



United International University

Internship Report on

An Analysis Of Customer Satisfaction In

Mutual Trust Bank Limited

Prepared For

Dr. Khandoker Mahmudur Rahman

Assistant Professor & Director, BBA Program

School of Business & Economics

Prepared By

Fahima Ashfi

ID 111 151 462

Date of Submission: 16th September, 2019



মিউচুয়াল ট্রাস্ট ব্যাংক লিমিটেড
Mutual Trust Bank Ltd.

you can bank on us

Letter of Transmittal

16th September ,2019

Dr. Khandoker Mahmudur Rahman

Associate Professor

School Of Business and Economics

United International University

Subject: **Submission of the Internship Report**

Dear sir:

I would like to submit my Internship report titled ‘An Analysis of customer Satisfaction in Mutual Trust Bank Limited’ which has been prepared as a requirement for the completion of the BBA program.

Mutual trust Bank Limited is providing excellent services to the customers. In basis, I surveyed some customer according to customer.

During making on the report. I have followed every guidelines that you have advised. it was a great experiences to work in this new venture and I have3 enjoyed my internship period at Mutual Trust Bank Limited.

Sincerely

Fahima Ashfi

111 151 462

Acknowledgement

I would like to thank to my internship supervisor, Dr. Khandoker Mahmudur Rahman who has helped me each and every step of my Internship. I am very much thankful to Mohammad Ali sir to give me this opportunity to complete my internship at MUTUAL TRUST BANK LIMITED. I Want to thank to the deputy manager. With their motivation and support I could done my internship period and I practically work with them and try to share their opinion, feelings and realization. I make the report from my own point of view.

Table Of Content

No	Descriptions	Page no
	Executive Summary	6
1	Background of the report <ul style="list-style-type: none"> • Introduction • Topic of the report • Origin of the report • Objective of the report • Methodology • Limitation of the report • Scope of the report 	7-9
2	Organization part <ul style="list-style-type: none"> • Introduction of MTBL • Registered name • Registered office • Historical background • Mission • Vision • Core values • Products and services • Objective • function 	9-19
3	Organization Hierarchy	20
4	Analysis of customer satisfaction	21-25
5	Recommendation	26
6	Conclusion	27
7	Reference	28

Executive Summary

Mutual trust Bank Limited is renowned bank in this country. It provides all types of business transaction that fulfill the customer.

As part of fulfilling the customer needs they offer different types of account. And also offer loans and fixed deposits. They also provide locker system. I worked there as a intern, survey 50 customer that what is their satisfaction level and opinion from this bank services. As a result I found excellent outcomes.

In general banking and clearing sector, they input all the details of transaction time to time. They issue pay order and give cheques related this bank and also other bank.

All the inputs and cast transaction is run by system and online.

Foreign exchange departments play a vital role in this bank. They maintain the relationship between exporters and importers.

1. Background Of The Report

1.1 Introduction:

In generally, we know that any type of bank is a such finance organization always deal with the money. Various category of banks as Central banks , Commercial banks , Savings , Investment Banks, Co- operative , Mercantile Bank and so on.

When we recall the named bank it reminds that ‘ Commercial Banks’ which explained with deposit from the customer and playing the deposit money with the particular interest demand of the customer.

Nowadays banking organization is expanding and developing its hand different financial organization everyday. In the mean period banking procedure is become longer. In that case, survive in the difficult world of the banking division among company is looking towards best opportunities to allocate services to customer. So this is more important for each and every individual to had some ideas about banking procedures.

1.2 Topic of the report:

The topic of the report is “ Customer Satisfaction on MTBL”. Throughout this report a well defined discussion reveals in here.

1.3 Origin Of the Report:

In recent days, education is not enough to enable student complete without having experiences of the outside world. From this report I got the opportunity to work in a bank in marketing sector (customer service).

1.4 Objective Of The Report:

The prime objective of the report is to accomplish the course structure . The other broad and specific structures are given below:

Broad objectives:

- ❖ To acquire overall idea about banking activities in Mutual Trust Bank Limited
- ❖ To know the customer services process of the Mutual Trust Bank Limited

Specific objectives:

- ❖ To know about the transaction process of the MTBL
- ❖ To gather knowledge about the credit products
- ❖ To know the documents which are needed to open an account
- ❖ To get the idea how to process a cheque in a clearing house
- ❖ To Analyze customer opinion regarding satisfaction through questioning customer
- ❖ To determine the limitations of the operation of Mutual Trust Bank Limited.

To present my observation and suggestion to the Mutual Trust Bank Limited.

1.5 Methodology:

For completing the report, various types of data is needed. The report contains the overall customer service of each and every product and services of MTBL. To complete the report smoothly there is some rules and methods. So, for this purpose, various types of primary and secondary data are collected.

Primary data:

- ❖ Working in front desk
- ❖ Face to face oral interview
- ❖ Directly asking the bank employees
- ❖ Questionnaires survey of the customers

Secondary data:

- ❖ Annual report of Mutual Trust Bank
- ❖ Website of MTBL
- ❖ Website of Bangladesh bank

Other papers and periodical publications of MTBL

1.6 Scope of the Report:

This study focuses on the level of customer satisfaction of the MTBL. In the modern competitive economic condition, no organization can go long without the customer's satisfaction. If the customers of an organization are not satisfied with the services or products, very soon the organization have to shut down its service or product

1.7 Limitation of the report:

- ❖ **New comer:** It was completely a new experience for me. I did not familiar with the internal banking activities before. So, it was difficult for me to cope with the banking sector.
- ❖ **Legal restriction:** There was legal restriction for some data. Bank has obligation to publish their data in publicly for the security purpose.
- ❖ **Lack of time:** For doing this internship I have very short time. In this short period, it was difficult to fulfill all activities to prepare a report.
- ❖ **Lack of supervision from the bank:** As I am a new comer, I have to learn from the descriptive and practical way from the bank officers. But they were not free from their daily banking activities to brief me broadly.

2. ORGANIZATION PART

2.1 Introduction of MTBL:

MTBL is a private limited company in Bangladesh with showing their best performance. Their ultimate vision is giving exclusive, prompt and best services to the customers. This bank also provide a special banking services to customer. The bank has achieved success within a very short period with due to help honest , dedicatable team management have a long proficient experience, commendable knowledgeable method and expertise with banking. Using all type of resources , bank management family believe that the bank will be solve all the problems that probably might be both macro and micro level of economy.

2.2 Registered named Company:

Mutual Trust Bank (MTBL)

2.3 Registration Number:

C38707(665)/99 on September 29 , 1999

2.4 Registration Office :

MTB Centre, 26, Gulshan Avenue

Plot 5, Block SE (D), Gulshan 1, Dhaka 1212

2.5 Historical Background Of MTBL :

MTBL is amalgamated in Sept 29 , 1999 undered the Company Act 1994 as a private limited carrying all the kinds of banking procedures with Capital of TK 3800000000 divided into 38000000.

The company issue certificate of launching of business on the same date ,also acknowledge license on Oct 5, 1999 by Bangladesh Banks. The company begins its banking procedure and formulate the following type of banking business:

- To Investment in merchant banking activities
- To Investment in financial activities
- To Investment in company activities
- Financial intermediary services

The company has followed all instruction through head office in Dhaka and 94 branches in country. The bank formulate the international business going from a Global Network

2.6 Mission Of MTBL :

“We aspire to be the most admired financial institution in the country, recognized as a dynamic, innovative and client focused company that offers an array of products and services in the search for excellence and to create an impressive economic value.”

2.7 Vision of MTBL :

Mutual Trust Bank vision is based on a philosophy known as MTB3V.

They are

- One of the best performing bank in Bangladesh
- The bank of choices
- A world class of bank.

2.8 MTB Core Values:

2.8.1 Commitment

- **Shareholders:** To create stable economic value by utilizing an efficient business methodology.
- **Community:** Committed to give the society through employment creation, support community project and events.
- **Customers:** Offer customer with diversified product that will fill the banking needs of customer.
- **Employee:** they can rely on customer and honour their relationship as a part of renowned financial institution

2.8.2 Accountability

They solely judgemental by the successful result of their commitments; they believe and cherish this shape of persuasion. They are fully responsible for provide the best level of service with some requirements to maintain the standard of culture.

2.8.3 Agility

They see all the things from different side by side situation. They are ready to change the negative boundaries .

2.8.4 Trust

They always value MTBL which means unmistakable and frank communication among the parties.

2.9 Objective of MTBL :

The principle objective of MTBL are following-

- To create a memorable relationship with customer.
- To remove the concept of debtor- creditor relationship.
- To create welfare accustomed relation.
- To motivate savings towards banking system
- To empower on profit
- To create employment opportunities
- To establishment of justification in the economic way in the country

2.10 Function:

The main functions of MTBL are following:

- ❖ To collaborate control all the types of account with online transaction.
- ❖ To direct foreign exchange department.
- ❖ To prolong other side of banking procedure.

2.11 Products and services:

The main aim is to satisfy all the customers, however the client are as big or small.

- **Retail banking**

Retail Banking is the function of that a bank enforce the transactions are directly with the banks . MTBL has intended various of retail banking products to fulfill the client needs as well

- Deposit product: MTB offer different types of deposit product to meet the client need. The types of deposits are following:

- MTB Current Saving account
- MTB Regular Savings account
- Brick By Brick
- MTB Fixed Deposit Rate
- MTB Monthly benefit Plan
- MTB Senior
- MTB Junior
- MTB Graduate
- MTB Double Saver Account
- MTB Ruby
- MTB Millionaire
- MTB Care
- MTB Kotipoti

❖ **Current Savings Account:**

A current savings account is very easy to daily use transaction for business. Using this account anyone use his or her account anytime and anywhere.

Benefits:

- Vast channel branches
- Cheque book facility
- Online banking service
- Collect foreign service
- Easy to apply for safe deposit

❖ **Fixed deposit:**

If individual believes that he or she invest their fund and wish to increase with interest with along to savings for that they can invested money in fixed deposit account.

Benefits:

- Automatic renewal

- Overdraft facility

Brick By Brick Saving Scheme:

Brick by Brick is a unique monthly savings plan.

Features and Benefits

- No initial deposits required.
- The period of this account are (3,5,8,10) year

❖ Monthly Benefit Plan:

This proffer to maintain monthly income out of deposit. There has no limit and this is for 1 year and this is unchangeable.. That's the reason customer is eager open current, savings account and monthly interest will in their account.

Feature and Benefit:

- individual can open this account jointly or singly
- This process is for 3 and years on its maturity the account.
- The lowest deposit is 10000000 and multiples of BDT 10000000 of any amount
- The client can issue for loan upto 90% of the deposit amount.

MTB senior:

MTB Senior has designed for a senior customer are willingly deposit money and also they save their money for their family or himself. That's why it is designed through for their senior citizen and also they get some benefits rather than other deposit account.

Ability:

- Have to be citizen of Bangladesh
- Age have to be 60 or above.

Feature:

- Debit card is free for lifetime
- Internet banking is free
- Special discount on locker service.
- Cheque book is free
- Unlimited transaction

❖ MTB Inspire account:

MTB inspire account is give a range of prompt services, which let to them to enjoy different benefit sand get the return on deposit monthly

ability:

- Have to be citizen of Bangladesh
- Minimum age is 18

Feature:

- Debit card is free
- Internet banking is free
- Interest will be calculated daily basis.

❖ MTB double savings account:

This double savings account is much similar to fixed deposit account and the initial deposit will be double in 6 years that's why this account name is double savings account

Eligibility:

- Have to be citizen of Bangladesh
- Minimum age is 18

Feature and Benefit:

- The amount of deposit will be double in 6 years
- Customer can close the account before maturity.
- Customer can credit facility up to 90%
- Customer can run more than one account by the same depositor.

❖ MTB junior:

MTB Junior account is a savings account which can run by school or college going student and also can below 18

Feature and Benefit:

- interest rate is quite impressive
- Debit card is free.
- Internet banking range is free.
- Account fee is none.
- Account openings balance is start to 100 BDT

❖ Millionaire Plan

Millionaire plan is the type of account that designed for customers to make millionaire in a short term period.

Feature and Benefit:

- Can operate individual
- Different type of installment advantage is available
- Client can invest his or her savings .

❖ **MTB Kotipoti:**

Kotipoti is a fantasy for people in our country. So MTBL is here to come with this account for people dream to come true. The product name is “MTB Kotipoti” to turn customers into a kotipoti after some of time depending on monthly basis of deposit of clients.

Feature and benefit:

- Exclusive return rate on deposit fund
- Bangladeshi citizens can maintain account properly
- The clients can get 90% deposit interest.
- More than one account can be maintain by same account holder.

❖ **MTB Ruby:**

MTB Ruby empower independents women to enjoys their freedom. MTB Ruby is a private savings account for women, is package for women customer.

Feature and Benefit:

- Free internet Banking
- No debit fees for 1st year
- Interest fund will be addes on daily basis
- Higher interest rate

MTB Auto Loan:

MTB Auto loan are built for utmost speed and competence.MTB Auto loan is available for financing both new and reconditioned cars.

Feature:

- Amount of loan BDT (300000- 2000000)
- No hidden charge

- Competitive interest rate
- Easy to identification and easy to operate
- Easy to agreement

Eligibility:

- Minimum age have to be 21 and maximum 60 years .
- To get experienced salary must be minimum 2 years
- Business experience must be 2 years

MTB SME Product:

MTBL provide variation of Small Medium Enterprise (SME) products. product are boost the customer or any entrepreneur to go step with their own SME business in our country. SME offers these products are following:

- Green energy loan
- Moushumi
- Krishi
- Small business loan
- Digoon
- Bhagybati

Card Product:

- Credit Card
- Debit Card

Credit Cards:

- ❖ Organization Name: MTBL
- ❖ Cards Type: Double Currency, Credit cards.
- ❖ Descriptions:
 - 50% cash aptitude
 - Convenient at all ATM contain visa logos
 - purchase now paid later

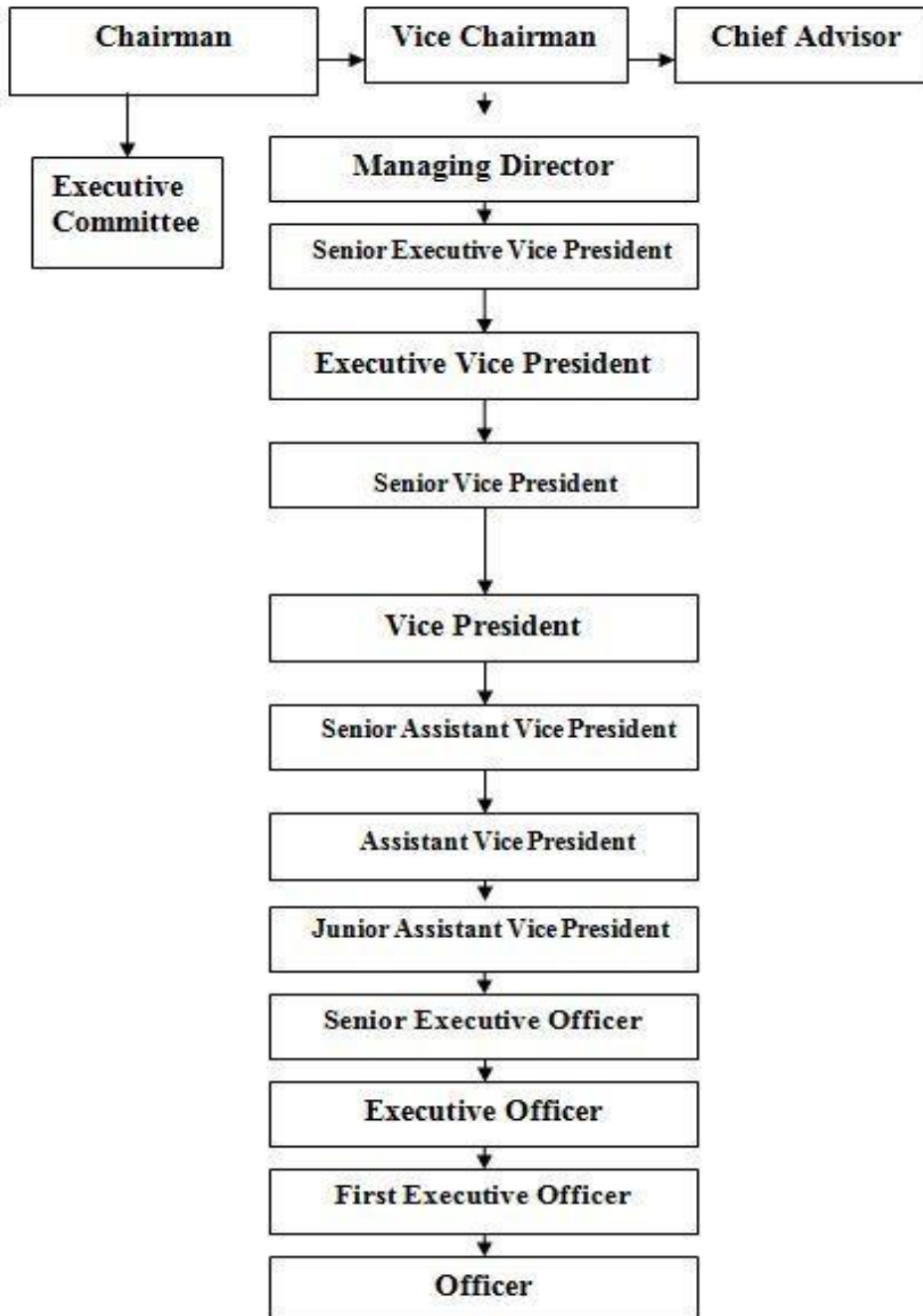
Benefit with Feature:

- Access the board acceptance
- Resolving credit facility
- Free supplementary card
- Interest free credit facility

Debit Cards Services:

- Bank Name: Mutual trust bank
- Cards type: Debit Cards
- Descriptions:
- ✓ Banking cum, shopping card
- ✓ More safety, more convenience
- ✓ Itemized billing.

3 Organizational Hierarchy Of MTBL:



4. Analysis of Customer Satisfaction

Customers are the vital part of any organization. No business can run without the customers. In the banking sector customer are also very important. So the satisfaction of this vital part is equally important for the organizational growth. Satisfaction means that one feels when one has fulfilled a desire, need or expectations.

For getting result through customer satisfaction I survey 50 customer. Then analysis the responses by SPSS software.

Gender:

There are total 50 customer who fill up the survey questionnaire. In that case, around 28 recipients are male and 22 are female. We can see that the male customer are greater than female customer. Because in this country perspective, gender discrimination still on the top. And most of the family assume that male person have to be only earning person.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	28	53.8	56.0	56.0
	female	22	42.3	44.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

Occupation:

Among the 50 customer, 19 customer were service holder, business properitor were 14. Housewives were in total 9 and the rest of them are student.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service Holder	19	36.5	38.0	38.0
	Own Business	14	26.9	28.0	66.0
	Housewife	9	17.3	18.0	84.0
	Student	8	15.4	16.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

Therefore, we can say that, most of the customer are service holder.

Age:

Most of the customer's age approximately 26 to 35. And lowest are the senior citizens is just 1 person found in whole survey analysis. The middle man are 15-25 age and 3-45 aged people.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	9	17.3	18.0	18.0
	26-35	23	44.2	46.0	64.0
	36-45	17	32.7	34.0	98.0
	46-55	1	1.9	2.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

Education:

Among the customer, graduates are the most , 27 in number. The less are in number 3, they are at least SSC pass and below. And the HSC pass level customer. Master degree customer are very less here.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC or less	3	5.8	6.0	6.0
	HSC	13	25.0	26.0	32.0
	Graduate	27	51.9	54.0	86.0
	master	7	13.5	14.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

Income:

Highest customer's income range is between 51000 to 75000 BDT. And lowest income range customer are only 12 customer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-25000	12	23.1	24.0	24.0
	26000-50000	7	13.5	14.0	38.0
	51000-75000	15	28.8	30.0	68.0
	76000-100000	5	9.6	10.0	78.0
	125000-150000	11	21.2	22.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.329 ^a	.108	.049	1.91872	1.659

a. Predictors: (Constant), convenience, promptness, service quality

b. Dependent Variable: satisfaction

The model summary shows the report that strength or weakness between the dependent variable and predictors as well. It is a linear relationship. The large value shows a strong relationship between them. The value of R square is .108 which is in rang between 0 to 1. Moreover , we say that is a strong relation in customer satisfaction.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.138	3	6.713	1.823	.156 ^b
	Residual	165.667	45	3.681		
	Total	185.805	48			

a. Dependent Variable: satisfaction

b. Predictors: (Constant), convenience, promptness, service quality

Anova is a statistical method which define variation among the variables. Anova is define two particulars. One is one way anova and second one is two way anova.

Anova show the F- statistical value which is indicate one way anova model. And two way anova indicate T value.

The p value is greater than .05 which is avoidable. The anova range is .05

So that we can say, model is not significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.240	4.274		.056	.956
	service_quality	-.554	.609	-.135	-.910	.368
	promptness	1.262	.553	.336	2.281	.027
	convenience	.319	.721	.062	.442	.661

a. Dependent Variable: satisfaction

Service quality and convenience value is greater than 0.05. these are significant.

Only significant variable is Promptness as, the p-value is less than 0.05.

5. Recommendation:

Customer satisfaction is a vital aspects in service organization. In every service organization some lackings are still there. There is no organizations which they satisfy all the customers at a time. MTBL has also some lacking there. Among the satisfaction , service quality and convenience , promptness services- promptness is the best service that customer consumed. MTBL have to be more conscious for their other phrases of service. They have to hire more training person who train the employees and also have to include AML (Anti Money Laundering).

Conclusion:

Success in the organization depends on the effectiveness of services. In bank organization, taking deposits is better than giving loans. It reduces risk, turnover, and employee turnover as well.

For my investigation, I can say the products and services meet the customer. And the bank has decided they will launch more products and services for better performance.

They will also discuss about the recent employee turnover rate. If the employee is satisfied, the customer will be satisfied automatically.

References

- http://bankinfobd.com/banks/28/Mutual_Trust_Bank
- <https://www.assignmentpoint.com/business/finance/annual-report-2016-mutual-trust-bank-limited.html>
- https://scholar.google.com/scholar?q=linear+regression+scholarly+articles&hl=en&as_sdt=0&as_vis=1&oi=scholart
- <http://spss.allenandunwin.com.s3-website-ap-southeast-2.amazonaws.com/>