Internship Report On

"An Analysis of Customer Service Quality at Premier Bank Limited"

Submission Date:

Daffodil International University

Internship Report On

"An Analysis of Customer Service Quality at Premier Bank Limited"

Submitted To
Md. Alamgir Hossan
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By
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ID: 191-11-1184
Major: Human Resource Management (HRM)
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Daffodil International University

Submission Date:

LETTER OF TRANSMITTAL

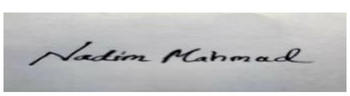
Date:
Md. Alamgir Hossan
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Repot.

Dear Sir,

Respectfully, I, Nadim Mahmud Akash, ID: 191-11-1184, would like to notify you that I have attached the report I was given for my internship, titled "An Analysis of Customers Service Quality at Premier Bank Limited." I thoroughly enjoyed writing the report that was assigned to me. Under your gracious guidance, I completed my internship program at Premier Bank Limited, Bhaluka Branch. I think the skills and information I gained throughout my internship will come in handy in my future career. I would consider it a major accomplishment if you could review the report and determine its effectiveness. If the report lives up to your ideal expectations, I will consider it an important accomplishment.

Sincerely Yours,



....
Nadim Mahmud Akash
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SUPERVISOR'S DECLARATION

It offers me immense pleasure to certify that the report titled "Customer Service Quality at Premier Bank Limited" has been completed by **Nadim Mahmud Akash**, **ID: 191-11-1184**, student of BBA program, Department of Business Administration Daffodil International University under my supervision and guidance. As far as I know, this is an original work, which has not been published in any journal or submitted to any institution or department for any degree or diploma.

I do hereby accept it a fully recommend Internship report for evaluation.

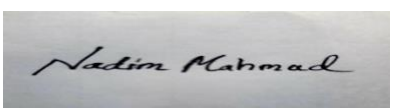
……………………………..

Md. Alamgir Hossan
Assistant Professor

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

STUDENT'S DECLARATION

The work presented in this internship report was completed by me, Nadim Mahmud Akash, ID: 191-11-1184, Bachelor of Business Administration, Department of Business Administration, Faculty of Business and Entrepreneurship, and I currently indicate that it has never been submitted to another university or institution for academic credit. The work I have submitted does not violate any copyright laws now in effect, and this report has not been partially or entirely lifted from any other previously published work.



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ACKNOWLEDGEMENT

The time has come and gone for me to express my sincere gratitude and modest thanks to the Almighty Allah, without whose assistance I could not have completed the enormous task of developing this report.

In order to finish my internship report on "An Analysis of Customer Service Quality at Premier Bank Limited," I would like to express my sincere gratitude to my parents and one of my supervisors, Md. Alamgir Hossan, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. As a matter of fact, no devotee can become flawless without the assistance of a scholar. In a similar vein, A excellent instructor is always necessary for a pupil to reach their full potential. For any student, a competent instructor can be a turning point. I want to express how grateful I am to one of my supervisors, Md. Alamgir Hossan, an assistant professor in the department of business administration at Daffodil International University's Faculty of Business & Entrepreneurship. He gave me the chance to finish my internship report, and his advice and recommendations were really helpful.

I am particularly appreciative of Mohammad Forhad Iftekhar, AVP and Manager of Premier Bank Limited, Bhaluka Branch, who provided me with the chance to be allowed in this setting. Along with my friends and Elder Brother, I would also like to extend my sincere gratitude to all of the officers at Premier Bank Limited's Corporate Branch in Dhaka for their wonderful assistance and appropriate direction in helping me finish my internship report.

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Abbreviation	Elaboration
PBL	Premier Bank Limited
HRD	Human Resource Division
ROA	Return on Asset
ROE	Return on Equity
PER	Profit Equalization Reserves
DPS	Deposit Pension Scheme
NAV	Net Asset Value
BBA	Bachelor of Business Administration
ATM	Automated Teller Machine
SERVQUAL	Service Quality
DU	Dhaka University
BDT	Bangladeshi Taka
SMEs	Small and Medium-sized Enterprises
TT	Telegraphic Transfer
DD	Demand Draft
SWIFT	Society for Worldwide Interbank Financial Telecommunication
SWOT	Strength, Weakness, Opportunities and Threats
MSND	Mudaraba Special Notice Deposit

Chapter-1
Introduction

1.1 Introduction:

The report attempts to give an overview of Premier Bank Ltd.'s service quality and is based on the internship program, which is a partial prerequisite for the Bachelor of Business Administration at Leading University. Providing a clear picture of service quality is the main goal. In an effort to shed light on the bank's service quality, this report's preparation included a few recommendations and suggestions that were based on observations and findings.

The financial system is essential to the foundation of economic growth. With the goal of enhancing the socioeconomic growth of the nation, Prime Bank Limited (PBL) has achieved remarkable success in all facets of its operations against the backdrop of Bangladesh's Financial Sector Reform Policy. The bank's primary offering is customer service. Clause 5(3) of the Bank Company Act of 1991 defines a banker as an individual or organization that accepts deposits of money from the general public that are to be repaid upon demand for the purpose of lending or investing. The primary motto of the new, contemporary banking system that offers client services is "to know your customer." In Bangladesh, Premier Bank has built a solid reputation.

Corporate entities and service providers make up the majority of the clientele. They do not restrict their target market to any certain group. Conversely, employees collaborate primarily to meet targets, but they also want to understand expectations and learn from HRD. The survey finds that only a few or no other banks in the nation offer this kind of service, making it unique in the banking sector. The paper makes several significant recommendations that serve as the cornerstone for improving or modernizing such an essential service. The bank needs to raise staff satisfaction and customer service standards if it wants to capture a significant portion of the market. It may introduce various items that highlight this service.It is also advised that the bank think about how to enhance its brand image both domestically and globally. I completed my internship at Premier Bank Limited's Bhaluka Branch in Dhaka to meet my academic requirements. This study examines "Customer service quality at Premier Bank Limited" over the course of the last five years, focusing on capital structure, deposits, loans and advances, ROA, ROE, PER, DPS, and NAV. Additionally, the study examines the degree of risk exposure based on widely used risk management ratios. In addition, I evaluate the results from my BBA courses' theoretical underpinnings. Premier Bank Limited has accomplished a great deal in the brief time it has been in business. Among its rivals, the bank already holds an advantageous position. Within the confines of the Banking Company Act and the guidelines established by the central bank, Premier Bank provides a wide range of Corporate and Personal Banking services to all societal groups. The banking sector is growing daily, and with it, so are its procedures and services. As the need for improved amenities are offered on a daily basis, and Premier Bank Limited is constantly coming up with new goods and ideas for accounts that are over 50 and other categories. Therefore, Premier Bank constantly strives to provide the highest caliber of customer service in order to thrive in this cutthroat market.

Premier Bank "Service First" is their slogan. For this reason, Premier Bank is the bank that people choose when searching for a modern bank that offers the highest caliber of service. Since its founding, Premier Bank Limited has kept up its solid corporate governance practices at all levels. It helps the Bank build credibility and confidence among the relevant stakeholders in addition to professional is increases the ability to run a business effectively and fosters a friendly workplace, both of which are necessary to tackle the demands of the cutthroat business world of today. The bank has established distinct roles for everyone to guarantee corporate governance. PBL began operations in 1999 under the well-known motto "Service First" since they have always strived to give their clients the highest caliber of service. They have gradually offered a variety of products and services in order to achieve this. PBL launched real-time internet banking on August 3, 2003, enabling Premier Bank customers to receive services from any branch. One of the first banks to provide Genius Accounts for students and 50+ is Premier Bank. PBL is the first local bank to obtain and issue a Visa Debit and Credit card after being granted primary membership in Visa International. Platinum Dual Currency Master Card was also introduced. Premier Premier Bank has a remittance agreement with Grameen Phone in addition to its own software, "Druti," which was launched in 2008. In addition to offering ATM services, PBL recently announced that they would be opening 50 ATM booths around Bangladesh. I completed the entire survey in order to evaluate the level of customer service provided by Prime Bank Limited based on several criteria, including tangibles, assurance, responsiveness, empathy, and reliability.

I created a survey to use and attempted to obtain feedback from my branch's customers. I concluded my analysis of the data by making some recommendations to the Bank. at come at a decision, the data were examined using the parameters as a basis for analysis and discussion.

1.2 Literature Review:

Since it is a significant result of banking activities, the idea of exceptional customer service holds a prominent place in the banking industry. It connects the procedures of product or service acquisition and consuming or utilization to attitude shift, repeat business, and eventually, brand loyalty. The idea's genesis is linked to the marketing theory that states that satisfying customers' requirements and wants through high-quality service produces profit. Customer service quality is defined by the Business Dictionary as: The level of service quality offered by a bank's products or services as determined by the quantity of returning clients. Many businesses and banks are unfamiliar with the concept of exceptional customer service; instead, they have been concentrating on product availability and pricing.

Therefore, it's critical to understand the specific significance of each term. After using a product or service that a company offers in exchange for their expectations regarding the products, a customer's attitude toward that product or service is known as customer satisfaction. Customer service encourages product repurchases, which in turn encourage brand loyalty. Early in the 1970s, customer service became a recognized area of study. The first research to provide direct data on customer service was the US Department of Agriculture's Index of Consumer Service (Pfaff 1972).Client Support Profitability and Brand Loyalty are correlated (Roger Halllowell, 1996). Customer service has always been seen as the key to success in the fiercely competitive banking sector of today. According to Prabhakaran and Satya (2003), the client is king. According to Heskett et al. (1997), client loyalty is the main factor that drives profit and growth. It was noted by Ndubisi (2005), Gee et al. (2008), and Pfeifer (2005) that serving a devoted customer comes at a cost that is five or six times lower than that of a new one. Numerous studies, such as those by Tariq and Moussaoui (2009), Han et al. (2008), and Ehigie (2006), have discovered a clear correlation between customer service quality and loyalty. In general, the likelihood that clients will utilize the products or services again rises if they are happy with what they received (East, 1997). Additionally, happy consumers are likely to rave about the products they purchased or the services they used, which will result in favorable advertising (File and Prince, 1992; Richens, 1983). Conversely, unhappy consumers would most likely move to a new brand, which will result in unfavorable publicity (Nasserzadeh et al., 2008). It is impossible to overlook the importance of retaining and pleasing customers when developing strategies for a market-driven and customer-focused business (Kohli and Jaworski, 1990). According to the majority of researches (Bedi, 2010; Kassim and Abdullah, 2010; Kumar et al., 2010; Yee et al., 2010; Kumar et al. 2009; Naeem and Saif, 2009; Balaji, 2009; Parasuraman et al., 1988), service quality is the predicate of customer service. It is acknowledged that among the most crucial elements in attracting and keeping bank customers are excellent customer service and happiness (Jamal, 2004 Lassa et al., 2000 Armstrong and Seng, 2000). One of the most important success criteria that affects an organization's ability to compete is its service quality. A bank can set itself apart from rivals by offering superior service. In the retail banking industry, service quality has emerged as one of the most intriguing research topics during the past ten years (Avakian, 1994; Stafford, 1996; Johnston and Jeffrey, 1996 Ankur et al., 1999; Lassa et al., 2000; Bahia and Nantes 2000 Surehanded et al, 2002 Gounares et al, 2003 Choudhury, 2008). A client-focused success is high-quality service. Zeithaml Parasuraman, and Berry developed the SERVQUAL Model, an empirical model that allows service quality performance to be compared to customer service quality needs. The dimensions of service quality are one of the key concerns surrounding it, and the SERVQUAL measuring tool created by Parasuraman et al. (1988) has been at the center of the debate in this field. Five quality dimensions are identified by Parasuraman et al. as a means of connecting certain service attributes with customer expectations of quality. Tangible, Reliability, Responsiveness, Assurance, and Empathy are these five fundamental dimensions. The quality of customer service is largely determined by a number of things. When bank personnel consistently provide exceptional and high-quality services, customers will be happy with the bank. The degree of customer service is influenced by several factors. I have attempted to ascertain customer service on five significant SERVQUAL model parameters through my investigation. service and to provide the fastest, best service possible to their customers. in order to provide the consumer with something unique and more beneficial in the market. They live up to their slogan, "Service First," by doing this.

1.3 Scope:

Customers of Premier Bank Limited can choose from a range of services. It deals well with customers and offers good service. Customers are therefore delighted with their behavior and service. Here, our main goals are to determine the current state of client satisfaction and suggest ways to raise it.

1.4 Objectives:

1.4.1 Broad objective:

To examine and comprehend the many departments of Premier Bank Limited (PBL), the host firm. to determine what the demands of Prime Bank Limited's clients are. to ascertain how clients, view or feel about Premier Bank Limited's customer service. to determine the level of service excellence in relation to other banks. to make recommendations in order to guarantee superior client care. to assess Premier Bank Limited's degree of quality in customer service. To ascertain how Premier Bank Limited might enhance the quality of its services. to determine the issue and a fix pertaining to the service that the bank offers.

1.4.2 Specific objectives:

- To identify the customer service quality at Premier Bank Limited.
- To analyze the customer service quality of Premier Bank Limited.

1.5 Methodology:

The knowledge and expertise obtained throughout the internship term served as the foundation for the preparation of the report. Both quantitative and qualitative data are presented here. Nonetheless, the majority of this report is qualitative in nature. The report's utilization of primary and secondary data is a key component. Two sources of the data are gathered.

1.5.1 Target Group

The Premier Bank Limited clientele was the intended audience.

1.5.2 Sample Size:

I used a questionnaire to survey 100 Premier Bank Limited customers at the Bhaluka Branch. Qualitative analysis of the data gathered by the questionnaire is part of my study. I collaborated the material that was gathered using both qualitative and quantitative methods.

1.5.3 Sampling Technique:

Using the stratified sampling technique, I want to increase the yield of this investigation. Essentially, a stratified sample attempts to reproduce the population's statistical characteristics on a smaller scale. Of the 100 sample members, 27% worked at the front desk, 8% handled cash, 25% handled remittances, 18% handled credit, 7% at the SME support desk, and 15% handled clearing. Choosing entities from each of the several unique parts of the population is how this strategy seeks to address the limitations of random sampling. This guarantees that the sample includes representatives from each category of the population. When a population's incidence is low in comparison to other parts, stratified sampling is frequently employed.

1.5.4 Data Collection Method:

Information for this research was gathered from clients using survey questionnaires respondents were questioned over the phone and in-person, and I also had discussions with the connection between managers who supplied crucial information for the report.

1.5.5 Primary Sources:

Interviewing Prime Bank Limited staff members and clients has allowed me to gather primary data. I created a questionnaire specifically for Prime Bank Limited customers, using the survey approach to gather primary data. Additionally, I spoke face-to-face with personnel of many other banks to get primary data. I've additionally utilized:

- Survey
- Branch inspection
- Personal observation.

1.5.6 Secondary Sources:

To complete my report, I have gathered secondary data. For my report, I have gathered secondary data from:

1. Annual reports of PBL.
2. Bank records.
3. Journals of the Bank published by DU research Centre.
4. Different books, training papers, manuals etc. related to the topic.
5. Website of the Bank.

1.6 Limitations:

- Data could not be obtained due to the bank's secrecy.
- As a result, conducting a thorough examination of the issues facing the bank and the services rendered by Premier Bank Limited (Bhaluka Branch) is exceedingly challenging.
- Only paper documents and Premier Bank Ltd. were included in the study.

Chapter-2
Organizational Overview

Background of the Organization

The Premier Bank Limited

Premier Bank

service first

Registered Office

Iqbal Centre (4th Floor)
42 Kamal Ataturk Avenue, Banani Dhaka 1213, Bangladesh
Phone: 9887581-4, 8811417, 9889153
Fax: 880 2 8815393
Telex: 642542PREBHO BJ, SWIFT: PRMRBDDH
E-mail: info@premierbankltd.com
Website: www. premierbankltd.com

2.1 The Organization:

The primary private bank in Bangladesh is called Premier Bank Limited (PBL). It is a planned bank that entered the Companies Act of 1994 as a banking organization in Bangladesh on June 10, 1999. In terms of aiding customers and demonstrating value to its collaborators, it has developed a new strategy for its own banking region in Bangladesh. On June 17, 1999, Bangladesh Bank, the country's central bank, granted a banking license in accordance with the Banking Companies Act of 1991.Premier Bank Limited's head office is located in Banani. The bank has been successful in quickly establishing itself as a vibrant and dynamic budgetary institution in our country. Today's business community, ranging from small entrepreneurs to large suppliers and global corporations, works closely with the bank thanks to innovative and forward-thinking financial arrangements. It currently has 65 branches open across the country's zones.

2.2 Company overview:

A group of vibrant directors chosen from a variety of backgrounds oversees Premier Bank Limited. They come from an incredibly productive group of Bangladeshi businesses and industries, and they occupy genuinely respectable positions in the public sphere. The Bank's management team is incredibly skilled and has extensive experience in both domestic and international banking. The Bank is reliant on Bangladesh Bank's administrative oversight and diligently adheres to excellent corporate administration

Authorized Capital: BDT 6000.00 Million
Paid up Capital: BDT 3818.61 Million

2.3 Vision

With regard to its ultimate goal, the bank has a clear vision: "To be considered the best within the top financial organizations."

2.4 Mission

- To be the most considerate and customer-focused provider of financial services, creating opportunities for more people in more locations.

- To ensure stability and solid growth while raising the investor's venture's appraisal.
- In order to increase efficiency and lower cost per exchange, innovation at all activity levels must be aggressively welcomed.
- To ensure a high standard of integrity and moral standards in every transaction the bank does.

- Creating a welcoming environment will attract skilled labor.
- To be a socially responsible individual and make a strong commitment to the progress of the country in order to inspire personal fulfillment.

2.5 Values:

- Service first
- Easier banking
- Better relationship
- Assured Confidentiality
- Good corporate Governance
- Corporate citizenship

Service First

"Service first" is more than just a theoretical idea to us—we truly mean it. It is the main and primary focus of our business. We think that providing prompt, high-quality service is the hallmark of the banking standard. Simpler Banking Modern facilities have made banking easier than ever on a daily basis. We usually establish a friendly environment so that our clients can feel at ease and enjoy their banking. To provide the greatest care, we split up our clientele into the fewest number of people.

Better Relationship

We turn our servitude into an environmentally friendly conclusion as we forge close relationships with our esteemed clients. When conducting business with them, having a solid understanding of their objectives enables us to anticipate their needs and take proactive measures to meet them financially.

Assured Confidentiality

Since our company involves potential financial loss or gain, we are obligated to uphold our solemn vow to look out for our clients' best interests, which is why we handle all banking transactions in a discreet and expert manner.

Good Corporate Governance

The Premier Bank Limited's vibrant Board of Directors represents a variety of domestic and international business and industrial backgrounds. Because of their contributions, they enjoy great respect in the community. The Bank has a highly skilled management team with extensive background in international as well as domestic banking. The Bank is under Bangladesh Bank's regulatory supervision and upholds and adheres firmly to strong corporate governance norms.

Corporate Citizenship

We pay our taxes on time and are a compliant bank. We want to encourage environmentally conscious investment. Regarding all laws, regulations, customs, attitudes, and principles of the nation, we are obedient citizens.

2.6 Strategy of the Premier Bank Limited**Be Pro-active**

People consciously work to improve ourselves and actions. Fun has no place in "Reactive Management." We get better at acting and anticipating.

Begin with the End in Mind

Everything we do are connected to our goal. Our goal is determined by what is beyond and behind us. We make a determined effort to finish in order to pursue that goal.

Put First Things First

We choose a course of action regarding items that are amusing. Many issues are not placed helplessly ahead of problems at all.

Think Win-win

A win-win mentality is one that constantly searches for a mutually beneficial outcome in all human interactions. We must perceive an idealistic victor at every meeting according to our way of thinking. Engaging in forward-thinking planning leads us to participate in a win-win partnership.

Seek first to understand, then to be understood; we value our ability to communicate more than anything else. We consistently hear others in a way that we are heard, most of the time. We first try to figure out why each of us is typical, and then we try to place ourselves as appropriately as we can.

Synergy

A unified total consistently has a bigger effect that all of its parts. A portion in and of itself is the relationship that the parts have with one another. We think that every component matters and has something valuable to provide. In order to create a team that works better together, we collaborate with others.

Care and Share Alike for the Society

We present what we want with the same consideration that we give the public's feelings, wants, and experiences. We try our best to provide for the underprivileged and impoverished in order to ensure better living conditions and an increasingly Bangladesh is an affluent country. Being able to assist the nation in more ways than just providing banking services is a source of honor, responsibility, and advantage.

2.7 Functions of the Bank:

The Bank offers:

- company management banking leadership, encompassing a range of services such as retail stores, short-term currency accounts, operating flow funds for unit processing and assembly, funding, and currency promotion.
- Fixed loans and cash loans to businesses.
- Improvements for Small and Medium-Sized Businesses (SMEs).

2.8 Business philosophy of the bank:

PBL's guiding principle aims to establish the bank as an exceptional and one-of-a-kind financial institution by putting "service first." Compared to other privately held, single-managed commercial banks in Bangladesh, the bank is very distinct. Rather than becoming a follower in the sector, PBL wants to become a leader. The nation's expanding community and expanding finances will demand top talent in the service sector, where ongoing efforts are underway to add fresh perspectives and provide clients with extra benefit in the form of goods and solutions that meet what they want.

Slogan of PBL

$\boxed{\text{Service First}}$

2.9 Services of the Bank:

2.9.1 Locker Service:

Many major Premier Locker Service Branches offer safekeeping for customers' valuables, including jewelry and gold ornaments, as well as important paperwork.

Nature of Service	Nature Charges of	Rate of Charges
Custody of Locker / Safe	Rent	Smaller-sized lockers cost TK.1,000/= a year. TK.1,200/= per year for a medium-sized locker TK.2,000/= per year for a large locker

2.9.2 Online any Branch Banking:

In order to provide customers with branch banking services, we have established a nationwide network using the radio, fiber-optic cables, and other easily available communication systems. With the exception of the Bhaluka Branch, our customer of one branch is now prepared to store and retrieve money at any of our branches. Right away, people will recognize our Bhaluka Branch for our wide-area network. Sending money or using TT/DD won't be crucial. The management of digital branch banking is done with the intention of serving its valued clients. You will be able to conduct the accompanying type of trades under this framework. You can take money out of the account at any location within the bank. Store in your file at any Bank branch. transfer of funds in the account you have to another record at any Bank branch.

Transaction Limit - Unlimited transaction.
Online Transaction Membership Fee - No Membership fee is required.
Charges for Online Transaction - No charges for online transaction.

2.9.3 ATM:

There are four ATMs here. Nevertheless, the bank hopes to expand its network of ATMs around the country so that our Card Members and Account Holders can use them to make online payments, transfers funds, installment payments, and parity requests.

2.9.4 Banking Software:

Strong banking software is being developed to manage the entire banking operation and provide comprehensive solutions for customer needs. Soon, use is normal.

2.9.5 SWIFT:

One of the only few Bangladeshi banks to become a private member of SWIFT (the Organization for International Inter-Bank Finance Communication) was Premier Bank Limited in 2002. Quick is people-claimed to be reusable, providing a prompt and accurate correspondence system for financial transactions, such as Fund transfers, Letters of Credit, and so forth. The bank has created opportunities for ongoing connectivity with over 5,700 consumer organizations in 150 countries worldwide by becoming a member of SWIFT.

SWIFT No.: PRMRBDDH

2.9.6 Credit Card:

Premier Bank has been granted a standard part license by VISA International to enable it to issue and get the most widely used credit card globally. The nation's primary local private bank offering VISA International charge cards is Premier Bank. Either The local account International Cards are available from the bank.

2.10 My Job Part:

On February 7, 2023, Nadim Mahmud Akash and I started working as service interns at Premier Bank Limited Bhaluka Barnch. I consider myself very fortunate to have met some lovely folks. I find our branch manager, Muhammad Forhad Iftekhar, to be a really helpful and courteous guy. He has been providing me with appropriate guidance and direction for my assigned responsibility, which is assigned by Head Office, since the beginning.I have participated in this internship program as a service intern. I have been familiarized with Premier Bank Limited's banking system as a service intern.

I have been holding meet-and-greets with customers for the past two months. I've spoken with them in an attempt to learn about their expectations of the bank and to identify potential solutions. After that, I asked them the question and wrote down their response on my notepad. Meanwhile, I have learned how to open various bank accounts, including current and savings accounts, MSS, FDR, and others, from the general banking department. I've learned how to issue check books, and occasionally I've given different kinds of posting, such check book posting, by using another user's ID.

I am able to provide the consumer with the statement of their bank account and a viability document. It has a process for that. But I could complete the work with ease because I've learned it. In addition, I've started to relocate each one and have tried to find out what other desks are up to. However, I started working in the financing and credit center in the third month. I have gained knowledge regarding bank guarantee preparation and sanctioning procedures from the loan department. After that, I learned how to file Credit Information Bureau (CIB) reports, and I have completed about seven or eight of the Bhaluka Branch's borrower and bank guarantor's CIB reports.

Additionally, I've learned how to propose a loan or grant credit. In the little time I've been an intern, I've proposed two loans. Providing that assistance for the bank makes me happy. In addition, I hope that, in comparison to an additional intern in the branch, my seniors are satisfied with how I performed.

Chapter-3

Customer Service Quality of Premier Bank Limited

3.1 Customer Service Quality:

A crucial factor in the modern marketplace is service quality. These days, banks are branching out and offering new services and products. There are possibilities in investing, mutual funds, life and general liability insurance, credit cards, consumer finance, wealth management, stock broking, custodian services, private equity, and retirement plan oversight. Banks today must succeed in their services due to fierce competition, which necessitates dedication from everyone. Banks are aware of the need to prioritize exceptional service in the fiercely competitive market of today in order to strengthen their market share.

Thus, in selecting a bank, considerations such as customer-based drivers and perceptions of service quality are crucial. Combining the SERVQUAL questionnaire with factor analysis to categorize respondents according to their perceptions and identify critical indicators for service quality in banks is the measuring tool employed in this study. The study's objectives are to decrease the quantity of service quality statements and create a questionnaire for researching service quality from the perspective of the client.

3.2 Customer Service of Premier Bank Limited:

Evening Banking Service: A special service offered by The Premier Bank Limited that allows cash and papers to be received after transaction hours, till eight o'clock at night. For those like shopkeepers who get cash from purchases in the afternoon, when bank branch counters are often closed, this service is appealing. A few of the Bank's branches provide the service.

Remittance Service: The money transfer payment service offered by Premier Bank is quick, easy, and safe. With a variety of reputable transfer partners throughout the world, including MoneyGram, Dolex, Xpress Money Services, and Western Union, among others, the Bank has inked several long-term agreements. Additionally, the Bank and Grameen Phone (which has 1,40,000 stores) have an arrangement for the use of Grameen Phone's mobile technology and extensive national distribution network.

SME Service Centre: Premier Bank has established a number of SME Service Centers in various places, including the Banani SME Center, Bangla Bazar SME Center, Kawran Bazar SME Center, Mohammadpur SME Center, and Malibagh SME Center, to better assist entrepreneurs and small and medium-sized investors.

Premier TC: The "Premier TC" preloaded foreign currency card is offered across over at branches and is priced in US dollars. It is intended for clients who are traveling abroad. incredibly easy and practical. Consumers in Bangladesh can load foreign currency into this prepaid card, providing them with perpetual access to their money.

Premier SMS: With the Premier SMS service, clients can view their account balance from any location.

Visa Debit Card and ATM: Premier Bank provides its own automated teller machine (ATM) for digitally deducting funds from client accounts in addition to its Premier VISA Debit Card Service. Clients can use their Premier VISA Debit Card at any other bank's ATM that accepts VISA cards as well as to the ATM located within Premier Bank.

Brokerage House: Enjoy the pleasure of Premier Bank Brokerage House's superior services. Trading shares, creating BO accounts, margin lending options, and others.

International Service: The International Section oversees international trade settlement, finance back office, and financial partnerships. Premier Bank maintains 19 Nostro accounts in nine various currencies to serve its clientele and has close connections with 430 foreign banks worldwide to facilitate the easy conduct of international commerce. The bank offers letter of credit services, handles export bills, provides shipping guarantees, accepts bills, and finances purchases. Export letter of credit advice, approval, help with save paperwork creation, bargaining, managing payments for exports on groups, buying or reduction of save bills, and pre-shipment facilities are provided for both domestic and international trade. For quick delivery at affordable rates, the Bank can handle requirements for bid bonds, performance bonds, advance payment bonds, and statements of promise for buildings in Bangladesh, as well as for participation in contracts.

Call Center: With its own "Call Center" established at Head Office, Premier Bank Limited is directly overseen by the Managing Director. Clients can speak with the bank's call center representative during business hours if they have any questions, suggestions, or grievances. Additionally, every branch has a complaint and suggestion box for customers to leave vital feedback. With the exception of Saturday, when it is open from 10:00 p.m. to 3:00 p.m., the call center is open from Sunday through Thursday from 10:00 a.m. to 6:00 p.m.

3.3 Unique Products & Services of PBL:

Service First is what we stand for. Our mission is to be a compassionate and accommodating financial services supplier, opening doors for greater numbers of people in more locations. Premier Bank is constantly working to create new and better services for its esteemed clientele. With its two branches—the Islamic Banking Branch in Laldighirpar, Sylhet, and the Islamic Banking Branch in Mohakhali, Dhaka—Premier Bank Limited has begun offering Islamic banking services. Today, Islamic banking is a reality everywhere in the world. It is well-liked and widely accepted by both Muslims and non-Muslims. The following services and products offered by Premier Bank differ from those offered by Islamic banks. These are listed in the following order:

Al-Wadiah Current Account: Al-Wadiah Operating principles for Current Account follow those of Al-Wadiah. In this instance, the bank assumes the function of "Safe Custodianship." On request, the bank agrees to return any money put by consumers into these accounts. Conversely, the Bank obtains consent from its clients before using their funds. Users are free to use these accounts as often as necessary. Such accounts don't pay out profits, and owners don't lose anything.

Mudaraba Special Notice Deposit Account (MSND): The Mudaraba Special Notice Deposit (MSND) is a profit-bearing Mudaraba account that is ideal for those that conduct regular, predictable trades. It gives a consumer the ability to manage their business account similarly to a profit-generating current account. Earnings is determined by looking at the day-end balance, and it goes into the account either half yearly or when the account is closed.

Mudaraba Savings Account: Under the Islamic Shari'ah Mudaraba principle, a Mudaraba savings account can be opened. According to the aforementioned principle, the Bank only serves as the fund's manager (Mudarib), with the client, Shaheb-Al Mal, being the fund's owner.

Hajj Plan Scheme: The following is a focused plan goods designed for Muslims who plan to do the holy Hajj in the near future. It offers a down payment option (in addition to regular installments) at account opening, ensuring comparatively smaller installment amounts and lessening the burden of making large monthly deposits.

Premier Tijarah Mahar Savings Scheme (Mahar): With the use of this unique plan goods, an engaged or single man can save money by contributing small sums each month, depending on his income, with the goal of paying off the amount that is DUE [as FARD/Obligatory] on him as MOHORANA towards his spouse.

3.4 Problems of Service Quality:

Here it is quite clear that high quality customer service will increase the number of highly satisfied customers who will become loyal to bank as a result of continuous improvement of the service quality. That Tag line of Premier Bank Service is "Service First" but a lot of customers have expressed their dissatisfaction regardingthis service. The outcome demonstrated that the capacity to deliver what was stated with accuracy and dependability is the most crucial aspect of service quality. The median feedback that PBL's clients provided about this service suggests that PBL needs to make more improvements in this area. The Guarantee aspect of service quality, which includes staff politeness, warmth, and capacity to gain clients' trust and confidence, was highlighted as the second most significant factor. The findings indicated that although consumers were satisfied with the staff' friendliness, some of them still raised dissatisfaction over a lack of dialogue between the two groups. The client also highlighted geographical accessibility as a significant factor. However, most clients are below a median, and the service falls short of expectations in this regard. Therefore, PBL should upgrade its location amenities in accordance with client needs and desires in order to increase client satisfaction. The branches' hassles were the main cause of the reluctance. The fourth was whether they believed PBL used cutting-edge technology and machinery to meet the requirements and desires of its customers.

Most of the clients of them expressed their opinion in this matter. The fifth was that weather the bank provides them with the bank statement according to their demand. Some of the customers expressed their desire on this matter and said that the bank should redesign their format of bank statement so thatit is easy for everyone to understand and hence there is no confusion regarding the bank statement. The sixth was that weather they find the A TM location convenientand not all but few of them said that they think it would have been better if the A TM location where near their house, in that case there would have been no hassle in withdrawal of cash amount.

3.5 Factors of Customer Service Quality:

Four elements of the banks' service quality that customers wanted were found using factor modeling. The elements are-

1. Expected Service Quality Factors

- Providing timely service as agreed upon
- Giving clients individual attention

- Real bank amenities; and
- Regularly providing polite, informed bank staff.

Performing Promised Service in Time: Reliable and prompt service is what bank customers look for most. The explanation has to do with both the bank's functioning and faith in it. Consumers depend their level of trust in financial institutions on the staff members' prompt and reliable assistance.

Personal Attention to the Customers: The second crucial aspect of service quality that customers want for is customized care from bank staff. The anticipated service quality factors make up this element. A bank's ability to provide specific care to each particular consumer, its team's understanding of the unique needs of each client, its practical opening hours, and the fact that staff members are never too busy to attend to consumer needs are the things that make banks unique.

Tangible Bank Facilities: Users are drawn to banks with prominent amenities, and their reputation for reliability grows. Consumers think that a bank's actual structure determines whether it provides satisfactory services. The four expected service quality factors that make up the tangible place go are as follows: banks' interior spaces are aesthetically pleasing; they have modern machinery; their staff is well-groomed and presents itself neatly; and the actual places' style corresponds with the services offered.

Courteous and Knowledgeable Bank Employees: Patrons of banks want the staff members who serve them to be well-versed in bank operations. When offering services, they ought to treat the customers with courtesy. This service quality factor was formed by five anticipated parameters: employees who are consistently polite to customers; employees who possess the knowledge to perform their jobs well; customers who feel secure in conducting business with bank employees; employees whose conduct inspires trust in customers; and employees who remain ready to assist customers. This suggests that the caliber of the services depends on the caliber of the individuals providing the services as well as the services rendered by bank workers.

1. Perceived Service Quality Factors

Three significant service quality elements are identified by the bank clients based on the findings of the factor analysis of the supposedly excellent service variable. The components are:

- Individualized customer care
- Acceptable and flawless transactions and
- Tangible banking facilities.

Personal Attention to the Customer: In the banking industry, giving the customer particular care is the most significant perceived service quality aspect. Eight perceived service quality variables make up this component. The following are the factors: the bank's employees know the unique needs of their clients; they are never too busy fulfilling demands from buyers; they are always inclined to assist clients; and they continually treat buyers with courtesy. The bank also has employees who give particular focus to each of their clients; its business hours are convenient for all of its clients; and the bank has the best for its clientele at heart. Efficient trade hours, individualized attention, and personal dedication to the customers all contribute to this understanding the specific needs of the individual customer, respond to the requests from consumers, their readiness to assist, and their constant politeness. It has been noted that banks are hesitant to provide their customers individual attention, preferring to focus on the banking hours and policies. Clients are frequently frustrated by this since they feel that the services are not up to par.

Error Free Records and Safety in Transaction: Without mistakes records and payment safety are regarded by clients as the second crucial aspect of service quality. This factor's constituents were seven service quality factors. The bank's insistence on error-free records has a strong link with the factor, making it the most significant variable. The customer's perception of the safety of their purchases is the second crucial factor, which is followed by the bank's security, genuine concern for customers' problems, employee behavior that inspires trust in the customer, promptly services, and swift customer service. This suggests that in order to maintain clients' trust in the bank's operations, banks must be trustworthy, maintain error-free records, and guarantee activity stability.

Tangible Bank Facilities: Customers expect tangible amenities from banks that give them a sense of how well the banks handle their business. This factor is composed of a number of factors related to the general quality of the services supplied by banks, including: pleasing physical amenities; modern hardware and software; the look of the building itself consistent with the services offered; well-groomed and presentable employees; fulfillment of promises made by banks to complete tasks by a specific date and time; and explicit communication to customers regarding the timing of services. Physical facilities are crucial for clients in addition to the services that banks offer since they can fulfill them.

3.6 Key Factors of Customer Service Quality:

The essential elements and procedures that go into delivering outstanding client experiences are known as the factors that constitute excellent customer service. These crucial elements are as follows:

Understanding Customer Expectations

Delivering the goods and services consumers expect from businesses fosters confidence and encourages repeat business. For this reason, one of the most crucial components of first-rate customer service is knowing what the consumer expects. Several of the most effective techniques to gauge bank customers' expectations

- **Conduct Surveys:** Actively inquire into the demands and knowledge of your clients by using polls and surveys. It's also a really helpful approach to learn more about a customer's issue.

- **Analyze Data:** To find indications of trends in your customers' behavior and tastes, use customer information and data analysis.

- **Stay Informed:** To comprehend changing client demands, remain apprised about competition offers, surveys, and industry trends.

- **Seek Feedback:** Request feedback from clients at different points of contact, and utilize it to inform future developments.

Effective and Clear Communication

In order to communicate effectively, one must first establish a personal connection with the customer, then ascertain their needs and offer answers that would satisfy and value them.

- **Active listening**: When service agents listen intently to their clients, they pick up on the feelings that are being expressed in addition to hearing what has been said. Agents are better able to identify the underlying reasons of client problems when they listen with compassion.

- **Empathetic communication**: Make use of compassionate and compassionate words and sensitive expressions. Sayings like "I know how difficult that must be" or "I'm sorry to hear you've got this problem," can demonstrate sensitivity. By posing open-ended inquiries that enable self-expression, you can also persuade clients to talk more about their worries

Quick Responses and Attention to Timelines

The extent of customer service priority is directly reflected in how quickly you respond to their needs. In addition to improving a company's reputation, prompt resolutions help stop little problems from growing into bigger ones and allow you to consistently deliver top-notch customer service.

- **Categorize and Prioritize:** Sort questions using a ticketing system according to their urgency or seriousness.

- **Proactive Communication**: If you think there might be a problem or a delay, get in touch with clients before they contact you. By being assertive, issues may be avoided.

- **Monitor Response Times**: To achieve your customer service objectives, keep an eye on turnaround times and make any adjustments to personnel or policies.

Personalized Customer Interactions

Building confidence with customers and fostering corporate success both depend on customization. It demonstrates the company's concern for every client on a personal basis. It is still another essential component of customer service.

Feedback and Improvement

Feedback from clients is important because it helps banks figure out what its consumers require, want, and hate. Decisions and improvements are guided by this knowledge, which eventually strengthens ties with clients. Additionally, it aids in the ongoing enhancement of the client experience. In addition, user input is crucial for pinpointing areas where the process of customer care and assistance has to be improved. Additionally, it lets customer service adjust to the constantly shifting needs of the clientele.

Chapter-4
Analysis & Findings

4.1 Customer Service Quality Questionnaire Analysis:

I have attempted to learn how PBL's customers view the five SERVQUAL dimensions in this internship report. Using the SERVQUAL aspects of tangibles, reliability, responsiveness, assurance, and empathy, I created the questionnaire survey. Through the analysis of this survey, I attempted to determine whether or not Premier Bank's customer service is considered satisfactory. Premier Bank Limited's average questionnaire ratings are based on a Likert scale, with ratings ranging from 1 to 5. Below is the questionnaire rating:

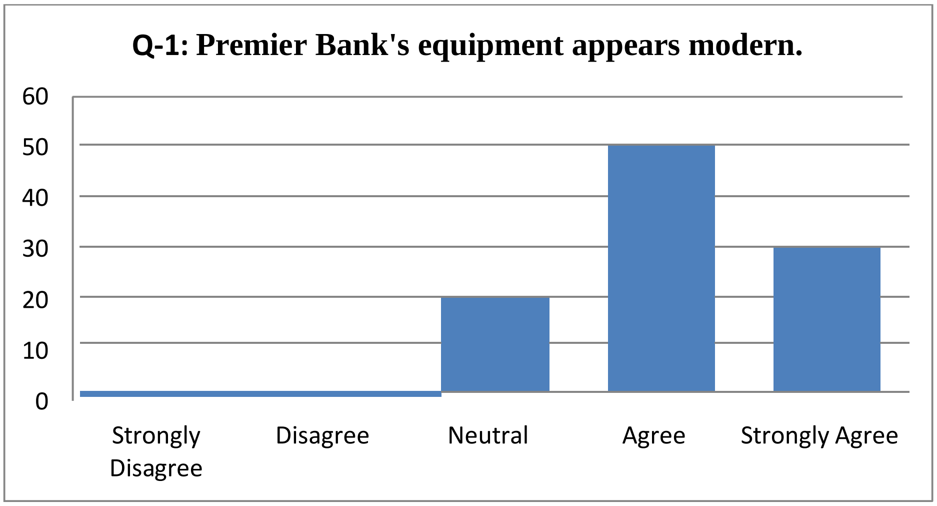
- Strongly Agree= 5
- Agree= 4
- Neutral= 3
- Disagree= 2
- Strongly Disagree= 1

4.1.1 Tangible Parameter

In order to conduct this survey, I involve four questions under the element of reality. Every question received a rating point from customers, and I have attempted to depict an image based on their responses. Below are the average questionnaire results for the tangible measurements:

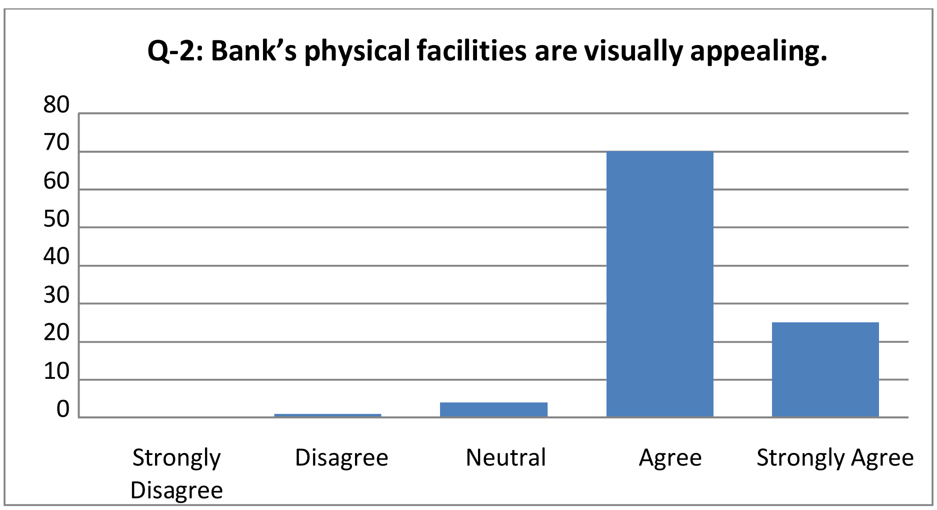
Perception Statements in the Tangibles Dimension	Average Rating
Q-1: Premier Bank's equipment appears modern.	4.07
Q-2: Bank's physical facilities are visually appealing.	4.19
Q-3: The personnel at Premier Bank's front desk have a tidy appearance.	4.10
Q-4: At Premier Bank, the materials related to the service have a pleasing appearance.	4.10

Table- 4.1



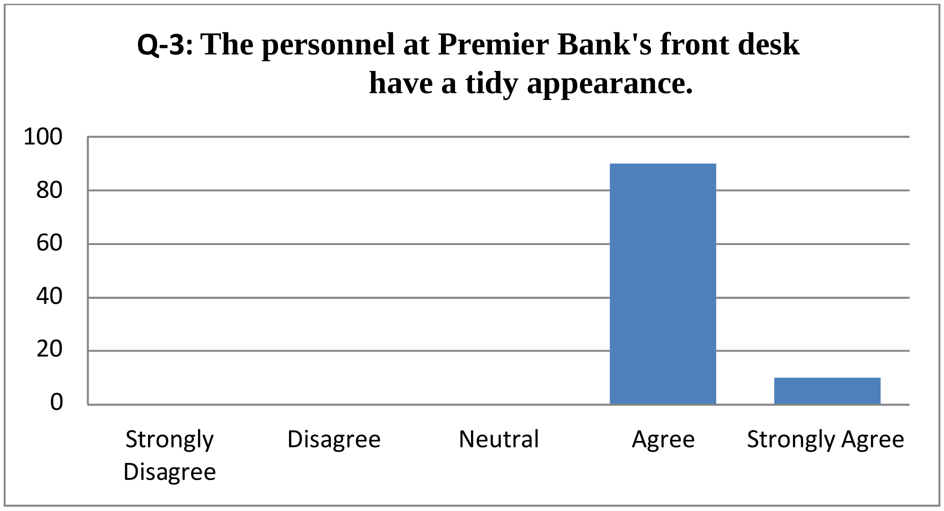
Graph- 4.1

Out of the 100 respondents, over 80 believe that Premier Bank's equipment seems current. In this instance, 50% of respondents agreed with us, and 30% strongly agreed. Despite this, 18 people are still impartial. This information receives an overall rating of 4.07 out of 5.



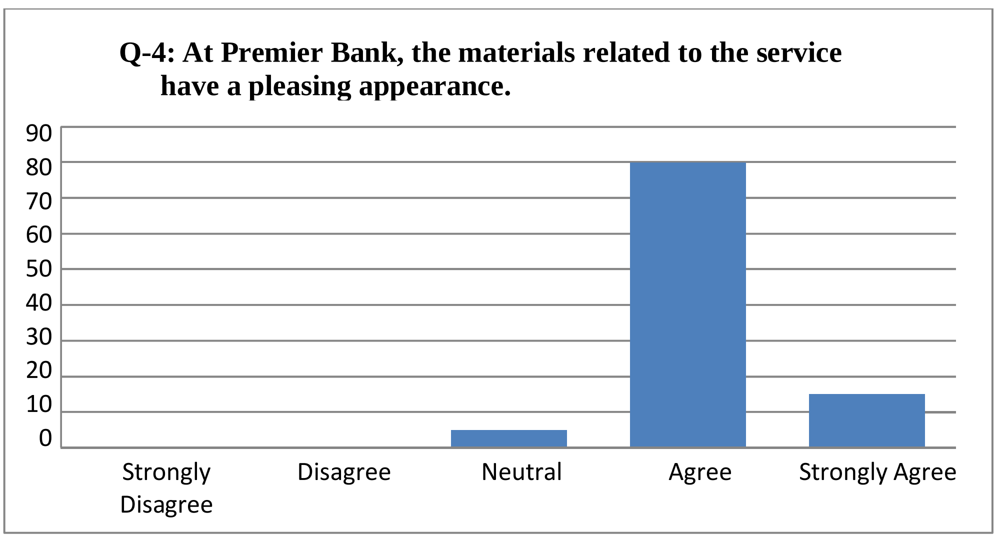
Graph- 4.2

At the 100 respondents, nearly ninety-five find the physical facilities of Premier Bank to be aesthetically pleasing. In this instance, 25% strongly agreed and 70% of respondents agreed with us. Even so, one person disagreed and four remained indifferent. This fact has an overall rating of 4.19 out of 5.



Graph- 4.3

Out of 100 respondents, nearly 100 believe that the staff at Premier Bank's front desk are well-groomed. In this instance, 90% of respondents agreed with us, and 10% strongly agreed. Therefore, nobody disagreed. This information receives an overall rating of 4.10 out of 5.



Graph- 4.4

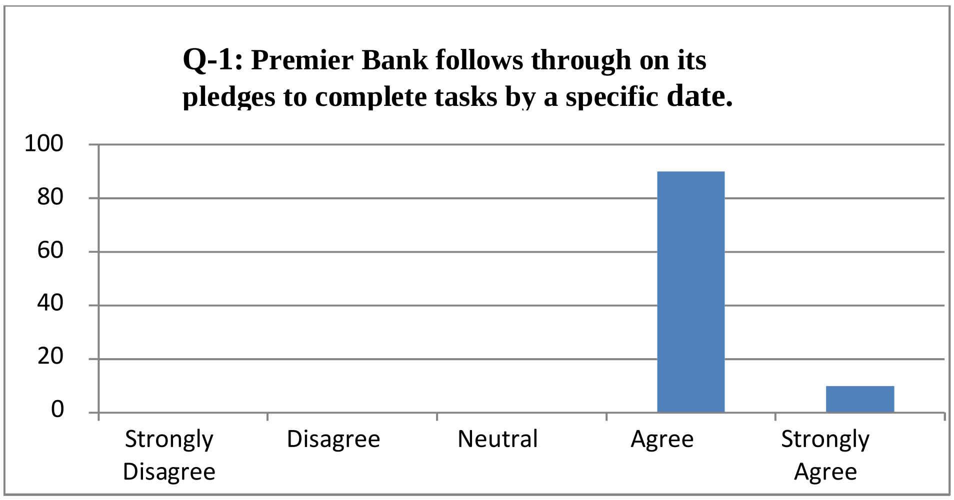
There, out of 100 respondents, nearly 95 believe that the service-related materials (such brochures or Statements) from Premier Bank are aesthetically pleasing. In this instance, 80% of respondents agreed with us, and 15% strongly agreed. Despite the fact that five persons are still unbiased. And nobody disputed it. This information receives an overall rating of 4.10 out of 5.

4.1.2 Reliability Parameter:

The reliability section has five questions. The mean scores obtained for this dimension are:

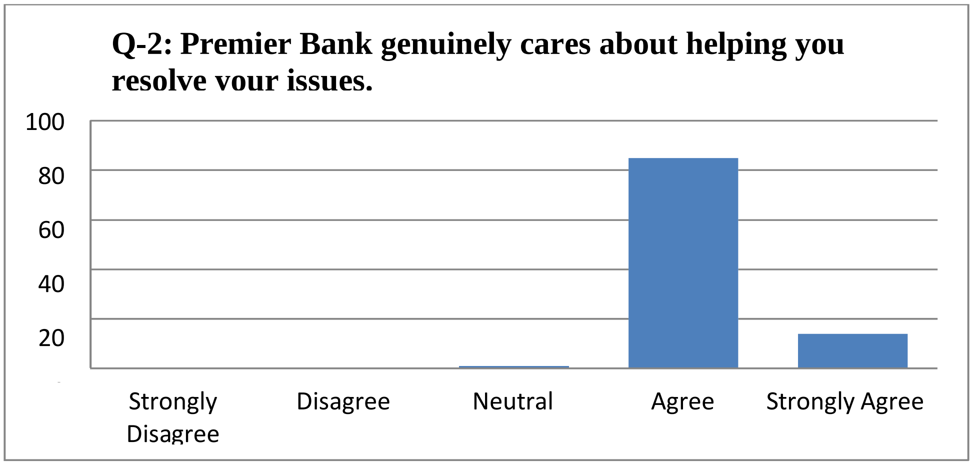
Perception Statements in the Reliability Dimension	Average Rating
Q-1: Premier Bank follows through on its pledges to complete tasks by a specific date.	4.10
Q-2: Premier Bank genuinely cares about helping you resolve your issues.	4.13
Q-3: Premier Bank completes the task correctly on the initial time.	4.00
Q-4: Premier Bank fulfills its service commitments on schedule.	4.10
Q-5: Premier Bank demands error-free documentation.	4.97

Table- 4.2



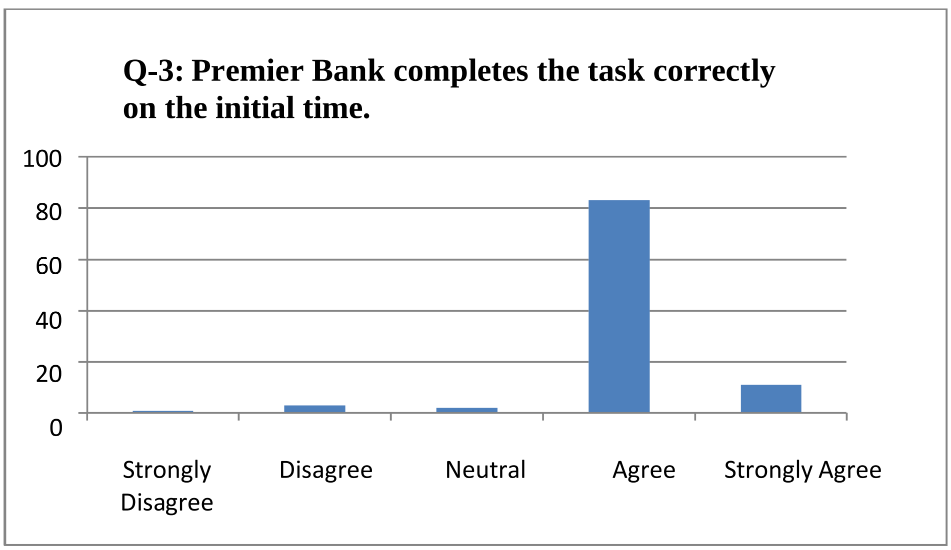
Graph- 4.5

Out of 100 respondents, nearly 100 believe that Premier Bank follows through on its commitments to complete tasks by a specific date. In this instance, 15% strongly agreed and 90% of respondents agreed with us. And nobody disputed it. This information receives an overall rating of 4.10 out of 5.



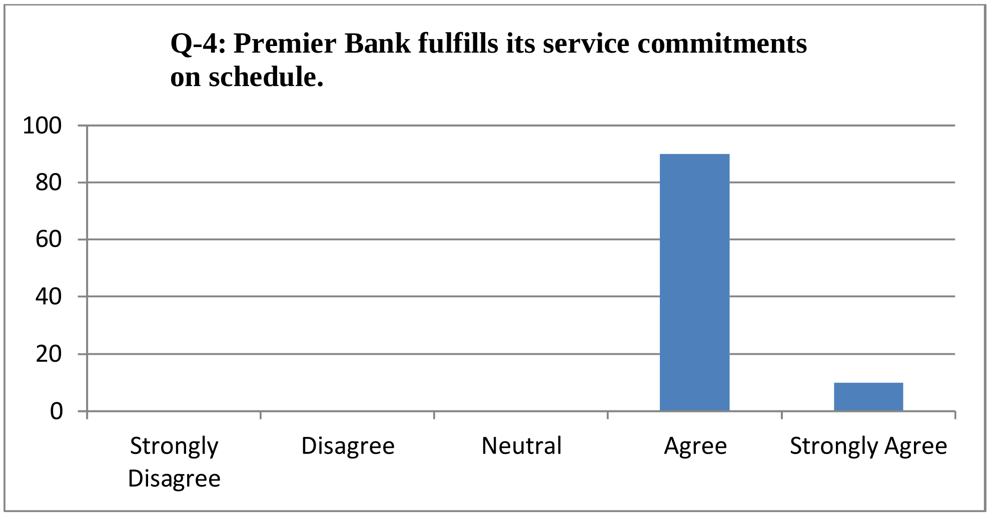
Graph- 4.6

Out of 100 respondents, nearly 99 believe that Premier Bank genuinely cares about helping customers solve their problems. In this instance, 85% of respondents agreed with us, and 14% strongly agreed. even though one person stayed impartial. And nobody disputed it. This information receives an overall rating of 4.13 out of 5.



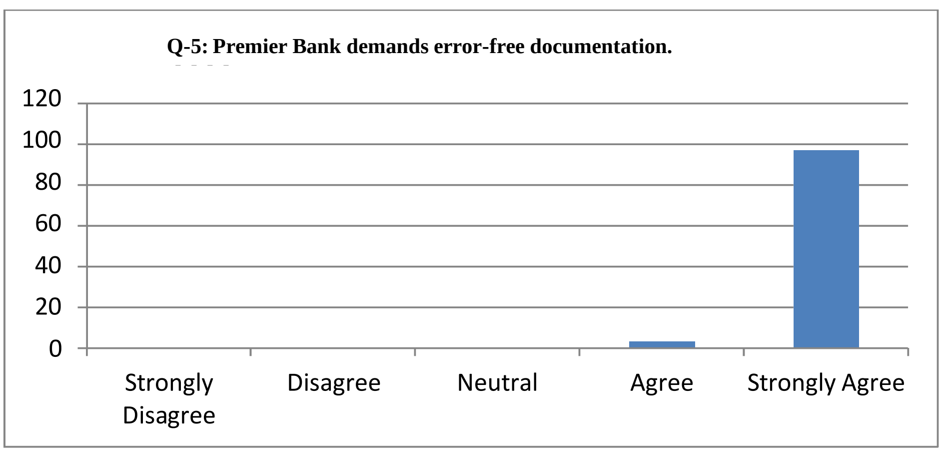
Graph- 4.7

Out of 100 respondents, about 94 believe that Premier Bank completes the job correctly the first time. In this instance, 83% of respondents agreed with us, and 11% strongly agreed. Even yet, two people stayed impartial. Few people disagreed. Four out of five is the overall rating for this fact.



Graph- 4.8

There, out of 100 respondents, nearly 100 believe that Premier Bank delivers its services on time. In this instance, 90% of respondents agreed with us, and 10% strongly agreed. And nobody disputed it. This information receives an overall rating of 4.10 out of 5.



Graph- 4.9

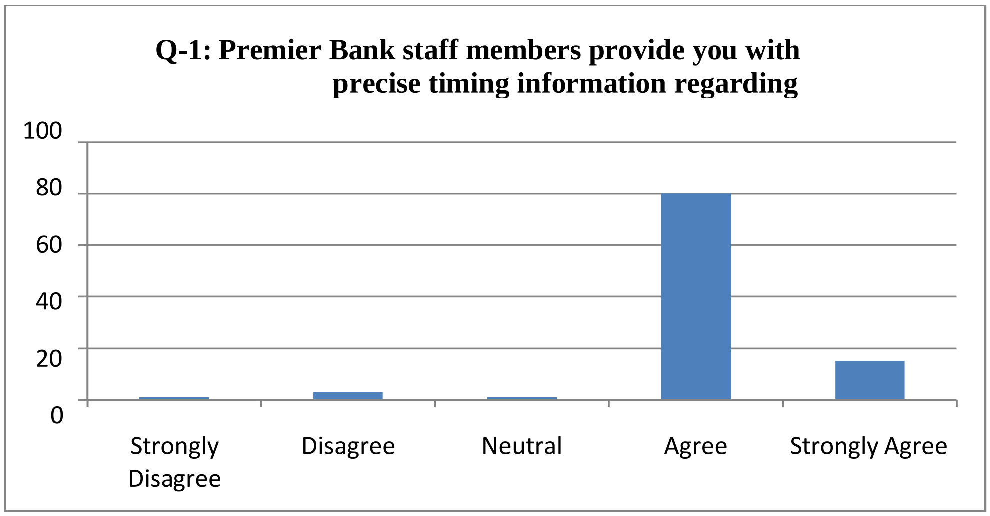
Out of 100 respondents, nearly 100 believe that Premier Bank demands error-free documents. In this instance, 97% of respondents strongly agreed with us, while only 3% agreed. And nobody disputed it. This fact has received ratings of 4.97 out of 5.

4.1.3 Responsiveness Parameter:

Additionally, there are four questions under this dimension. Below are the average scores:

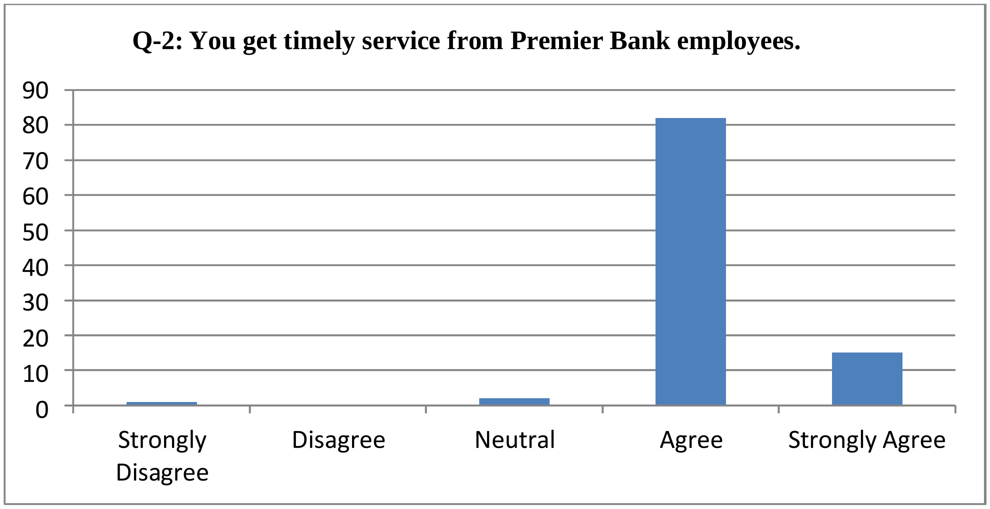
Perception Statements in the Responsiveness Dimension	**Average Rating**
Q-1: Premier Bank staff members provide you with precise timing information regarding services.	4.05
Q-2: You get timely service from Premier Bank employees.	4.10
Q-3: Premier Bank employees are always glad to assist you.	4.05
Q-4: Premier Bank employees are always available to answer your inquiries.	3.94

Table-4.3



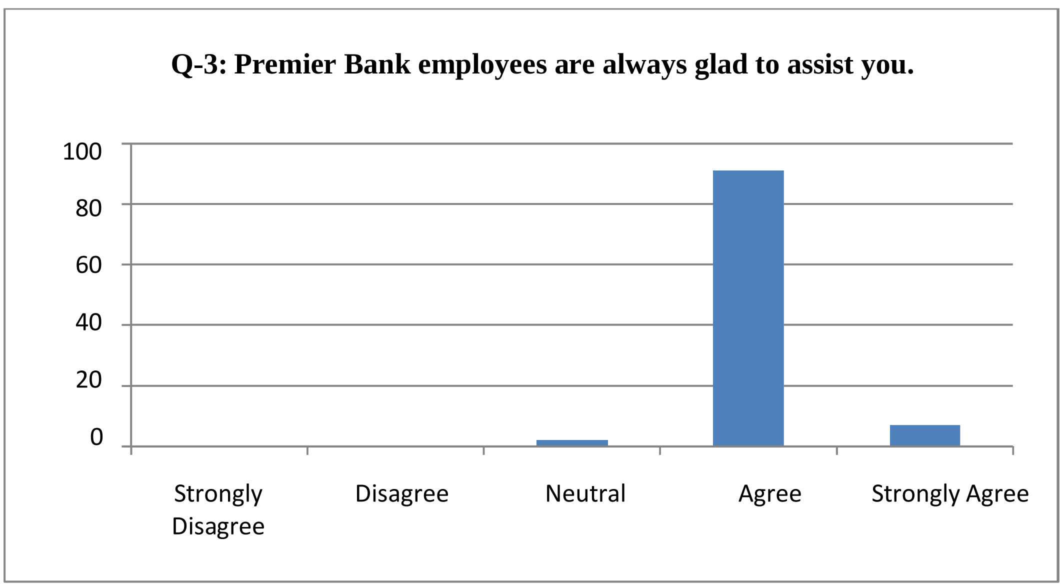
Graph- 4.10

There, out of 100 respondents, nearly 95 believe that Premier Bank staff members inform them in advance of the precise time that services will be rendered. In this instance, 80% of respondents agreed with us, and 15% strongly agreed. One stays impartial. Few people disagreed. This information receives an overall rating of 4.05 out of 5.



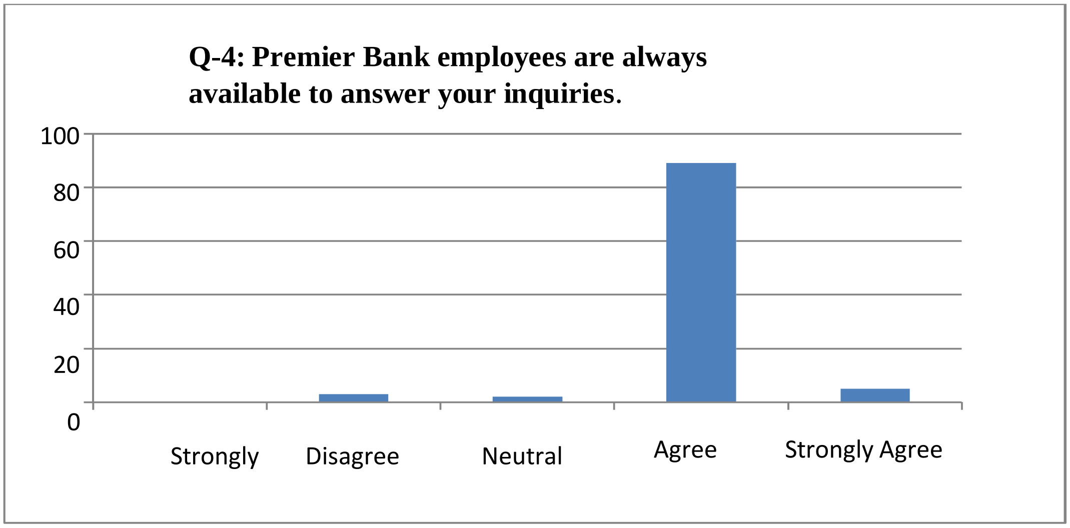
Graph- 4.11

Out of 100 respondents, nearly 97 believe that Premier Bank staff provide customers with timely service. In this instance, 82% of respondents agreed with us, and 15% strongly agreed. even while two individuals stay impartial. And one person vehemently disagreed. This fact has an overall rating of 4.10 out of 5.



Graph- 4.12

Out of 100 respondents, nearly 97 believe that Premier Bank staff members are always willing to assist them. In this instance, 82% of respondents agreed with us, and 15% strongly agreed. even while two individuals stay impartial. And one person vehemently disagreed. This information receives an overall rating of 4.05 out of 5.



Graph- 4.13

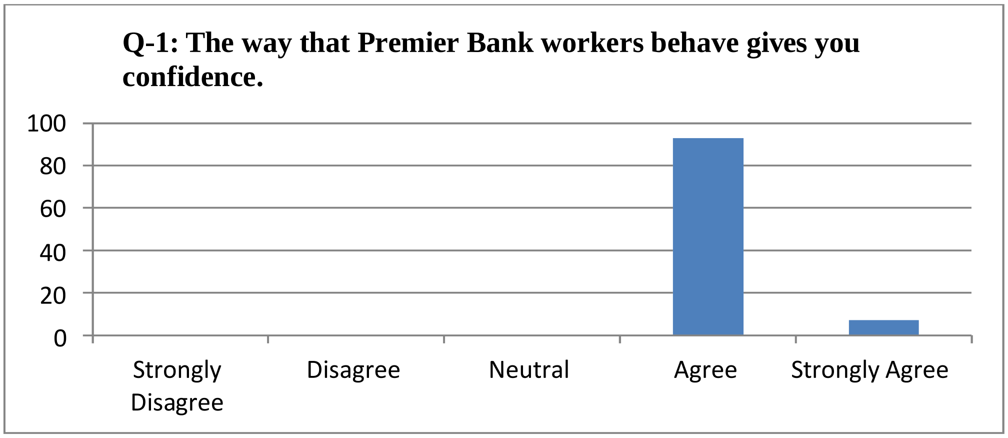
Out of 100 respondents, nearly 97 believe that Premier Bank staff are never too busy to attend to their needs. In this instance, 89% of respondents agreed with us, and 5% strongly agreed. even while two individuals stay impartial. Few people disagreed. This fact has an overall rating of 3.94 out of 5.

4.1.4 Assurance Parameter

Below the table displaying the average scores for the Confidence aspect are four questionnaires:

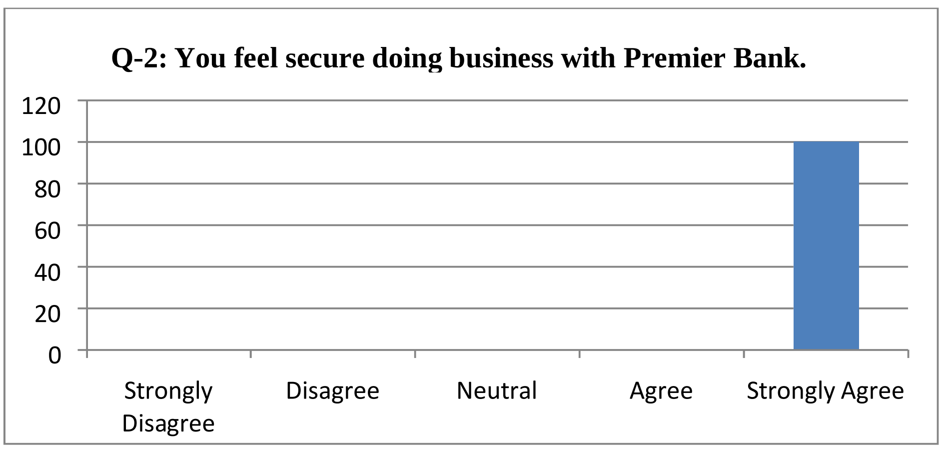
Perception Statements in the Assurance Dimension	Average Rating
Q-1: The way that Premier Bank workers behave gives you confidence.	4.00
Q-2: You feel secure doing business with Premier Bank.	5.00
Q-3: Premier Bank staff members are always polite to you.	4.05
Q-4: Staff at Premier Bank are knowledgeable enough to respond to your queries.	3.80

Table- 4.4



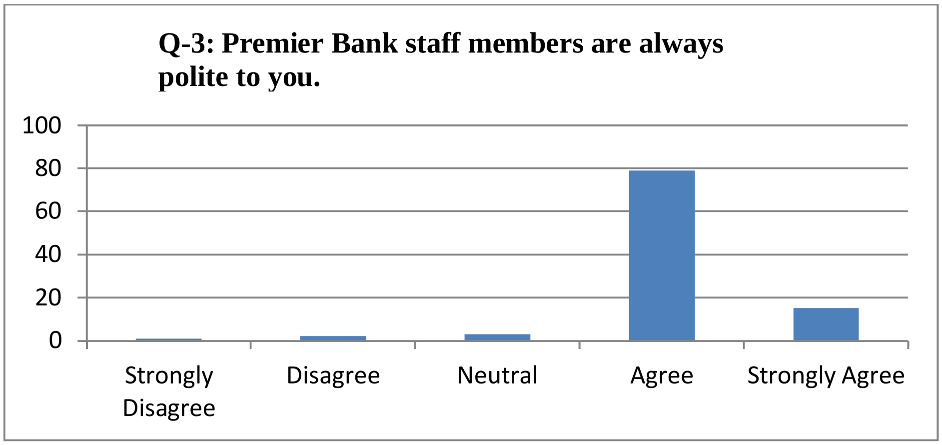
Graph- 4.14

There, out of 100 respondents, nearly 100 believe that Premier Bank workers' actions give them confidence. In this instance, 93% of respondents agreed with us, and 7% strongly agreed. And nobody disputed it. Overall, this fact has received a 4 out of 5 rating.



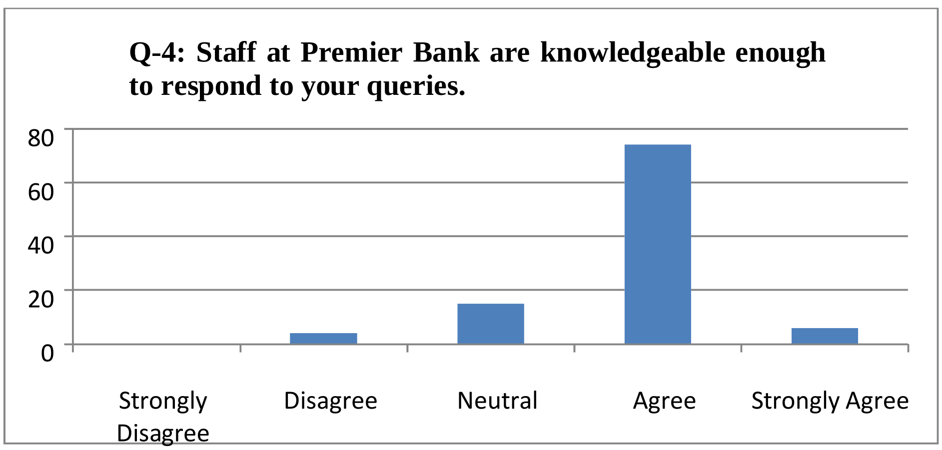
Graph- 4.15

Out of 100 respondents, over 100 express confidences in the safety of their transaction with Premier Bank. In this instance, 100 respondents firmly agreed. And nobody disputed it.



Graph- 4.16

Out of the 100 respondents, nearly 94 believe that the staff at Premier Bank are constantly polite to them. In this instance, 79% of respondents agreed with us, and 15% strongly agreed. Three people don't change their minds. Few people disagreed. This information receives an overall rating of 4.05 out of 5.



Graph- 4.17

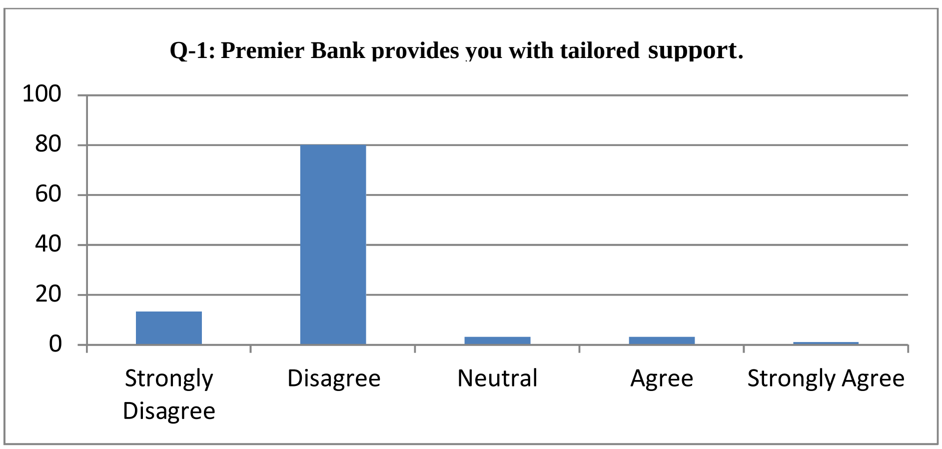
Out of 100 respondents, over 80 believe that Premier Bank staff members are knowledgeable enough to respond to their inquiries. In this instance, 74% of respondents agreed with us, and 6% strongly agreed. Even still, fifteen individuals are still indifferent. Few people disagreed. This fact has an overall rating of 3.80 out of 5.

4.1.5 Empathy Parameter

The average scores for the Empathy dimension on the following five questionnaires are as follows:

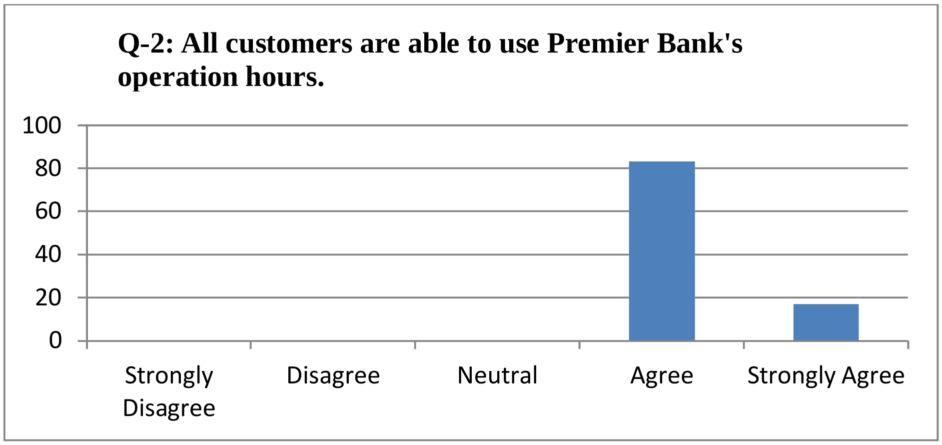
Perception Statements in the Empathy Dimension	**Average Rating**
Q-1: Premier Bank provides you with tailored support.	1.99
Q-2: All customers are able to use Premier Bank's operation hours.	4.17
Q-3: Employees at Premier Bank pay you individual focus.	4.17
Q-4: Premier Bank works out for your best interests.	3.73
Q-5: The Premier Bank staff is aware of your unique requirements.	4.12

Table- 4.5



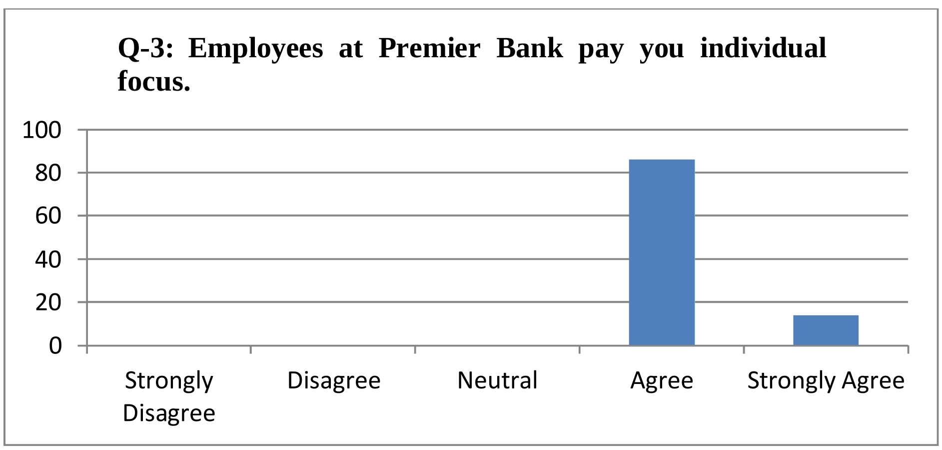
Graph- 4.18

Out of 100 respondents, nearly ninety-three do not believe that Premier Bank offers them personalized attention. In this instance, 13% strongly disagreed with us and 80% disagreed with us. Despite the fact that three persons are still impartial. Few others concurred. This fact receives an overall rating of 1.99 out of 5.



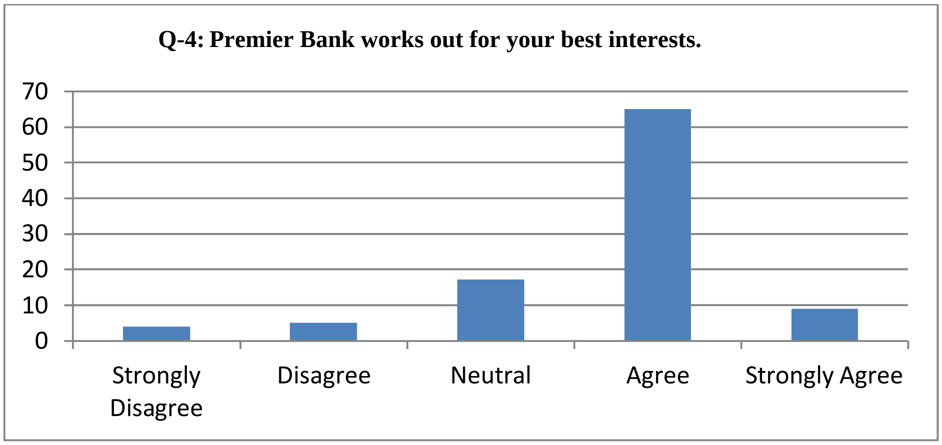
Graph- 4.19

All the 100 respondents, nearly 100 believe that Premier Bank's operating hours are convenient for all of its clients. In this instance, 83% of respondents agreed with us, and 17% strongly agreed. And nobody disputed it. This information receives an overall rating of 4.17 out of 5.



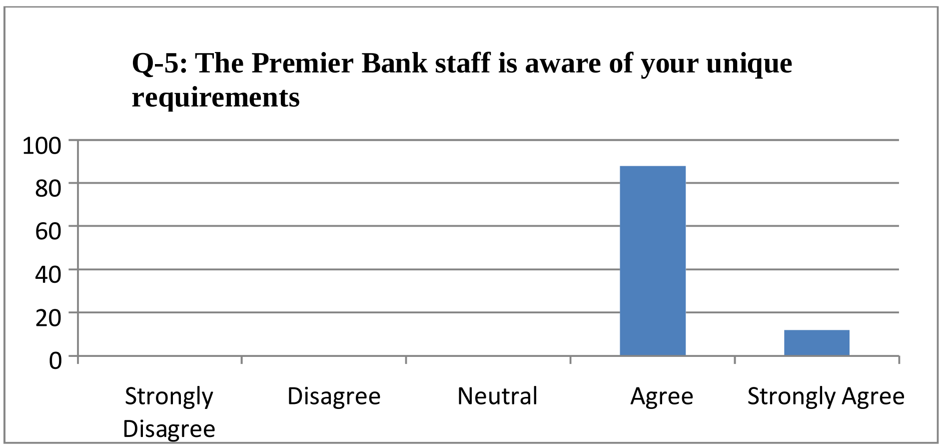
Graph- 4.20

Out of the 100 respondents, nearly 100 believe that Premier Bank treats them on an individual basis. In this instance, 86% of respondents agreed with us, and 14% strongly agreed. And nobody disputed it. This information receives an overall rating of 4.14 out of 5.



Graph- 4.21

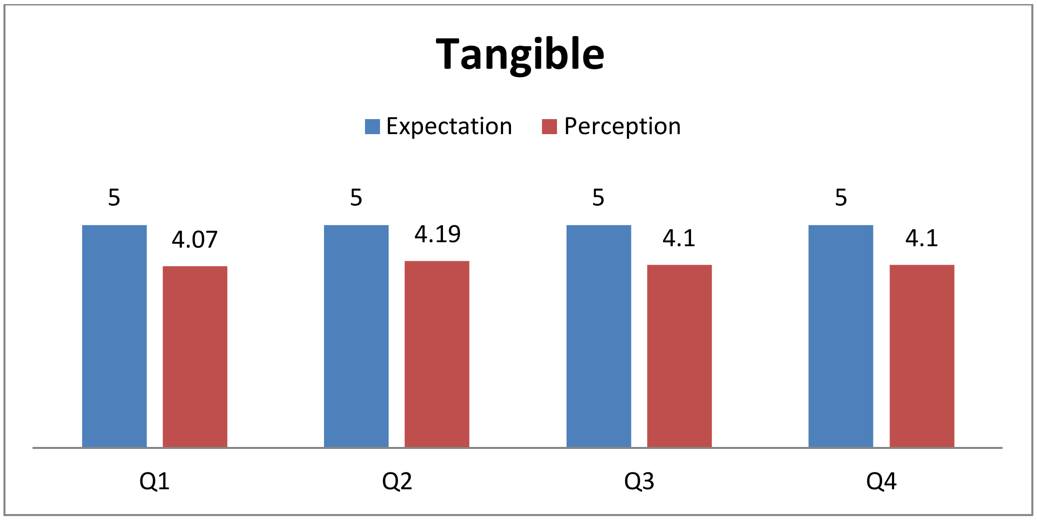
Out of 100 respondents, about 74 believe that Premier Bank is acting in their best interests. In this instance, 65% of respondents agreed with us, and 14% strongly agreed. Despite this, 17 people are still impartial. Few people disagreed. In this case, the overall ratings are 3.73 out of 5.



Graph- 4.22

Out of 100 respondents, nearly 100 believe that Premier Bank staff members are aware of your unique demands. In this instance, 74% of respondents agreed with us, and 6% strongly agreed. And nobody disputed it. This fact has received a 4.12 out of 5 overall rating.

4.2 Overall Score of Tangible Parameter:

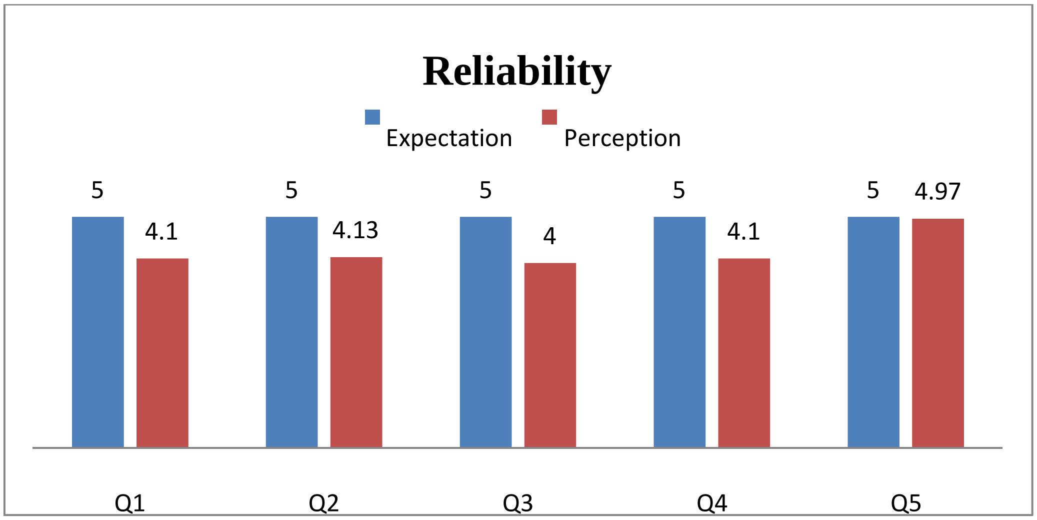


Graph- 4.2

Interpretation:

- The technology of Premier Bank is sophisticated.
- Customers find its physical facilities to be aesthetically pleasing.
- The personnel at Premier Bank's front desk are presentable and tidy.
- Illustrations related to the service are being displayed.
- Customers think that Premier Bank should have modern equipment.
- Appealing visual facilities are desired by the customers.
- Customers think that reception desk employees should be neat & clean.
- Clients believe that service-related items ought to be aesthetically pleasing.

4.3 Overall Score of Reliability Parameter:

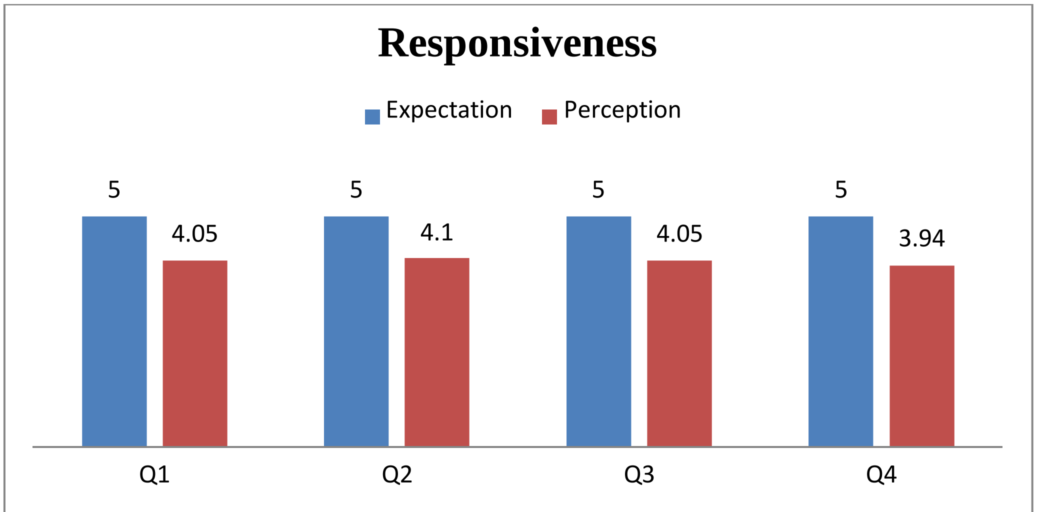


Graph- 4.3

Interpretation:

- When a bank makes an agreement to execute something by a specific date, clients believe it should follow through.
- They believed that the bank will fulfill its commitments within a certain time frame.
- Clients believed that staff members were eager to address their issues.
- The majority of clients believe that Premier Bank fulfills its pledges to deliver services by a specific date.
- Clients felt that Premier Bank delivered the service correctly on the initial occasion.
- Almost all customers think that Premier bank insist error free records.

4.4 Overall score of Responsiveness Parameter:

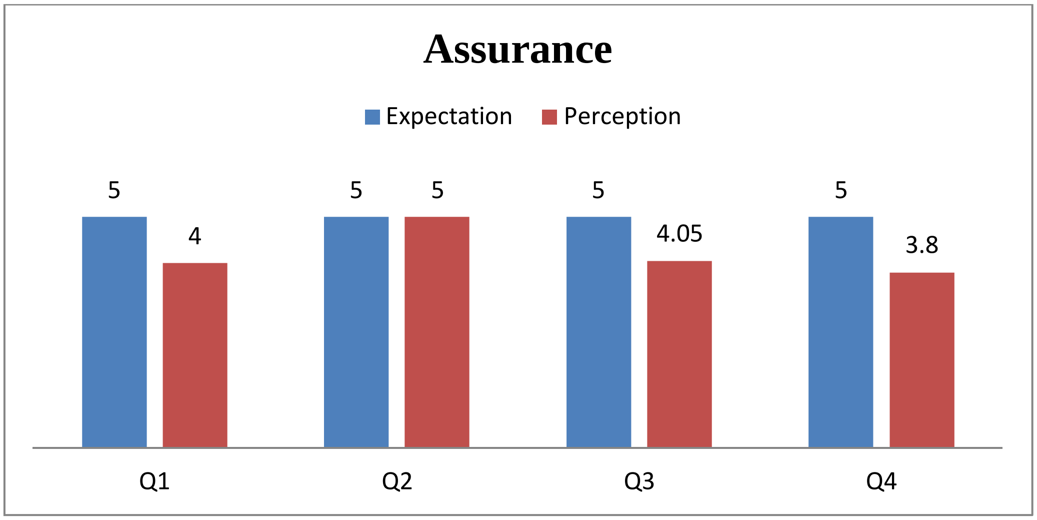


Graph- 4.4

Interpretation:

- Customers perceived that Premier bank tells them when there will be service.
- They also believe that staff members serve them promptly.
- Clients anticipate timely service from the bank.
- Clients said staff members were eager to assist them.
- Rather than responding to their inquiries, customers felt that staff members were preoccupied.

4.5 Overall Score of Assurance Parameter:



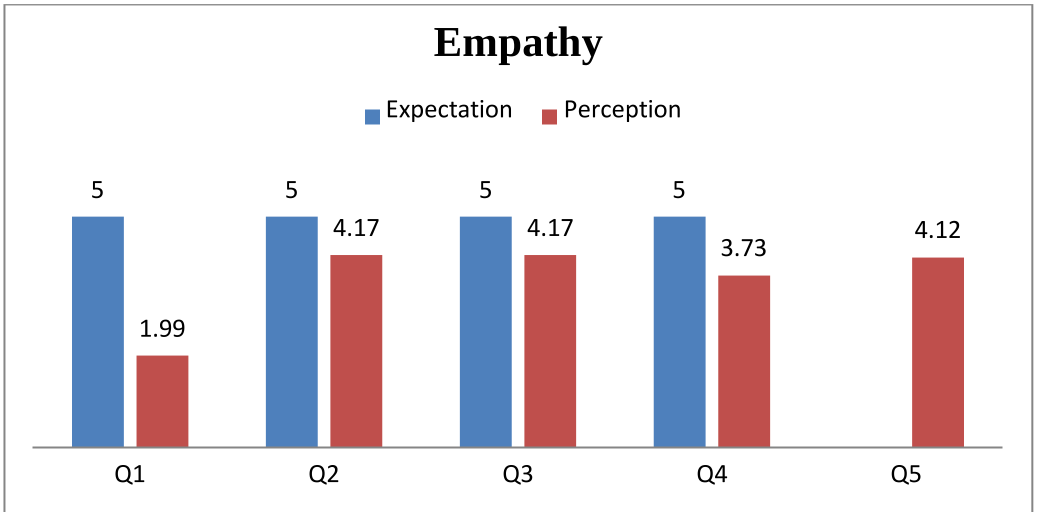
Graph- 4.5

Interpretation:

- The customer felt confident in Premier Bank because of the way its workers behaved.

- Customers feel safe within bank.
- Customers perceived that employees are courteous of this bank.
- Customers expect that employees should have knowledge regarding theservice
- Maximum of the customers do not think that employees have knowledgeabout the service.

4.6 Overall Score of Empathy Parameter:



Graph- 4.6

Interpretation:

- Customers expect bank will give them individual attention.
- But they perceived that bank is no giving them individual attention.
- Customers perceived that Premier bank's banking hour is convenient tothem.
- Customers think that the employees give them individual attention.
- Customers expect that Premier bank should keep their best interest in itsheart.
- Most of the customers do not think that bank keep their best interest in itsheart.
- Customers think that employees of the bank understand their specific need.

4.7 SWOT Analysis of Customer Service Quality of PBL:

Through the use of SWOT analysis, an organization may gain a thorough understanding of how it now stands in relation to its competitors in the industry. It gives the company the opportunity to strategically strengthen its place in the market. Here, Premier Bank Limited's internal strengths and weaknesses as well as outside opportunities and dangers are examined:

- **Strength (Internal Factor) Stronger liquidity and Capital Base**

PBL has effectively kept its cost-to-income ratio (CRAR) at 14.18% and has reduced it to 46% (approximately) in 2022.

Good Corporate Governance
The bank's board oversees the establishment of strong moral standards throughout the organization and periodically assesses the Bank's adherence to Central Bank regulations. The board understands that safeguarding the interests of all stakeholders and generating significant shareholder value depend on sound corporate governance practices.

Enriched Human Capital
Our superior environment and enhanced human resources enable us to provide the greatest value to the company.

Diversified Products and Services
PBL offers our esteemed customers a range of modern corporate, retail, and SME products in addition to prudential service.

Stronger Branch Networks
We truly mean "Service First"; it's not just an abstract concept to us. Our operation, which spans 132 branches, 120 ATMs, and 131 agent banking locations across urban and rural areas, places a high priority on it.

Performer of Regulatory Compliance
PBL has been abiding by all rules set forth by the Bangladesh Bank as well as all tax and VAT legislation that are mandated by the National Board of Customs.

- **Weakness (Internal Factor)**

Limited Retail and SME Exposures
In comparison to other industry leaders, PBL has minimal exposure to the retail and SME markets.

Dependence on Core Banking Line up
Because PBL had no other major revenue flow, the bank's interest revenue income decreased as a result of the reduced 6–9% deposit–loan split.

Non-Preforming Loan
Despite a decent total loan recuperation, the final failing loan amount is $7,676 million, indicating a poor choice in the payment of the loan.

Absence of Advanced Technology
PBL is not investing enough in the IT sector to establish its physical foundation, and it is not updating its software frequently enough. Although cybersecurity measures are already being developed, more work needs to be done in this area.

- **Opportunity (External Factor)**

Government Initiatives towards Development
The government of Bangladesh is now funding numerous development projects in addition to infrastructure improvements including the Padma Bridge, Metro rail, Big Port, and 4-lane highways. PBL is prepared to take on the challenges for this kind of development with the pertinent stakeholders.

Woman Entrepreneurship is rising
The rise in the percentage of adults with literacy and advancement of education in recent years has led to a renewed interest in woman entrepreneurship. With exclusive help desks, Premier Bank provides women entrepreneurs with specific services. We provide women businesses with highly customized solutions and a team of committed, competent Relationship Managers to meet all of their financial requirements.

GDP Growth along with other Business Development

Bangladesh is emerging in a new era of business thanks to its consistent high GDP growth throughout the previous years (except from the COVID-19 period) and its departure from low-developing nations and the world of trade. As a result, the banking industry is also seeing new prospects as a result of Bangladesh's rising GDP (apart from pandemic periods) and per capita capital income.

Islamic Banking Wings

A large number of people believe in an Islamic economy based on shariah because most Muslims are Muslims. The desire for Shariah-compliant goods and services is rising as the banking sector becomes more aware of Islamic financial services. As a result, PBL is a newly formed Islamic banking entity that will operate under shariah. Nevertheless, Premier Bank offers a special option to meet your financial needs when you travel to the Saudi Arabian Holy Lands to complete your Hajj: the "Prepaid Hajj Card."

- **Threat (External Factor)**

Recent Pandemic Effects

Owing to the protracted lockdown during the epidemic, GDP growth fell short of the target of 8.20 percent, reaching only 5.20 percent. The business sector has been severely impacted, resulting in a substantial decline in interest income due to bank loan rehabilitation and payout.

Non-Cooperation from Bad Customer

Bangladesh Bank implemented the waiver of interest for issued loans for a specific term due to the consequences of COVID-19. When they were able to pay interest as required, several customers planned to take advantage of the opportunity to avoid paying interest. Furthermore, some customers abuse the loans for which they sought approval by presenting false documentation.

Unanticipated Event

Cyber criminals and hackers these days aim to breach systems using advanced IT tools and technology. The sudden increase in cybercrime may cause customers to become less dependent on bank security.

Lower Interest Rate

The government set a 9% maximum interest rate cap on loans other than credit cards. As a result, it had a negative effect on durability going forward.

4.8 List of Findings:

- **Customer Service:** Every employee at the Premier Bank Limited, Bhaluka Branch, has a propensity to provide customers with appropriate and superior service. Numerous customers visit this branch on a daily basis. During our conversation, a few customers shared their experiences with me. They are overjoyed to be this bank's and branch's customers. The personnel and employees consistently provide them with quick service. They don't have to stand in line to deposit or retrieve money. Although not very delighted, Premier Bank customers are happy with the service.

- **ATM Booth:** To provide improved and effective customer service, Premier Bank is widening its ATM network by deploying new ATM booths atprominent and useful locations for the customers. But ATM booths are not sufficient in Bhaluka area.

- **Insufficient Branch:** There are total 104 branches of Premier Bank Limited situated in29 districts in Bangladesh. Branches are not available in remote areas of the country.

- **Lack of Modern Equipment:** At every stage of business, Premier Bank uses technology to increase productivity and lower transaction costs. The hardware is functional but not very stylish.

- **Timely Service:** Your level of client priority is directly reflected in how quickly you respond to their needs. If promised, the bank fulfills the work by the deadline. Every task at the Bhaluka branch is completed on schedule and accurately.

- **Strong employee bonding and belongingness:** One of Premier Bank's most valuable assets is its workforce; PBL workers have a strong feeling of devotion to the organization and a sense of pride and connection. The primary cause of PBL's strength is its robust environment. Bank staff members are kind and accommodating to clients.

- **Young Enthusiastic Workforce:** Premier Bank Ltd. places a strong emphasis on hiring skilled graduate students and bachelors with little to no prior work experience. PBL's reasoning is based on their desire to prevent the issue of "garbage in, garbage out." This kind of young and invigorating personnel invigorates PBL's entire working environment. Bank employees make every effort to address customers' concerns.

- **Comfortable Environment:** There is no corporate dining room and merely shoulder-high barriers on all office walls at Premier Bank Ltd. Any of the execs might just sit down at a person in the cafeteria and start a lunch conversation with them. "It's thrilling to know you may see & talk to the top management at any time," stated an employee. You truly get a sense of belonging."

- **Distinct schedule:** Every employee at Premier Bank Ltd. from the assessor to the top management, is required to operate in unison against a common objective while concurrently interacting at every level for an extended duration.

- **Employees Behavior:** The way that staff members behave gives clients faith. Prime Bank customers feel secure there. Premier Bank staff members are courteous. Particular care is provided to customers by Premier Bank employees. Bank employees are aware of the unique needs of each customer.

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Chapter-5

Recommendations & Conclusion

5.1 Recommendations:

Here are some ideas and recommendations for enhancing Premier Bank Limited's service quality:

- **Increasing Staff:** Customers often lament the fact that they are not given equal treatment. that devoted and esteemed clients receive additional amenities; this is primarily caused by a staffing deficit. This complaint wouldn't exist if PBL hired more workers and they performed their jobs well.

- **Provides Quality Services:** The bank must raise public awareness of the various high-quality services it offers. They can set up a stall at trade shows and use print or electronic media for marketing and advertising purposes.

- **Faster and more Accurate Service:** People demand quicker and more precise service from a private bank, but when that isn't given, they compare it to a government bank, which is dangerous and should be avoided at all costs.

- **Provides Modern Technology:** Even though PBL recently adopted Temenos T24, also known as R16, in October 2017 to enable speedier operations, some tasks are still completed by hand, which makes the work flow laborious and slow. As a result, personnel need to be proficient in using technology and its use needs to be further increased.

- **Provides update Software:** PBL uses R16 for the majority of its operations, and while this has increased the quality of the services provided, there are still moments when it is ineffective, which negatively impacts the level of service provided to consumers. Investigating this issue should be done right away.

- **Needs to start Corporate Banking:** It is necessary to establish a corporate culture in the Bhaluka branch. Better customer relations and effective group collaboration among coworkers will arise from this, encouraging creativity.

- **Quality Products:** The items' features in the Bhaluka branch are inadequate. Customers may lament that the features offered are neither particularly appealing nor helpful to them. This issue needs to be resolved right away.

- **ATM Booth Service:** There is a malfunction with the ATM booth next to the Bhaluka branch. This needs to be fixed right now.

- **Improve The Cash Counter Facility:** The Bhaluka Branch's cash counter is slow. It needs to be fixed as quickly as feasible.

- **Provides the Modern Equipment's:** The Bhaluka branch's printers and computers are rather antiquated. They make it more difficult for the staff to serve customers effectively. They ought to be updated as soon as possible.
- **Online Banking Facility:** PBL's online resources need to be enhanced. Every branch should have real-time internet banking implemented if they want to thrive in this cutthroat industry.

With any luck, these suggestions can help PBL provide better customer service. When handled well, customer feedback can contribute to the establishment of a strong, long-lasting rapport between a company's staff and its clients. This relationship will be crucial for the bank since it will highlight future deficiencies and motivate the business to fix them in order to stop similar incidents from occurring in the future.

5.2 Conclusion:

Every business wants to accomplish its goals. The organization's mission and vision need to be fixed in order to accomplish this goal. A company has to be capable to achieve its goals in accordance with its vision and mission statements. Customers are at the core of financial institutions' mission and vision, such as banks. due to the fact that the majority of banks offer the same items, along with identical features and attributes. As a result, it becomes more challenging for a financial organization to gain a competitive edge and provide clients higher-quality products. A bank can only be distinguished by its superior customer service. The only thing that sets one bank apart from another is service, and even better service Customers must select the bank that offers the best, most accurate, and highest-quality services. When a bank's customer service is subpar, it is going to hard for them to attract new business and they risk losing their current client leas well. The primary slogan of Premier Bank is "Service First," yet the bank needs to put forth even more effort to live up to this motto because it lags far behind other banks like Brac, Prime Bank, and others. The past few years include the introduction of new banks, thus the bank must contend with strong rivalry for its existence.

The bank's main rivals will include itself, which will force it to manage its assets and obligations more deeply and purchase cutting-edge technologies to reduce costs and boost revenue. If the bank is able to acquire a sizable number of corporate customers, it will benefit. If the bank's level of service is good enough, this client will stick around. Premier Bank Limited must therefore guarantee top-notch service in each and every branch. PBL must assist customers in solving problems in order to provide exceptional service. Every error they make could destroy their company.

Premier Bank Ltd. has made remarkable progress over the years. However, as was previously mentioned, neither local nor international competitors will make concessions for PBL. PBL is far behind that fitness in this day and age where the strongest survive. Now is the critical moment for PBL to build on its accomplishments and continue pursuing its goals. If not, "A Bank with Vision" will remain merely a fantasy for them.

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Appendix:

Service Quality of Premier Bank Limited

The survey instrument designed to evaluate PBL service quality SERQUAL has been develop. The SERVEQUAL dimensions are used to categories the questionnaires' questions. There are a total of 22 questions in SERVQUAL and they are modified based on the kind of service being assessed.

Name:					
Gender:		Male		Female	
Age:	Less than 20	20-30	30-40	40-50	50 & Above
Education Level:	Primary Education	Secondary Education	Higher Secondary	University	Post Graduate

Questionnaires

Please put √ Mark to the option match your perception in below mentioned questions.

Q. No.		Strongly Disagree	Disagree	Neutral	Agree	Strongl y Agree
	Tangible					
1	Premier bank has modern looking equipment.	1	2	3	4	5
2	Premier Bank's physical facilities are visually appealing.	1	2	3	4	5
3	Premier Bank's reception desk employees are neat appearing.	1	2	3	4	5
4	Materials associated with the service are visually appealing at Prime bank.	1	2	3	4	5
	Reliability					
5	When Premier bank promises to do something by a certain time, it does so.	1	2	3	4	5
6	When you have a problem, Premier bank shows a sincere interest in solving it.	1	2	3	4	5
7	Premier bank performs the service right the first time.	1	2	3	4	5
8	Premier bank provides its service at the time it promises to do so.	1	2	3	4	5
9	Premier bank insists on error free records.	1	2	3	4	5
	Responsiveness					
10	Employees in Premier bank tell you exactly when services will be performed.	1	2	3	4	5
11	Employees in Premier bank give you prompt service.	1	2	3	4	5
12	Employees in Premier bank are always willing to help you.	1	2	3	4	5
13	Employees in Premier bank are never too busy to respond to your request.	1	2	3	4	5

	Assurance					
14	The behavior of employees in Premier bank instills confidence in you.	1	2	3	4	5
15	You feel safe in your transaction with Premier bank.	1	2	3	4	5
16	Employees in Premier bank area consistently courteous with you.	1	2	3	4	5
17	Employees in Premier bank have the knowledge to answer your questions.	1	2	3	4	5
	Empathy					
18	Premier bank gives you individual attention.	1	2	3	4	5
19	Premier bank has operation hours convenient to its entire customer's.	1	2	3	4	5
20	Premier bank has employees who give you personal attention.	1	2	3	4	5
21	Premier bank has your best interest at heart.	1	2	3	4	5
22	The employees of Premier bank understand your specific needs.	1	2	3	4	5