



Daffodil
International
University

**An Analysis of the Customers' Satisfaction of Exim Bank
Limited: A Study on Nayarhat Branch**

Submitted To:

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Submission of Date:

Letter of transmittal

To

Mohammed Masum Iqbal, PhD
Professor
Department of Business Administration
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Subject: Submission of internship report on “**An Analysis of the Customers’ Satisfaction of Exim Bank Limited: A Study on Nayarhat Branch**”

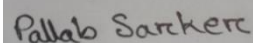
Dear Sir,

With best respect and honour, I would like to inform you that I have completed my internship report on “**An Analysis of the Customers’ Satisfaction of Exim Bank Limited: A Study on Nayarhat Branch**” Which was assigned to me as a part of my BBA program. I have tried my best to incorporate as much as possible and this report and given lot of effort to accomplish this project. I have thoroughly enjoyed preparing this report as a requirement of the internship program of BBA program.

I therefore, hope and wish you will appreciate my endeavour and find the report up to your expectation.

Thank you.

Respectfully yours,



.....
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Certificate of Supervisor

This is to certify that the internship report entitled “**An Analysis of the Customers’ Satisfaction of Exim Bank Limited: A Study on Nayarhat Branch**” is prepared by Pallab Sarker, ID: 181-11-544, as a requirement of the BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for acceptance.

.....

Professor Mohammed Masum Iqbal, PhD
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Acknowledgement

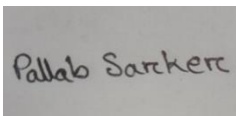
All praise to God, the almighty, and the merciful. Without his blessing and endorsement this report not has been accomplished.

The success completion of this report might never be possible in time without the help some person whose inspiration and suggestion made it happen. First of all I want to thanks my manager Mr. Khandaker Reza Mohammad Ahasan of Exim Bank Limited at Nayarhat Branch for guiding me during my internship. Without his help this report not have been accomplished.

Then I would like to thanks to my honourable supervisor Professor Mohammed Masum Iqbal, PhD, Professor Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for helping my internship report titled “An Analysis of the Customers’ Satisfaction of Exim Bank Limited: A Study on Nayarhat Branch” I also thanks to my colleague who helped me by providing informative instruction. I was closely attached with them during my internship tenure. Without them this project would have been very difficult.

Finally, I also express my sincere post gratitude to all those who participated to prepare this report.

With warm thanks



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Executive Summary

This report is about evaluation the level of Customer Satisfaction and Services at Exim Bank Limited, Nayarhat Branch, Ashulia, Dhaka. The main purpose of the report was to generate a particle understanding of the level of customer satisfaction and services in Exim Bank Limited, a branch of Nayarhat. Customer satisfaction and services are an important aspect for any business organization. By measuring the level of customer satisfaction they are able to understand their general concept regarding Exim Bank Limited, branch of Nayarhat. Customer satisfaction needs to be prioritized to gain overall benefit from future sales. By evaluating the data, Exim Bank Limited can take a new approach in its customer service and act accordingly.

The purpose of this study was to discuss and describe all of the major activities associated with understanding the customer's perception and attitude about customer service performance at a bank. In this report I have chosen to evaluate the level of Customer Satisfaction and Services at Exim Bank Limited, Nayarhat Branch, Ashuliya, Dhaka.

The total report is divided into four major chapters. Chapters are again divided into subchapters according to the content of the chapters.

Chapter one is the introductory section of this report which is the description about internship project, origin of the study, Background of the Study, objective of the Study, Scope of the Study, Methodology of the Study, Limitation of the Study and so on.

In chapter two, a brief discussion about overview of Exim Bank Limited, vision, mission, and strategies of Exim Bank Limited, Objectives of Exim Bank Limited, corporate Philosophy, Future Prospectus, SWOT analysis, product and services of Exim Bank Limited are provided.

Chapter three is the analysis part of this report where customer satisfaction level analysis at Nayarhat branch of Exim Bank Limited has been conducted. Distributed questionnaire to the customers and from the result of questionnaire, analysis has been done in this chapter.

Chapter four included some Problems and provide some Recommendations to solve those problems, also draw a conclusion on overall consumer satisfaction of Exim Bank Limited at Nayarhat Branch and evaluating performance of the study.

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Chapter-01

Introduction



1.1 Introduction

Internship is a dynamic approach to the practical knowledge gathered in this study. My commitment has been to practical work experience through internships for corporate market. Banks are also changing over time and trying to become a single super market. As a BBA student for the internship program requirement, I was assigned to The Exim Bank Limited for my practical orientation. Information related to this research was gleaned from my personal experience as a Exim Bank Limited employee. I believe the internship will equip me with the knowledge I need to work in the banking sector and will also help me build a thriving career.

1.2 Origin of the Study

The internship program is subject to the full credit of the BBA program of Daffodil International University, which builds a relationship between real-life facts and theoretical concepts. As a business administration student at the BBA program, I prefer Prepare a report on the banking sector rather than other products and services. This internship report of my BBA program that, I conducted as a student at Daffodil International University, Department of Business Administration. In a sense, I select the banking sector and my supervisor, Professor Dr. Mohammed Masum Iqbal, offered to prepare the report entitled "Customer Satisfaction & Services of Exim Bank Limited at Nayarhat Branch”

1.3 Background of the Study

This report is made as a partial requirement of the 3-month internship program for BBA students in Marketing, Daffodil International University. The internship is carried out at a bank Exim Bank Limited. The students were asked to report on their assigned jobs after completing their internship in their respective organizations. The subject of the report is "Customer Satisfaction and Services Exim Bank Limited ". He had to study differently Exim Bank Limited documents, presentations and statistics. It had to be maintained confidentiality and exposes only what may be entitled to **Mr. Khandaker Reza Mohammad Ahasan Nayarhat**, Ashulia, Dhaka, kindly guided in the internship phase as well as in the creation of the final report.

1.4 Objectives of the Study

The objectives of the study are the following.

- To explain customer satisfaction;
- To identify the services of Exim Bank Limited;
- To measure customers' satisfaction with the services of Exim Bank Limited, Nayarhat Branch;
- To identify the problems related to the customers' satisfaction with the services of Exim Bank Limited, Nayarhat Branch;
- To make recommendations to improve customers' satisfaction;

1.5 Scope of the Study

Exim Bank Limited is always looking to improve its customer service in every industry, but in today's competitive business world, banks must continue to focus on customer needs to be at the top. Therefore, in addition to dealing with the general attributes of different products, I tried to put more emphasis on customer benefits and other customer-related structures in this relationship while doing my internship.

1.6 Methodology of the Study

1.6.1 Primary Sources:

Research data

The data used primary ones were obtained from the results of a questionnaire distributed to Exim Bank Limited customers and based on the variables like service quality, commitment, online service, and customer loyalty.

The nature of the survey is based on quantitative information. For this researcher will conduct direct interviews of actual customers of Exim Bank Ltd.

Population and Sample Size

The population of this study includes all Nayarhat branch customer of Exim Bank Limited. The population in this study was infinite because the exact number of customers could not be determined. In this research, the following criteria were used to select research respondents:

- The respondents are Exim Bank Limited Customers.
- All respondents are regular customers.
- The minimum age is 18.

In this research, 110 respondents were selected as samples from Nayarhat branch customer of Exim Bank Limited.

Sampling Technique

Generally there are two types of sampling technique. They are probability and non-probability sampling technique. In this report non-probability sampling technique, in the form of a Convenience sampling method, was used to select samples.

Questionnaire design

Considering the survey data was collected through a structured questionnaire using 5 point Likert scale where (Strongly agree=5, Agree=4, Neutral =3, Disagree=2, strongly disagree=1) to collect information for analysing customer satisfaction of Exim Bank Ltd.

1.6.2 Secondary Sources:

- Annual report of Exim Bank Limited
- Exim Bank Limited's internal server and external websites
- Different documents provided by the concerned officers of the organization
- Relevant books, research paper and journals

1.7 Limitation of the Study

- Time is limited (3 month)
- There was an absence of sufficient primary and secondary data
- The bank personnel are very busy
- All customers are not educated so getting information from customers was highly difficult
- It's exceptionally hard to check the precision of the gathered information
- Another limitation of this report is the bank's policy not to disclose certain data and information for an obvious reason, which could be very useful
- I did such a study for the first time, so lack of experience is one of the main constraints of the study.

Chapter-02

Company Overview



Shariah Based Islami Bank

2.1 History of Exim Bank Limited

EXIM Bank Limited was established in 1999 by Shahjahan Kabir, founder chairman, Nazrul Islam Mazumder became the new chairman after the founding chairman died. The bank started functioning from 3 August 1999 with Alamgir Kabir, as the adviser and Mohammad Lakiotullah as the managing director. On 2009, the bank made history for being the first privately owned bank in Bangladesh to open an exchange house in the UK. The bank started its operation with an initial authorised capital of Taka1 billion (US\$12.87 million) and paid up capital of Taka 225 million (US\$2.9 million).

Since then the authorised and paid up capital remained unchanged till December 2000. Later, both were increased from time to time and their amounts stood at Tk.16.12 billion (US\$207.31 million) and Tk.9.22 billion (US\$118.7 million) respectively on 31 December 2011. EXIM bank is the first bank in Bangladesh to have converted all of its operations of conventional banking into shariah-based banking, since July/2004.

Export Import Bank of Bangladesh Limited (EXIM Bank) is one of the leading private commercial banks in Bangladesh. The Bank came into operation as a commercial bank on 3 August 1999 as per rules and regulations of Bangladesh Bank. From its establishment the bank was known as BEXIM Bank Limited. But due to legal constraints, the bank was renamed as EXIM Bank, which stood for Export Import Bank of Bangladesh Limited. As of October 2021 the bank has operations across the country with 132 branches and 208 ATM booths. By July 2004 the bank has migrated all of its conventional banking operation into Shariah based Islamic banking. Corporate social responsibility (CSR) is one of the most concerned areas of the Bank.

2.2 Mission

Exim Bank Limited is committed to fulfil its customer needs and become their first choice in banking so that a sustainable growth, reasonable return and contribution to the development of the country can be ensured with a motivated and professional work force.

2.3 Vision

To become a Bank of first choice by the customers with meaningful contributions to the society

2.4 Strategies

- ✓ To be a trend-setter in the socio-economic development of the country.
- ✓ To enrich management capacity & human resources quality and develop a proactive work force with a suitable compensation package
- ✓ To take effective measures to increase capital base and provision shortfall
- ✓ To ensure environment friendly investment in line with the Green Banking guideline issued by Bangladesh Bank
- ✓ To extend banking services to all classes of people
- ✓ To establish relationship banking & continuously improve service quality
- ✓ To develop appropriate corporate governance system and culture with best practice

- ✓ To expand the customer base and maintain an incremental deposit & reduce the non-performing assets.
- ✓ To strengthen the risk management technique and compliance culture
- ✓ To acquire state of the art technologies and adopt innovative ideas for financial inclusion
- ✓ To maintain a healthy growth of business in all core activities with desired image.

2.5 Objectives of Exim bank

- ✓ To ensure the quality service for increase deposits.
- ✓ To maintain a healthy growth of business with desired image.
- ✓ To introduce fully automated system through integration of information technology.
- ✓ To establish relationship banking and improve service quality through development of strategies marketing plans.
- ✓ To introduce a higher promotional activity for attract customers.
- ✓ To increase customer services through qualified employee

2.6 Corporate Philosophy

For our Customers:

- ✓ To be innovative in the development of new banking products and services
- ✓ To provide the most caring courteous and efficient service as perfect as humanly possible in every aspect of its business

For our Employees:

- ✓ By promoting good staff morale through proper staff training and development and provision of opportunities for career development
- ✓ By devoting their energies for the progress of the bank
- ✓ By respecting worth and dignity of individual employees

For our Shareholders:

- ✓ By forging ahead and consolidation its position as a stable and progressive financial institution
- ✓ By delivering a competitive and sustainable rate of return by generating profits and fair return on their investment
- ✓ By ensuring security of their investment

For our Community:

- ✓ By adhering closely to national policies and objectives thereby contributing towards the progress of the nation
- ✓ But assuming our role as a socially responsible corporate citizen in a tangible manner

- ✓ Build a corporate culture that respects and appreciates the strengths and cultural differences of our employees, customers and communities

2.7 Future Prospectus

- ✓ Reducing the margin ratio for investment accounts
- ✓ Capital market volatility arising from speculations
- ✓ Increase in CRR and SLR of the bank
- ✓ Increase in corporate tax rate
- ✓ Tax & VAT increase on banking services
- ✓ Issues arising from changes in government policy
- ✓ Natural calamities and political disturbances making changes in general economic condition
- ✓ Adverse fluctuation in interest rate
- ✓ Directives to reduce the lending rates to finance essential items
- ✓ Volatility in FX market which influence the rise in international prices of essentials

2.8 Product of Exim

Deposit Schemes:

- ✓ Current Deposit Account
- ✓ Special Notice Deposit(SND)
- ✓ Savings Bank Deposit
- ✓ Exim Deposits products
- ✓ Exim Cards
- ✓ Exim Students Savings Account
- ✓ Exim Fixed Deposit
- ✓ Exim Internet Banking
- ✓ Exim Locker service
- ✓ Exim Investment products
- ✓ Exim Easier
- ✓ Exim Monthly profit Scheme
- ✓ Exim Double Deposit Scheme

Loans & Advances:

- ✓ Exim House Loan

- ✓ Exim Special Loan
- ✓ Exim Consumer Credit Scheme

Exim Debit Card

Exim Credit Card

- ✓ Wide ATM Coverage
- ✓ Interest free Purchase
- ✓ Lowest Interest Rate
- ✓ No hidden charge

Mobile Banking

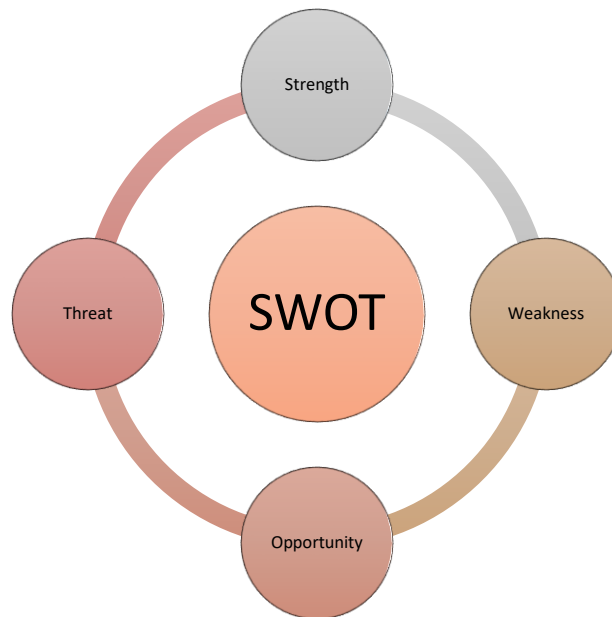
2.9 Services of Exim bank

- Utility Bill pay Services
- Bank overseas Networks Bank ltd
- Locker Services
- Foreign Remittance

Exim Bank Service

- Stock brokerage service
- Exim Bank related service
- Daily market update & pre-market commentary
- Weekly/monthly market update
- E-mail service
- Telephonic trading facilities
- Special facilities arranging for female clients
- IPO analysis
- Company/Industry specific research
- Quarterly economic update
- Technical & Fundamental analysis

2.10 SWOT Analysis



Strength:

- Online Banking Services
- Energetic as well as smart teamwork
- Membership of SWIFT
- Usage of faster pc Bank software
- Cooperation with each other
- Good management

Weakness:

- Lack of own ATM services
- Lack of experienced employee in junior of level
- Lack of proper training, motivation and job rotation
- Lack to effective communication of customers
- Lack of customer satisfaction

Opportunity:

- Expand market
- Change in political environment
- Launching own ATM card

Threat:

- Infrastructure conditions in branches
- Different services of FCB's
- Lots of strong competitors

Chapter-03

Customers Satisfaction & Services of Exim Bank Limited



B A N K
Shariah Based Islami Bank

3.1 Customer Satisfaction

Customer satisfaction is an important aspect of the business and few companies can survive without establishing strong relationships with their customers. Although the marketing literature suggests that personal relationships may be important to service companies, little specificity has been provided on the aspects of the relationship that should receive attention.

Today many companies, such as banks, insurance companies and other service providers, realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers and retain existing ones the value of life.

The idea of customer satisfaction helps companies use technology and human resources to gain insight into customer behaviour. If it works as expected, a company can provide better customer service, make call centres more efficient, sell products more efficiently, help seller's complete transactions faster, streamline marketing and sales processes, to discover new customers and increase customer revenues. It doesn't just happen by buying software and installing it.

3.2 Analysis of Data

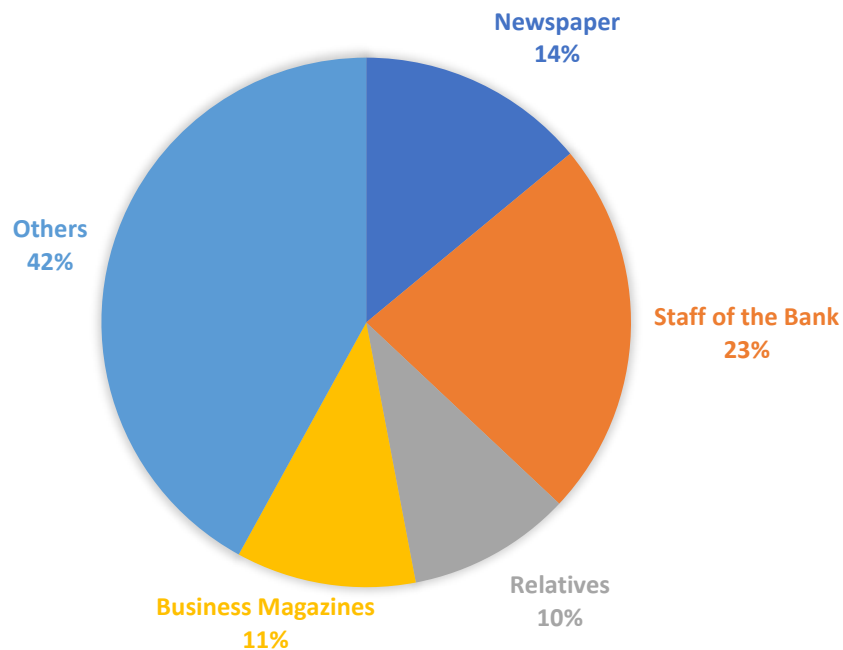
A survey was conducted on Exim bank customer satisfaction. The questions are divided into four sections, such as; represents the service, the management service, the state of the branch and the help service for loans and mortgages. The data collected are analysed using tables and graphs to draw the conclusion. All data were presented in tabular form.

3.3 Customer Satisfaction Level Analysis:

In addition to any good report, there must be research or evaluation. I tried to look at the questionnaire questions and the diagram to measure the overall status of the services provided by the bank's customers. The process comes from where all surveys were interviewed very easily and in some questions I followed the Liker Scale to complete the survey. I also tried to represent the questionnaire from the photo. Basically, I was trying to create questions so that the review could show the status of the service and the level of customer satisfaction. The first fourteen questions relate to the success of Exim Banking Ltd. customer support services.

3.3.1 How did you come to know about Exim Bank Limited?

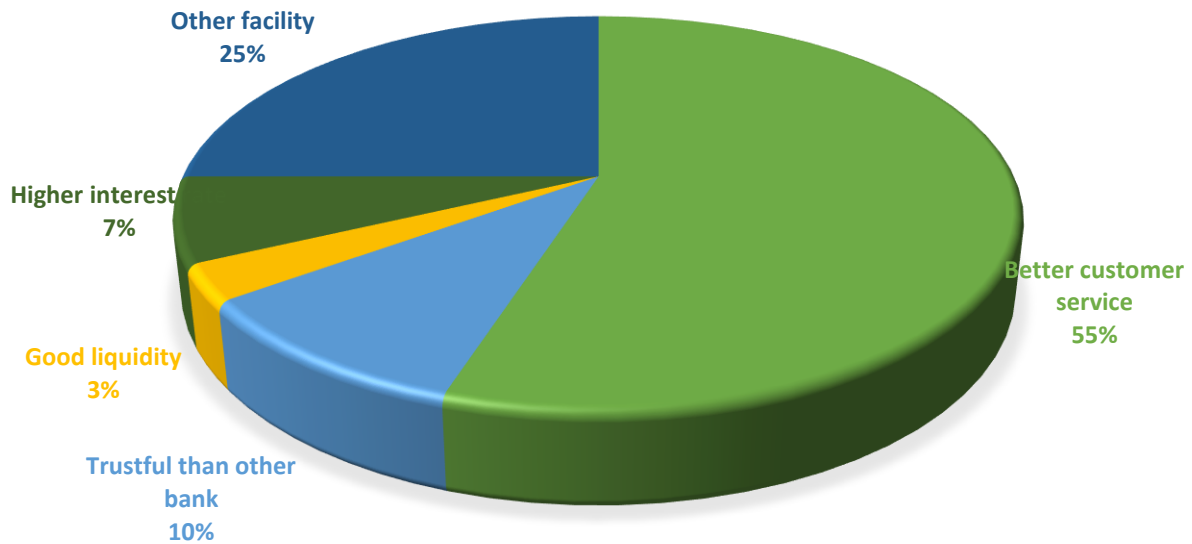
| Newspaper | Staff of the Bank | Relatives | Business Magazines | Others |
|-----------|-------------------|-----------|--------------------|--------|
| 14% | 23% | 10% | 11% | 42% |



Interpretation: From the above analysis, it was found 42% of people know about this bank elsewhere Exim bank Limited industry standards for excellent protection. Through the staff of the bank 23% customer come to know about Exim Bank Limited. Out of 100 customers, 11% of customers know about the bank through Business Magazines. Only 14% of 100 customers know about Exim Bank Limited through their advertisements. So, I think the Exim Bank Limited should focus on their media coverage.

3.3.2 Why are you maintaining account with Exim Bank Limited?

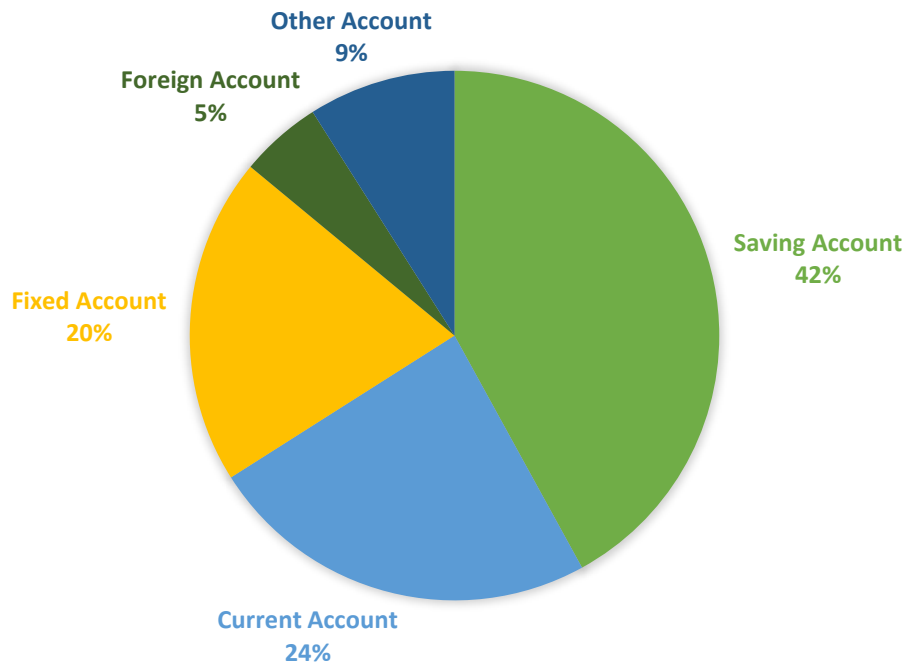
| Better customer service | Trustful than other bank | Good liquidity | Higher interest rate | Other facility |
|-------------------------|--------------------------|----------------|----------------------|----------------|
| 55% | 10% | 03% | 07% | 25% |



Interpretation: From the above analysis, it can be seen that customers are satisfied with Exim bank's customer services, here 55% of customer maintain their account with Exim Bank for good customer services. They love to keep their money with this bank. But, as practice shows, there are some consumers are dissatisfied with bank interest rates. If Exim Bank resolves everything about the table, a further deposit increase will occur soon. So, they have to work in this area to improve their customer trust on them.

3.3.3 What types of accounts do you maintain with this Bank?

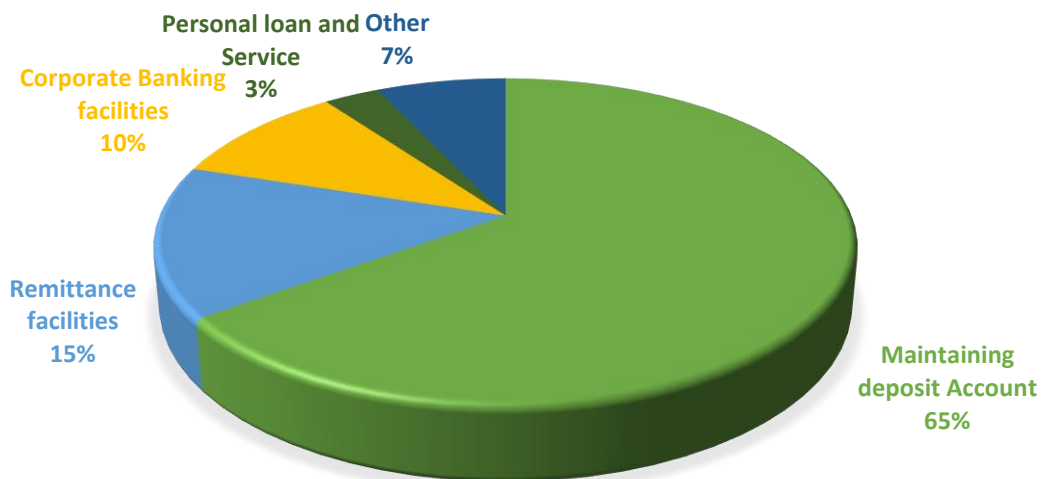
| Saving Account | Current Account | Fixed Account | Foreign Account | Other Account |
|----------------|-----------------|---------------|-----------------|---------------|
| 42% | 24% | 20% | 05% | 09% |



Interpretation: Exim Bank Limited is mainly a commercial in Bangladesh. Users of this bank usually manage the savings account for its benefits and withdrawals. But there are other consumers as well as retailers; the trader opens the current currency, the deposit time and the foreign currency. Students can easily apply for remittances abroad with the help of a bank. So, in this sense, the savings are famous for its customers.

3.3.4 What are the services you are enjoying most from this Bank?

| Maintaining deposit Account | Remittance facilities | Corporate Banking facilities | Personal loan and Service | Other |
|-----------------------------|-----------------------|------------------------------|---------------------------|-------|
| 65% | 15% | 10% | 03% | 07% |

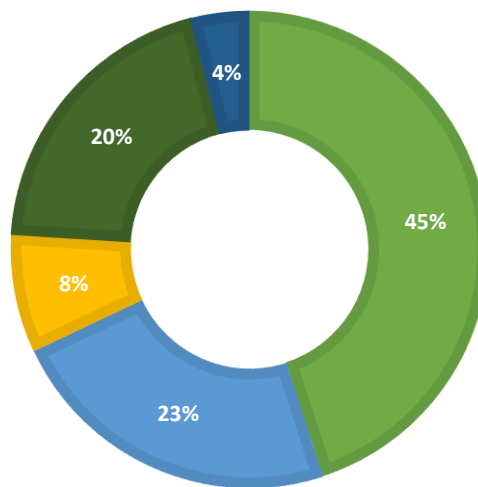


Interpretation: Consumers are generally happy to manage deposits with the help of customer support. The success of customer service is comparable to other services provided by this bank. As an internship, I find the remittance service is growing rapidly to become its own customer. But people need it Private loans that the Exim Bank Limited does not provide to all consumers. Consumers appear to be in a good position. So this bank must continue to focus on its customers. Form this above analysis it can be said that 65% of customers enjoy Exim bank deposit service. The customer most enjoy to maintain deposit account with Exim bank. At Nayarhat Branch 15% customers enjoy remittance facilities best. Exim also provide corporate banking facilities, 10% of customers enjoying this services from this bank. On the other hand only 3% customers enjoy personal loan and services.

3.3.5 The branch employees are always courteous to you.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 45% | 23% | 08% | 20% | 04% |

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

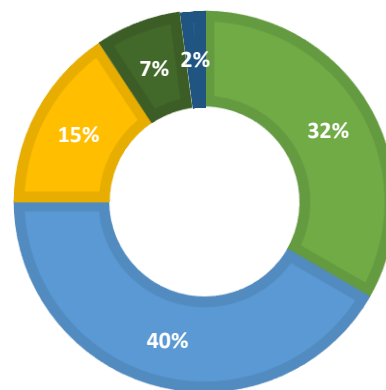


Interpretation: It is essential to know the satisfaction level of a customers. Out of 100 people, 45% are the best users strongly agree with this statement. The answers are good enough to remind us that Exim Bank focuses on the fact that their interests are always their customers. At Nayarhat Branch 23% of customer recognized the branch employee are courteous enough with the customers. Among their whole customer group 8% of customer was “Neutral” with this statement. Only 4% of 100 people reported dissatisfaction with courtesy of the employees of Exim Bank Limited.

3.3.6 Exim bank provides better service than the other banks.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 32% | 40% | 15% | 07% | 02% |

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

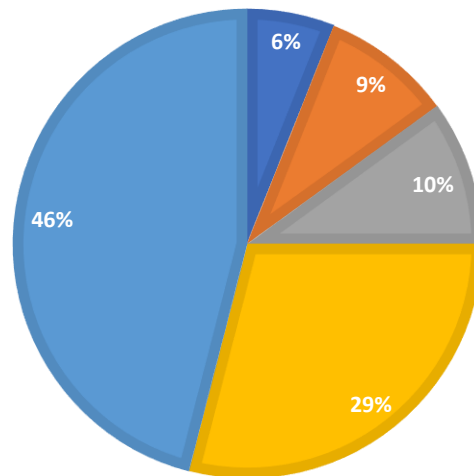


Interpretation: Exim Bank Limited services are comparably better than the other banks in Bangladesh. As for the broader services, it has expanded its branches nationwide. New facilities are added every day with regular maintenance. More importantly, Exim Bank Limited has loyal customers, which is very important nowadays. Out of 100, 32% of customers are “Strongly Agree” that Exim Bank provides better service compare to other bank in Bangladesh. Which is good news for Exim. And 40% of their customers were “Agree” with this statement. Only 15% customer were “Neutral”. The other 7% and 2% customers of Exim bank were “Disagree” and “Strongly disagree” consecutively with the statement. That is the matter of concern.

3.3.7 The fees and service charges of Exim Bank are higher than other banks.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 06% | 09% | 10% | 29% | 46% |

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

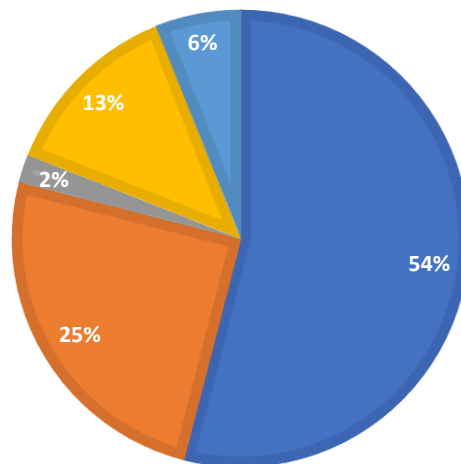


Interpretation: Lower service costs compared to the other banks. Out of 100 customers 46% of people believe that Exim Bank Limited reduces the required services compared to other banks. Most importantly, it sometimes allows for less money for consumers. This bank provide the services are very good, but the cost of services was very low.

3.3.8 The behaviour of Customer care at Exim bank is Excellent.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 54% | 25% | 02% | 13% | 06% |

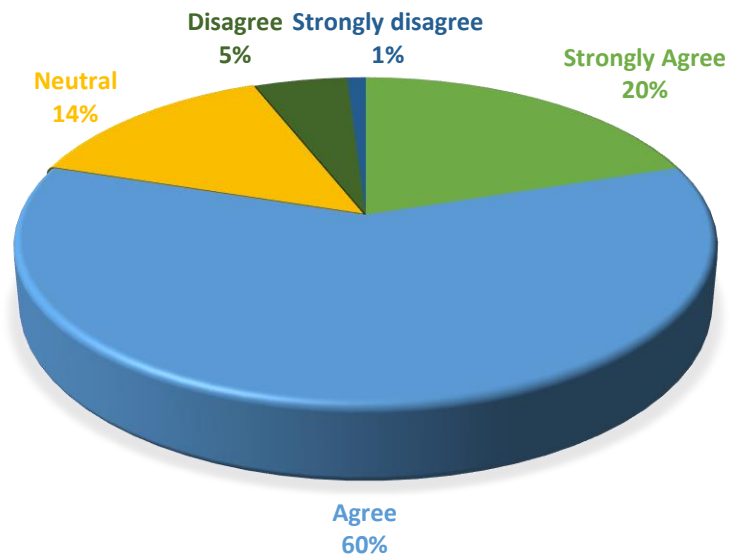
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree



Interpretation: From this above analysis it can be seen that out of 100 people, 54% determined that the customer care services was excellent. It also can be seen that 25% of customers “Agree” with the statement that the behaviour of Customer care at Exim bank is Excellent. This is very good sight of this bank. It provides online banking services to its customers. Only 6% of consumers are strongly disagree with this statement.

3.3.9 Exim bank Limited has a wonderful internal environment to deliver customer service.

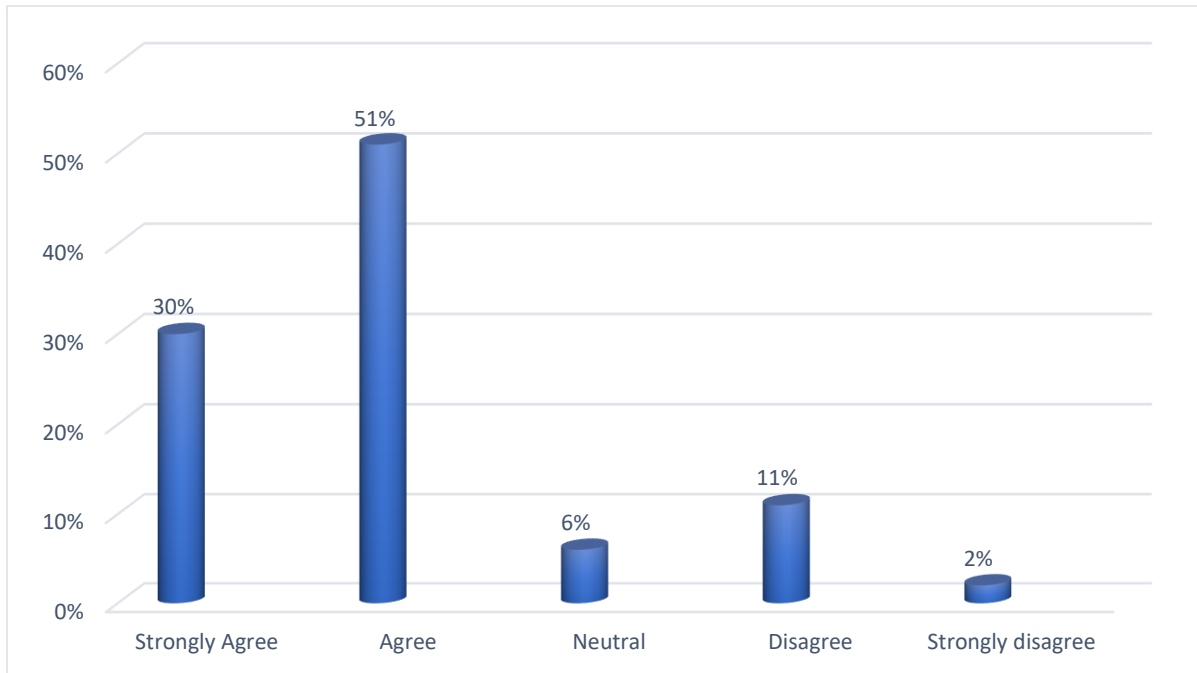
| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 20% | 60% | 14% | 05% | 01% |



Interpretation: Although Exim Bank Limited cares about its customers, it maintains a good internal and external environment for its customers. The process is good. There is always a good friendly waiting environment for customers. 20% of customers are “Strongly Agree” with this statement. And 60% of people agree with that Exim bank Limited has a wonderful internal environment to deliver customer service. The bank is still trying to improve the internal environment of the bank. Only 5% of customers disagree with this statement.

3.3.10 Exim Bank's customer service section quickly resolved the problems.

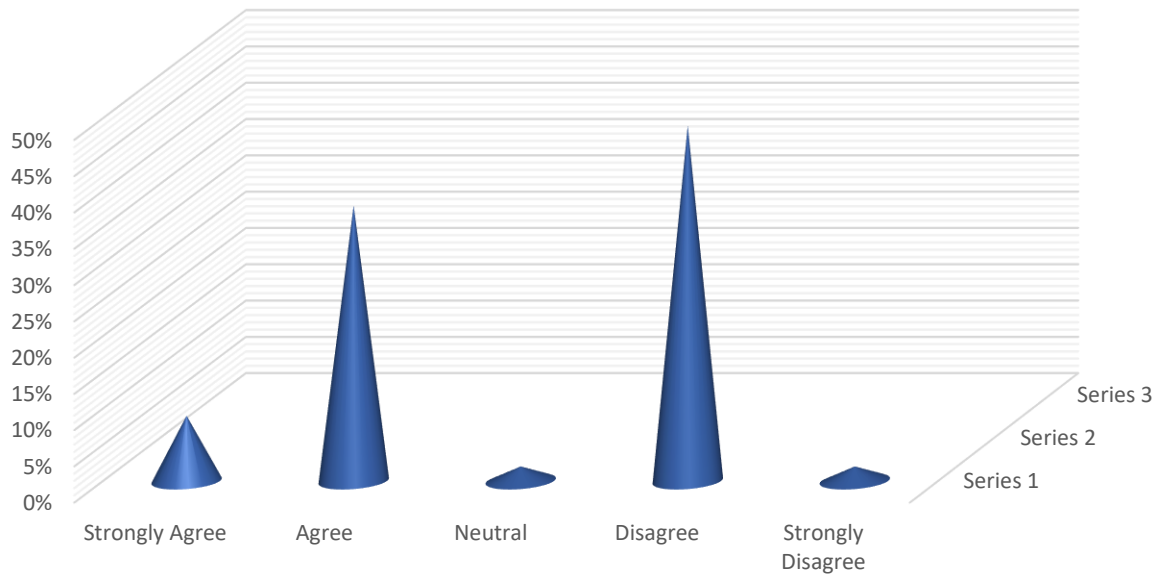
| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 30% | 51% | 06% | 11% | 02% |



Interpretation: The sculptures show that out of 100, 30% of people are strongly agree and 51% agree that their problems are solved quickly by Exim Bank Limited customer services. Daily problems are solved quickly by this office. Also in this graph it can be seen that 11% of customer of Exim Bank at Nayarhat Branch are disagree with this particular question. These 11% are disagree with this statement. Although it also has several functions performance, provide the best customer service.

3.3.11. The ATM service of Exim Bank Ltd is very good.

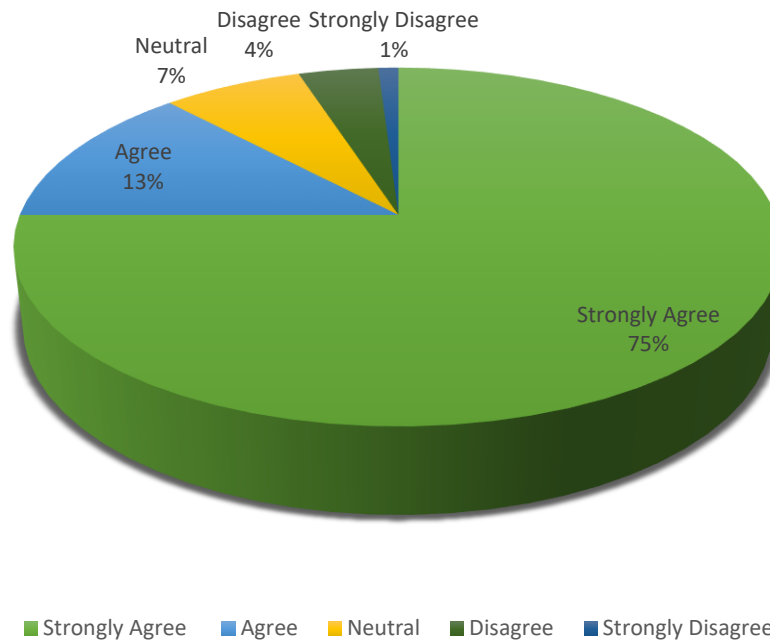
| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 09% | 38% | 02% | 49% | 02% |



Interpretation: The best problem in customer support is the ATM service. Consumers are really unhappy with ATM cards. At the Nayarhat branch, I talked to customers about complaints and they told me. This graph shows that 49% of customers are dissatisfied with their ATM service, most of the customers are “Disagree” with this statement. ATMs are not ordered and restricted elsewhere. But the important thing is that it tries to improve the overall ATM service for its customers.

3.3.12 The rating on customer service of this bank is better than the other banks.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 75% | 13% | 07% | 04% | 01% |

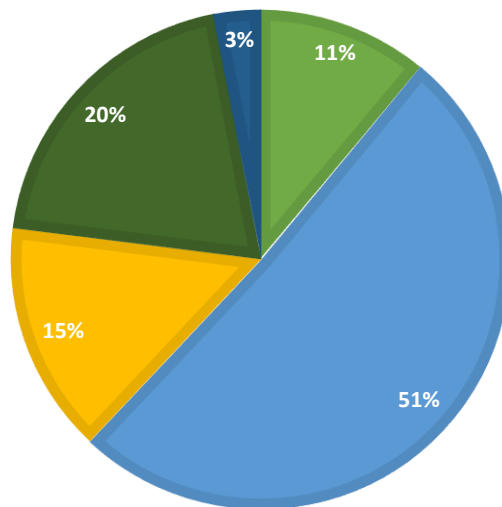


Interpretation: Out of 100 people, 75% of customer “Strongly Agree” that the rating on customer service of this bank is better than the other banks. Services provided by Exim Bank at Nayarhat Branch are very good. Only 5% deny with this statement, they consider their services as bad. The success of this bank appears to be strong in terms of customers. It offers a wide range of services to its different customers, and each branch has worked well for people. Newcomers can easily select the services they need. The highest result for customer care is due to this.

3.3.13 There is a need for future improvement in the services of customer care of Exim Bank Ltd.

| Strongly Agree | Agree | Neutral | Disagree | Strongly disagree |
|----------------|-------|---------|----------|-------------------|
| 11% | 51% | 15% | 20% | 03% |

■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree



Interpretation: The above pie chart shows that 51% of people want to improve customer service with a variety of tasks. Today's consumers definitely need more services. Exim Bank Limited offers excellent services to its customers. Consumers want to do more with this bank for various purposes. Therefore, consumer support should come with a variety of new features and new products and provide better services.

Chapter-04

Problems, Recommendations & Conclusion



Problems:

- Customer satisfaction analysis indicates that only 14% of customers know about Exim Bank Limited through their advertisements, which is very low compared to other sections. Today's banking sector is highly competitive and rapidly intensifying. Advertising is the fundamental way to let people know about the bank and its services. On the other hand, 23% of customers come to know about Exim Bank through their staff, which is not a sustainable way. Staff can quit their job at any time. If the bank doesn't focus on advertising, it may have an impact on its number of customers. As a result, they cannot run their business in the long run.
- From the analysis, it can be seen that most of the respondents were dissatisfied with the bank interest rate. Only 7% of customers maintain their accounts with Exim Bank because of the high-interest rate. The other 93% of customers consider the interest rate provided by Exim Bank is low. These customers, who are not satisfied, have the chance to switch the bank. If the interest rate is low, people are discouraged from opening new accounts with them.
- Only 10% of people maintain their accounts with Exim Bank for trustworthiness compared with the other banks. That means fewer people think Exim Bank is trustworthy. Customers used to keep their money in a trustful and secure place. If they fail to achieve customer trust, it will hamper their overall reputation.
- From the analysis, the customers of the Exim Bank at the Nayarhat Branch are less likely to enjoy their remittance facilities. Only 15% of customers enjoy this service. That means Exim Bank should improve its remittance services and facilities. From the above pie chart, it can also be seen that only 3% of customers enjoy personal loans and services from Exim Bank. Bangladesh's economy largely depends on remittances. The bank also earns a lot of money from remittance services. If they do not improve this facility, it may hamper the bank's overall performance.
- Customer satisfaction analysis indicates that 24% of customers consider the service of Nayarhat Branch "average" and "below average" compared to the other banks. It can damage their reputation and word-of-mouth marketing, as well as negatively affect other people who want to be Exim Bank customers.
- According to the result of the analysis, 21% of respondents were dissatisfied with the behavior of customer care. If this is going on, then it will hamper Exim Bank's reputation and overall performance.
- The analysis shows that customers are not satisfied with the bank's ATM service. There were 49% of customers dissatisfied with this service. This is a huge problem for Exim bank customers. Because of this problem, customers cannot properly use their ATM cards. It was also noticed that when they made debit cards, they made mistakes. Security is also a big concern in ATM services.

Recommendations:

- Exim Bank should put more emphasis on advertising. They can focus on social media advertising, which is more effective than conventional advertising lately. People spend a lot of time on social media. In this way, they can reach out to more customers.
- Exim Bank should increase its interest rates on different fixed deposits so that more people can be attracted to maintaining their accounts with the bank. They should update the interest rate to their existing depositors and can reduce the interest rate of prepaid loans for their existing valued customers.
- Truthfulness is one of the key factors in the banking sector. People are more likely to keep their money in a safe place. Exim Bank should increase its customer trust level on them so that people think their bank is a reliable and trustworthy bank. They should provide the actual service that they are committed to deliver.
- Exim Bank should focus on increasing remittance facilities so that more customers are encouraged to send money through their bank from abroad. They can provide some offers or extra benefits that the customer will get- if they send money through their bank.
- Exim Bank should concentrate on reducing the number of customers who consider Exim Bank's service as ordinary or good. It doesn't take long for consumers to change from feeling good to feeling below average. To solve the problem, first, they have to identify that particular group of customers, take their feedback, find out what they really want, and communicate efficiently. The bank should not ignore negative consumer feedback; instead, it should examine the issue and take the necessary actions to resolve it.
- The employees in customer care should be more trained and educated. The banking business is a service business. The success of your business depends on the quality of your service. Employees should listen carefully to the customer and be trustworthy
- The bank is recommended to adopt more technological devices to provide better ATM services and needs to increase the number of ATM booths. These steps can help to resolve this problem.

Conclusion:

During the three-month Exim Bank Limited internship at the Nayarhat subsidiary in Dhaka, almost all offices were more or less observed. This internship program was primarily organized to gain knowledge about and compare banking practices knowledge with theoretical knowledge. Not all departments and sections are covered by the internship program; therefore, it is not possible to go into the details of each branch activity due to time constraints. However, every effort has been made to achieve the objectives of the internship program.

In this report, as advised by my supervisor, I discussed the position of Exim Bank Limited in the banking sector through the model of the five gate forces, the BCG matrix, and the SWOT analysis and find the level of customer satisfaction in the banking industry. A survey was conducted with the sample of 100 they gave their opinion. Some respondents did not answer all the questions. Some respondents also answered in a hurry, so they made a mistake and answered the question without reading.

From this survey it was found that most customers are more or less satisfied with the services offered by Exim Bank Limited. A small number of people who show negative feelings towards this organization are not satisfied. There is also a notable the number of people in a neutral position to which they answered somewhat agree in most questions. They give their opinion about the representative service, the management service; branch and mortgage lending services. The organization should take care of the customer problem, because this negative attitude of a customer can cause huge losses in business. When a customer is not satisfied, he will not recommend this bank to his friends, relatives or family. This customer can also tell everyone not to go to the Exim Bank Limited. The bank will continue to look into new banking branches and will try to implement more customer-oriented policies and introduce new techniques that will help them earn profits and gain the trust of current and prospective customers.

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Appendix

Questionnaire for this research

1. Gender Male Female Third Gender
2. Age 18-30 31-40 41-50 51-60 60+
3. Occupation Service Business Students Others

| | |
|---|--|
| How did you come to know about Exim Bank Limited? | <input type="checkbox"/> Newspaper <input type="checkbox"/> Staff of the bank <input type="checkbox"/> Relatives <input type="checkbox"/> Business Magazines <input type="checkbox"/> Others |
| Why are you maintaining account with Exim Bank Limited? | <input type="checkbox"/> Better customer services <input type="checkbox"/> Trustful than other bank <input type="checkbox"/> Good liquidity <input type="checkbox"/> Higher interest rate <input type="checkbox"/> Others facilities |
| What types of accounts do you maintain with this bank? | <input type="checkbox"/> Saving Account <input type="checkbox"/> Current Account <input type="checkbox"/> Fixed Account <input type="checkbox"/> Foreign Account <input type="checkbox"/> Other Account |
| What are the services you enjoy most from this Bank? | <input type="checkbox"/> Maintaining deposit Account <input type="checkbox"/> Remittance facilities <input type="checkbox"/> Corporate Banking facilities <input type="checkbox"/> Personal loan and Service <input type="checkbox"/> Other |
| The branch employees are always courteous to you. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| Exim bank provides better service than the other banks. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| The fees and service charges of Exim Bank are higher than other banks. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| The behaviour of Customer care at Exim bank is Excellent. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| Exim bank Limited has a wonderful internal environment to deliver customer service. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| Exim Bank's customer service section quickly resolved the problems. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| The ATM service of Exim Bank Ltd is very good. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| The rating on customer service of this bank is better than the other banks. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |
| There is a need for future improvement in the services of customer care of Exim Bank Ltd. | <input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree |