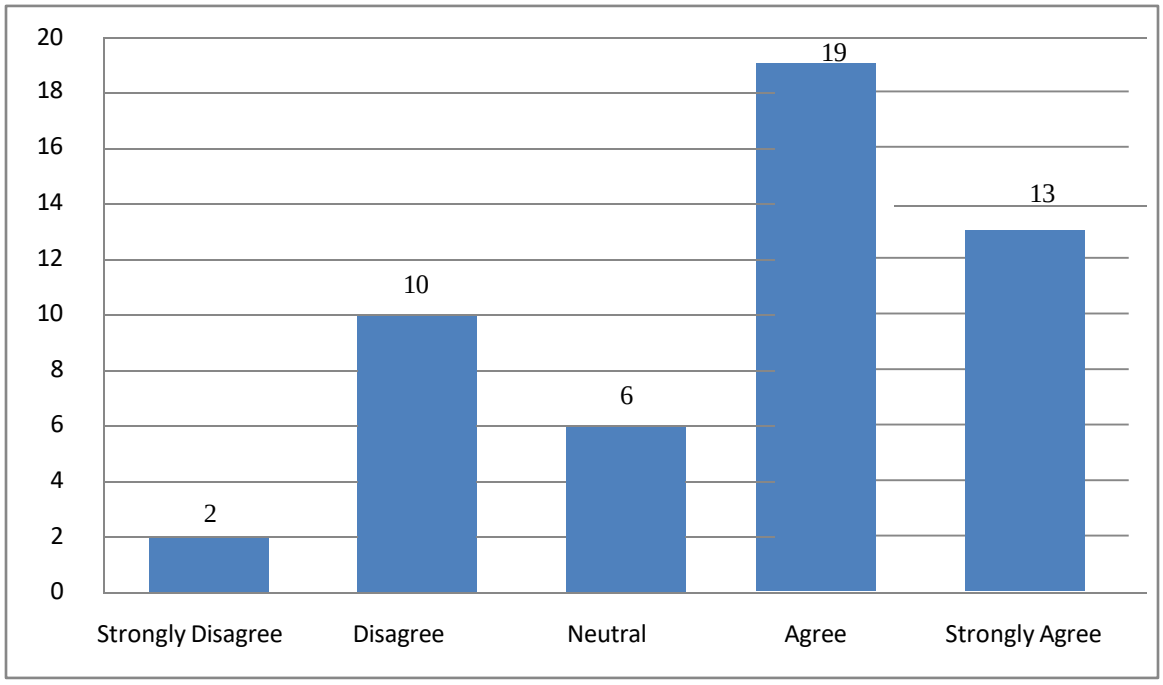


Altogether 42% customers have strongly agreed and 40% of customers are agreed with this statement that customer service officers of BBL are very helpful. 16% customers are neutral and 2% of customers are strongly disagreed with this statement. From this table we can state that most of the customers are satisfied about the service of customer officers.

Accuracy of Customer Services:

BBL maintains error free records

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	4.0	4.0	4.0
	Disagree	10	20.0	20.0	24.0
	Neutral	6	12.0	12.0	36.0
	Agree	19	38.0	38.0	74.0
	Strongly Agree	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

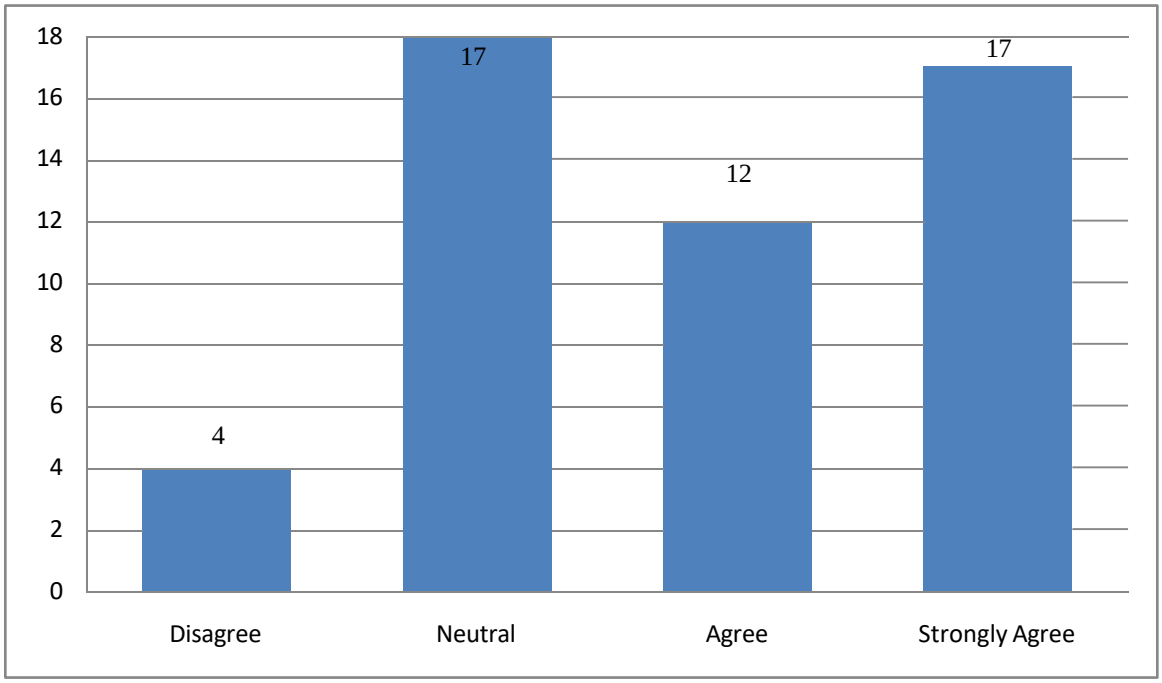


38% of BBL customers are think that BBL Maintains error free records. 26% customers are strongly agreed that statement. 20% customers are disagreed and 2% customers are strongly disagreed with regarding BBL customer's services. So it could have been better if BBL could make few of these customers satisfied.

Get Informed from BBL Regularly:

Keeps informed about when services will perform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	8.0	8.0	8.0
	Neutral	17	34.0	34.0	42.0
	Agree	12	24.0	24.0	66.0
	Strongly Agree	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

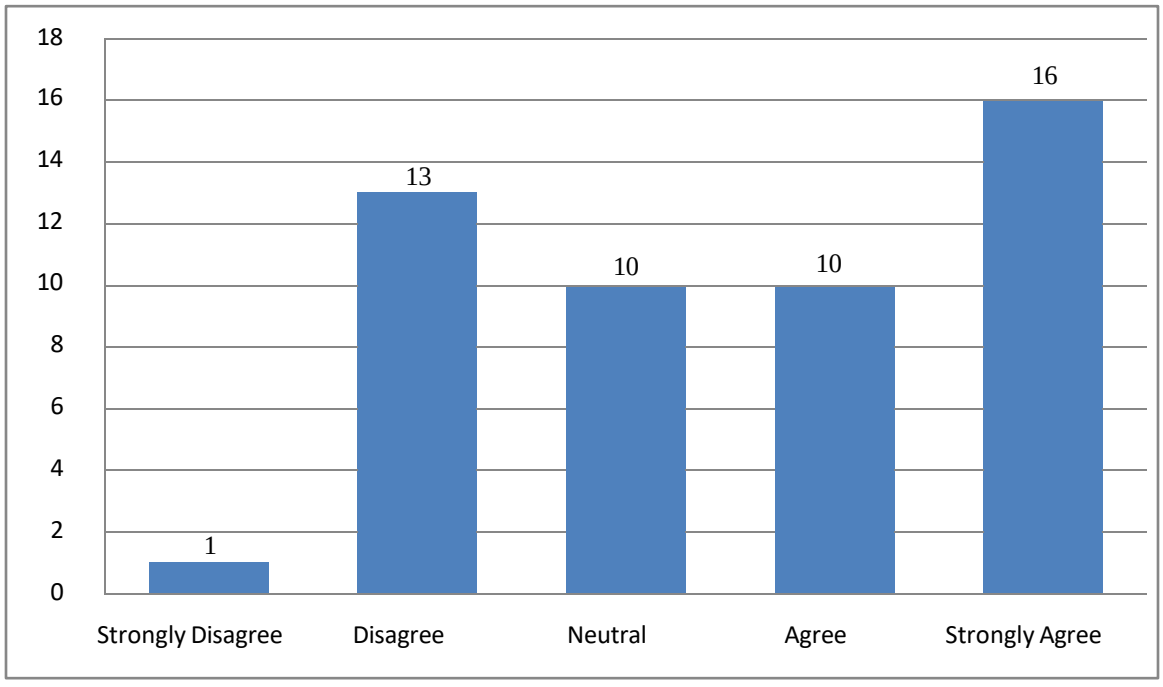


Altogether 34% customers are strongly agreed and 24% are agreed that BBL keeps informed about when services will perform. 34 % customers are neutral with that statement. So, we can assume that most of the customers cannot get information when services will perform. Only 8% customers do think that BBL doesn't Keeps informed about when services will perform.

Negligence from BBL:

Customer Service Officer is never too busy to respond to your request

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Disagree	13	26.0	26.0	28.0
	Neutral	10	20.0	20.0	48.0
	Agree	10	20.0	20.0	68.0
	Strongly Agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

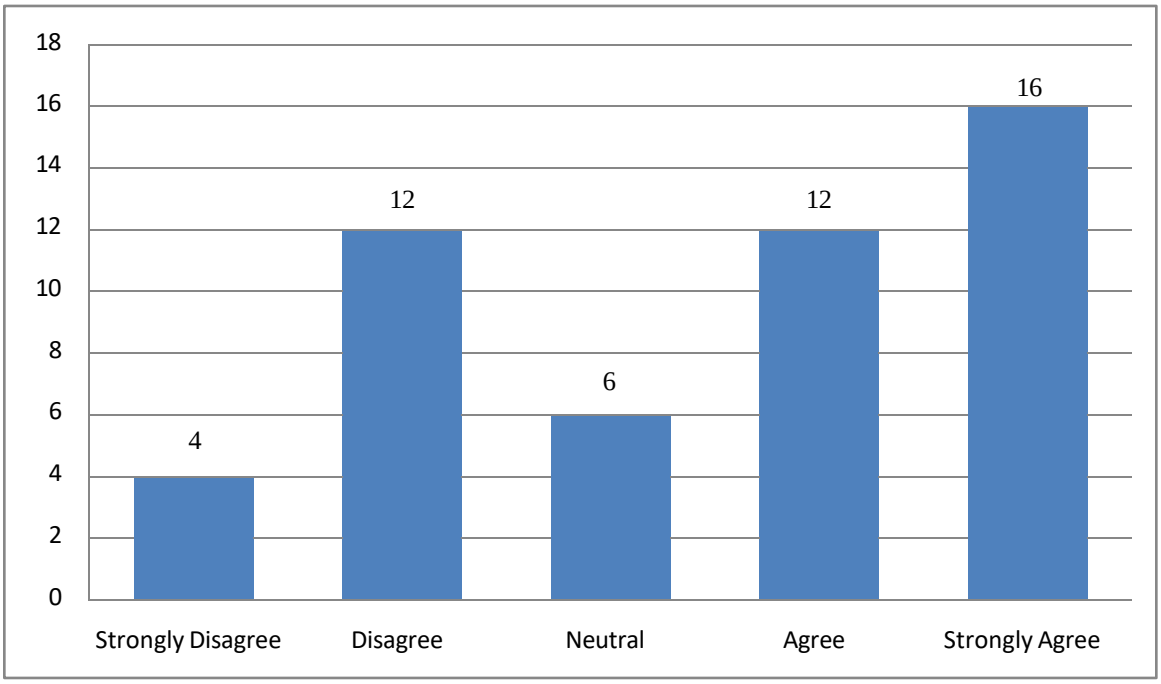


From the above data we can derive that 32% strongly agreed and 20% agreed and 20% are neutral. 26% disagreed with this statement. It means that Customer Service Officer can't response to clients properly. They have to more attention in this area if they want to keep their reputation.

Effective Queue Management System in Banani Branch:

Token system is effective for customers to take services comfortably

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	8.0	8.0	8.0
	Disagree	12	24.0	24.0	32.0
	Neutral	6	12.0	12.0	44.0
	Agree	12	24.0	24.0	68.0
	Strongly Agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	



From the above data we can derive that 32% customers are strongly agreed and 24% customers are agreed and 12% customers are neutral. 24% are disagreed with this statement. 4% customers are

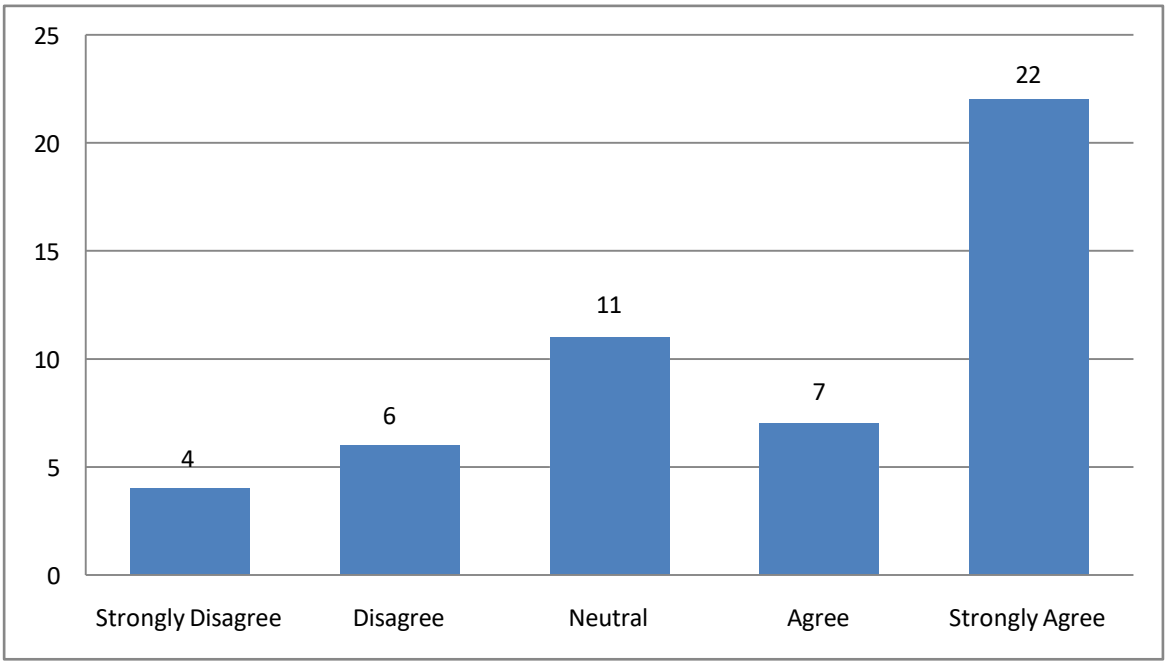
strongly disagreed that token system is not effective for customers to take services comfortably. Many customers do not like the token system and create a bad influence on others.

For a service business that is in operation for long term, these effects will negatively affects the goodwill in the long run, which seems to be hazardous. BBL should increases their counter to apply effective Queue Management System in Banani Branch.

Frequency of Alternate Banking of BBL:

Alternate banking of BBL is very effective to you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	8.0	8.0	8.0
	Disagree	6	12.0	12.0	20.0
	Neutral	11	22.0	22.0	42.0
	Agree	7	14.0	14.0	56.0
	Strongly Agree	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

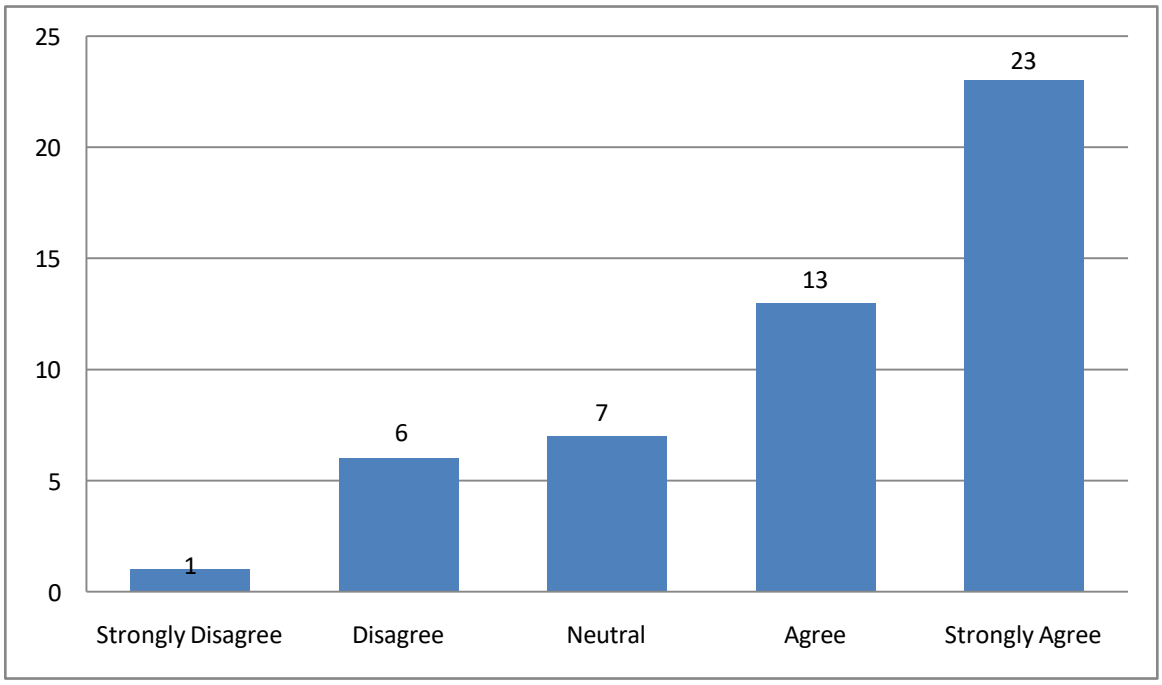


Here 44% customers are strongly agreed that alternate banking of BBL is effective. Only 14% customers have agreed with this statement. 22% customers are neutral so I do think that BBL should try to increase the effectiveness of their alternate banking. 12% customers have disagreed and 8% customers have strongly disagreed that alternate banking of BBL is effective; reason behind this poor number is the awareness among customers regarding the alternate banking facility of BBL.

BBL Understands Customer's Specific Needs:

Customer Service Officer can able to fulfill your specific needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Disagree	6	12.0	12.0	14.0
	Neutral	7	14.0	14.0	28.0
	Agree	13	26.0	26.0	54.0
	Strongly Agree	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

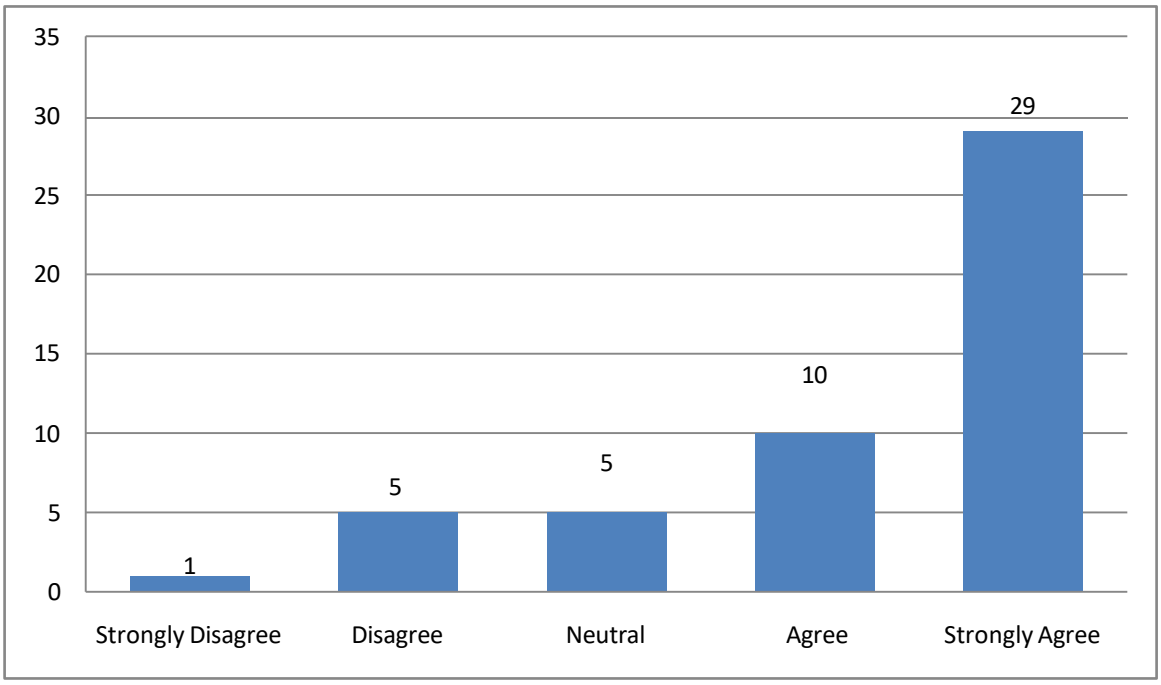


46% customer agreed that Customer Service Officer can able to fulfill your specific need. Here 26% customers are agreed and 14% customers are neutral and 12% disagreed with this statement. 2% strongly disagreed with this statement. Large numbers of customers give their different opinions about this statement.

Safe Banking Transaction:

Feel Safe in your transaction with BBL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Disagree	5	10.0	10.0	12.0
	Neutral	5	10.0	10.0	22.0
	Agree	10	20.0	20.0	42.0
	Strongly Agree	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

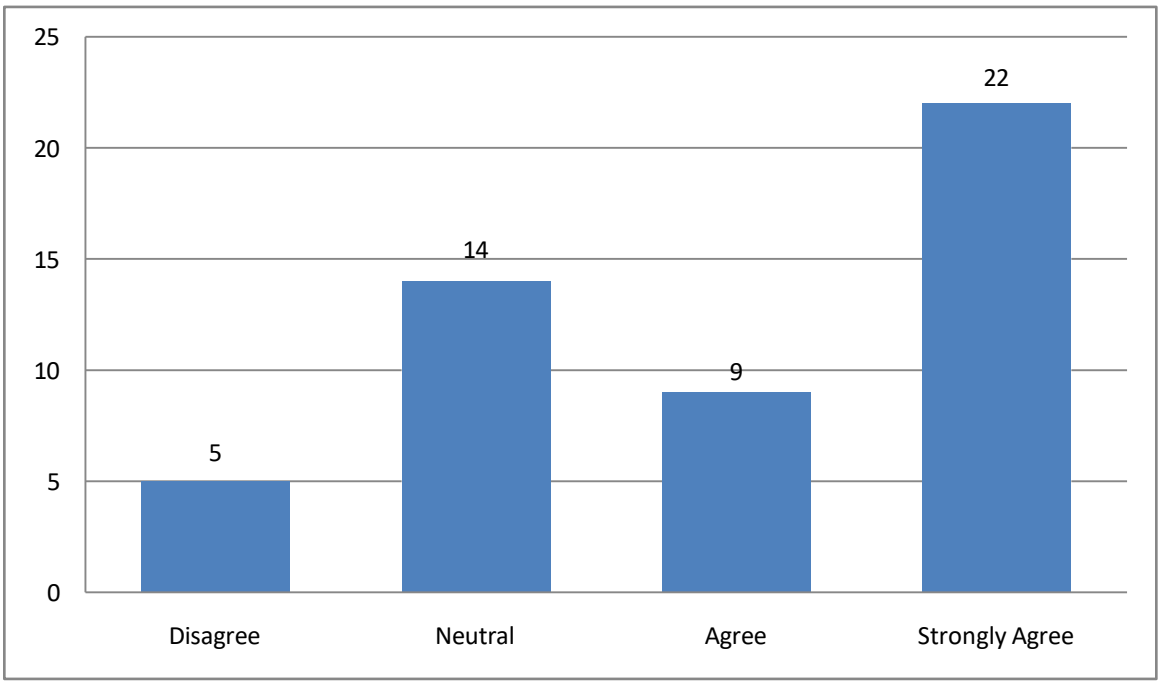


Good thing for BBL is its customers feel safe in their transaction with BRAC Bank Limited . 58% customers are strongly agreed that statement. 20% customers are agreed that statement 10% customers like to be neutral and 10% customers disagreed with this statement.2% customers are feel unsafe in their transaction with BBL. BBL is still the youngest bank in the country and within a short period of time BBL is able to leave a strong footprint in the market.

Cash deposit Machine (CDM) works properly at Banani Branch:

Cash Deposit Machine Works properly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	10.0	10.0	10.0
	Neutral	14	28.0	28.0	38.0
	Agree	9	18.0	18.0	56.0
	Strongly Agree	22	44.0	44.0	100.0
	Total	50	100.0	100.0	



Most of the customers of BBL at Banani Branch do strongly agree that their Cash deposit Machine works properly. 44% customers do strongly agree with this statement. Only 5% customers didn't agree with this statement.

Chapter Five

Findings and Recommendations

BRAC Bank Ltd is an organization which is operating their business successfully in the banking sector since 2001. Therefore, it is very tough to recommend on any aspect of the company.

However, as it is the requirement of the report so I have come up with few recommendations, after conducting the research.

5.1PROBLEMS FOUND IN BBL BANANI BRANCH:

1. The present system is time consuming both for the bankers as well as the clients. For instance; in terms of bankers, the officers have to go through a lot of files in searching the details of a particular transaction, if it is backdated. In terms of clients, they have to wait in a long queue in order to let the officer find out the correct file.
2. In some cases, not paying attention towards customers during a busy hour creates a negative situation. 26% customers from my survey have disagreed that Customer Service Officer can't response to clients properly.
3. Customers do not receive appropriate attention. Even though these customers aren't a/c holders of the bank, the goodwill and negative word of mouth of the bank and its overall image of quality service are hampered.
4. In this branch most of the bearer does not know about the token system and they come to the desk directly. When the service provider tells them to get token don't want to. 24% customers are strongly disagreed that token system is not effective for customers to take services comfortably.
5. In case of foreign remittance there are times when the clients do not know which branch are they to receive their money from and thus going to branch to branch.
6. Many customers do not like the token system and create a bad influence on others.

For a service business that is in operation for long term, these effects will negatively affect the goodwill in the long run, which seems to be hazardous.

5.2 OTHER FINDINGS:

The service of BRAC Bank Limited is competitive and efficient comparing to the others; but there is significant scope of improvement.

- The bank needs to make significant effort to improve the employee relationship with clients.
- The environment inside the bank needs to be improved significantly for efficient and pleasant banking activities for the customers.
- Steps should take to improve employee job satisfaction.
- More customized products and service should introduce.
- Call center team often provides inadequate or incorrect information to the customers.
- To increase customer satisfaction the bank needs to improve their service quality by providing more importance on customer's preference.
- Service charge is relatively high than others.
- Branch needs more personnel to ensure smooth service.

In terms of the customers, environment of the bank is quite ok but the services of cash needs to more fast also more attention need to be given to the customers when they come for foreign remittance.

5.3 RECOMMEDATIONS:

After analysis of all gathered information and other relevant documents, BBL should carefully consider following matters:

- Employees are needed to give adequate training to work and handle clients under pressure. In this case both the branch authorities and higher authorities can persuade each other to train the employees.
- BBL should try to improve the effectiveness of their alternate banking. From my survey I have found that 22% customers are neutral about the effectiveness of the alternate banking. So BBL

should emphasize to decrease the numbers of neutral customers about alternate banking.

- BRAC Bank customers have access to the vast ATM network of others bank and Q-cash booths but transaction charges is too high that may be the vital cause to boost displeasure among customers.

- Some of the customers do think that BBL charges more than other local private bank. So I guess BBL should also look at it.

- Employees should get proper knowledge on products & facilities to deliver the customer regarding right time, right facilities as per their requirements. BBL should maintain errors-free customer's record & database which will help to identify the major customer's facility requirements. From my survey I have found that 20% customers are disagreed that BBL maintains an error free records.

- Most of the customers of BBL have an income of in between 21000 to 80000. Around 96% customers are in this group. So I guess BBL should emphasize more on those customers who have a salary of more than 1 lakh.

- Cash Deposit Machines (CDM) service of the bank is completely dissatisfactory that is why they should improve ATM service.

- Customer service should be more smart and fast. So BBL should recruit more capable & experiences employees for faster customer services

- Card division should be more committed to deliver product on time.
- At present BBL perform business activities through 156 of its branches but they should open more branches in order to reach to more customers.

- Bank should be fast in cash payment, and to clear a cheque.
- BRAC Bank Ltd. need to increase own ATM booth all over the country and ensure their smooth operations.

Chapter Six
Conclusion

Since the banking service especially the private Banks are doing an outstanding business, so it is clear that the modern people are more concerned about securing their valuable assets and get high-quality and timely services. For this reason, lot of new commercial bank has been established in last few years and these banks have made this banking sector very competitive. So, now banks have to organize their operation and do their operations according to the need of the market. Banking sectors no more depends on a traditional method of banking. In this competitive world this sector has trenched its wings wide enough to cover any kind of financial services anywhere in this world. The major task for banks, to survive in this competitive environment is by managing its assets and liabilities in an efficient way.

Since its inception, BRAC bank has been working according to its 3p agenda- Planet, people and profit. From the beginning, BRAC bank has been working to ensure best use of human capital. As a member of GABV (Global Alliance for banking on values), BRAC bank put emphasis on sustainable banking by making sure utmost service for people and economy.

In this cutthroat world, there is huge competition. Banking industry is no different. All banks try to make a strong presence to market by rendering best possible solutions and supreme service quality. Nevertheless, satisfaction is highly personal opinion; definition of satisfaction differs from person to person. Satisfaction is something perhaps beyond adequacy, beyond expectation that put a positive impression on customer's mind. Since there is no fixed definition of customer's satisfaction in banking, I made this report by making an effort to question customers with whom I got opportunity to get close in the course of my internship. I tried to know from them what they think would make them satisfied about service.

This project concentrated mostly on the customer services of the Banani branch and identified some valuable information that could make the services more attractive and also enhance the banks reputation among the customers. With the current performance of the Bank and with little improvement here and there will certainly make BRAC Bank one of the best Private Bank in Bangladesh in the near future.

Chapter Seven

References

BIBLIOGRAPHY

- Brunner, A., Decressin, J. / Hardy, D. / Kudela, B. (2004): Germanys Three-Pillar Banking System – Cross-Country Perspectives in Europe, Occasional Paper, International Monetary Fund, Washington DC 2004.
- Rose Peter S. (2005), "Commercial Bank Management" Fifth Edition, New York, McGraw-Hill/Irwin
- http://www.bracbank.com
- www.stockbangladesh.com/symbols/news/BRACBANK
- Information to general public for opening and maintaining of Foreign Currency Account with Authorized Dealer banks dealing in foreign exchange. (n.d.). *General Manager, Foreign Exchange Policy Department*. Bangladesh: Bangladesh Bank.
- www.linkedin.com/title/officer/at-brac-bank-ltd
- Annual report-2006, BRAC Bank Limited.
- Annual report-2007, BRAC Bank Limited.
- Annual report-2009, BRAC Bank Limited.
- Annual report-2010, BRAC Bank Limited.

APPENDIX

ACRONYMS

BBL: BRAC Bank Limited

BSSO : Branch Sales and Services Officer

CSM : Customer Service Manager

BM: Branch Manager

A/C: Account

SB: Savings Account

FDR: Fixed Deposit Receipt

PO: Pay Order

KYC: Know Your Customer

NID: National Identity Card

CDM: Cash Deposit Machines

QUESTIONNAIRE

Name:

Please read the questions carefully and just put a tick (√) and kindly give your judgments where necessary.

Part 1:

Age Group: □ 25 or less □ 26 – 40 □ 41 – 55 □ 56-70 □ 71 or above

Occupation: □ Student □ Service Holder □ Business □ Unemployed □ Retired

person Income Level (Monthly income in BDT):
□ LESS-20,000 □ 21,000-50,000 □ 51,000-80,000 □ 81,000-100,000 □ 100,000- ABOVE

Education Level:
□ Under Graduate □ Graduate □ Post Graduate □ Ph.D.

Part 2:

1. **Employees of BRAC Bank is never too busy to respond to your request?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

2. **Token system is effective for customers to take services comfortably?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

3. **Cash Deposit Machine (CDM) is useful for cash deposit transaction?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

4. **Customer Service Officers are always willing to help you?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

5. **Understands your specific needs?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

6. **Knowledgeable to answer your questions?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

7. **Maintain on error-free records?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

8. **The behavior of employees encourages confidence in you to do transaction?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

9. **Keeps informed about when services will perform?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree

10. **Feel safe in your transaction with BRAC Bank Limited?**

□ Strongly Agree □ Agree □ Neutral □ Disagree □ Strongly Disagree