



## **Internship Report On**

**“An Evaluation of Customers’ Satisfaction towards the Services of Trust Bank Limited: A Study on Centennial Branch Mohammadpur Dhaka”**

### **Submitted To:**

Mr. Mohammad Shibli Shahriar  
Associate Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

### **Prepared By:**

Noushin Sharmily Prodhan Ninoy  
ID: 191-11-6103  
Program: BBA  
Major: Human Resource Management  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Letter of Transmittal**

08 December 2022  
Mr Mohammad Shibli Shahriar  
Associate Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

Subject: Submission of Internship Report on "An Evaluation of Customers' Satisfaction towards the Services of Trust Bank Limited: A Study on Centennial Branch Mohammadpur Dhaka"

Dear Sir,

With respect and esteem, As a requirement for the BBA program of the Department of Business Administration, it gives me great pleasure to submit the report on "An Evaluation of Customers' Satisfaction towards the Services of Trust Bank Limited: A Study on Centennial Branch Mohammadpur Dhaka" for your consideration. I met all the suggested goals and finished the report on time. In addition to the academic knowledge I have acquired, this internship program and the report-writing process have helped me understand the subject-related expertise. I've tried to be as thorough and instructive as possible in this report.

I truly hope that you will admire my efforts and find the report to be up to par. I should also add that without your suggestions and assistance it would not be possible for me to complete this report. Any queries you may have regarding this report, I will be happy to respond to.

Yours Sincerely,  
Noushin Sharmily Prodhan Ninoy  
ID: 191-11-6103  
Program: BBA  
Major: Human Resource Management  
Department of Business Administration  
Faculty of Business & Entrepreneurship

## Approval Certificate

This acknowledges that Noushin Sharmily Prodhan Ninoy, ID No. 191-11-6103, BBA (Human Resource Management), is a regular student at Daffodil International University, Department of Business Administration in the Faculty of Business & Entrepreneurship. She finished her internship at Trust Bank Limited, where she interacts regularly under my supervision to prepare for this internship. The subject of her allocated internship is "An Evaluation of Customers' Satisfaction towards the Services of Trust Bank Limited: A Study on Centennial Branch Mohammadpur Dhaka." The report, in my opinion, merits meeting some of the BBA program's requirements. Additionally, I hereby certify that this study has been prepared just for academic purposes and that it may not be utilized in the real market.

The report is well-written, according to my review, which I have done. All by herself, she finished the report. I hope she succeeds in all she does.



---

**Mr. Mohammad Shibli Shahriar**

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Declaration

I, Noushin Sharmily Prodhan Ninoy, ID No. 191-11-6103, a regular student in the Bachelor of Business Administration (BBA) program at Daffodil International University, Faculty of Business & Entrepreneurship with a major in Human Resource Management, hereby certify that I completed the internship report titled "An Evaluation of Customers' Satisfaction toward the Services of Trust Bank Limited: A Study on Centennial Branch Mohammadpur Dhaka." I am the first one to submit this report for any degree, diploma, title, or award.



---

Noushin Sharmily Prodhan Ninoy

ID: 191-11-6103

Program: BBA

Major: Human Resource Management

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Acknowledgement**

I would want to begin by expressing my heartfelt gratitude to Allah, the Almighty, for granting me the endurance, knowledge, and connections necessary to successfully complete the internship report.

Without the guidance and assistance of a number of individuals who, in one way or another, contributed to the study's preparation and completion, this paper would not have been possible. I started writing this internship report, and now it is finished. However, Mr. Mohammad Shibli Shahriar, my helpful supervisor (Associate Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University), deserves special mention. The oversight and backing that he gave really assist the movement and perfection of the entry level position with programming. Thank you very much for your cooperation.

I am indebted to all of Trust Bank Limited's senior executives for providing the opportunity to acquire practical knowledge. In addition, this internship program has taught me the importance of teamwork and provided me with a brand-new exposure to a challenging work environment.

Last but not least, I owe a debt of gratitude to everyone involved in the preparation of this report, both within and outside of Trust Bank Limited.

## **Executive Summary**

Trust Bank started out on its journey in 1999 as a financial institution with a strong commitment to the economic and social development of Bangladesh. Since then, it has established itself as one of the leading banks in the country. Trust Bank, which offers services to all of the defense personnel as well as the general public, is one of the most promising private banks in the country.

All students must undergo an internship program after completing their undergraduate studies in business. As a project report, it is a mandated course for business students. The internship program offers students the chance to learn a lot about real-world work experience. Additionally, students learn a lot of crucial business functions and tactics that will be useful in the future. Everyone is expected to complete their internship with any reputable company because it is a necessary program.

This internship report seeks a thorough understanding of customer satisfaction & customer service. Additionally, it makes an effort to observe how TBL practices client handling methods. There is still potential for improvement to boost TBL's customer service system's effectiveness for the clients, according to a detailed of the company's financial performance analysis.

Through the questionnaire based survey it's almost ascertain TBL is performing excellently in most of the parameters in terms of customer satisfaction but is penetrable TBL will definitely want to try to add more significant features in their customer service system to get more attraction from the customer under their umbrella.

## **Table of Contents**

| <b>Contents</b>         | <b>Page No</b> |
|-------------------------|----------------|
| Letter of transmittal   | i              |
| Certificate of Approval | ii             |
| Declaration             | iii            |
| Acknowledgement         | iv             |
| Executive Summary       | v              |

| <b>Chapter</b> | <b>Topic</b>  | <b>Page No</b> |
|----------------|---|----------------|
| <b>01</b>      | <b>Introduction</b>   | <b>1-3</b>     |
|                | 1.1 Background Of The Study                                 | 2              |
|                | 1.2 Origin Of The Study                                     | 2              |
|                | 1.3 Objective   | 2              |
|                | 1.4 Methodology   | 2              |
|                | 1.5 Challenges Of The Study                                 | 3              |
| <b>02</b>      | <b>The Organizational Overview</b>                          | <b>4-11</b>    |
|                | 2.1 Overview Of The Company                                 | 5              |
|                | 2.2 Scope   | 5              |
|                | 2.3 Vision  | 5              |
|                | 2.4 Mission   | 5              |
|                | 2.5 Core Value  | 6              |
|                | 2.6 Brand   | 6              |
|                | 2.7 Organogram  | 6-7            |
|                | 2.8 Product & Services                                      | 8              |
|                | 2.9 Management Practices                                    | 9              |
|                | 2.10 Marketing Practices                                    | 9              |
|                | 2.11 Financial Performance & Accounting Practices           | 9              |
|                | 2.12 Operating Management & Information System Practices    | 10-11          |
|                | 2.13 SWOT Analysis  | 11             |
| <b>03</b>      | <b>Customer Service Activities Of Trust Bank</b>            | <b>12-15</b>   |
|                | 3.1 Customer Services                                       | 13-15          |
| <b>04</b>      | <b>Analysis Of Customer Satisfaction On Trust Bank Ltd.</b> | <b>16-24</b>   |
|                | 4.1 Customer Satisfaction                                   | 17-24          |
| <b>05</b>      | <b>Recommendation &amp; Conclusion</b>                      | <b>25-32</b>   |
|                | 5.1 Finding   | 26             |
|                | 5.2 Recommendation  | 27             |
|                | 5.3 Conclusion  | 28             |
|                | <b>References</b>   | <b>29</b>      |
|                | <b>Appendix</b>   | <b>30-32</b>   |

# **Chapter-01**

## **Introduction**



# Overview of Internship

## ***1.1 Background of the study***

As a component of the Bachelor of Business Administration (BBA) curriculum, the internship program is particularly beneficial in bridging the knowledge gap between theory and practical experience. The purpose of this internship report is to provide theoretical understanding while providing practical experience. Every student needs to participate in an internship program, but students studying business administration notably benefit from it because it gives them experience in the workplace. For this reason, a student enrolls in an internship program in their final year of study so that they can start their careers with some real-world experience. Introduce the students to actual business situations as the final step in the internship program. Part of my academic program is this report. For the duration of my BBA program, I will be participating in a three-month internship at "Trust Bank Ltd." Every course in our BBA program is theoretical, but we also need to learn how to do things. My understanding of organizational culture and behavior has really benefited from the program, and I have gained some useful knowledge.

## ***1.2 Origin of the study***

Students who want to earn their BBA degree must participate in the internship program. I was affiliated with the Trust Bank Limited during the internship program. This report was created using the theoretical literature, my practical experience with day-to-day organizational tasks, and the careful supervision of both my internal support staff and my official supervisor.

## ***1.3 Objective***

When I started working here in Trust Bank, I gained very useful knowledge about general banking functions and how the bank runs its overall operation. The major objectives of this report are:

- To find out the factors that determine Customers' Satisfaction towards the products of Trust Bank Limited of Centennial Branch Mohammadpur, Dhaka.
- To measure the satisfaction level of Customer towards the products of Trust Bank Limited of Centennial Branch Mohammadpur, Dhaka.
- To find out some problems of Customer Satisfaction towards the Services of Trust Bank Limited of Centennial Branch Mohammadpur, Dhaka.
- To prescribe some suggestions to overcome the problems.

## ***1.4 Methodology***

Primary and secondary data are the two types of data on which the methodology is built. These are the sources of the data that were utilized in the methods section.

### **❖ Primary data**

The data was gathered from my esteemed supervisors as well as repeat customers who frequently visited the bank and used its services.

### **❖ Secondary data**

Secondary data is sourced from Trust Bank Limited's official website. Additionally, a variety of web sources, news portals, and research papers were employed to gather data.

### ***1.5 Challenges of the Study***

The internship aims to familiarize myself with the behavior and operations of the banking system of Trust Bank. I faced certain challenges during the internship period. Some of them are stated below:

- The first challenge was to adapt myself to a new environment which is quite different from my student life.
- Restrictions on receiving internal information as there are some security concerns and constraints in every organization.
- A lot of information hasn't been given by the bank as those information is not accessible to an intern.
- The website of Trust Bank was not so resourceful. This is why collection of some related information was hard to get.

Finally, it was a roller coaster ride for me. Most of the things of this adventurous journey were very new to me but I managed to learn with the full support of the bank manager and my fellow colleagues.

## **Chapter-02**

# **The Organizational Overview**

# **Trust Bank Limited**

## ***2.1 Overview of the Company:***

One of Bangladesh's top private banks, Trust Bank is expanding quickly. Dhaka Stock Exchange has listed Trust Bank. Former head of the Bangladesh Army, General Aziz Ahmed is the founding chairman of Trust Bank. This bank's managing director and CEO is Mr. Faruq Moinuddin. Trust Bank began operations in Dhaka in 1999, 23 years ago. Since 2005, Bangladesh Army Welfare Trust (AWT) has sponsored Trust Bank, which currently has a network of 113 branches, 7 SME centers, 228 ATM Booths, over 20,000 Pay points, and 65 POS in 55 branches throughout Bangladesh. Trust Bank is planning to open more branches to cover the critical commercial ranges in Dhaka, Chittagong, Sylhet, and other region and introduced ATM services to the customers. Later in January 2007, Trust Bank successfully introduced online banking services, enabling all customers to do transactions through any branch, ATM, phone, SMS, and internet. Customers can now deposit or withdraw money from any Trust Bank branch because of the availability of this service. Additionally, users can check their balances using mini-statements via online services and Visa Electron (Debit Card) at any time, as well as make cash withdrawals from ATMs. To further serve its current and potential valued customers, Trust Bank has introduced Visa Credit Cards. These credit cards can now be used in Bangladesh and internationally at stores and restaurants. Trust Bank is also a customer-focused banking institution. They are committed to keeping up with the evolving needs of this bank's customers, who are always put first.

## ***2.2 Scope:***

There were few opportunities for an intern at this company to interact with every department. Despite the fact that I directly engaged the customer support. By offering services, I was able to have a variety of experiences and try to learn as much as I could about customer service. I had a couple opportunities to work in a variety of divisions, including the customer service division. Therefore, I placed a strong emphasis on providing excellent customer service, and I had numerous opportunities to do so. I occasionally helped my supervisor there as well.

## ***2.3 Vision***

The vision of Trust Bank Limited is to "Create a long-term viable financial institution through financial inclusion and give the best value to all stakeholders with the greatest degree of compliance."

## ***2.4 Mission***

Trust Bank is eager to complete their purpose since they firmly believe in it. Their mission is to Sustainable Long-Term Growth- diverse industry with strong risk control Financial inclusion is integrating the unbanked population into the banking system at a reasonable cost through the use of technology. accountable to all parties involved, including regulators, employees, shareholders, and consumers At all stages of operation, the highest level of compliance and openness.

## 2.5 Core Values:

Core values of Trust Bank are:

- Fair - Treating customers and stakeholders with respect and integrity.
- Dependable to deliver their promises.
- Reliable to do their best job by ensuring their ability.
- Professional - Observance in a very professional environment.
- Dynamic- Passionate to execute.
- Trustworthy - Do right to do believing.

## 2.6 Brand:

### Logo

At the end of 2006, Trust Bank Limited changed their name from "The Trust Bank Limited" to "Trust Bank Limited." Additionally, they changed their brand to appeal more directly to the general public. The goal of creating a new logo was to make it more intelligent, realistic, and acceptable with the general population. Instead of creating intriguing logos to draw in customers, they want to give up providing mark banking services.



Figure 2.6: Trust Bank Logo

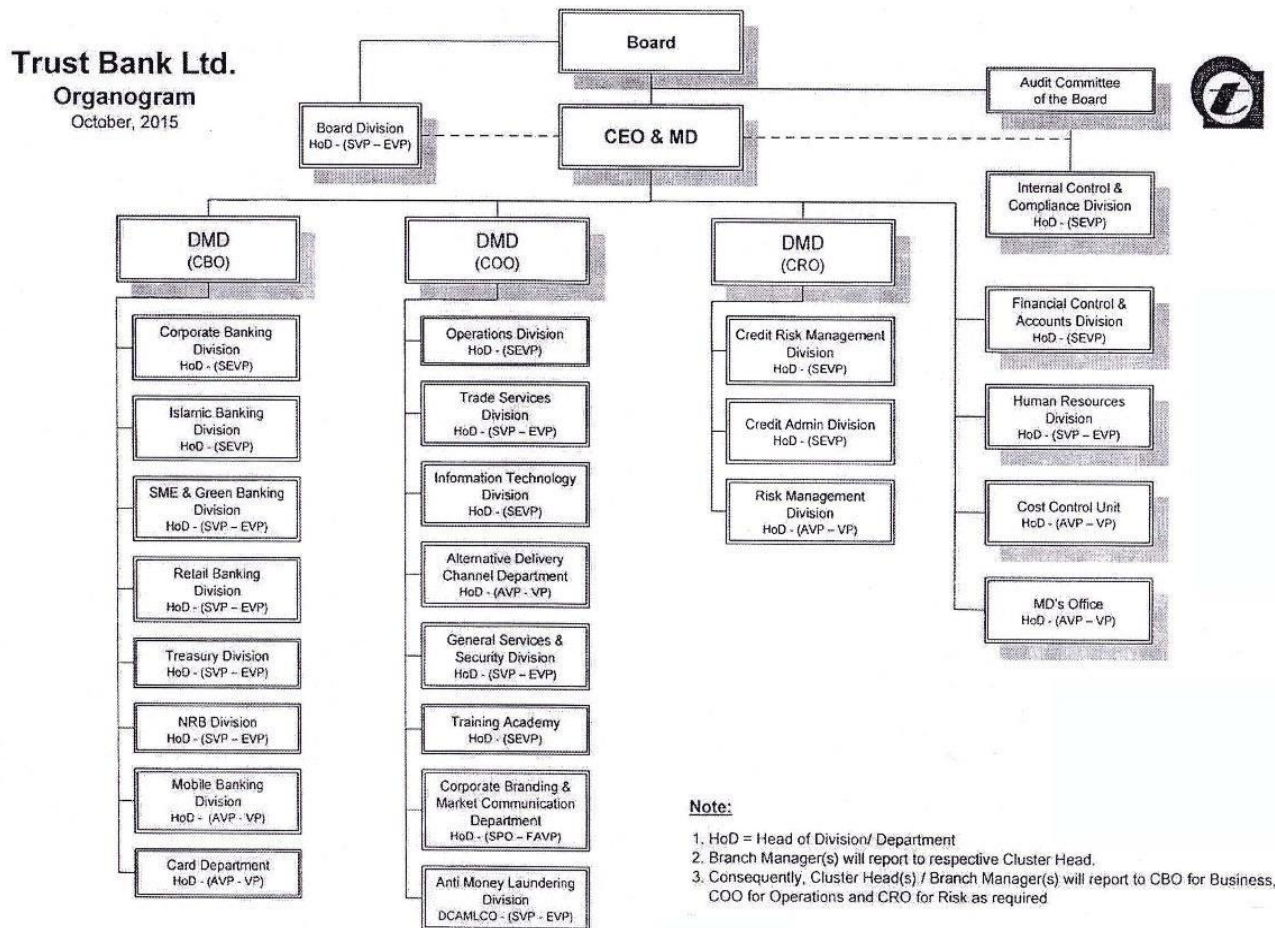
## 2.7 Organogram:

Every bank follows its organogram throughout all aspects of business. A group of directors from the board of directors oversees the bank. Then there are various committees based on various departments.



Figure 2.7.1: Board of Directors

To elevate the organization to the highest level, the three committees that report to the Board of Directors committee collaborate as well. These three have prepared another committee that is operating at the local level.



**Figure 2.7.2 : Trust Bank Organogram**

## ***2.8 Products and Services:***

### **Retail banking**

#### **i. Deposit products**

- Savings Account
- Trust Maxmill Deposit Scheme
- Current Account
- Fixed Deposit Scheme
- Lakhopati Scheme
- Trust Assurance Deposit Scheme
- Trust Money Double Scheme
- Trust Echo
- Trust Jhinuk
- Trust Kotipoti Scheme
- Trust Kotipati Plus
- Trust Sristi
- Trust Seniors Account

#### **ii. Loans**

- Apon Nibash Loan
- Car Loan
- Doctor's Loan
- Loan Against Salary
- Personal Loan
- Also, there few defense loan services that are very popular.

#### **iii. TBL Cards**

- Signature Card
- Platinum Card
- Visa International Classic
- Visa International Gold.

### **SME Banking**

- Agriculture loans
- Engineering loans
- Entrepreneur loans
- Women Entrepreneur loans

### **Islamic Banking**

- Trust Islamic banking
- Sariah Supervisory committee
- Savings deposit
- Current deposit

These are Trust Bank's most well-liked goods and services. In addition to this, Trust Bank offers a wide range of additional goods and services to its clients

## ***2.9 Management Practices:***

Every organization or institution achieves success when it is led by excellent management. Trust Bank is currently the top private bank in the nation because to strong management and other factors. Since the Army Welfare Trust of the Bangladesh Army sponsors Trust Bank, they have access to exceptionally competent and intelligent management. The company's ten directors are accountable for a number of duties related to financial management, human resource management, internal control management, credit and risk management, and work planning and strategy management.

## ***2.10 Marketing Practices:***

Any financial institution's performance or ability to reach customers depends greatly on its marketing strategy. There are a few key components to marketing, but branding and promotions are two of the most crucial ones. Trust Bank differs significantly from other institutions in this instance. Although they engage in promotional activities, such as giving their customers a special present, they also provide their premium customers discounts at numerous establishments.

## ***2.11 Financial Performance & Accounting Practices***

Financial performance is a rigorous examination of how well a company can use its resources in order to execute its main strategy and make profits. A company's financial performance shows how successfully it manages its liabilities, assets, and partners' financial interests. The financial performance report of any company aids stakeholders and investors in making investment decisions. Accounting practice refers to the routine, practical use of accounting or appraising techniques that takes place within a business.

### ***2.11.1 Areas of Financial Performance & Accounting Practice Analysis***

Experts in the field of finance also conduct study on the creation and execution of the enterprise's efficiency (full-scale firm execution), as well as on benefit execution, liquidity execution, working capital execution, fixed asset execution, and social execution. Every financial institution's financial performance is often evaluated using a set of financial ratios. Financial analysis ratios come in a wide variety.

Based on this, a financial performance study was conducted on the parameters given below while taking into account Trust Bank's five-year annual report (2015 to 2019).

### ***Net Profit***

If we examine the financial accounts from 2015 to 2019, the sector of net profit shows both a fall and an increase as the year progresses. This Trust Bank net profit does not follow any linear trend, if we look very closely. The profit is about 1.539.33 million in 2015, but it increased to 2,031.56 million the following year. At the year's conclusion in 2016, it increased to \$8.88 million. However, at the end of 2017, it decreases and then increases to 1729.61 million. Following that, Trust Bank ended 2019 with a total profit of 2031.56 million Taka.



## ***2.12 Operation Management and Information System Practices:***

### ***Understanding Operation management***

Operations management combines resources from people, things, and development. Depending on the needs of the customer and the affiliation's restrictions, the operations manager frequently creates, picks up, and delivers products to clients. Operations management in financial institutions is focused on the unique challenges and emerging patterns that operations managers must deal with. This involves a delicate balancing act between cost minimization and evolving business requirements. Banking operations have evolved from information transmission and labor-intensive procedures to circumstances that are heavily automated and under process control.

### ***Operation Management at Trust Bank***

The Trust Bank's operation management team is the key to raising the bank's overall profitability. Managers come up with novel solutions to handle cost minimization and evolving business requirements. Through tailored management, inventive execution, and efficient approach, this Bank has created a unique impression.

### ***Understanding Information system practices***

The banking industry places a high value on developing a strong relationship with business information system processes. Data exchange across such institutions is required to strengthen the bonds between financial institutions. Using information technologies effectively fosters the habit of embracing the most recent innovations and fashions to build the company.

### ***Information system practices at Trust Bank***

Trust Bank utilizes the most recent database, as well as hardware, software, and networks that are well-established globally. A computerized system is used to centrally monitor all of their systems and services. They were introduced to digital banking in Bangladesh with the use of the information system. They offer their clients a number of intriguing internet services. Also, they are providing the following facilities to their customers:

### ***Trust bank mobile money t-cash:***

- Customer to the customer transfer
- Employment Fees submission of Bangladesh Army, Navy, and Air force.
- Education and other fees payment of educational organizations.
- Passport charge payment.
- Online Trade payment and also
- Utility bills such as
  - Electricity bill of DESCO, DPDC, and WZPDC
  - WASA bill
  - BTCL bill

## ***Phone and SMS Banking***

People occasionally find it difficult to visit the bank during regular business hours in order to save time and avoid being too busy. They are taken into consideration by Trust Bank, which offers them a straightforward solution. Whether you are at home, work, or anywhere else you can conduct banking with Trust Bank, they will provide you with the basic financial services via your phone. Every day of the week, including holidays, Phone Banking is available. Customers who use SMS banking for free receive alerts and account updates. Also, Trust Bank has such an interesting data feature such as,

- Online Banking
- Switching and Debit & Credit Card management system
- Core Banking System (CBS)

## ***2.13 SWOT Analysis***

Any system advancement in businesses and other organizations requires conducting an industry and competitive study. To conduct an industry and competition analysis, a number of techniques are frequently utilized. SWOT analysis is the one that is most frequently used among them. SWOT analysis is used to analyze Trust Bank's competitive landscape. SWOT analysis is carried out so that a company may understand its internal as well as the external strengths and weaknesses, as well as the environmental opportunities and dangers that an organization is facing. And businesses do this so they may base some measuring actions on that. When performing a SWOT analysis on Trust Bank as a business, the following scenario will occur:

### ***❖ Strengths***

- A prominent private bank in the nation.
- A wonderful, professional setting that is also welcoming.
- Offer consumers a decent bargain.
- System for online banking.
- Display strong loyalty in comparison to other banks.
- Due to a small customer base, each customer receives focused attention.

### ***❖ Weakness***

- Their marketing efforts fall short of expectations.
- Savings scheme deposits and FDRs do not have enough interest.
- There are not enough ATM booths.
- A less robust online banking system.

### ***❖ Opportunities:***

- Create a SME banking system and an IT system.
- Expanding market
- Growing the company by opening new locations across the nation.

### ***❖ Threats:***

- Distinctive, alluring services offered by other banks.
- Instability in politics.
- Government initiatives and rules. A rise in public bank interest rates.

## **Chapter-03**

### **Customer Service Activities of Trust Bank**

### **3.1 Customer Services**

General banking is where all other basic banking operations in financial institutions begin. Banking that is directly tied to customer care service is referred to as general banking. Every individual involved in this service makes sure that each client receives the greatest support from their bank. The foundation of every banking-related service, or what is sometimes called "retail banking," is general banking. The general banking department of a bank will determine how well they are serving their customers and how those customers respond to that. Therefore, every bank must ensure that their general banking system and those connected to this area of their bank provide their customers with superior service than any other bank. One of the biggest problems in the banking industry is the cause for this lack of client satisfaction.

General banking operations are organized into several sections, each of which works to satisfy the consumer. Several major general banks include:

- Account Opening Section
- Clearing
- Cash
- Remittance
- Cards

#### **Account Opening Section**

The initial area of any bank's customer care is the account opening department. Customers can open a bank account with assistance from some junior officers. Customers often have to provide some basic information, photos, and any required documentation for themselves and their nominee in order to open an account. When someone creates an account, they are given a checkbook through which they can deposit money into their bank account and withdraw money from the account of their choice. Some accounts allow the account holder to add credit cards for an additional fee, allowing them to use ATMs to get cash in an emergency. There are a few different sorts of accounts; which one is appropriate for the customer and where he will receive the finest service depends on his needs and requirements. Various account types include:

- Savings Account
- Current Account
- Fixed Term Deposit
- Short Term Deposit

## **Savings Account**

People typically open a savings account to save a portion of their income there and to collect interest so that they can profit later.

A savings account is divided into various sections. Examples include non-trading concerns, joint accounts, and individual accounts. An individual account is one where only one person will ever conduct financial activities, and another person will be associated with this account. Additionally, there will be a nominee for this account, whose information will be provided throughout the account opening process. The nominee may be someone close to the account holder. In the event of an emergency, the bank may get in touch with the nominee. However, a joint account will be managed by two or more people, and each of them will have equal access to the funds. In the joint account, a nominee will also be present.

## **Current Account**

Because there is no additional fee for frequent withdrawals, the current account is formed for those who need to conduct routine financial transactions for business purposes. Additionally, this current account does not receive any additional interest. A current account can often be opened by any individual, partnership firm, club, or society.

A fixed-term deposit (FDR) is kept for a specific period of time. Additionally, the bank offers a greater interest rate for FDR. To operate this account, a minimum deposit of 10,000 = must be made.

Short-term deposits (STDs) are opened for a brief period of time, and the interest rate on these accounts is variable rather than fixed.

Customers who wish to open any of these accounts must submit certain documentation to the bank in order to ensure the security of their accounts. In some situations, this is also helpful to banks. To open these accounts, the following documents are required:

- Four copies of the account holder's passport-size photo.
- A copy of the account holder's NID and their tax identification number (If any)
- One copy of the nominee's passport-size photo.
- Service ID card or a photocopy of a trade license of the account holder as a source of funds
- A copy of their utility bill.

## **Cash**

Since cash is the primary focus of general banking, the cash department is the most crucial component of a bank. The cash department, which deals with all of a bank's cash transactions, is split into two sections: one area handles cash receipts, while the other section handles cash payments.

## **Payment of Cash**

Payments are only accepted in the form of checks. The person in charge observes a few conditions before collecting any monetary payments, such as:

- Valid date and verified signature
- Whether the entire amount of cash is accurately represented in mathematical form;
- The legality of the company seal in the case of a business account.

## **Cash Receipt**

Customers put cash in this part of the machine. It is necessary to carefully fill out the deposit slip because cash receipts are allowed.

## **Clearing**

A clearing house acts as a go-between for buyers and sellers. The junior officers who handle this clearing department are in charge of both receiving and clearing the customer's checks. There are two distinct clearing processes: an outward clearing and an inward clearing.

Outward: Customers supply checks for clearing outward.

Inward: Cheques from clients or other banks are received by the bank for deposit into the client's account.

Officers or the person in charge of clearing cheques make sure that they are crossed, that the given cheques' seals are approved and cleared, that they are input into a database, that the deposit slip is separated from the check, that the check is sorted by branch, and that the confirmation sheet is printed.

## **Cards**

One of the main services that any financial institution offers is the use of debit and credit cards. Both of these services are offered to clients by Trust Bank. Debit cards are available to all general account users, allowing them to use ATMs to withdraw cash. Additionally, the credit card offers its users a number of amenities like the ability to do foreign transactions.

## **Remittance**

The most secure way to transfer resources from one location to another is through remittance. This method of moving money eliminates the unique challenges and risks associated with a change of actual money starting to follow from one location to another. You can send remittances both inside and outside of your country. There are two types of remittances:

- Foreign Remittance
- Local Remittance

Local remittance is transferred within the country and foreign remittance is transferred between countries.

**Chapter-04**  
**Analysis of Customer Satisfaction on Trust Bank**  
**Customer Service**

## 4.1 Customer Satisfaction

Customer satisfaction is the degree to which customers are satisfied with a company's capabilities, services, and product offers. An firm can identify its service gaps and areas for improvement with the aid of a customer satisfaction survey. The fundamental objective of any business is to satisfy its clients by offering the greatest goods and services. Organizations must comprehend the needs and desires of their consumers in order to act appropriately and gain a clear understanding of the level of customer satisfaction TBL provides.

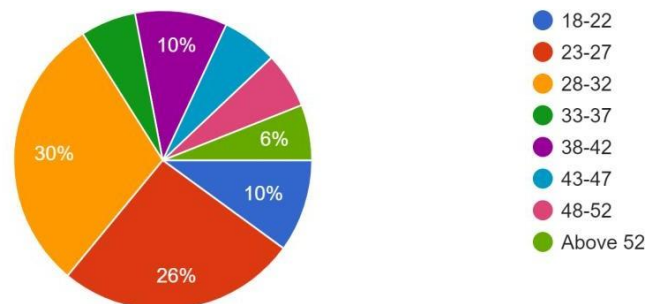
### Survey Analysis

50 replies overall from various strata were gathered for the poll on customer satisfaction with TBL's customer service initiatives.

#### Gender and Age

There were 50 responders, and 66% of them were men and 34% were women. Thirty percent of the respondents were in the age range of 28 to 32, which was the majority of the respondents' age group. 26 percent of the population was between the ages of 23 and 27, 18 to 22 years old, and 43 to 47 years old, both of which had 10 percent of the total population.

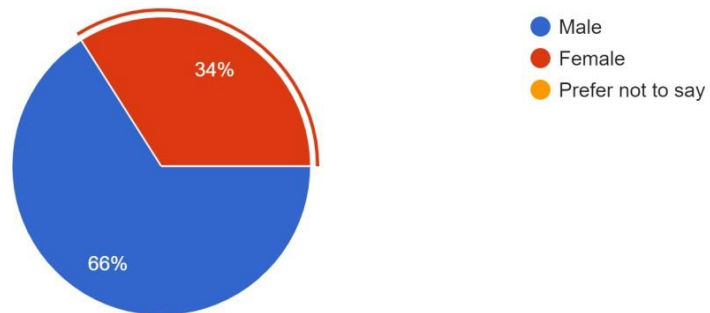
Age Range  
50 responses



**Figure : Age of respondents**



Gender  
50 responses

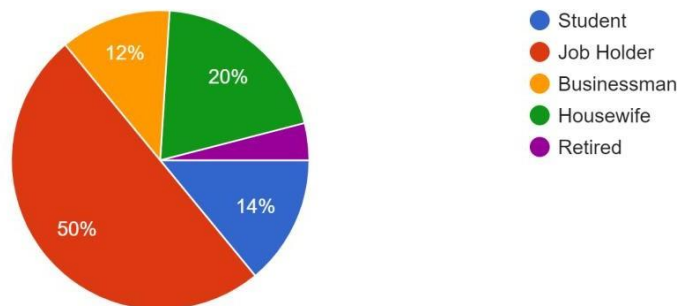


**Figure : Gender of respondents**

### *Occupation*

The respondents came from a wide range of professions. The majority of the population are employees. There were also housewives, students, businesspeople, and former service members among the remaining group.

Occupation  
50 responses

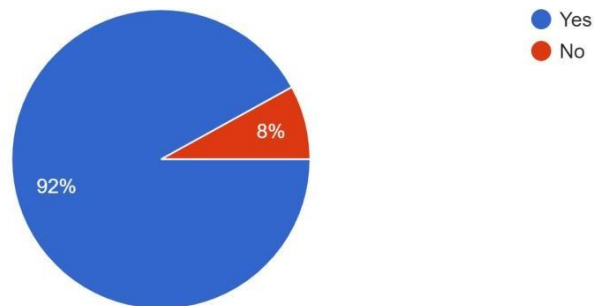


**Figure : Occupation of respondents**

- Do you have a Trust Bank account?

92% of respondents had accounts with TBL, with the remaining 8% responding negatively.

Do you have an account in Trust Bank?  
50 responses



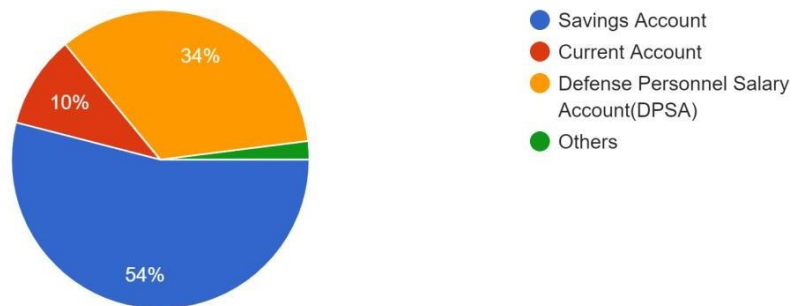
**Figure : Account in Trust Bank**

❖ ***What type of bank account do you have TBL?***

About 54 percent of the respondents had a TBL savings account. In addition, 10% have current accounts and 34% have accounts for the salaries of defense personnel.

Checking Trust Bank Limited's overall consumer happiness now 10 specific questions with a Very satisfied to Very dissatisfied range were given. The following analyses are provided:

What type of bank account do you have in Trust Bank?  
50 responses

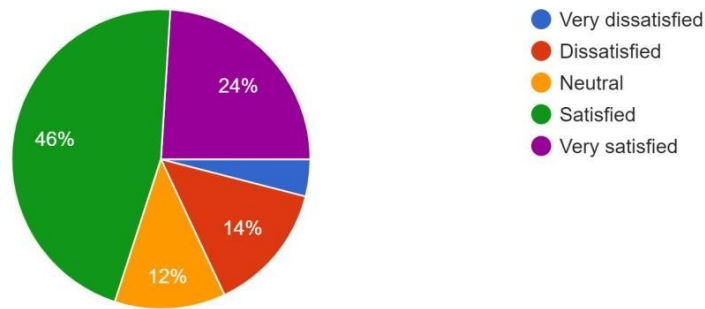


**Figure : Types of account**

### ❖ *Employee's responsiveness?*

Employees in the banking industry are typically required to be extremely responsive to their client or customer for the sake of their service. More than half of the 46 respondents to this service are pleased with the employee's attentiveness. 24 % expressed extreme satisfaction. 12 percent were unaligned. Only a small percentage, 7 respondents, are dissatisfied.

Employee's responsiveness  
50 responses

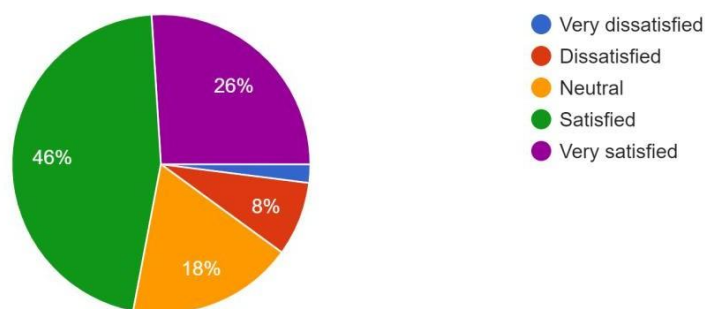


**Figure : Employee's responsiveness**

### ❖ *Employee's behavior?*

As part of providing customer-focused service, an employee's behavior can be used to gauge how satisfied a client is with Trust Bank Limited overall. In this instance, it has been established that 13 respondents are extremely satisfied, while 23 respondents are satisfied with the employee's behavior. This is extremely encouraging for Trust Bank's higher management, as they will discover that their employee has guided Trust Bank in the right direction.

Employee's behavior  
50 responses

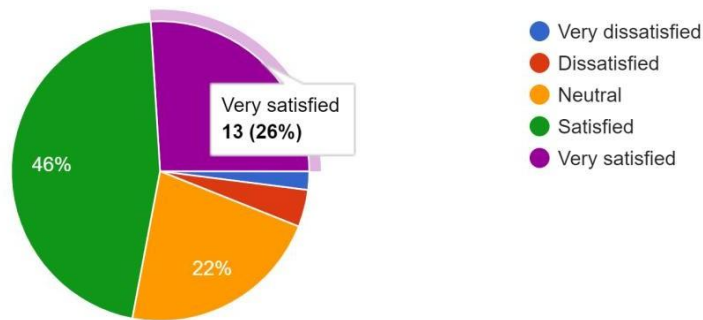


**Figure : Employee's behavior**

### ❖ *Credibility of Trust Bank?*

Credibility is the capacity to be believed. Trust Bank must strive to achieve this objective in order to gain the trust of its clients. According to a poll, Trust Bank is moving in the right direction with regard to this aspect. According to the survey, about 26 percent of respondents are extremely satisfied, and 46 percent are satisfied with the service this company provides. A small portion, however, is unsatisfied and neutral.

The credibility of Trust Bank  
50 responses

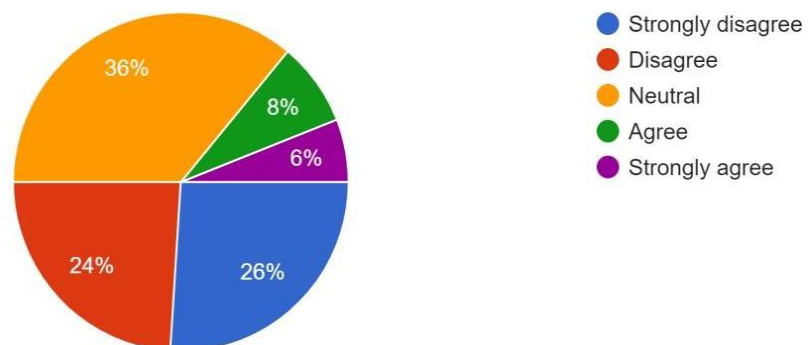


**Figure : Credibility of Trust Bank**

### ❖ *Access to ATM booths?*

Everyone wants to avoid transactional hassles, thus for the customer, having access to ATM booths everywhere is a crucial factor. In order to increase consumer satisfaction, all banks are distributing ATM booths throughout the country. According to the survey, 36% of the respondents are unsure about the assertion. 26 percent of respondents dispute the assertion. Few responders (just a few) concur with the statement. In order to satisfy its customers, Trust Bank has increased the number of ATM Booths.

The number of ATM booths of Trust Bank is sufficient  
50 responses

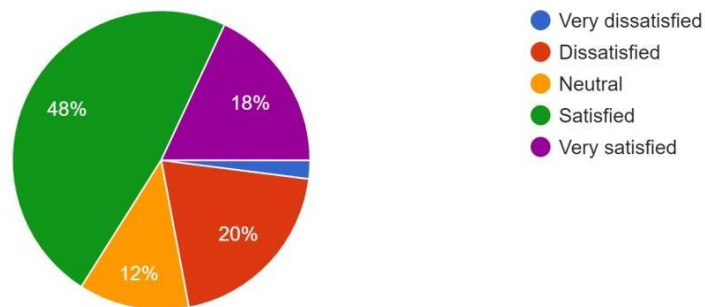


**Figure : Access to ATM Booth**

❖ *Employee's cooperativeness to solve any problem regarding banking services?*

Customers frequently experience issues with banking services. Therefore, it is uncertain whether or not the clients are pleased with the employees' willingness to work with them to resolve any issues with the banking service. According to the poll, nearly 18 percent of participants were completely satisfied, and 48 percent were happy with their employees' cooperation, which is a significant benefit for Trust Bank.

Employee's cooperativeness to solve any problem  
50 responses

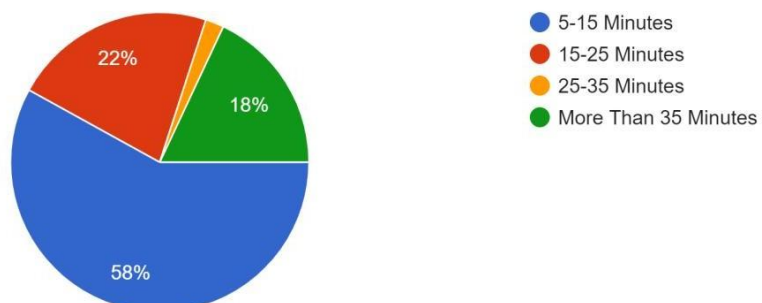


**Figure : Employee's cooperativeness**

❖ *Waiting time of receiving service?*

Customers frequently experience delays when receiving services from some institutions, but the survey clearly demonstrates that Trust Bank customers don't experience this kind of difficulty. However, it is interesting to note that 9 respondents indicated that they experience delays, suggesting room for improvement at Trust Bank.

Waiting time of receiving service  
50 responses



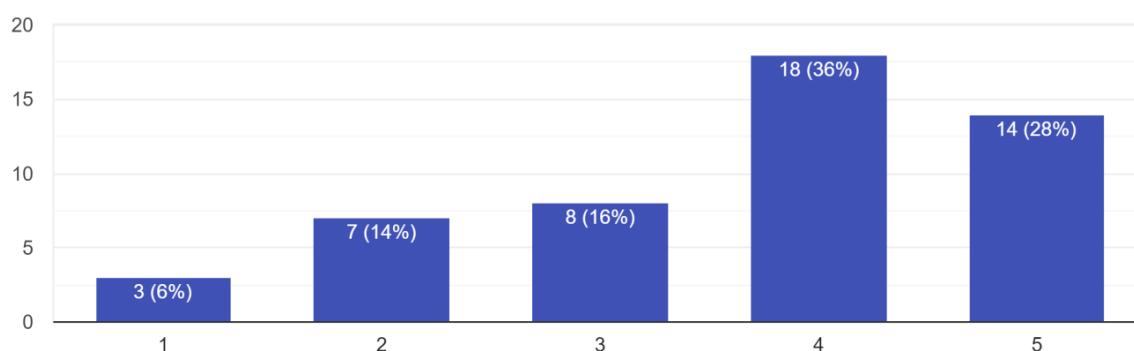
**Figure : Waiting time of receiving service**

### ❖ *Satisfaction on Customer service?*

Overall, the study revealed that individuals are extremely happy with Trust Bank's customer service department's performance. Nearly 28% of 50 respondents rated the custom service department's goal of increasing client satisfaction a score of 5 out of 5, while 36% gave a score of 4 out of 5. In contrast, only 16% of respondents awarded 2 out of 5, and hardly anyone provided 1 out of 5.

Satisfaction with customer service

50 responses



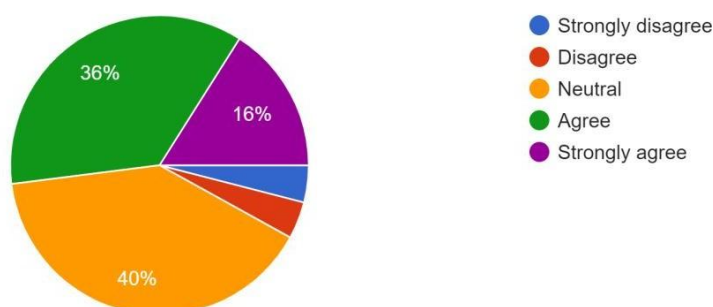
**Figure : Satisfaction on customer service**

### ❖ *Trust Bank's concern about customers' future needs?*

The consumer always wants excellent service, and they always want the financial institution to keep up with new developments as needed. According to survey respondents, Trust Bank is listening to their future needs because nearly 16% of respondents strongly agree with the statement, 36% agree, and 40% are neutral, which is worrying. Trust banks need to pay attention to this problem and take action to win over customers' trust.

Trust Bank concern about customer's future needs

50 responses

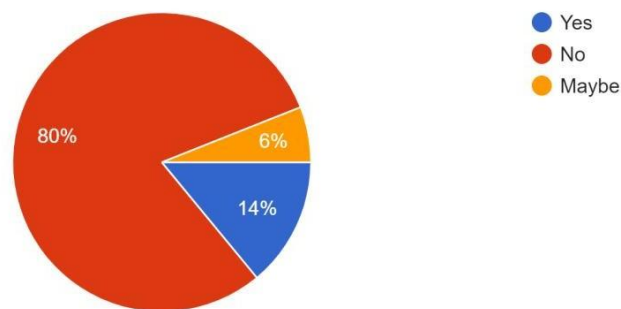


**Table : Trust Bank's concern on customers' future needs**

❖ ***Would you prefer to switch your account from Trust Bank to any other financial organization?***

When it came to customer service satisfaction, we discovered that about 28% of customers appeared to be extremely satisfied and gave 5 out of 5, while 36% of customers appeared to be satisfied with the organization's service and gave 4 out of 5. This was evident in their responses because they did not prefer to switch their bank account from Trust Bank. Overall, 80% of customers do not wish to transfer their accounts to other financial institutions, which is a fantastic accomplishment for Trust Bank. The remaining 34.8 percent gave a favorable response, and the remaining 26.1 percent are unsure.

Would you prefer to switch your account from Trust bank to any other financial organization  
50 responses

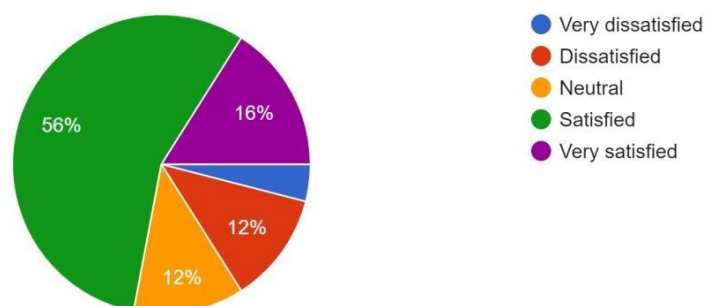


**Figure : Switching account from Trust Bank**

❖ ***Express your level of satisfaction in terms Trust Bank's overall banking service-***

The purpose of this question was to learn how satisfied customers were with Trust's general banking operations in general. 16 percent of customers are very satisfied, while 56% of customers appear to be satisfied. 12 percent of respondents have no opinion. Customers are generally highly satisfied with the service offered by Trust Bank, which is a positive sign for the management team.

Express your level of satisfaction in terms of Trust Bank's overall banking service  
50 responses



**Figure : Level of satisfaction**

## **Chapter 5**

### **Recommendation & Conclusion**



## 5.1 Findings

- There were 50 responders, and 66% of them were men and 34% were women. The respondents came from a wide range of professions, there were also housewives, students, businesspeople, and former service members among the remaining group.
- 92% of respondents had accounts with TBL. About 54 percent of the respondents had a TBL savings account. 46 percent have others account.
- Credibility is the capacity to be believed, According to the findings, about 26 percent of respondents are extremely satisfied, and 46 percent are satisfied with the service this company provides.
- ATM booth is a crucial factor. 36% of the respondents are unsure about the assertion, 26 percent of respondents dispute the assertion. Trust Bank has increased the number of ATM Booths.
- Therefore, it is uncertain whether or not the clients are pleased with the employees' willingness to work with them to resolve any issues with the banking service. 48 percent were satisfied with their employees' cooperation, which is a significant benefit for Trust Bank.
- The survey clearly demonstrates that Trust Bank customers don't experience delays when receiving services, 58% customers are satisfied.
- According to survey respondents, Trust Bank is listening to their future needs because nearly 16% of respondents strongly agree with the statement, 36% agree, and 40% are neutral, which is worrying.
- Overall, 80% of customers do not wish to transfer their accounts to other financial institutions, which is a fantastic accomplishment for Trust Bank.
- Customers are generally highly satisfied with the service offered by Trust Bank, which is a positive sign for the management team. 16 percent of customers are very satisfied, while 56% of customers appear to be satisfied.

## **5.2 Recommendations**

Trust Bank has been growing steadily for more than ten years. There are a colossal number of commercial banks operating efficiently in Bangladesh. Trust Bank has secured a place in the hearts of clients in this cutthroat sector by offering services that meet their requirements and expectations. Although one of the top banks in the nation, Trust Bank still has room for improvement if it wants to succeed even more and maintain its position at the top in the coming years.

Trust Bank has to concentrate more on hiring. For instance, TBL should give more emerging talent equal opportunities to collaborate with them. In order to give interns the chance to learn and grow inside the firm, more internship programs must to be developed. Interns also need more exposure. Because recent graduates are members of a new generation, they have a better understanding of customer needs and new opportunities can be created for them. They can offer fresh perspectives and help TBL advance to the top.

One of today's most popular banking solutions for customers is online banking. TBL must introduce an application-based mobile banking platform in order to compete with other commercial banks in the modern, technologically evolved world. By introducing this kind of cutting-edge virtual banking system, TBL will also enter the world of digital banking, helping to accelerate the process of making our nation more digital.

The bank's financial services should concentrate more on serving students and middle-class consumers. According to the poll, a sizable portion of students also maintained accounts with Trust Bank, although they did not discover any particularly alluring promotions geared toward students. They should therefore attempt to innovate their service plan and customer goal.

One of the most important recommendations is for Trust Bank to concentrate more on their marketing strategy. To draw in more customers, they should concentrate more on branding and marketing their digital products. For instance, a sizable proportion of clients are unsure if they are aware of their customers' digital internet banking. To encourage more people to use online banking, they ought to advertise it more. Also to entice employees to begin working with Trust Bank Limited, they should run more campaigns at universities, private organizations, and similar types of organizations.

### ***5.3 Conclusion***

One of the world's developing nations is Bangladesh. Economic growth is a key requirement for a country to develop. The banking industry is essential to the growth of our economy. Currently, private banks have made significant modifications to their banking system thanks to current technologies. Private banks become more intelligent than other autonomous banks and government banks by utilizing contemporary technology. Trust Bank has long been regarded as one of the top private banks in our nation. In Bangladesh's commercial banking industry, Trust Bank was a pioneer. Since starting, it has been successful in rising to the top of the banking sector. This report was produced with a primary focus on Trust Bank's operations related to general banking services and how such efforts contribute to customer satisfaction. It has so far evolved from a legacy banking system to a modern, digital banking company. To retain existing clients and draw in new ones, it is crucial to continually develop new, profitable items and update existing ones. The Trust Bank's efficient management team has always prioritized solidifying its position in the industry by raising the level of customer service. Trust Bank is committed to filling up the gaps in their offerings and rising to the top of Bangladesh's financial sector.

## References

- ❖ ABOUT US. (n.d.). Retrieved January 23, 2021, from <https://www.tblbd.com/about-us>
- ❖ Retail Products. (n.d.). Retrieved from <https://www.tblbd.com/retail-bankingproducts>
- ❖ 2019Annual Report. (n.d.). Retrieved January 24, 2021, from <https://www.tblbd.com/Annual-Report-2019>
- ❖ *tbl.bd.* (n.d.). Trust Bank. Retrieved January 24, 2021, from <https://www.tblbd.com/>
- ❖ Bragg, S. (2020, June 05). Accounting practice definition. Retrieved January 24, 2021, from [https://www.accountingtools.com/articles/accounting-practice-definition-and-usage.html?fbclid=IwAR2EGal\\_LtYl6OyFvwQPRIV9jtfpvszCxjLombFiK3VoScS3J31wiJC2kGQ](https://www.accountingtools.com/articles/accounting-practice-definition-and-usage.html?fbclid=IwAR2EGal_LtYl6OyFvwQPRIV9jtfpvszCxjLombFiK3VoScS3J31wiJC2kGQ)
- ❖ Kenton, W. (2020, March 12). Reading Financial Performance. Retrieved January 24, 2021, from <https://www.investopedia.com/terms/f/financialperformance.asp>
- ❖ Kenton, W. (2020, January 29). How Operations Management Works. Retrieved January 24, 2021, from <https://www.investopedia.com/terms/o/operations-management.asp>
- ❖ General Banking. (2015, July 13). Retrieved January 24, 2021, from <https://bankerguide.wordpress.com/general-banking/>

## ***Appendix***

### Customer's Satisfaction towards the Services of Trust Bank Limited

#### Gender \*

- Male
- Female
- Prefer not to say
- Other:
- 

#### Age Range \*

- 18-22
- 23-27
- 28-32
- 33-37
- 38-42
- 43-47
- 48-52
- Above 52

#### Occupation \*

- Student
- Job Holder
- Businessman
- Housewife
- Retired
- Other:
- 

❖ Do you have an account in Trust Bank? \*

- Yes
- No

❖ What type of bank account do you have in Trust Bank? \*

- Savings Account
- Current Account
- Defense Personnel Salary Account(DPSA)

- Others
- ❖ Employee's responsiveness \*
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
- ❖ Employee's behavior \*
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
- ❖ The credibility of Trust Bank \*
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
- ❖ The number of ATM booths of Trust Bank is sufficient \*
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- ❖ Employee's cooperativeness to solve any problem \*
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
- ❖ Waiting time of receiving service \*
- 5-15 Minutes
- 15-25 Minutes
- 25-35 Minutes
- More Than 35 Minutes
- ❖ Satisfaction with customer service \*
- 1
- 2
- 3
- 4
- 5
- ❖ Trust Bank concern about customer's future needs \*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- ❖ Would you prefer to switch your account from Trust bank to any other financial organization\*?
- Yes
- No
- Maybe
- ❖ Express your level of satisfaction in terms of Trust Bank's overall banking service \*
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Thank you