Report On

‘‘Customer Service & Customer’s Satisfaction of Trust Bank Limited’’

By

Farhin Fardous
16304099

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
January 2021

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Farhin Fardous

16304099

Supervisor's Full Name & Signature:

Mahmudul Haq

Associate Professor, BRAC Business school

BRAC University

Letter of Transmittal

Mahmudul Haq

Associate Professor, BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Sir,

It is my pleasure to submit my internship report regarding "Customer Service Development & Customer's Satisfaction of Trust Bank Limited", where everything has been accomplished under your kind guidance.

I have endeavored my best to finish this report with the fundamental data prescribed proposition in a notable compact and comprehensive way as feasible.

I believe that the report will meet the desires.

Sincerely yours,

____

Farhin Fardous

16304099

BRAC Business School

BRAC University

Date: January 27, 2021

Non-Disclosure Agreement

This understanding is made and entered into by and between Trust Bank and the undersigned student at BRAC University named Farhin Fardous for the commitment of avoiding the unapproved divulgence of confidential data of the organization.

……………………………………….

Trust Bank

……………………………………….

Farhin Fardous

Acknowledgement

I would like to start by expressing gratitude toward All-powerful ALLAH for showering me with the capacity and strength to fulfill my internship report and my internship tenure at Trust Bank Limited.

It is my pleasure to recognize the unlimited help and moral support of my respected advisor Mahmudul Haq, Associate Professor of BRAC Business School. It is conceivable for his familiar direction that I may carry out this project in time. I feel honored to get a chance in general banking sector of Trust Bank as an intern. I couldn't have been successful in my internship without the support of the whole general banking department. This is my pleasure to show my gratitude to my main supervisor Md. Shahed Kabir Chowdhury. Apart from this my gratitude is also for the other supervisors S.M. Ataur Rahman, Shahabuddin Ahmed (Shoaib), and Most. Nahin Sultana for giving me endless support and for motivating me throughout my internship tenure.

Lastly, I need to appear my commitment to all the individuals who have made a difference me with data and any sort of questions with respect to my report.

Executive Summary

As a financial Organization having a great commitment towards financial and social advancement of Bangladesh, Trust Bank began its excursion in 1999 and after that it has been established itself as one of the prominent banks in the nation. This internship report is intended to get a detailed proposition of the customer service & customer's satisfaction. It likewise endeavors to catch the methodology practice in TBL corresponding to client handling. Doing analysis thoroughly in financial performance of TBL it has been found that there is still room for improvement to increase the effectiveness of their customer service system for the clients. Through the questionnaire based survey it's almost ascertain TBL is performing great in most of the parameters in terms of customer satisfaction but is penetrable TBL will definitely want to try to add more notable features in their customer service system to get more attraction from the customer under their umbrella.

Keywords: Trust Bank, Customer Service, Financial Performance Analysis, Customer Satisfaction.

Contents

List of Acronyms

TBL	Trust Bank Limited

Chapter 1

Overview of Internship

1.1 Student Information

Name: Farhin Fardous

ID: 16304099

Program: BRAC Business School

Major: Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period: November 3, 2020 – February 3, 2021

Company Name: Trust Bank Limited (Kafrul Branch)

Department: General Banking

Address: MQ Plaza (1st Floor), DCC North Kafrul, Dhaka Cantonment, Dhaka-1206

1.2.2 Internship Company Supervisor's Information

Name: Md. Shahed Kabir Chowdhury

Position: Senior Assistant Vice President & Branch Manager

1.2.3 Job Scope

Job description consists of the duties and responsibilities needed to perform a certain role. The job scope that I was got in my respective organization was much broader. My duties responsibilities were to assist my supervisor in day to day activities. There were certain responsibilities which were done by my supervisor on a daily basis and my duties were to assist him and complete the assigned tasks properly. My duties and responsibilities are given below:

Opening Bank Account

One of the major duties was to help the clients to open a bank account. Generally, clients who came to open a savings account were handled by me initially. To open a savings account, four passport size pictures and photocopy of NID of the client and one passport size picture and photocopy of NID of the nominee of the client is required. Collecting service ID card or trade license as a source of fund from client was another responsibility. Some basic information on the account opening form were required of the client. There were few more accounts that clients could open and those were: Defense personnel Salary Account Current Account, Trust Sristi for women, Porua for student etc.

Delivering Cheque Books

I had to deliver cheque books to the customers by cross checking their name from the list in database and if someone fail to collect the cheque book in due time I had to update the database with the names in the excel sheet so that we can track those due cheque books after a certain time.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

As an intern my role is to assist my supervisor. I was advised to my regular office work under the direction of my supervisor. First of all, I had to communicate directly with clients who are there at branch office of Trust Bank for different financial purpose. My primary contribution was to find out what kind of services they are looking for. Then I need to identify the customer demand and classify their demand as bank account management, cash management and clearance of cheques, debit or credit card section. This according to the different section my secondary contribution was to collect their necessary information as well as necessary documents. After gathering all of these my next job was to refer that information to the supervisor.

1.3.2 Benefits to the Students

Basically an internship program is a great way for the undergraduate students to obtain valuable work experience. As an intern I got the opportunity to familiar with the working culture of a financial institution. I have learned some of my very good strength and weaknesses during my internship. I almost got daily feedback from my supervisor which actually helped me to perform more efficiently. Getting feedback and embracing the mistake offered me a unique learning opportunity that may not have again as a working adult. This internship program has allowed me to test out my specific techniques that I learned in the classroom before. In a broader perspective working in Trust Bank helped me to enhance my skills like professionalism, leadership and communicating effectively. Working in this financial institution also enhance my social media outreach.

1.3.3 Problems / Difficulties

The goal of my internship is to know the behavior and actions of the banking system Trust Bank. Still I had to face some of the difficulties during my internship period.

First of all, time management is a big issue of concern. As the coronavirus COVID 19 pandemic is going on it was not that much of possible to cover the performance of banking system of Trust Bank fully. Nevertheless, before the spreading of this pandemic I got chance to work along with my supervisor, from there I got the maximum essential idea of the general banking system.

Secondly, some of the company's information are not available to access for an intern which is very obvious. Nonetheless I got the full cooperation of my supervisor as well as my other colleagues to obtain what I wanted to learn.

1.3.4 Recommendations

Though I got almost all the support which I needed during my internship period still there are something to improve for a financial institution, that all I can say from the perspective of an intern. Company may give a few more exposure to an intern which will boost up the confidence level of an intern. As I have been working in a financial institution I can say Trust Bank may engage their intern in different department of their banking system which might help an intern to get an excellent overview of the whole general banking system. This type initiative may help any intern in their next stage of career.

Chapter 2

Trust Bank Limited

2.1 Introduction:

After complete the Under graduation on Business program internship is the necessary program for all students. It is a required program for business students as a final task. The internship program provides the opportunity to learn many things about real life job experience to the students. Also, students get many important pieces of knowledge of business strategies, functions which will be helpful in the future. As it is a required program, everyone is supposed to do their intern from any reputed organization. I got the opportunity from Trust Bank Limited. Trust Bank is one of the private(non-government) commercial banks in Bangladesh. It was established in 1999 and is backed by the Army Welfare Trust of Bangladesh Army.
In a lot of private banks, Trust Bank is one of the most promising banks which is giving service to all of the defense employees including the general user.

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 reports are:

- Give an overview of the general banking of Trust Bank.
- Provide an overview of the management practices of Trust Bank.
- Provide a marketing interpretation of Trust Bank.
- Provide a competitive analysis of the industry of Trust Bank.

Methodology

The methodology is based on two kinds of data like primary and secondary data. These are the origins of data was used for the methodology part.

Primary data

The data were collected from my respected supervisors and from the regular customers who had visited the bank and also gave them services several times.

Secondary data

The official website of Trust Bank Limited is the source of secondary data. And also, different online reports, news portals, research papers were used to collect data.

Scope:

As an intern in this workplace, there was limited opportunity to involve with every department. Although I got involved myself directly to the customer service. By providing services, I got some different experiences and I was tried to learn as much as possible about customer services. I got few chances to work in few departments including the customer service department. So, my main focus was on customer service satisfaction and I got the maximum opportunity to do this. Sometimes I was there to assist my supervisor also.

Limitations

Every organization has limitations and security issues. This report is prepared under some restrictions because the organization has also restrictions upon sharing internal information with interns. There was much confidential information that was necessary to prepare the report but it was not shared with us for the limitation. Moreover, there was not enough information on the online website of Trust bank. For these reasons, I faced some limitations while preparing the report.

2.2 Overview of the Company:

Trust Bank Limited

Trust bank is one of the leading private banks in Bangladesh which is growing fast. Trust Bank is enlisted by Dhaka Stock Exchange. General Aziz Ahmed is the founder chairman of Trust bank who was chief of the Bangladesh Army. Mr. Faruq Moinuddin is the Managing Director & CEO of this bank.

22 years ago, in 1999 Trust bank started its journey in Dhaka. Today Trust banks having a spread network of 113 branches & 7 SME centers, 228 ATM Booths, over 20,000 Pay points, and 65 POS in 55 Branches across Bangladesh and they are planning to open more branches to cover the critical commercial ranges in Dhaka, Chittagong, Sylhet, and other regionsas we know this bank is sponsored by Bangladesh Army Welfare Trust (AWT) in 2005 Trust bank

introduced ATM services to the customers. Later in January 2007, Trust Bank successfully launched Online Banking Services which facilitate Any Branch Banking, ATM Banking, Phone Banking, SMS Banking, & Internet Banking to all customers. By launching this service customer can deposit or withdraw their money from any branch of Trust bank. And also, Online Services and Visa Electron (Debit Card), which allows customers 24x7 hours to check their balance through mini-statement and also cash withdrawals from ATMs. Trust Bank has effectively presented Visa Credit Cards to serve its existing and potential valued customers. These credit cards can now be used at shops & restaurants all around Bangladesh and even internationally. Moreover, Trust Bank is a customer-oriented financial institution. They are dedicated to meet up with the growing experience to the customers of this bank and the customers always stay in the center.

2.2.1 Vision, Mission, Core Values:

Vision

The vision of Trust Bank Limited is to "Build a long-term sustainable financial institution through financial inclusion and deliver optimum value to all stakeholders with the highest level of compliance"

Mission

Trust bank believes in their mission and they are eager to accomplish their mission. Their mission is -
Long Term Sustainable Growth- diversified business with robust risk management Financial Inclusion- bring unbanked population into banking network through low cost and technology-based service delivery Accountable to all stakeholders- customers, shareholders, employees & regulators Highest level of compliance and transparency at all levels of operation.

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

2.2.2 Brand:

<u>Logo</u>

Trust bank limited changed their name from "The Trust Bank Limited" to "Trust Bank Limited" at the end of the year 2006. And conjointly modified their brand to bring a lot of closely to overall the public. The purpose of making a new logo was to become smarter, realistic, and acceptable to the general public. They aim to give up to mark banking service rather than making interesting logos to attract people.

"Previous Logo" "New Logo"

Figure 1: Trust Bank Logo

2.2.3 Organogram:

Every bank has its organogram followed by all over its operations. The bank is followed by a group of Board of Directors. Then there are different committees depending on different departments.

Figure 2: Board of Directors

The three committees which are working under the Board of Directors committee also work together to take the organization to the top level. Another committee is working from the grassroots level which is prepared by these three.

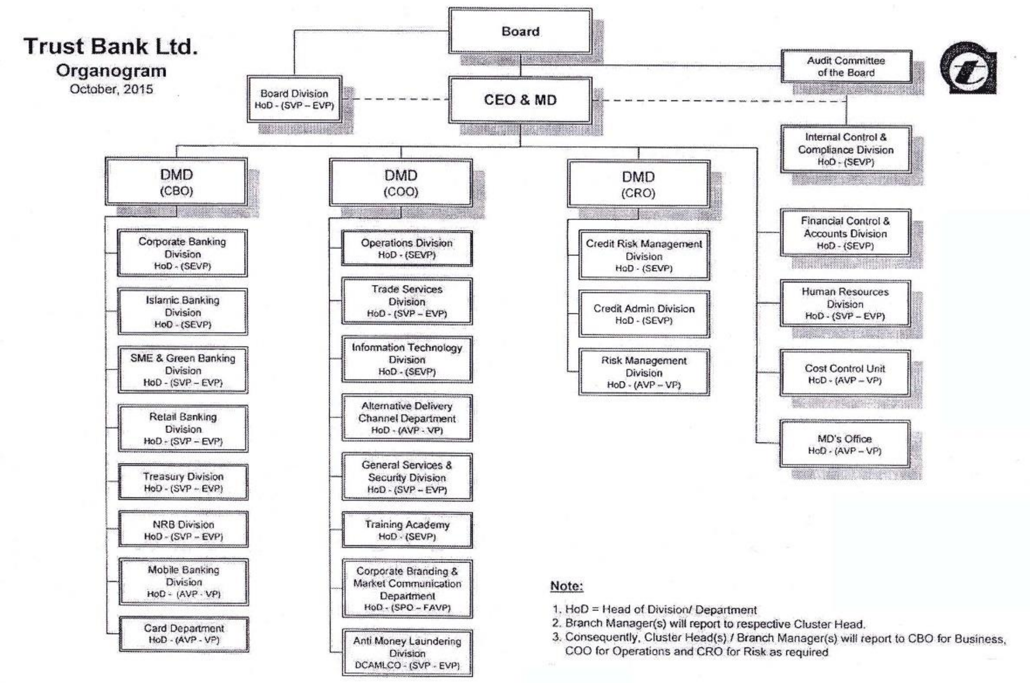

Figure 3: Trust Bank Organogram

2.2.4 Products and Services:

<u>Retail banking</u>

1. **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

2. **Loans**

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

3. 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 the most popular product and services of Trust Bank. Apart from this Trust bank also provides there are many other products and services to their customers.

2.3 Management Practices:

Every organization or institution becomes successful when they have very good management to lead. In the banking sector success is evaluated based on how much their management is strong or how capable they are in banking activities. Trust Bank is also following by excellent management, and that is why currently they are the leading private bank in this country. As we know Trust Bank is sponsored by the Army Welfare Trust of Bangladesh Army, so they got very talented and clever persons in their management. Although they have independent directors also. They have ten directors (excluding the MD & CEO) comprising the Chairman, one Vice-Chairman, two Independent Directors, and six other Directors. They are also liable for various responsibilities relating to work planning and strategic management, Credit and risk management, Internal control management, Human resources management and development, Financial management.

Chairman

General Aziz Ahmed, SBP, BSP, BGBM, PBGM, BGBMS, psc, G

Vice-Chairman

Major General Md Enayet Ullah, BSP, ndu, psc

Directors

- Brig Gen Saleem Ahmad Khan, SGP, NDC, afwc, psc, te, PhD
- Brig Gen Abu Naser Md Elias, SGP, ndc, afwc, psc
- Brig Gen Rakib Uddin Ahmed, SUP, psc, G
- Brig Gen Abul Mansur Md Ashraf Khan, NDC, psc
- Brig Gen Md Golam Faruque, SGP, SUP, nswc, afwc, psc
- Brig Gen Sheikh Mohammad Sarwar Hossain, SUP, psc

Independent Directors

- Mr. Shahedul Islam
- Mr. Arshad Jamal

Managing Director & CEO

- Mr. Faruq Mainuddin Ahmed

2.4 Marketing Practices:

Any financial institution to get success or to reach to the customer marketing practice is a very important part for any individual. There are few major parts in marketing among them branding and promotions are also most important. We know in the banking sector different banks have different promotional or marketing strategies. Everyone wants to see their organization at the top of the list. So, they apply different promotional camps, offer, sponsor different events, discount for premium customers, etc. In this situation, Trust Bank is quite different than others. I found that they have very few activities in this practice. Although they have promotional activities such as they gave the special surprising gift to their customers, discount for their premium customers on various places like restaurants, resort, air tickets, etc. They also provide sponsorship to many sports events or any other interesting event. One of them was the 3rd Defense Services Cup Golf Tournament 2019 which is given below.

Figure 4: Marketing Campaign by Trust Bank

2.5 Financial Performance & Accounting Practices

2.5.1 Understanding Financial Performance & Accounting Practices

Financial Performance is a vigorous study on how effectively an organization can utilize resources through the key technique of business and generate revenues. It is used to measure the financial health of any organization over a given period.

Financial performance of any particular organization is used to analyze similar organization across the same industry. For the stakeholders and investors financial performance report of any company is helping to take decision regarding investment.

There are numerous approaches to gauge financial performance, anyway it is important to take all measure in consideration. For example, revenue of operations, operating income or cash flow of operations are operated to identify the financial performance of a company. Moreover, any investor or the analyst need to take fiscal reports into consideration to find out margin growth rates or declining debts to get the knowledge of financial performance of a company.

Financial performance distinguishes how well an organization produces revenues and deals with its liabilities, assets and financial interest of its accomplices.

On other hand, accounting practice is a normal way wherein the financial activities of everyday of a business substance are assembled and recorded. An organization's accounting practice alludes to the technique by which its accounting approaches are executed and clung to on a routine basis, ordinarily by an account. Accounting practice alludes to the ordinary, handy use of accounting or evaluating approaches that happens inside a business.

Accounting practice produce all kind of financial reports and these can be utilized inside by the executives or remotely by different partners including financial specialists or tax authorities.

2.5.2 Areas of Financial Performance & Accounting Practice Analysis

Finance-related experts also research the development and execution of efficiency of the enterprise (full scale company execution), benefit execution, execution of liquidity, execution of working capital, execution of fixed assets, execution of finance sources and social execution. Normally, certain financial ratios are analyzed to assess the financial performance of every financial institution. There are so many ratios of financial analysis.
Based on this a financial performance analysis has been performed on some parameter described at the below considering the five years' annual report of Trust Bank (2015 to 2019).

2.5.3 Total Asset

In every year the total assets of Trust Bank are increasing by million. Here all the data are basically shown in million. In 2015 the total assets are almost 180,229.57 million. In the next five years it has grown to 294,892.13 million taka. So as a financial institution Trust Bank has developed their assets in every year and thus become one of pioneer bank in Bangladesh.

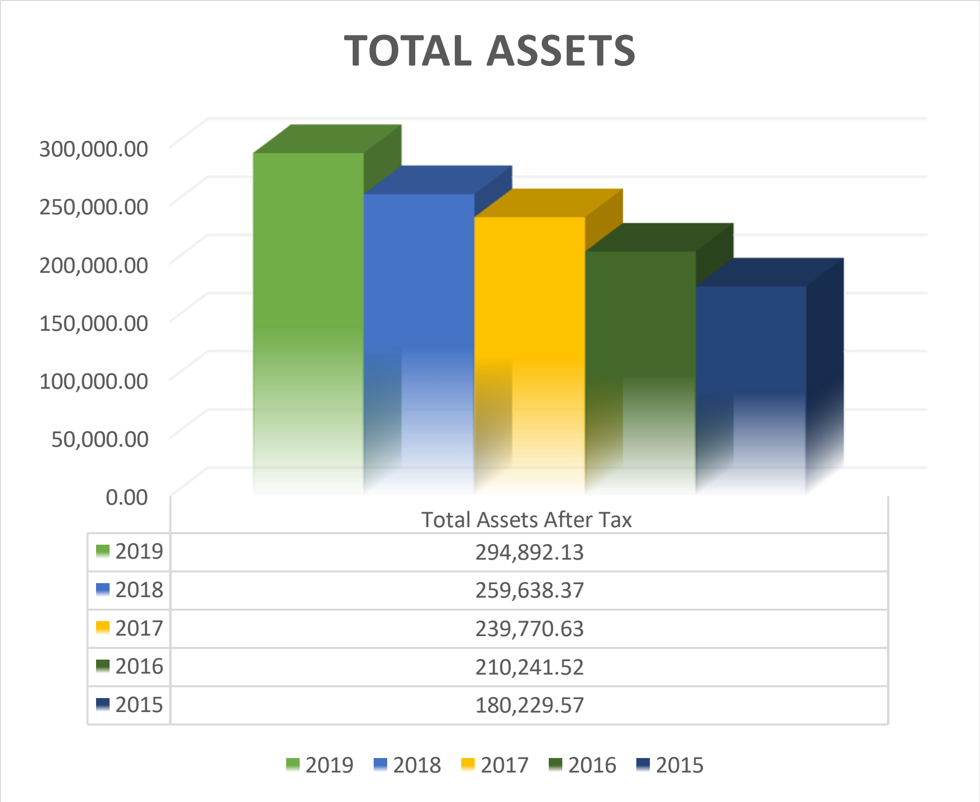

Table 1: Total Assets

2.5.4 Net Profit

As the year goes by, there is both a decline and rise in the segment of net profit if we compare the financial statements from 2015 to 2019. If we look very closely, this Trust Bank net profit does not follow any linear trend. In 2015 the profit is almost 1,539.33 million whereas the following year it went up to 2,031.56 million. At the end of the year of 2016, it went up with 2008.84 million. But, end of the year of 2017 it goes down and stand up with 1729.61 million. After that, in 2019 Trust Bank end up their total profit with 2031.56 million takas.

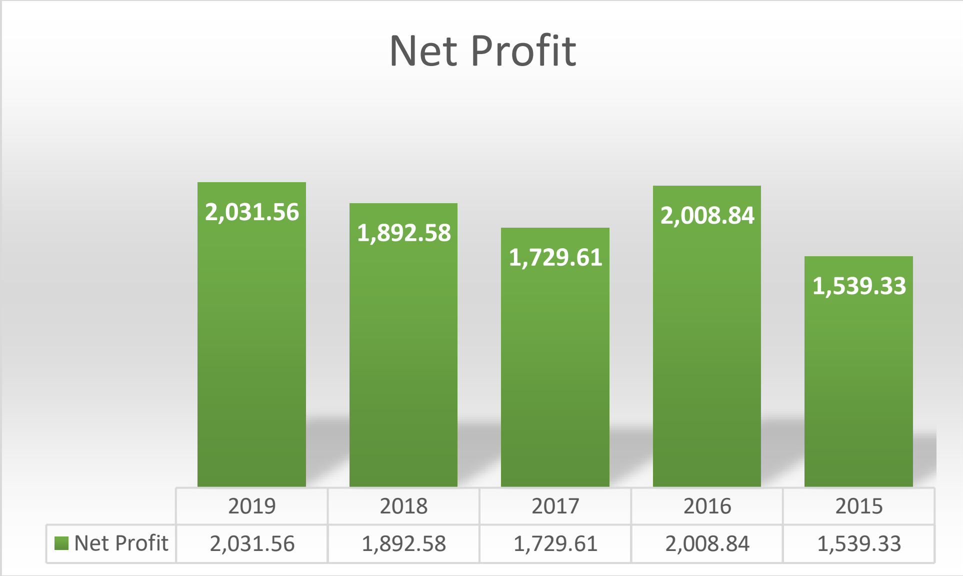

Table 2: Net profit

2.5.5 Earnings Per share (EPS)

The earnings per share (EPS) essentially acts as a clear indicator of the performance of a company. This can be calculated by dividing the net profits of the corporation with the amount of shares the company holds outstanding. The higher an organization's earnings per share, the greater its profitability. Now if we look the EPS of Trust Bank for last 5 years it is easily said that this company’s profitability is not doing great compare to the previous year. Among this 5 year the higher earnings per share is in 2016 which is 3.61. But, surprisingly in 2017 it came down to 3.11 and 2018 again it came down to 3.04 which might be a concerning issue for the management of Trust Bank. After that, in 2019 finally it is started to increase and end of the year of 2019 and finished with 3.32.

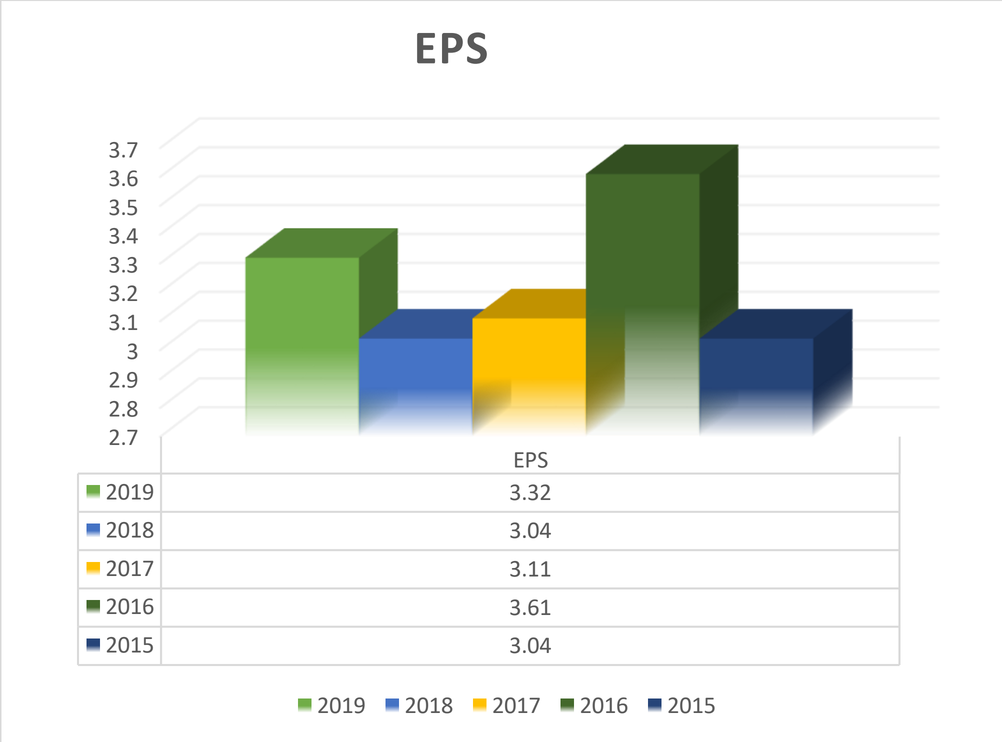

Table 3: Earnings per share (EPS)

2.5.6 Return on Equity (ROE)

Return on equity (ROE) assesses how sufficient the administration is to use the assets of an association for profit-making. A rising ROE implies that an affiliation without needing as much capital amplifies its gain period. Normally, a higher ROE is better, whereas a falling ROE can indicate a less proficient use of equity resources. Now looking at the ROE of Trust Bank over the period of 5 years it will not give us that much good vibe. The reason behind this, in the year of 2016 the value of ROE was 19.42. So, the profit generation of Trust Bank with using much capital is not looking good.

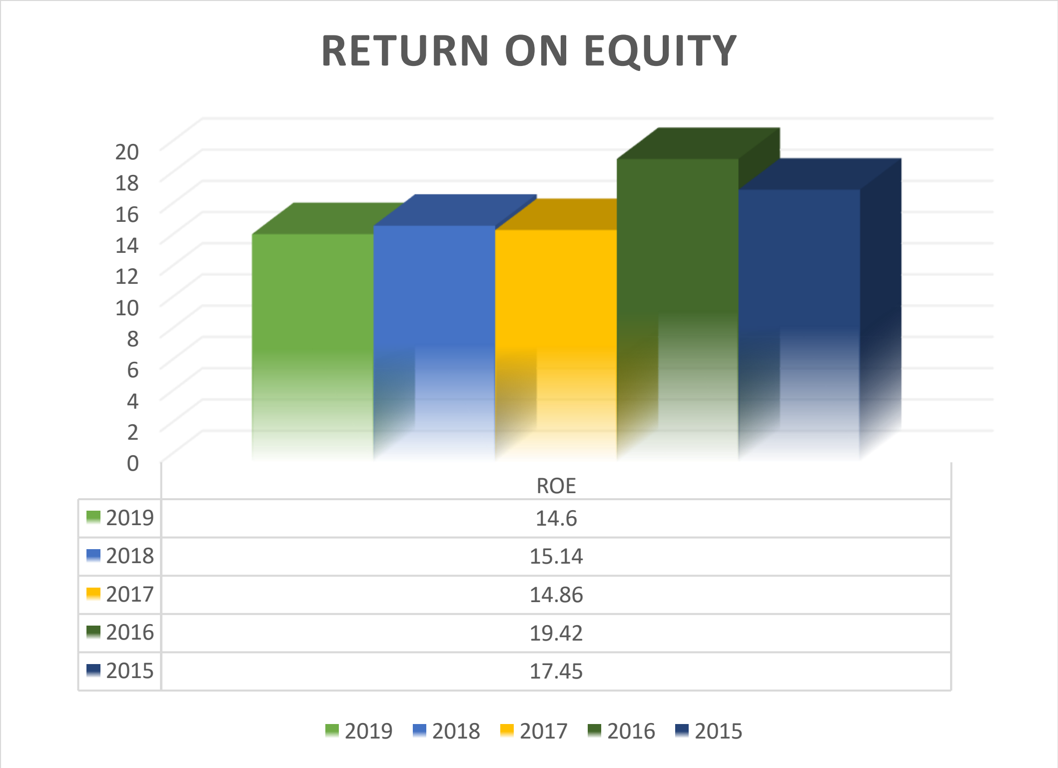

Table 4: Return on equity (ROE)

2.5.7 Return on Assets (ROA)

Return on Assets (ROA) is a calculation of how efficiently an entity uses its benefits by determining how beneficial an organization is relative to its total assets. When taking a gander at similar associations or separating an association from its previous exhibition, ROA is best used. The higher the ROA figure, the better the business is, meaning that the company is getting more cash on less investment. More asset utilization is suggested by higher ROA. Again, unlike ROE, in terms of 5 consecutive years, the return on asset (ROA) value does not show greater asset performance. In 2015 the value of ROA of Trust Bank is 0.95 and it is decreasing year by year. In the year of 2019, it came down to 0.73 which indicates that the company is not producing more money without using more investment.

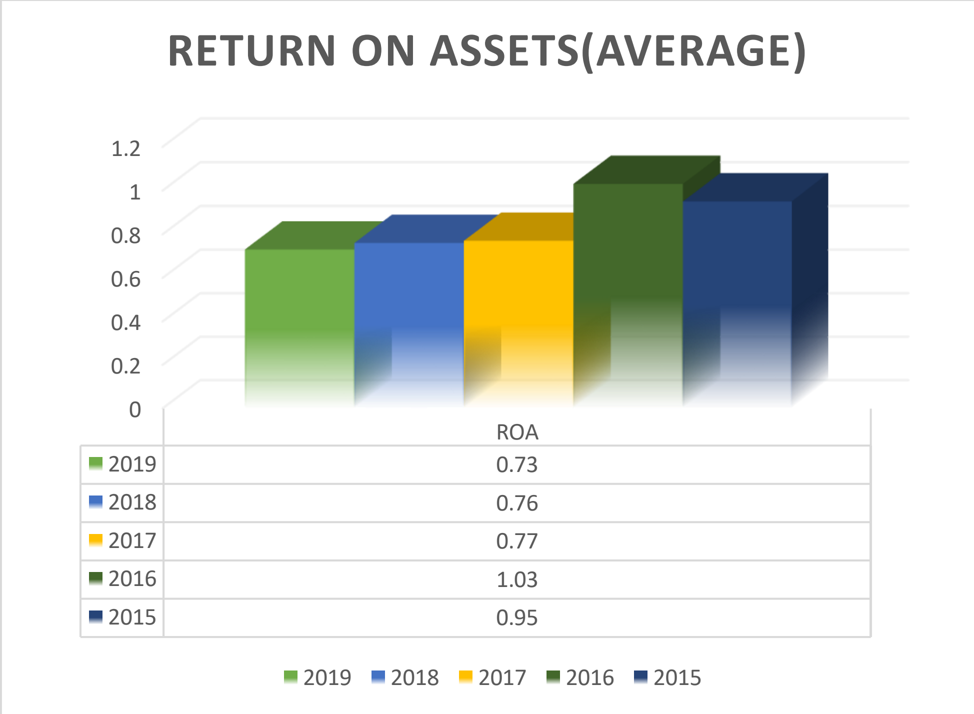

Table 5: Return on assets (ROA)

2.5.8 Cost Income Ratio

The cost-income ratio indicates the costs of an association relative to its income. This proportion gives financial experts a sense of how the company is managed profitably - the lower it is, the more advantageous the organization would be. Taking a closer look, we can see that the cost-income ratio for the Trust Bank rises over the years where it needs to decrease. The cost income ratio is 48.19 in 2015, it is visible to go down in the future, and it is 36.04 in the year of 2019, which is a good vibe for investors.

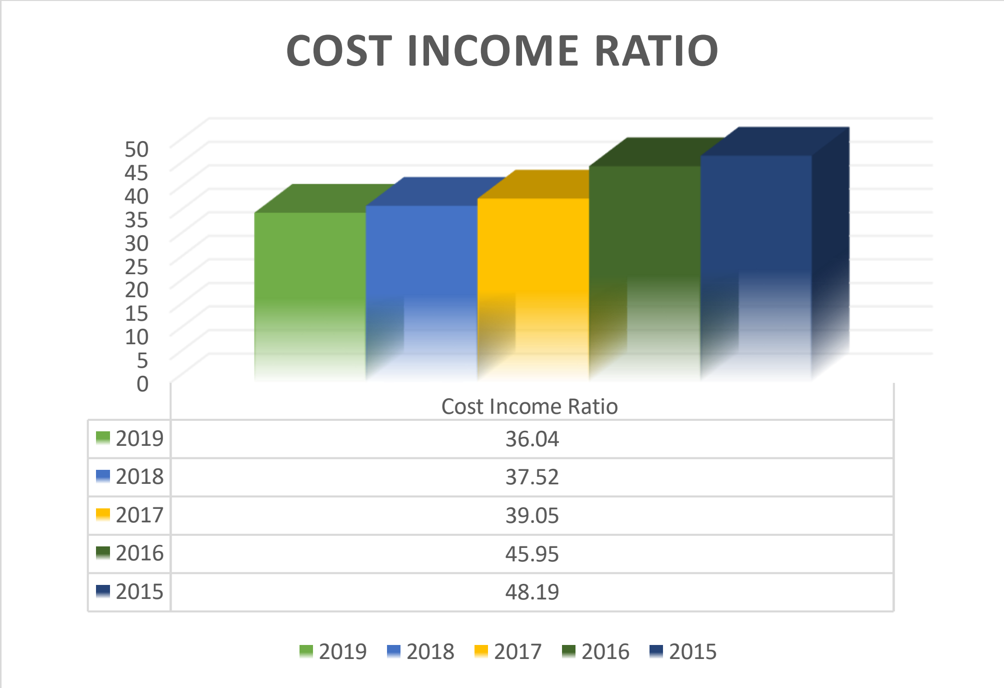

Table 6: Cost Income Ratio

2.6 Operation Management and Information System Practices:

2.6.1 Understanding Operation management

Operations management is the administration of vital approaches to form the foremost hoisted level of adequacy conceivable interior a company or organization. Operations management consolidates utilizing assets from staff, materials, and development. The manager of operations often picks up, makes, and passes on things to client’s subject to client needs and the limits of the affiliation.

Operations Management in financial institutions centers around the specific difficulties and new patterns the operations manager needs to address, which includes an exercise in careful control between cost optimization and developing business necessities. Banking operations have been created from information passage and mass labor-intensive procedures to profoundly robotized process-controlled situations. This work includes a blend of useful and scholarly components; it is intended to add to better working activities divisions by giving the apparatuses to actualize hypothetical ideas in genuine circumstances, demonstrated in day-by-day practice.

2.6.2 Operation Management at Trust Bank

Trust Bank approved business banks, and they are being directed by a particularly capable and given bunch with a long association with banking. They continually focus on comprehension and foreseeing client needs. As operation administration could be a strategy that incorporates organizing, sorting out, overseeing, controlling, and overseeing the creation and fabricating processes the operation management team of Trust Bank has a clear look on this issue and their team try to accomplish those tasks within their manpower. Operation managers are driven by the head of every department in Trust Bank. The operation management crew of Trust Bank is the way to improve the general profitability of the bank. The profitability gives an unmistakable extent of the capability of the chief fair as the agents. As the whole operation management team centers around the control on utilizing the available resources within the most perfect way to achieve extreme targets, so by the day's end, it upgrades the general efficiency. With its strong promise to the financial improvement of the country, this Bank has just built a particular imprint within the space of the Private Segment Keeping money through customized administration, creative execution, and effective methodology. This kind of success is all possible for the enthusiastic operation management team of Trust Bank. Here managers come up with the new idea to control the cost optimization and developing business necessities and their ideas are appreciated by their superiors.

2.6.3 Understanding Information system practices

Establishing an excellent relationship of business information system practices plays a significant role within the banking sector today as a result of the world is moving with the advancement of technology. Each section of the banking sector fully depends on information system practices because of having the ability to store critical information of data. Moreover, to make the bonding between financial institution data sharing among those institutions is necessary where information system is taken into full consideration. Not only the financial institution but also the central bank is using these practices of information system. With the help from information system practices organizations are being digitalized themselves fully and thus provide service to their customer according to the need of customers. Thus, information system practice helps the financial institution to earn credibility from their customer. As a result, those institutions try to reform themselves as a customer-oriented institution. Moreover, the utilization of the capacities of Information frameworks and advances brings out advancement in business structures. Nonetheless practicing information systems inside the organization helps to grow the habit of incorporating the latest developments and trends to flourish the business.

2.6.4 Information system practices at Trust Bank

In this modern world information is one of the most valuable for every organization. No doubt with keeping pace with the modern world Trust Bank has established itself as a tech-savvy organization. Trust Bank using the latest database, world proven infrastructure, network, hardware, application, etc. Their all system and services are monitored centrally by a computerized system. With the help of the information system Trust Bank involved them in digital banking in Bangladesh. They are providing some interesting services online to their customers. 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

To save your time and busyness sometimes people are not able to go bank in business hours every day. Trust Bank thinks about them and comes with a simple solution for them. Trust Bank serve your banking essentials through your phone, whether you are in your home, office, or anywhere you can able to do your banking with Trust Bank. Phone Banking is out there twenty-four hours each day, seven days per week. Via SMS banking customers get alerts and account updates and it is free for customers. Also, Trust Bank has such an interesting information feature such as,

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

2.7 Industry and Competitive Analysis

Industry & competitive analysis is a piece of any system advancement in firms and different organizations. There are several methods are commonly used to perform industry and competitive analysis. Among them, SWOT analysis is most common to use. For the competitive analysis of Trust Bank, SWOT method are used. SWOT analysis is done so that a firm can know it's internal as well as the external strengths and weaknesses also the environmental opportunities and threats that a firm is facing. And firms do this so that they can take some measuring steps based on that. In case of considering Trust Bank as a business firm and do a SWOT analysis then the scenario will be as follows:

Strengths

- One of the leading private banks in the country.
- A very good friendly environment with professionalism.
- Have a good value in the market.
- Online Banking system.
- Have a good loyalty comparing to the others bank.
- Ensures dedicated attention to each customer for being low customer base.

Weakness

- Their promotional activities are not up to the mark.
- Do not have enough interest in FDR and savings scheme deposits.
- Insufficient amount of ATM booths.
- Less internet Banking system.

Opportunities:

- Develop their IT system and SME banking system.
- Growing market

- Enlarging business by opening new branches through all over the country.

Threats:

- Different attractive service of other banks.
- Political instability.
- Plans and regulations of the government.
- A higher interest rate of the public banks.

2.8 Summary:

Bangladesh has expanded in the financial part yet there are bunches of issues because of administrative changes. Banks are expanded in number last numerous a long time and they are attempting to improve their advantage quality administration and show better money related execution. Financial institutions play a very important role in the process of economic growth of a country. The focal point of the financial part would be the recuperation of the advances that have been made the last piece of the earlier year through the national bank's catalog. Regardless, in the banking industry, there are a couple of issues low-quality resources, absence of good administration, straightforwardness, responsibility, and inadequacy of powerful risk management system. Besides that, with the help of a strong management team Trust Bank is very much interested to create its reputation through extraordinary marketing policy in Bangladesh. Moreover, in terms of their financial performance, they are one of the leading financial institutions inside Bangladesh because investors or the clients are very much keen to form a bond with Trust Bank through financial activities. Though comparing the last five years' report shows that it truly creates a healthy platform for the customers to keep faith in Trust Bank and the figure tells the success story. Apart from this, to keep pace with the modern advanced world Trust Bank is now a tech-savvy banking institution in the country which also adds great value to the clients of Trust Bank.

2.9 Recommendations:

There are a few issues in the banking industry in Bangladesh and Bangladesh Bank is attempting to lessen those issues. Although they are attempting to minimize, there are immense issues that can’t be controlled in a day or a year. Bangladesh bank needs to draw in their client and must-have information about client what they need. Several banks are not utilizing innovation. Bangladesh Bank needs to guarantee that they serve the client as quickly as conceivable by utilizing innovation. In terms of Trust Bank, they might give importance to the comparative analysis of their financial performance as it matters most to the customers. They are growing absolutely up to the mark although they need more focus on marketing operation to hold their position in the market. Trust banks can open new branches in important areas, the city's also where people of that region live abroad and send money to their family. Regardless of enormous accomplishment in various pieces of the banking field Trust Bank have to take more activities for improvement.

Chapter 3

Customer Service Activities of Trust Bank

3.1 Introduction

All the basic banking functions start with general banking in banking organizations. General banking is that type of banking that is directly related to customer care service. Everyone related to this service makes sure that every customer gets the best service from their bank. General banking is the initial point of every banking-related service which is can be termed as Retail banking.

A bank's reputation will depend on their general banking section that how much better service they are giving to their customer and how much their customer reacts to that. So, every bank must make sure that their general banking system and those people who are related to this part of their bank gives better service than any other bank to their customer. The reason behind this earning satisfaction of customers is one of the major issues in the field of banking.

General banking stuffs divided into some parts which every section work for the customer's satisfaction. Major general banking is following:

-Account Opening Section

-Clearing

-Cash

-Remittance

-Cards

Account Opening Section

The account opening section is the first customer service section of any bank. Some junior officers will help customers to open an account in the bank. To open an account a customer usually needs to give some basic information along with pictures and necessary documents of them and their nominee. If somebody opens an account, he/she will get a cheque book by that he/she can deposit his money to the bank account and also can withdraw his money from his desire account. In some cases, the account holder can have credit cards too by giving an extra charge so that they can make money from ATM booths in any emergency cases. There are few types of accounts it depends on customers need and necessity that which account will be suitable for him and in which account he will get his best service. Some types of accounts are:

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

Savings Account

People usually open a savings account to save some of their earnings in this account and to get some interest from this to get benefits in the future.

There are some divisions in a savings account. Like- Individual account, Joint account, and non-trading concern. An individual account is an account where only one person will make money transactions every time and another person will be related to this. And there will be a nominee for this account he can be the account holder’s close person whose details will be given during the account opening procedure. Bank can contact the nominee if in any emergency the account holder does not respond. An on the other hand the joint account will be conducted by 2 or more persons where they will have equal rights to the fund. There will be a nominee as well in the joint account too.

Current Account

The current account is opened for them those who need to do regular money transactions for their business purpose because there is no extra charge is taken for their frequent withdrawals. And there is no extra interest is given in this current account. Usually, any individual, partnership firms, clubs, or society opens a current account.

Fixed-term deposit (FDR) is maintained for a fixed time. And bank gives a higher rate of interest for FDR. In this account minimum of 10,000/= needs to get deposited to run this account.

And short-term deposit (STD) is opened for abbreviate time and the rate of interest in this account is not fixed, it can vary from time to time.

To open all these accounts, the customers, need to give some documents to the bank to get the security of their account. Banks also get help from this in some cases. Those documents are needed to open these accounts are:

- Four copy passport size picture of the account holder.
- Copy of NID of the account holder
- Tax identification number (If any)
- One copy passport size picture of the nominee.
- Copy of NID of the nominee
- Service ID card or trade license’s photocopy of account holder as a source of fund
- Their electricity bill copy

Cash

Since general banking is mainly about cash, so the cash department is the most important part of a bank. The cash department deals with all the cash transactions of a bank and it is divided into two sections, one section receives cash, and the other section deals with cash payment.

Payment of Cash

Payments are only received against cheque. Before receiving any cash payment, the in-charge person notices few requirements such as:

- Valid date
- Signature verification
- The validity of business seal in case of business account
- If the total amount of cash is written correctly in numeric

Cash Receipt

Cash is deposited in this section by customers. Cash Receipts are accepted so the deposit slip must be written properly.

Clearing

Clearing house act like a middle person between seller and buyer. Officers are responsible for this clearing section, the junior officers receive the customer’s cheques and also clears these cheques too. There are two types of clearing, one is outward and the other is inward.

Outward: Customers provide cheques for clearing

Inward: Bank receives cheques from other banks or customers to deposit in the client's account.
Officers or the in-charge person responsible for cheque clearing ensures crossing of cheques, approval and clearing the seal of the given cheques, giving input in a database of the cheques, separating deposit slip from cheque, sorting cheque according to branch, and lastly printing the confirmation sheet.

Cards

Debit and Credit cards are one of the major service offerings of any banking organization. Trust Bank provides both of these services to customers. All general account holders have access to debit cards by which they can withdraw cash from ATMs. The credit card also provides customers with various facilities like international transaction facilities.

Remittance

Remittance is the most secure mean of moving resources beginning starting with one spot then onto the next. This means of moving cash clears out the individual difficulties and the dangers in a change of physical cash beginning to follow from one place to another. Remittance can be sent inside or outside of the nation. Remittance is of two categories:

- Foreign Remittance
- Local Remittance

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

3.2 Methodology

The methodology used for collecting information on general banking is primary and secondary data.
For primary sources, face to face interviews with employees has been conducted. Apart from that, a survey has been done for customer satisfaction analysis.
For secondary sources, previous reports on Trust Bank, official website, brochures, journals have been used to collect information.

3.3 Analysis of Customer Satisfaction on Trust Bank Customer Service

3.3.1 Customer Satisfaction

Customers’ fulfillers regarding a company’s services, product offerings, and capacities can be defined as customer satisfaction. A survey on customer satisfaction helps an organization to determine its service gaps and scopes of improvement. Any organization’s basic goal is to satisfy its customers by providing the best products and services. To get a clear idea of the customers’ satisfaction provided by TBL it is essential for organizations to understand customers’ needs and demands and act accordingly.

3.3.2 Survey Analysis

For the survey on customer satisfaction regarding customer service activities of TBL, a total of 50 responses was collected from different classes of people.

- Age & Gender

Among the 50 respondents, 66 percent were male and 34 percent were female. The age range of the respondents were mostly 28-32, 30 percent of the respondents belonged to this range. 26 percent were aged between 23 to 27, 18 - 22, and 43-47 both age ranges were 10 percent, each of other age ranges was around 6 percent.

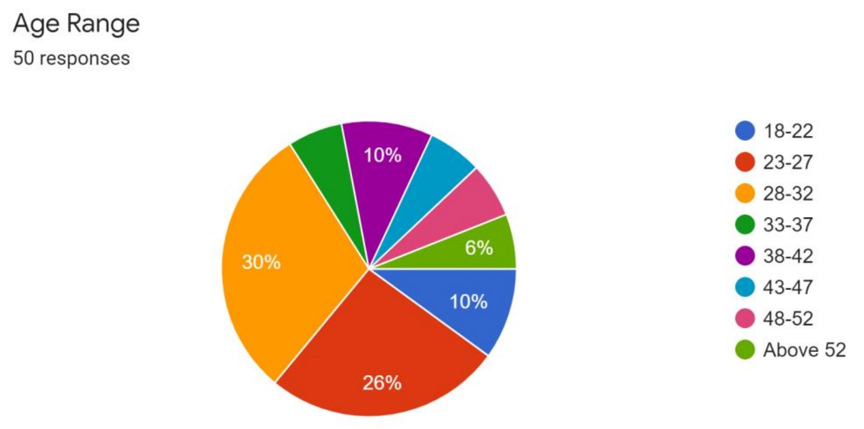

Figure 5: Age of respondents

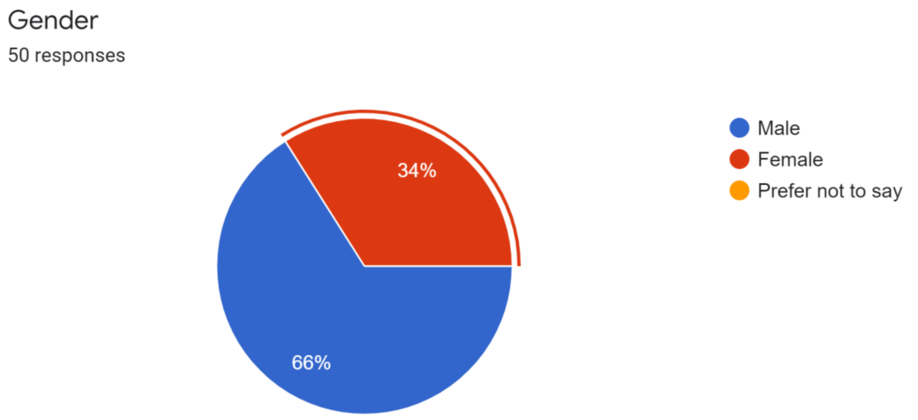

Figure 6: Gender of respondents

- Occupation

Respondents belonged to a variety of professions. Most of the people are service holders. Among the rest, there were housewives, students, businessmen, retired service holders as well.

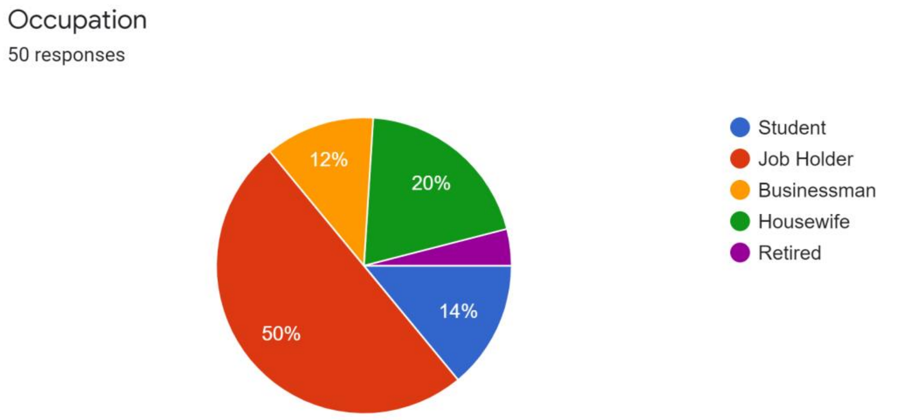

Figure 7: Occupation of respondents

- **Do you have an account in Trust Bank?**

92 percent of the respondents have an account in TBL and the rest of the 8 percent respondents negatively.

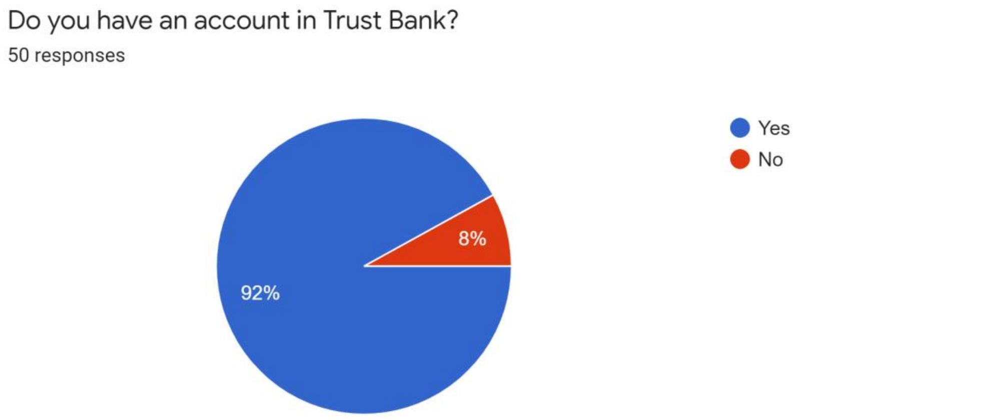

Figure 8: Account in Trust Bank

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

Most of the respondents, around 54 percent have a savings account in TBL. Other than that, 34 percent have defense personnel salary account and 10 percent have current account.

Now to find the overall client's satisfaction of Trust Bank Limited 10 specialized questions were served in the parameter of Very satisfied to very dissatisfied. Those analyses are given below:

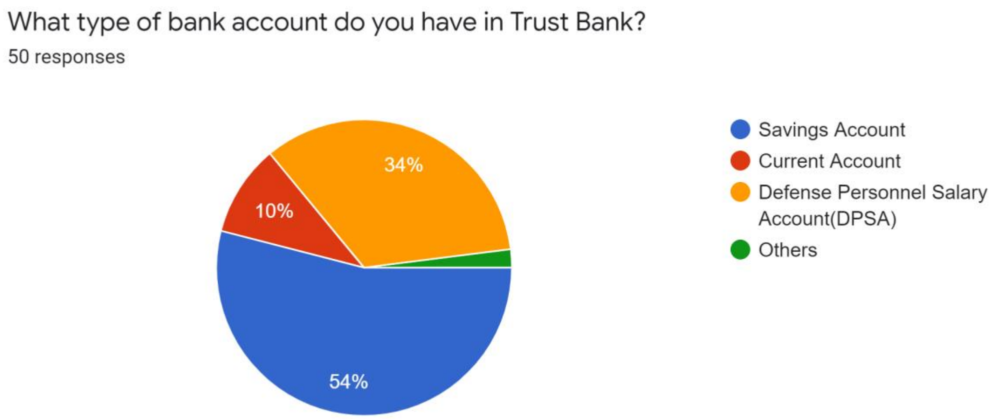

Figure 9: Types of account

- **Employee's responsiveness?**

Normally in banking service employees are bound to very responsive to their customer or client for the sake of their service. In this service among the 46 responders more than half portion is satisfied with the employee’s responsiveness.24 percent was very satisfied. 12 percent was neutral. A very few like 7 responders are not satisfied.

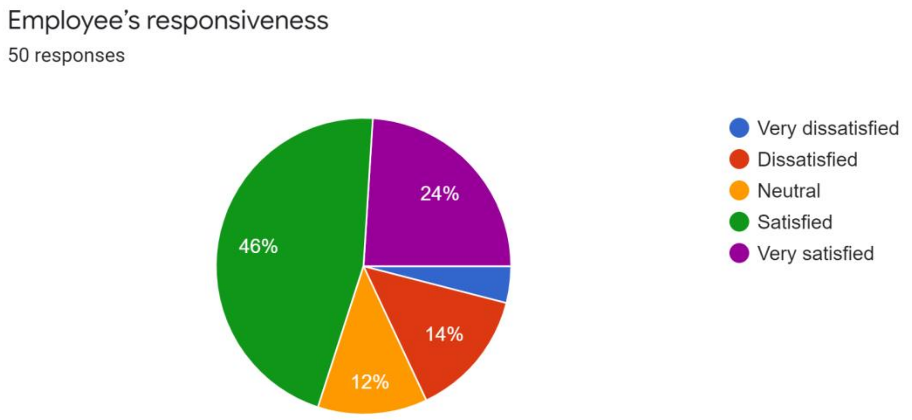

Figure 10: Employee’s responsiveness

- **Employee's behavior?**

As customer-oriented service the behavior of the employee is also a good parameter to determine the overall client’s satisfaction of Trust Bank Limited. In this case, it has been shown that 13 responders are very much satisfied where 23 are satisfied with employee behavior which is a great positive thing for the higher management of Trust Bank as they will find their employee has driven Trust Bank in the good direction.

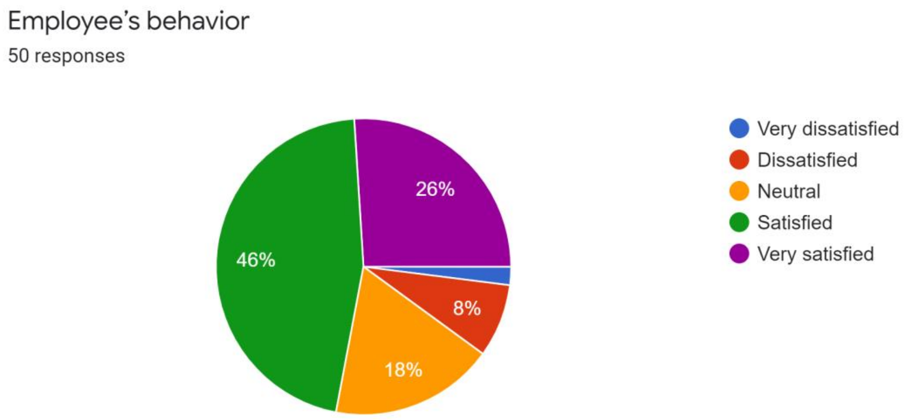

Figure 11: Employee’s behavior

- **Credibility of Trust Bank?**

Credibility means the quality of being trusted. As a financial institution, Trust Bank must have that goal to earn that quality from their customers. In a survey we found that Trust Bank is going on the right path in terms of this parameter. Customers are welcoming this company in a good manner as we see from the survey almost 26 percent is very satisfied and 46 percent is satisfied. whereas a little portion is dissatisfied and neutral.

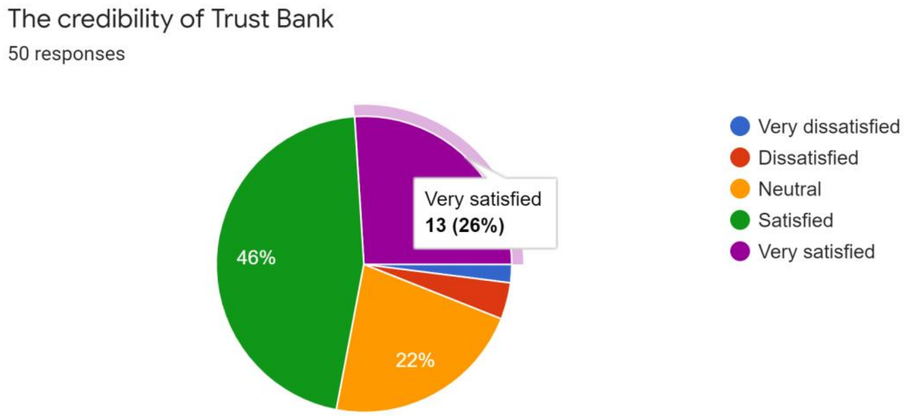

Figure 12: Credibility of Trust Bank

- **Access to ATM booths?**

For the customer, access to ATM booths everywhere is a very important parameter as everyone doesn't want to face any hassle in terms of transaction. So all the banks are allocating ATM booths here and there to gain the satisfaction of customer. From the survey, 36 percent clients are neutral about the statement.26 percent disagree with the statement. Only a few respondents agree with the statement. So here, Trust Bank increase ATM Booths to gain client's satisfaction.

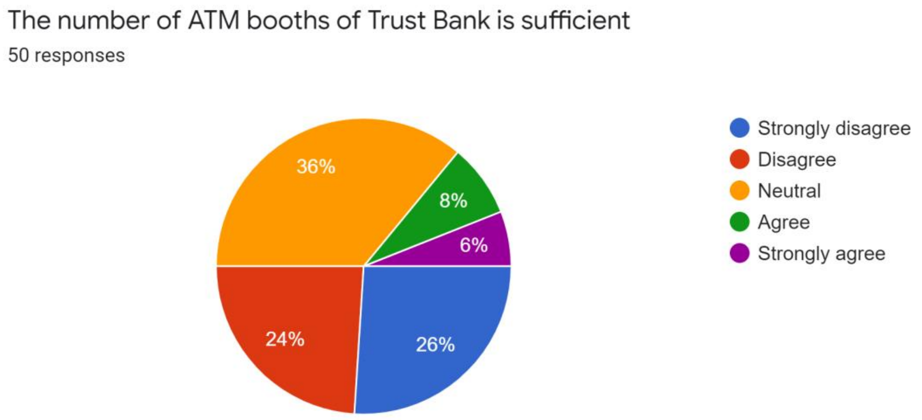

Figure 13: Access to ATM Booth

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

Often customers face problems regarding banking services. So there is a question whether the customers are satisfied with the employee’s cooperativeness to solve any problem regarding banking service or not. From the survey, it has been seen almost 18 percent respondents fully satisfied and 48 percent is satisfied with employee’s cooperativeness which is a great advantage of Trust Bank.

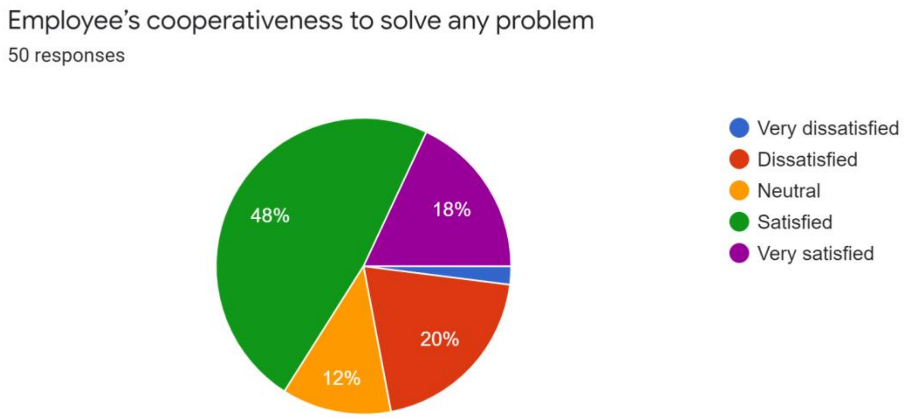

Figure 14: Employee’s cooperativeness

- **Waiting time of receiving service?**

To receive the service customers often face delay in some institutions but from the survey, it is clearly shown that in Trust Bank customers don’t face this kind of hindrance but interestingly 9 responders said that they face delay which is an area of improvement of Trust Bank.

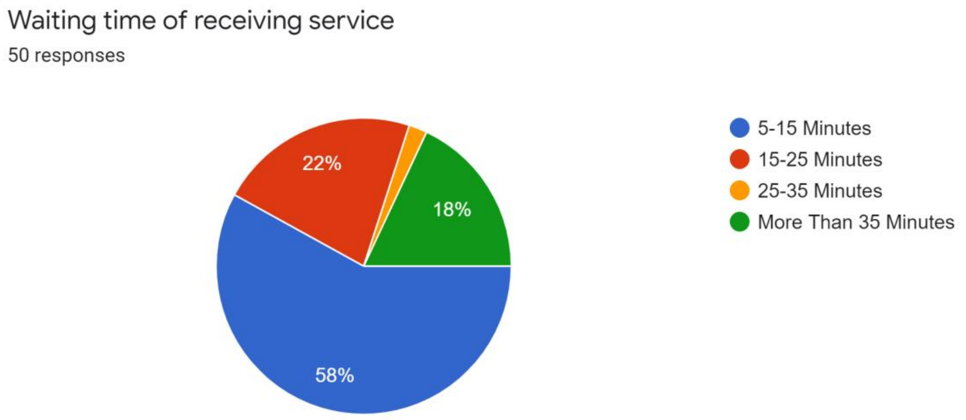

Figure 15: Waiting time of receiving service

- **Satisfaction on Customer service?**

Overall from the survey, we got that people are very much satisfied with the service of the customer service department of Trust Bank. As the aim of the custom service department is to gain the satisfaction of customers almost 28 percent gave 5 out of 5 and 36 percent gave 4 out of 5 among 50 responders. On the other hand, 16 percent gave 3 out of 5 and very few people gave 2 and 1 out of 5.

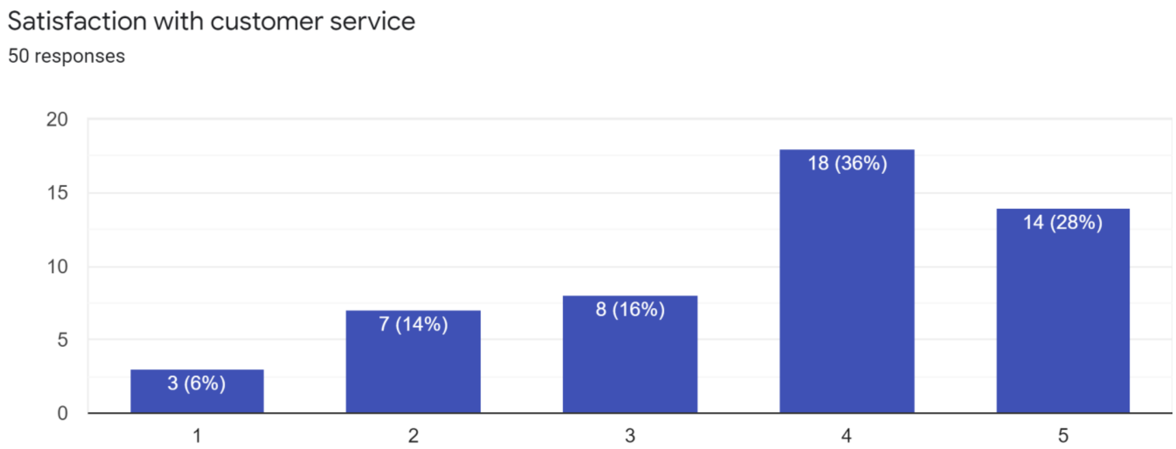

Figure 16: Satisfaction on customer service

- **Trust Bank's concern about customers' future needs?**

The customer always wants great service and they always want the banking institution will keep pace with all kinds of advancement whenever needed. And from the survey responders said that Trust Bank is hearing their future need because almost 16 percent responders are strongly agreeing and 36 percent agree with statement where 40 are neutral which is alarming. Trust bank have to focus on this issue, they should take steps to gain trust of client.

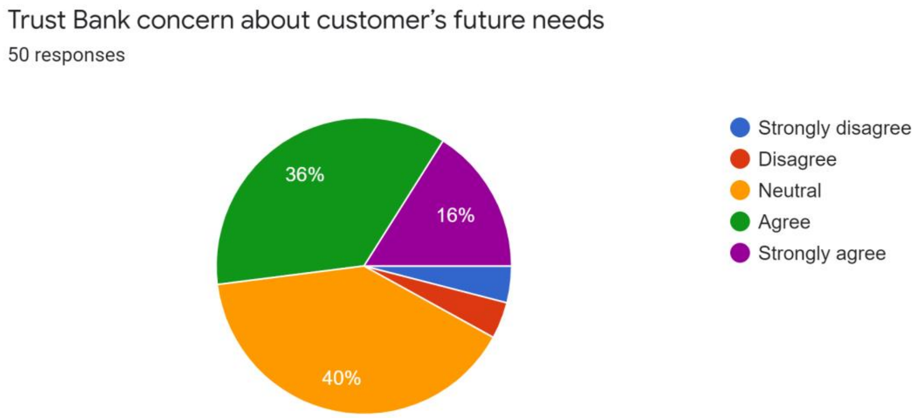

Table 17: Trust Bank's concern on customers' future needs

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

In satisfaction with customer service portion we found about 28 percent of customers seemed very satisfied and they gave 5 out of 5 and 36 percent seemed satisfied with the service of the organization where they gave 4 out of 5 which showed in their responses because they do not prefer to switch their bank account from Trust Bank. Total 80 percent don't want to switch their account to other financial organization which is such a great achievement for Trust Bank. The rest of the 34.8 percent responded positively and the other 26.1 percent are not sure about it.

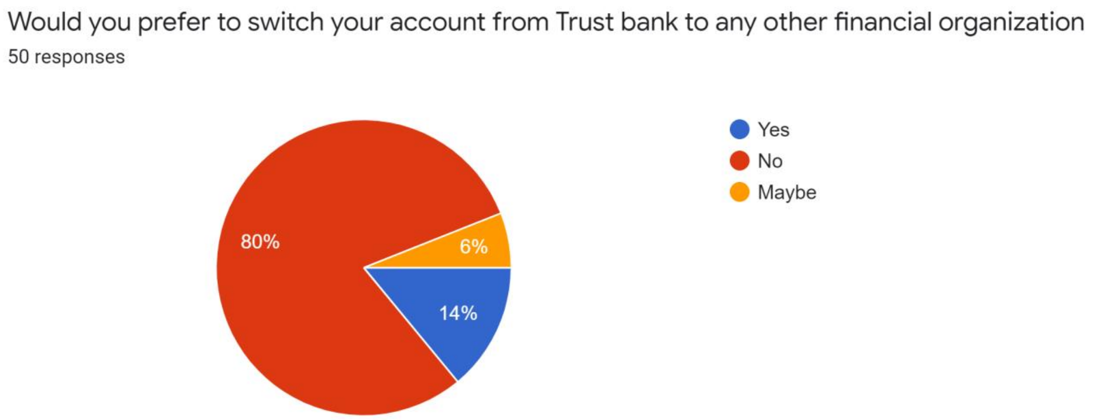

Figure 18: Switching account from Trust Bank

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

The intention behind asking this was to know about the overall satisfaction level of customers regarding Trust 's general banking activities. 56 percent of the customers seem satisfied and 16 percent are very satisfied. While 12 percent are neutral in their opinion. On the whole, it can be said that customers are very much satisfied with the service provided by Trust Bank which is a good indication for the management team.

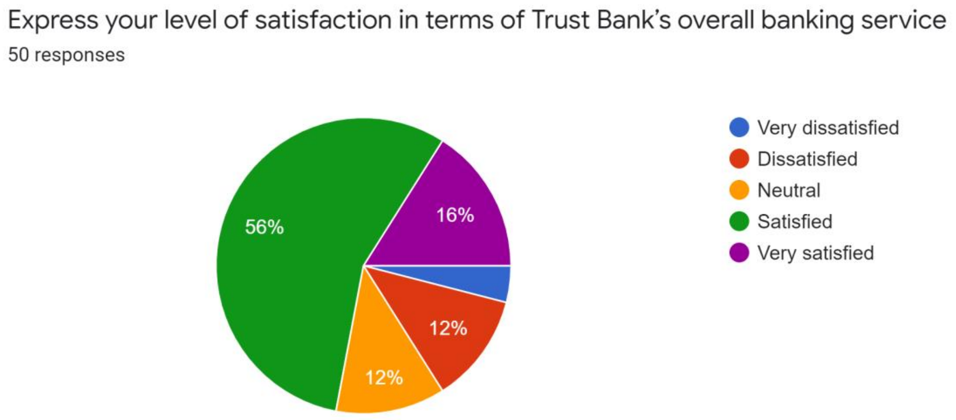

Figure 19: Level of satisfaction

3.4 Recommendations

Trust Bank is progressing successfully for more than a decade. Bangladesh has a huge number of commercial banks running successfully all over the country. In this competitive industry, Trust Bank has made a secure place in customers' minds by providing services according to customer's needs and demands. However, despite being one of the leading banks of the country, there are few scopes of improvements for Trust Bank to achieve greater success and hold their position at the top level in upcoming days.

Trust Bank should focus more on their recruitment process. For instance, more fresh talents should be given equal opportunities to work with TBL. More internship programs should be introduced and interns should get extra exposure so that they can get the opportunity to learn and contribute more to the organization. New positions can be made available for young talents because fresh graduates have more knowledge of the customers' needs since they belong to the new generation of people. They can bring up new ideas and contribute to making TBL reach the top level.

Online banking is one of the most favorite banking systems for customers nowadays. To cope up with the digital technologically advanced world, to compete with other commercial banks, TBL has to launch an application based mobile banking software. By launching this type of advanced virtual banking system TBL also will enter digital banking which will help to take one step forward to make our country digital more.

The financial products of the bank should focus more on middle-income people and students. According to the survey conducted, a huge number of students also had an account in Trust Bank but they do not find many attractive offers especially targeted for the students. So, they should try to improvise their service plan and target customers.

One of the most essential recommendations that Trust Bank should focus on is, they should work more on their marketing strategies. They should target more on branding and promoting their digital products to attract new customers. For instance, a medium portion of the customers is not sure if they have heard about their digital online banking for customers. They should promote it more to engage more customers on online banking. Also. They should launch more campaigns in universities, private organizations, and similar kinds of organizations to encourage people to start working with Trust Bank Limited.

3.5 Conclusion

Bangladesh is one of the developing countries in the world. To develop a country economic growth is a major option needed for a country. The banking sector is playing a vital role to increase our economy. Currently, with the help of modern technology private banks brought a lot of changes in their banking system. By bringing up modern technology private banks become smarter than other autonomous banks and government banks. Right now, Trust Bank is one of the leading private banks in our country for a long time. Trust Bank has been a pioneer in the commercial banking sector of Bangladesh. Since its commencement, it has been successful in reaching the highest peak in the banking industry. This report has been created mainly focusing on the general banking services activities of Trust Bank and how it is creating customer satisfaction by the services provided. So far it has transformed itself from an old banking system to a new digitalized banking organization. It is very essential to keep creating new lucrative products and update old products and services to get a hold of the current customers and to attract new customers. The effective management team of Trust Bank has always focused on holing its place in the market by improving the service quality. Trust Bank is determined to focus on improving the current gaps in their services and reach the top in the financial industry of Bangladesh.

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Appendix

Customer's Satisfaction Towards 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