

1.0 Introduction



Trust Bank

Sena Kalyan Bhaban Branch



Trust Bank



1.0 Introduction

1.1 Title of the Report:

The Title of the report is - **“Measurement of Customer satisfaction of Trust Bank Limited”**.

1.2 Background of the Report:

It is obvious that the world around us is changing rapidly. Few years back, the things were quite different than they are today & there is no doubt few years later the things would be even more different than they are today. The world of business is a great example of this change. Now the competition is in its full speed, the customers have become more intelligent. Moreover, they are having more options; so there must be a continual striving to improve all business & production process to develop the customer delight rather than just to meet their expectation.

This internship is a part of the Bachelor of Business Administration (BBA) degree that provides an on-the-job experience to student. I was placed at Trust Bank Limited, Sena Kalyan Bhaban Branch as an internee for three month duration. This internship program was my very first on-the-job exposure and provided me with learning experience and knowledge in several areas. During the first few weeks of my internship period, I was able to get accustomed to the working environment of Trust Bank Limited. As the internship continued, I not only learned about the activities and operations of correspondent Bank, but I also gathered some knowledge about the basic business activities of banking in first one-month of my internship period.

This internship report covers all the trade related product handled by the “ Trust Bank Ltd” such as Cash Department., Dispatch, Account Opening, Remittance, FCAD, Credit Department, Foreign Exchange etc.

This report has been prepared through extensive discussion with bank employees and with the customers. While preparing this report, I had a great opportunity to have an in depth knowledge of all the banking activities practiced by the “Trust Bank Ltd.” I

t also helped me to acquire a first hand perspective of a leading private Bank in Bangladesh.

Generally, by the word “Bank” we can easily understand that the financial institution deals with money. But there are different types of banks such as; Central Bank, Commercial Bank, Saving Bank, Investment Bank, Industrial Banks, Co-operative Banks etc. But when we use the term “Bank” without any prefix, or qualification, it refers to the Commercial banks’. Commercial banks are the primary contributors to the economy of a country. Therefore, we can say Commercial banks are a profit making institution that holds the deposits of individuals and business in checking and savings account and then uses these funds to make loans. Both general public and the government are profit-earning concern; they collect deposit at the financial intermediary. As, banks are profit-earning concern; they collect deposit at the lowest possible cost and provide loans and advance at higher cost. The difference between two are the profit for the bank.

A company can increase efficiency through a number of steps. These include exploiting economies of scale and learning effect, adopting flexible manufacturing technologies, reducing customer defection rates, getting R&D function to design product that are easy to manufacture, upgrading the skills of employees through training, introducing self-managing teams, linking pay to performance building a companywide commitment to efficiency through strong leadership, and designing structures that facilitate co-operation among different functions in pursuit of efficiency goals.

Efficacy of customer service is related with progression of operation. We can identify the efficacy of customer service by studying the progress of “Trust Bank Ltd.” from starting to the employees. This progress of “Trust Bank Ltd.” is very rapid with the concern of its profit making and growth of its operation within the country towards the country’s economy.

Trust Bank Limited pursues decentralized management policies and gives adequate work freedom to the employees. This result in less pressure for the workers and acts as a motivational tool for them, which given them, increased encouragement and inspiration to move up the ladder of success. Overall, I have experienced a very friendly and supporting environment at Trust Bank Limited, which gave me the pleasure and satisfaction to be a part of them for a while. While working in different department of this branch I have found each employee too friendly to us to cooperate.

They have discusses in details about their respective tasks. I have also participated with their works.

1.3 Origin of the report:

Now a day, education is not just limited to books and classrooms. In today's world, education is the tool to understand the real world and apply knowledge for the betterment of the society as well as business. From education the theoretical knowledge is obtained from courses of study, which is only the half way of the subject matter. Practical knowledge has no alternative. The perfect coordination between theory and practice is of paramount importance in the context of the modern business world in order to resolve the dichotomy between these two areas. Therefore, an opportunity is offered by The Stamford University Bangladesh, for its potential business graduates to get three months practical experience, which is known is as "Internship Program". For the competition of this internship program, the author of the study was placed in a bank namely, "Trust Bank Limited". Internship Program brings a student closer to the real life situation and thereby helps to launch a career with some prior experience.

This paper is entitled "Measurement of Customer Satisfaction on Trust Bank Ltd. " originated from the fulfillment of the BBA program. For the internship program, each student is attached with an organization. My internship was at Trust Bank Limited, Sena Kalyan Bhaban Branch, Dhaka. During my internship, I had to prepare a report under the supervision of Mr. Saiful Kibria Chowdhury, Asst. Professor of the Department of Business Administration, Stamford University Bangladesh.

1.4 Reason for Choosing TBL:

Internship program brings to me closer to the real life situation and thereby helps to launch a career with some prior experience. Specially banking sector fulfills the needs like that. When I complete my internship program I can gather some knowledge, which will help me in future to doing something creative. These are as follows:

- ✚ Introduce with a new culture, which is totally different with the life of student.
- ✚ Evaluate with the others' potential.
- ✚ Being to present me with the world of communication.

- ✚ Get some practical experiences and gather some knowledge which is very important for carrier building.

- ✚ Finally motivated toward job and skills,

So for this reason, I choose banking, as an organization who can provide me the brilliant future in my near, coming life to fill my gap of skills.

1.5 Objective of the Report:

Every report has an objective. The objective of the internship program is to familiarize students with the real business situation, to compare them with the business theories & at the last stage make a report on assigned task. Objective of this report is given below:

- ✚ To complete the partial fulfillment of the requirement of Bachelor of Business Administration (BBA).
- ✚ To know about the basic Banking system.
- ✚ To know the general banking activities of trust bank.
- ✚ To apprise the principal activities and evaluate performance of The Trust Bank Ltd.
- ✚ Provide an idea about the banking sector of Bangladesh.
- ✚ The system of their accounts maintaining
- ✚ To know about Loans & Advances.
- ✚ The procedures of giving loan.
- ✚ The procedures of earning interest.
- ✚ To analysis the Foreign Exchange Transaction procedures maintained by the Trust Bank Ltd.
- ✚ To know about the FCAD Department of Trust Bank Limited.
- ✚ Present an overview of Trust Bank Limited.
- ✚ Measure the actual position of Trust Bank Limited.
- ✚ Identifying problems and recommend suggestions for the successful Leading Operation of Trust Bank Limited.

1.6 Scope of the Report:

The reports cover the Banking service to the customers especially the general banking and customer service of Trust Bank Ltd. This report has been prepared through extensive discussion with Bank employees and also with the customers.

The study was kept limited to the Sena Kalyan Branch of Trust Bank Ltd. This Bank deal with all types of general Banking operations, foreign exchange and investment operations according to the rules and regulations provided by the Bangladesh Bank.

1.7 Sources of Information:

To do all these things I have to need many kinds of data. I have collected these data from both primary and secondary sources.

1.7.1 Primary sources:

Primary sources of the data collections were-

- ✚ Direct observations
- ✚ Face-to-face conversation with both the clients and the staff
- ✚ Obtaining responses from the clients and managers through questionnaire.
- ✚ Data regarding the types of product offered to the clients and the description for each of the product were also gathered through interview
- ✚ Besides, on-the-job experience has also helped me learn quite a few things about the correspondent Banking Department and the organization as well.

1.7.2 Secondary sources:

Required information or data were collected mainly form the secondary sources. The sources are:

- ✚ Annual report of Trust Bank Limited (2004, 2005, 2006, 2007, 2008).
- ✚ To collect data regarding the company's performance over the past eight years
- ✚ Brochures
- ✚ Difference text books,
- ✚ Term papers of TBL Training manuals,
- ✚ Transaction in foreign Exchange,
- ✚ Guidelines for Foreign Exchange Transaction,

- ✚ General Banking Operation manual of the organization helped me to gather data about the organization.
- ✚ Data have also been collected by going through different circulars issued by the head office and Bangladesh bank during the tenor of the internship.
- ✚ News Paper
- ✚ Website
- ✚ Various files and documents of Trust Bank Ltd

1.8 Methodology:

The methodology of the report is to collect data from primary and secondary sources of information .For collecting data we have used the following method:

- ✚ Face to face interview.
- ✚ Questionnaire survey of Clint of Trust Bank Ltd
- ✚ Discussion with the seniors and friends
- ✚ Book reference
- ✚ Collect data from Internets and magazines.
- ✚ Also some other important tools

1.9 Limitation:

The present study was not out of limitations. But it was a great opportunity for me to know the banking activities of Bangladesh specially “Trust Bank Limited” Some constraints are appended bellow-

- ✚ Lack of adequate primary and secondary information.
- ✚ Up-to – date information were not available
- ✚ The main constraint of the study is inadequate access to information, which has hampered the scope of analysis required for the study. As it is a new could not start all its operation, it was unable to provide some formatted documents data for the study.
- ✚ Due to time limitations, many of the aspects could not be discussed in the present report.
- ✚ Every organization has their own secrecy that was not revealed to others. While collecting data i.e. interviewing the employees, they did not disclose much information the sake of the confidentiality of the organization.

- ✚ Some problems create confusions regarding verification of data. In some cases more than one person were interviewed to clarify each concept as many of the bankers failed to provide clear-cut idea about the job they perform.
- ✚ The clients were too busy to provide me much time for interview.
- ✚ I have had no opportunity to compare the general banking system of the TBL with that of other contemporary and common size banks. It was mainly because of the shortage of time and internship nature.
- ✚ Not enough information on the Internet