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CUSTOMERS' SATISFACTION ON SERVICE QUALITY OF STANDARD CHARTERED BANK

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CUSTOMERS' SATISFACTION ON SERVICE QUALITY OF STANDARD CHARTERED BANK

By

Mahamudur Rahman

ID: 0830121

An Internship Report Presented in Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Business Administration (BBA)

INDEPENDENT UNIVERSITY, BANGLADESH

April, 2012

CUSTOMERS' SATISFACTION ON SERVICE QUALITY OF STANDARD CHARTERED BANK

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ID: 0830121

Has Been Approved

April, 2012

_____

Farzana Chowdhury
Lecturer
School of Business

INDEPENDENT UNIVERSITY, BANGLADESH

Letter of Transmittal

April 29, 2012

Farzana Chowdhury
Lecturer
School of Business
Independent University, Bangladesh (IUB)

Subject: Submission of internship report

Dear Madam,

It is a great pleasure for me to submit the report on "Customers' Satisfaction in Service Quality of Standard Chartered Bank". I am submitting this report as part of my internship (BBA 499A) in Standard Chartered Bank. As my faculty supervisor, I have tried to prepare the report following your instructions.

The purpose of the report is based on the experience and other activities of Standard Chartered Bank.

I will be glad if you kindly accept this report.

Thanking you.

Sincerely,

_____

Mahamudur Rahman
ID: 0830121

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PART I

Chapter 1.0 Company Profile

1.1 Standard Chartered Bank - An Overview

Standard Chartered Bank is a leading foreign bank in Bangladesh, which brings the revolution in banking service industry through adaptation of modern technology and process with a view to enhancing customer satisfaction. Having been established in the British colonial period, the bank has positioned itself as a unique business serving the local community with due professional and ethical fervor. It has been operating in Bangladesh for more than 100 years. Now it has 25 branches in different significant places of the country and intends to expand its presence all over the country.

The bank excels in providing the most efficient, consistent and timely services through 600 offices in more than 51 countries of Asia, Africa, Middle East and European region incorporated in the UK with its Headquarter as 1 Aldermanbury Square, London. At present, it has managing assets worth of 49 billion and maintaining corresponding relationship with over 600 banks in 157 countries. SCB specializes in personal, corporate, institutional and personal finance and custodial service with having a staff of about 33,000 people.

1.2 Historical Background of Standard Chartered Bank

Standard Chartered Bank has a history of more than 150 years. The name of the bank came from the two original banks - the "Standard Bank" of British South Africa and the "Chartered Bank" of India, Australia and China.

Of the two banks, the "Chartered Bank" was established in 1853 by a Royal Charter granted by Queen Victoria of England. The key person behind the Chartered Bank was a Scot, James

Wilson who has started "The Economist", which is still one of the world's pre-eminent publications. He visualized the advantages of financing the growing trade links with the areas in the East, where none of the other financial institutions were present at that time and therefore the Chartered Bank opened two branches in 1858 in Chennai and Mumbai.

On the other hand, the "Standard Bank" was founded by another Scot, John Paterson in

1862. He immigrated to the Cape Province in South Africa and became a successful merchant there. Coming from the similar background, he also visualized the great opportunities through linking between Europe and South Africa.

1.3 Worldwide Operational Activities of SCB

Standard Chartered Bank has its wide range of network all over the world.

Table 1: Worldwide Operational Activities of SCB

Asia	Bangladesh, India, China, Taiwan, Pakistan, Nepal, Sri Lanka, Japan, Hong Kong, Singapore, Korea, Malaysia, Vietnam, Indonesia, Thailand.
Europe	France, Germany, Cyprus, United Kingdom, Poland.
Africa	Nigeria, Zambia, Tanzania, Ghana, Zimbabwe, Morocco, Tunisia, Mauritius, Seychelles, Ethiopia, Ivory Coast, Kenya, Uganda, Botswana, Malawi, Mozambique, Gambia.
Middle East	Dubai, Oman, Jordan, UAE, Qatar, Kuwait, Saudi Arabia, Egypt, Bahrain
Australia	Australian Capital, New South Wales, South Australia, Melbourne, Queens Land Western Australia
Latin America	Brazil, Chile, Colombia, Mexico, Argentina.

Source: Human Resource Department of Standard Chartered Bank

1.4 Business Activities of the Global Standard Chartered Bank

Standard Chartered Bank operates in every Asia Pacific market with the exception of North Korea and some 60 percent of the Group's profits come from the Asia Pacific region.

Standard Chartered Bank provides a full range of products and services to its customers all around the world, some of which are mentioned below:

- Consumer Banking
- Personal Banking
- Global Corporate Banking and Institutional Banking
- Global Custodial Service
- International Trade Management
- Global Cash Management
- Global Institutional Banking
- Global Treasury
- Global Electronic Banking

1.5 Standard Chartered Bank in Bangladesh

The Chartered Bank started its operation in Chittagong in 1948, soon after the creation of Pakistan. The branch was opened mainly to facilitate the post war re-establishment and expansion in this part of South Asia. . After the merger of Chartered bank with Standard bank in 1969, the bank increasingly invested in people, technology and premises as its business grew in relation to the country's thriving economy.

The bank opened its first branch in Dhaka in 1966 and shifted it's headquarter from Chittagong to Dhaka after the birth of the Republic of Bangladesh in1972. Today the bank has 25 branches. Among them 16 in Dhaka, 5 in Chittagong , 1 in Narayanganj, Sylhet, Khulna and Bogra respectively. The Head Office is in 67 Gulshan Avenue, Gulshan, Dhaka-1212.

Bangladesh's operation is under the Middle East and South Asia (MESA) region, with the controlling office in Dubai. Its correspondent relationship exists with Sonali Bank, which give its access to the countrywide. In 1993, there was an organizational restructuring, which led to the substantial expansion of the bank's business. And after that the amount of deposit and loan has increased by more than 5 times within five years and as a whole it shows an overall increasing trend of Standard Chartered Bank's market share in terms of deposit and advances.

1.6 Mission of SCB in Bangladesh

Standard Chartered Bank in Bangladesh operates with the same mission as the Group SCB subscribes to worldwide. The bank in Bangladesh has the best and dedicated human resource in the private sector banking. With an experience of 150 years, the bank has a surprising efficiency in the operational areas. The bank has a mission to build and grow on its 150 years of experience and the positive image that it has earned over the years. The underlying factor of its business mission is manifested by its five values –

- Responsive
- International
- Trustworthy
- Responsive and
- Courageous

As a bank, Standard Chartered gratify to the higher level of the society, its operational strategies relies on trust and confidence building with the customers and offer them the highest sense of security and confidentiality. It has a dedicated attitude towards the community in which it operates and wants to grow and flourish along with its customer and community.

Chapter 2.0 Organizational Part

2.1 Organizational Profile

The following provides a brief operational distribution of Standard Chartered's operation in Bangladesh.

Profile: Standard Chartered Bank, Bangladesh

2.1.1 Operational Areas

15 Branches in Dhaka
1 Off-Shore banking unit at EPZ in Saver
5 branches in Chittagong
1 branch in Sylhet
1 branch in Bogra
1 branch in Khulna
1 branch in Narayangonj
Non-Branch ATMs in Dhaka
3 Phone link Phone banking Centers

2.1.2 Checklist of Services

Consumer Banking
Corporate Banking
Treasury
Institutional Banking

C&IB Custodial Service

2.1.3 Other Involvement of SCB Bangladesh

Innovative Technology

People Training & Development

Community Investment

Compliance

2.1.4 Review of Operations

- Corporate banking offers a wide range of trade related services and lending to local and foreign corporate entities.
- Comprehensive Consumer banking service offer through five branches in Dhaka, Chittagong and Sylhet, the three largest urban centers. ATM networks and Phone Banking Services are also available.
- The treasury operation in Bangladesh participates in foreign currency dealing and money market operations.
- Institutional banking offers correspondent banking services to a large number of local public and private sector banks in Bangladesh.
- Custodial Services render comprehensive services to overseas institutional clients. ISO 9002 certification held.

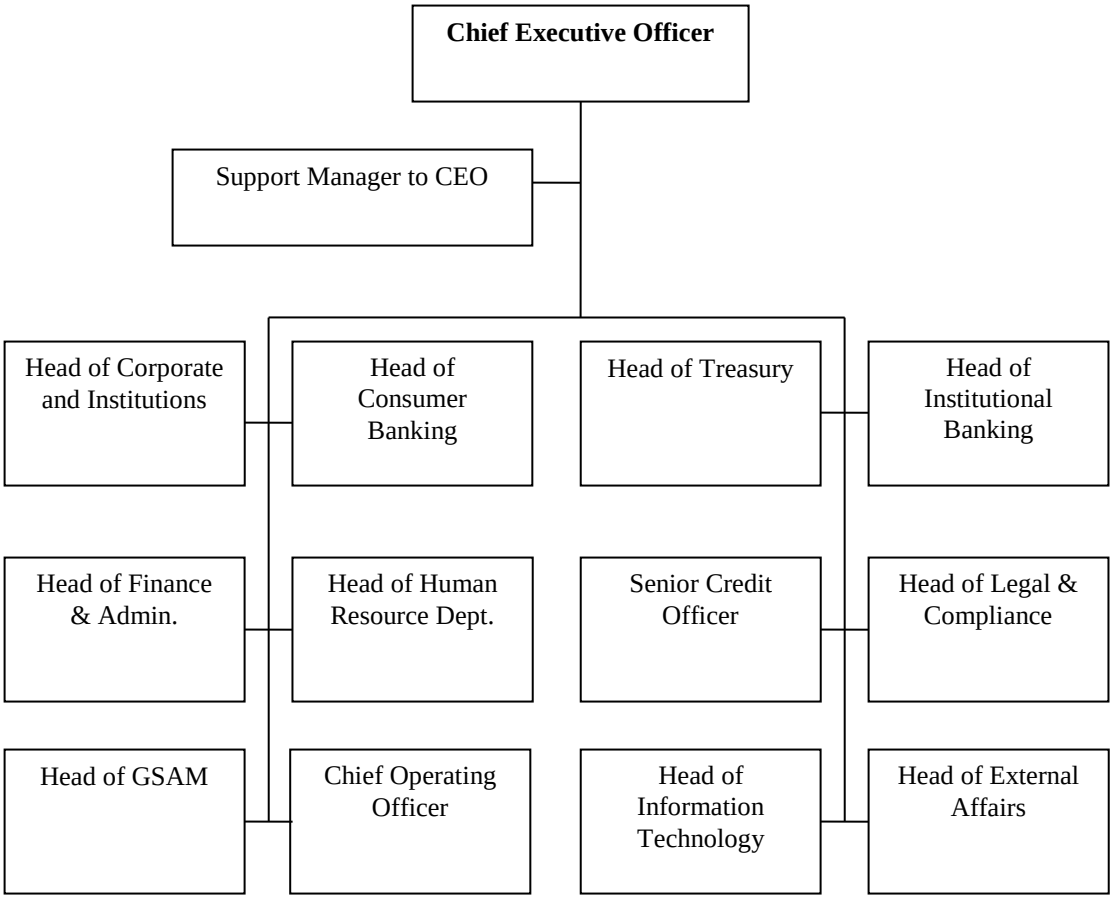
2.2 Organization Structure of Standard Chartered Bank in Bangladesh

Standard Chartered Bank in Bangladesh operates with a functional structure with sufficient flexibility to attain the benefit of the matrix system of organization structure. The functional structure that relies on grouping of people on the basis of common expertise and experience allows plenty opportunity to become more specialized and productive by doing the same work repeatedly.

This structure provides greater control over the quality and the effectiveness of allocating funds and tasks to the employees. This is also beneficial for the employees to enjoy greater autonomy and span of control. But to reduce the demerits of the functional structure, the bank wants to grab the benefit of the matrix organization structure. The bank achieved these processes by using computer technology and forming cross-functional teams to develop new products and improve the quality of the services or notice specific operational problem.

The Organogram of the Standard Chartered Group's operation is depicted in the following:

Figure 1: Organogram in Bangladesh

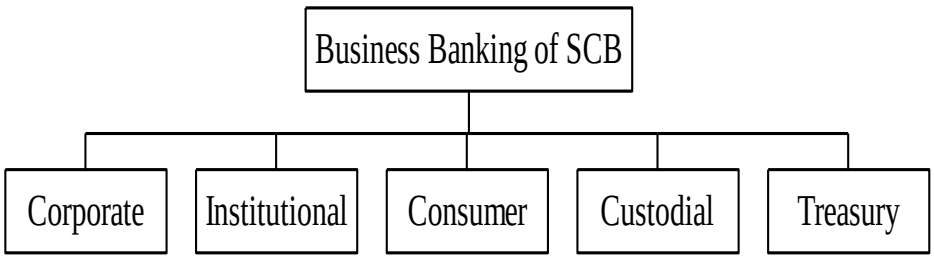


Source: Human Resource Department of Standard Chartered Bank

Standard Chartered Bank in Bangladesh can be broadly divided into two functional areas:

- Business Division, and
- Support Division

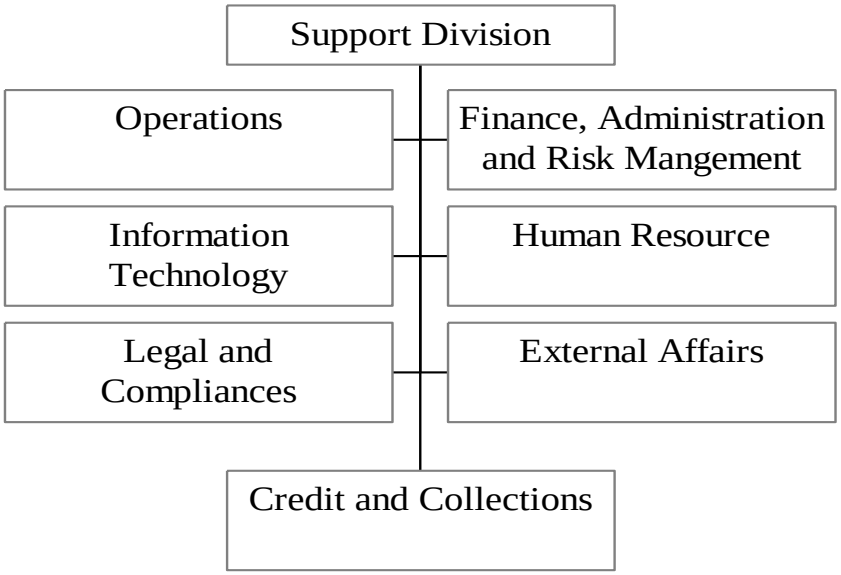
Figure 2: Business Banking of SCB



Source: Corporate Banking, SCB

SCB is primarily corporate driven. More than the corporate banking generates 40% of its revenue group while Treasury contributes more than 20% to the overall revenue. The rest is generated from Personal Banking, Custodial Services and Institutional Banking.

Figure 3: Support Division of SCB



Source: Corporate Banking, SCB

Chapter 3.0 Overview of Credit Card

3.1 What is Credit Card?

Credit card is a form of Bankcard. A bankcard is a card issued by a financial institution. Cardholders can use the cards to access their financial resources, such as a checking account or a line of credit.

Credit Card is an electronic based plastic card bearing an account number assigned to a cardholder with a credit limit that can be used to purchase goods and pay for services with a credit facility and without cash/currency note transactions from the appointed merchants of issuer of the card and to obtain cash disbursements on credit, for which the card holder is subsequently billed by an issuer for repayment of credit extended at once or on an installment basis. It is an unsecured credit, i.e. Credit without collateral or security. And it is the safer substitute to cash and is the major mode of payment worldwide.

By definition, Credit Card is a continuous credit facility given to the card subscribers. People prefer the Credit Card transaction instead of cash because of its following advantages:

- It increases purchasing power.
- It eases the transaction process (money less transaction).
- It allows for obtaining credit facility for a definite period (of maximum of 50 days and minimum of 15 days).
- It is convenient to carry a plastic card rather than bundles of cash.
- It lowers risks of losing money as often occurred through hijacking/snatching or forged currency notes.
- It is usually issued for a year with renewal facility available.

3.2 SCB's Product Range

Figure 4: SCB's Product Range



Visa & MasterCard

- The mainstays of the SCB cards portfolio
- Visa
    - Classic
    - Silver
    - Gold & Platinum (to come)
- MasterCard

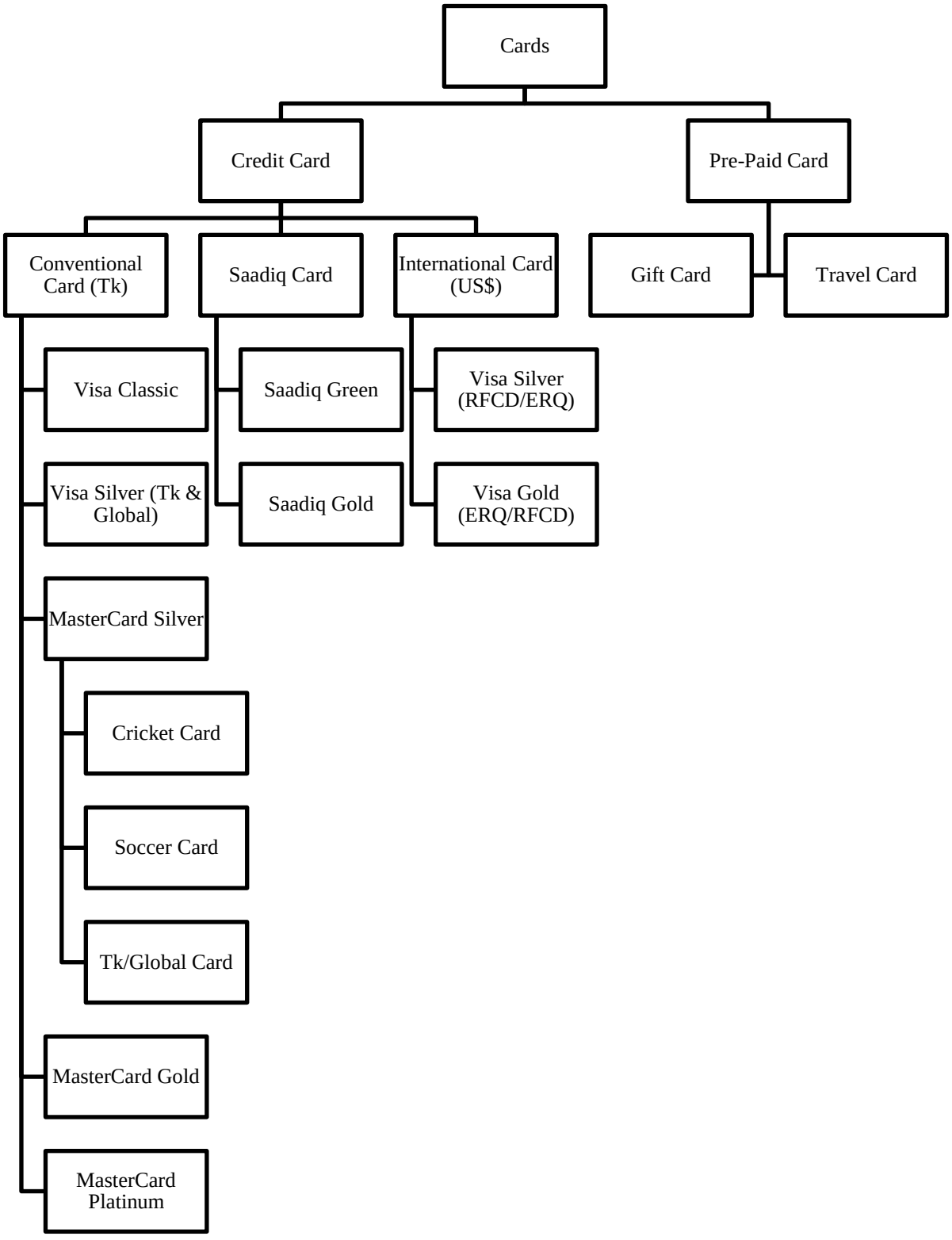
- Silver
- Gold
- Platinum

Visa & MasterCard Types

- Normal' Visa & MasterCard (Tk & Global) versions
    - Including Silver, Gold & Platinum
- Unique versions, catering to special markets
    - Saadiq Card
    - Travel Card
    - Gift Cards
    - Etc

3.3 Product Tree

Figure 5: Product Tree of Cards



3.4 Key Features of Credit Card

Table 2: Key features of a Standard Chartered Credit Card

• Exclusive 4-in-1 Offer • Global Usage Privileges - FREE • Wide Acceptance • Card Cheque - FREE • Flexible Payment Options • Supplementary Card - FREE • Auto Billspay - FREE • Rewards Programme • InstaBuys @ 0%	• SMS Banking – FREE • e-Statement - FREE • Safety Net • 24-hour Call Centre • Accidental Death Insurance - FREE • Access to Business Class Lounge (for Gold & Platinum) - FREE • Complementary Platinum Passenger Handling Service (for Platinum) - FREE

Chapter 4.0 Work Experience

4.1 How the Cards operations work?

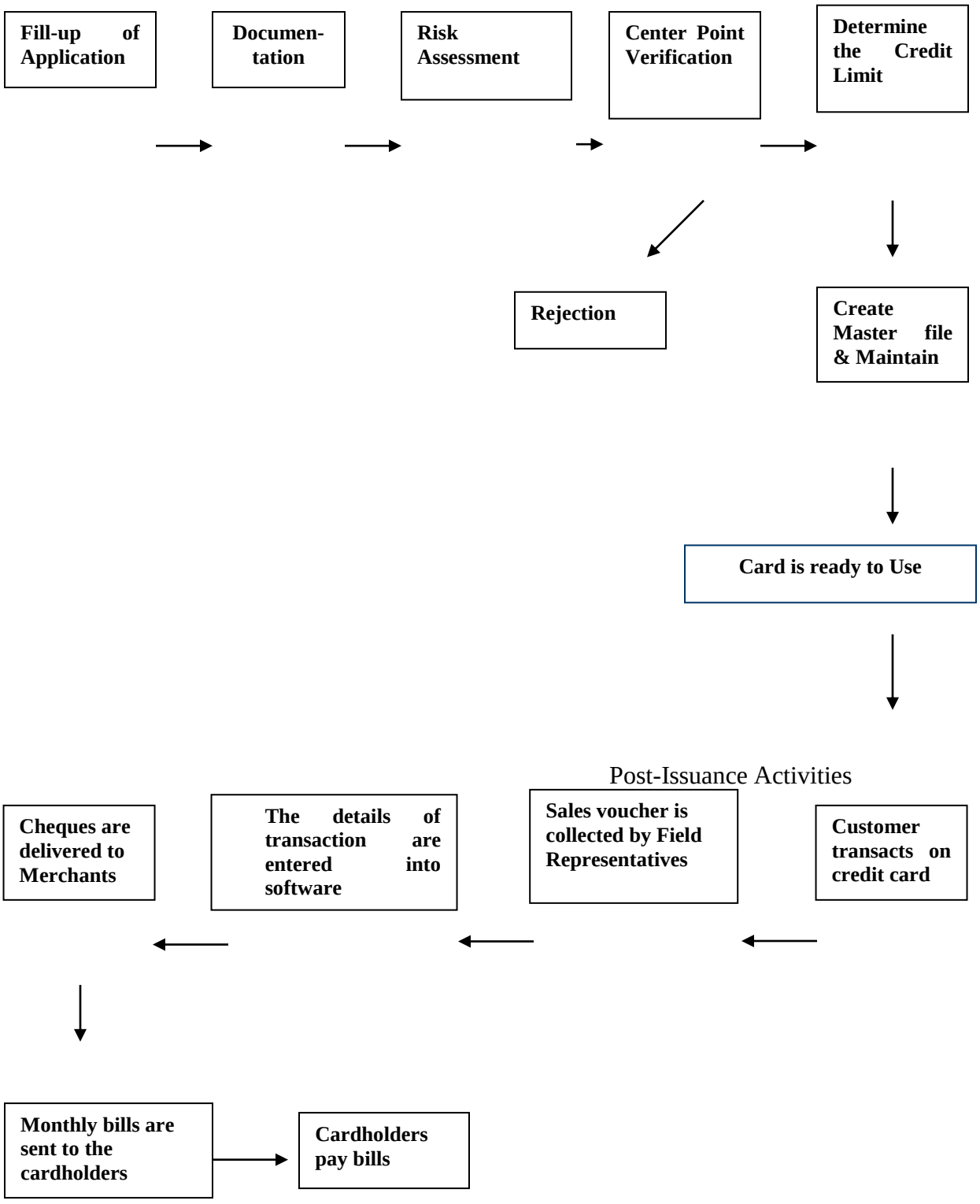
Card Operations plays a very important role in the whole process of credit card production. Through the course of internship I have gathered information and worked on various departments within the Card Operations. This is how cards operations work:-

Fresh applications from all sources are forwarded to card operations. Support staff at card operations receives these applications and key-in all customer details provided in the applications to CAPS (Credit Card Application Processing System) software. CAPS automatically generate an 11-digit reference number for each application. Each reference number is unique. Status of all applications updated into CAPS can be tracked down through this reference number. When applications are under process, CAPS status shows it as ENTRY, sent back applications show PENDING, approved applications show APPROVED and DECLINE / REJECT status is for declined applications. After CAPS entry applications are sent to credit for credit decision with a tracker sheet containing reference number of the applications.

After assessment by credit all applications are re-received by card ops and sent for CPV (contact point verification). Applications with CPV reports are forward to credit for CPV check. Then card-ops update additional information (customer limit, instructions by credit etc.) in CAPS and run a De-dup check.

Applications with positive de-dup check are bridged into system and card account number, plastic and PIN is generated for these applicants.
Both approved & declined applications are sent to archive after processing is complete.
After production of plastic and PIN these are sent to customer end through courier service.

Figure 6: Flow Chart of Card Issuing Process



4.2 Procedure of issuing Credit card

There are several steps to issue a credit card. The procedure of issuing a credit card is very time worthy and justification. Standard Chartered Bank takes many confidential to maintain the quality.

The procedure of issuing a credit card starts from finding a customer by the direct sales executive. The DSE bring all documents to the group leader or team leader. Group leader and team leader examine the documents and making a file for applying a credit card. The file first is submitted to prescreening team for screening the required documents for a credit card application. After approval from the prescreening team the file submitted to the line manager for approval in the customer Due Diligence or CDD from.

After approval in the CDD from the file submitted to the SCB credit analysis department for approve the credit card and their all procures are completed.

The procedure are given below-

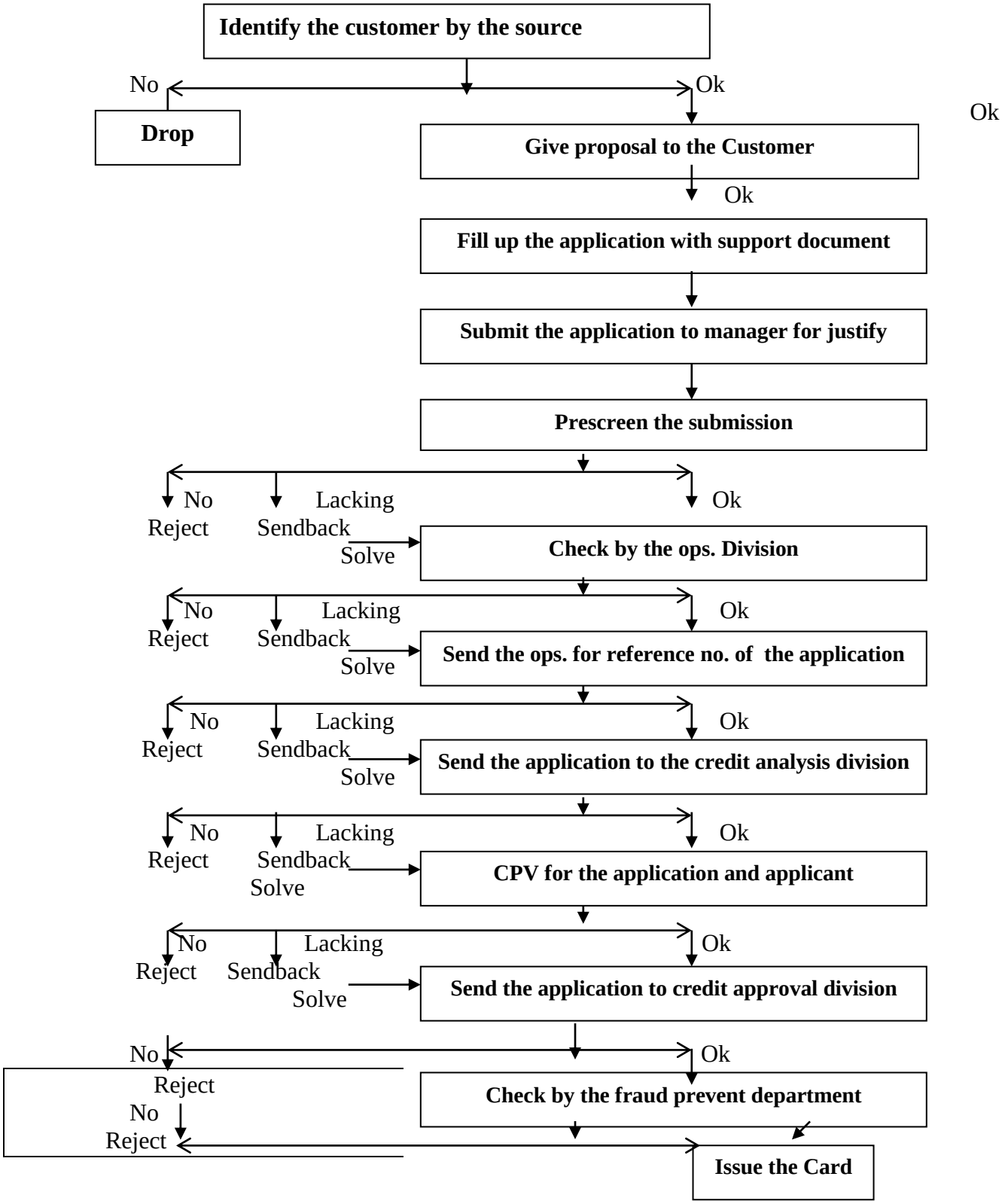


Figure 7: Procedure of issuing Credit card

4.3 Documents Required for Credit Card

Table 3: Required Documents for Credit Card

Segment	Required Documents
Salary A/C with SCB, other Multi-National Banks & select Local Banks	1 month Bank statement with 1 salary being credited & salary certificate/ Pay Slip. OR 3 months Bank statement with 3 salary being credited & no salary certificate/Pay slip.
	Photo ID
	Tin certificate
Salary A/C with other local banks (Employee of MNC, LLC)	Last 3 months bank statement along with salary certificate.
	Photo ID
	Tin certificate
Salary in cash	Last 6 months bank statement required regardless of which bank he/she is maintaining their A/C with. (Includes employees of Proprietorship/Partnership/limited companies.)
	Photo ID
	Tin certificate
Salaried (Foreign National)	Salary certificate / pay slip and Valid work permit
	3 months' bank statement
	Passport copy (mandatory)
	TIN Certificate
Salary A/C with SCB, other Multi-National Banks & select Local Banks	1 month Bank statement with 1 salary being credited & salary certificate/ Pay Slip. OR 3 months Bank statement with 3 salaries being credited & no salary certificate/Pay slip.
	Photo ID
	Tin certificate
Salary A/C with other local banks (Employee of MNC, LLC)	Last 3 months bank statement along with salary certificate.
	Photo ID
	Tin certificate
Salary in cash	Last 6 months bank statement required regardless of which bank he/she is maintaining their A/C with. (Includes employees of Proprietorship/Partnership/limited companies.)
	Photo ID
	Tin certificate
Salaried (Foreign National)	Salary certificate / pay slip and Valid work permit
	3 months' bank statement
	Passport copy (mandatory)
	TIN Certificate

As I was an intern primarily for the maintenance department but my supervisor gave me the liberty to learn the business of other departments as well like, new applications, Credit Analysis, Merchant Payments, Settlement & Dispute. The First task that was assigned to me was an e-statement campaign. Where every day large volume of e-statement request used to come through the software called Loyalty Manager, which is a part of EBBS the main software. Call center would collect request from customers for e-statement and would feed us the huge volume of e-forms, which I had to process. This job was pretty delicate because if would type a wrong email address to a different customer's address than the customer definitely will complain so I had assign every e-forms to individual customer database software called e-statements. Through this software after every day entry I had to send welcome mail to the Customers. This was my BAU (Business as usual) for a whole month and a half, till the campaign was over.

After having completed my task with the e-statements campaign I was introduced to the most vital software of card operations "Cards 400". Using such complex software I had to enter new applications for e-statements and also do cancelation of e-statements. Then along with my usual work, a TQ (Travel Quota) campaign started. I was assigned to that project as well. Every day for 7 working days I had to fill up TQ information in the database and then continue rest of the working hours with e-statements.

I also had to file all the hardcopies of the TQ and e-statements and do MIS as well at the end of each month.

5.0 Problem Identified

Though SCB system is precise, but the system by which e-statements are processed are very time consuming as in the system there is no option to print all e-forms which is sent by the call centre , together. Also one cannot assign all the e-forms to a handler together and after assigning and printing, the e-forms have to be sorted out between cards and accounts. After that data needs to be entered in the system to check whether it's a new entry or existing and if it exists then the system information needs to be updated. This is a very time consuming as every day a heavy volume has to be dealt with.

6.0 Recommendations

1) Call center staffs should mention in the e-form whether the entry needs to be updated or is it a new entry.
2) The software system must have an option of print and assign all.
3) The software system should update where cards and accounts can be sorted before printing.

7.0 Conclusion

It has been a wonderful experience working with all the seniors and staffs of SCB. They have all been very nice to me and very eager to help out regarding any sort of difficulties I had in the office. They have shared every sort of experience they had in their work life and have made it fun and very interesting for me. I have learned many ways by which a card operations department functions, from every possible angle. I have also learned how bank statements are produced and delivered and how every operation is very different from each other. Overall, it was a very knowledgeable experience and I look forward to coming across this sort of training/work in the future years.

PART II

Chapter 8.0 Research Work

8.1 Problem Statement:

The product and the services that are sold in the most favorable prices can be an initial step of the firm in obtaining the trust and be included in the top list of the customer. However, because of the tight competition of the various services, particularly in bank, the perception of the customers and potential customers are also divided according to the services that they want to achieve. In addition, the impact of the economic problems and financial crunches among the financial institution creates a great challenge in the bank. With all the challenges that are ahead of the bank, where does SCB in terms of customer satisfaction when other banking institutions are competing for the same?

So the research question is:

"Are the Customers' satisfied with the services that SCB provides compared to other banks?"

8.2 Purpose of the Study

The main objective of the report is to identify the satisfaction level of customers' of Standard Chartered Bank's Service Quality compared to services of other Multi-National Banks and local banks, in terms of expectations and perceptions on the following factors:

a) Tangibles

b) Reliability

c) Responsiveness

d) Assurance

e) Empathy

8.3 Literature Review

Satisfaction

Satisfaction has been defined and measured in different ways over the years (Oliver, 1997). Johnson et al. (1996) describe two basic conceptualizations of satisfaction: transaction-specific and cumulative. Transaction-specific satisfaction is a customer's transient evaluation of a particular product or service experience, while cumulative satisfaction describes the total consumption experience of a product to date (Cronin and Taylor, 1992). An important advantage of the cumulative satisfaction construct over a more transaction-specific viewpoint is that it is better able to predict subsequent behaviors and economic performance (Johnson et al., 2001). One of the latest formal definitions of satisfaction as a composite construct has been developed by Oliver (1997), who proposed it to be "the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant" (p. 28). This study integrates these two approaches and defines individual satisfaction as a consumer's personal overall evaluation of satisfaction and pleasure with a given product category – and as a cumulative rather than a transaction-specific construct (Olsen, 2007).

Brand

A brand includes a name, logo, slogan, and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it (John Philip Jones).

Brand Image

According to the marketing dictionary the term Brand Image refers to Qualities that consumers associate with a specific brand, expressed in terms of human behavior and desires, but also related to price, quality, and situational use of the brand. Brand image can be positive as well as negative. On the basis of characteristics which the consumer associates with the brand, a competitive advantage for a brand can be build.

Tangibles

Tangible property in law is, literally, anything which can be touched, and includes both real property and personal property (or moveable property), and stands in distinction to intangible property. Hon. Giles, J. (May 1, 2008).

Tangible assets are those that have a physical substance, such as currencies, buildings, real estate, vehicles, inventories, equipment, and precious metals (J. Downes, J.E. Goodman, "Dictionary of Finance & Investment Terms", Baron's Financial Guides, 2003).

Responsiveness

"Acting in response to its surroundings in a sympathetic or ready manner" (Gavin on AUGUST 30, 2011)

Responsiveness as a concept of computer science refers to the specific ability of a system or functional unit to complete assigned tasks within a given time. For example, it would refer to the ability of an artificial intelligence system to understand and carry out its tasks in a timely fashion. It is one of the criteria under the principle of robustness (from a usability principle). The

other three are observability, recoverability, and task conformance (Weik, Martin H. (31 December 2000). Computer science and communications dictionary. Springer. p. 1484. ISBN 9780792384250. Retrieved 17 November 2010).

Among small and medium-sized businesses, initiatives for improving customer responsiveness can vary greatly, according to Brian Prentice, a research director for Gartner. The best approach will depend on your company's industry, size, and geographic region. (Brian Prentice)

Assurance

Quality assurance (QA) refers to the planned and systematic activities implemented in a quality system so that quality requirements for a product or service will be fulfilled . It is the systematic measurement, comparison with a standard, monitoring of processes and an associated feedback loop that confers error prevention. This can be contrasted with Quality "Control", which is focused on process outputs (Godfrey, A. B., "Juran's Quality Handbook", 1999).

Empathy

Empathy is the capacity to recognize and, to some extent, share feelings (such as sadness or happiness) that are being experienced by another sentient or semi-sentient being. Someone may need to have a certain amount of empathy before they are able to feel compassion. The English word was coined in 1909 by E.B. Titchener as an attempt to translate the German word "Einfühlungsvermögen", a new phenomenon explored at the end of 19th century mainly by Theodor Lipps. It was later re-translated into the German language (Germanized) as "Empathie", and is still in use there (Baron-Cohen, Simon (2011). The Science of Evil: On Empathy and the Origins of Cruelty. New York: Basic Books).

(D. M. Berger) "The capacity to know emotionally what another is experiencing from within the frame of reference of that other person, the capacity to sample the feelings of another or to put one's self in another's shoes."

(Jean Decety) "A sense of similarity in feelings experienced by the self and the other, without confusion between the two individuals."

Empathy is a feeling different from sympathy. When one is sympathetic, one implies pity but maintains distance from another person's feelings. Empathy is more a sense that one can truly understand or imagine the depth of another person's feelings. It implies feeling with a person, rather than feeling sorry for a person (Agosta, L. (2010). Empathy in the Context of Philosophy. London: Palgrave).

Reliability

In general, reliability (systemic def.) is the ability of a person or system to perform and maintain its functions in routine circumstances, as well as hostile or unexpected circumstances.

Perception

The process of perception begins with an object in the real world, termed the distal stimulus or distal object. By means of light, sound or another physical process, the object stimulates the body's sensory organs. These sensory organs transform the input energy into neural activity—a process called transduction. This raw pattern of neural activity is called the proximal stimulus. These neural signals are transmitted to the brain and processed. The resulting mental recreation of the distal stimulus is the percept. Perception is sometimes

described as the process of constructing mental representations of distal stimuli using the information available in proximal stimuli.

Goldstein, E. Bruce (13 February 2009)

Expectation

In the case of uncertainty, expectation is what is considered the most likely to happen. An expectation, which is a belief that is centered on the future, may or may not be realistic. A less advantageous result gives rise to the emotion of disappointment. If something happens that is not at all expected it is a surprise. An expectation about the behavior or performance of another person, expressed to that person, may have the nature of a strong request, or an order (Lazarus, Richard. Emotion and Adaptation. Oxford University Press, 1991).

8.4 Research Methodology

8.4.1 Research Design

In my research, I would be using quantitative research techniques, and through the research I will try get a quantitative result of customers' satisfaction level of Standard Chartered bank's service quality according to their perception and expectations of SCB over other banks.

8.4.2 Measurement Instruments

The researchers will conduct a questionnaire survey, where each respondent will be given out a questionnaire and will be asked to fill that up. The questionnaire survey is an effective method and there are strong reasons behind choosing this instrument.

- Respondents anonymity can be maintained

- Takes less time compared to other methods. For example, conducting personal interview or focus group discussion on 50 respondents will be time consuming

- Although the survey will take place in the urban areas of Dhaka city, where internet and telephone is readily available, doing online research or telephone interview does not give the guarantee of getting answered. This goes same for mail survey

- Since questionnaire survey takes less time in filling out the questions, respondents will give proper and true answer because they will not take the survey reluctantly.

- The data gathered through questionnaire is easy to put in quantitative analysis.

- Possible to get a large amount of information in a short time

- Does not require trained interviewer

A set of structured questions will be used. Structured questionnaires are relatively quick and easy to create and interpret, because every respondent is asked the same question in the same way, this makes structured questionnaire a very reliable method of research. Most importantly, a researcher can communicate with a large number of people quickly, easily and effectively.
30 questions will be used and all of them will be closed ended questions and they include yes/no, multiple choice and scaled questions. From question number 1-22 I will use a 7 point Likert Scale (Renis Likert, 1932) to find out the level of agreement consumers place on each factor and which are more crucial in choosing its competitors over SCB.
The rest of the questions from 23-30 will be answered in a yes or no.

8.5 Sampling Method

The study will be conducted only in urban areas of Dhaka city. Primarily in SCB Gulshan branches, Dhanmondi branches and Motijheel Branch. The sample will be taken from these branches because each of them have high turn-up of customers in a working day.

The population would be SCB account holders and Cardholders who has both active account and card and also has an account or card in other banks.

As a sampling method, 'Non-Probability Judgment' sample would be used, because there is no complete listing of my target population or no formal sampling frame due to privacy policy of SCB ,when a customer will be given the questionnaire he/she will be asked whether or not they fulfill the above requirement.

As a sample size, I will select total 50 respondents among which there will be 25men and 25 women, who will take part in the research process. The sample size will be 50 because it will be very difficult in rush hours to survey more people.

8.6 Data Collection

In my research I will collect data directly from the customers in the branches which will be my primary data. I am not given the permission from SCB to collect information about my population due their strict privacy policy for which I have to rely on the data that I will collect from the customers.

Thus I will be conducting survey questionnaire, which is very commonly used by researchers to collect primary sources of data. The questionnaires will be distributed by me and the data will be collected on spot. The reason for such research method is its low cost and the availability to a large number of respondents.

8.7 Data Analysis

Only close-ended questions are used in the survey questionnaire which includes the usage of quantitative techniques. The quantitative techniques will give me the numerical data from which I will get direct and straight forward answers on how many people are actually satisfied with SCB's service quality.

Using the Likert scale, I will identify the level of agreement regarding the SCB's position in comparison to other banks. The numerical values from 1-7 will show respondents' level of agreement, where 1 is 'strongly disagree' and 7 is 'strongly agree'. And very straight forward answers on the Card and Account Services.

After collecting the data I will find out the expectation gap among male and female and I will able to determine SCB's position compared to other banks in terms of service quality and customer satisfaction.

8.8 Limitations of the Study

The overall study is conducted considering a number of limitations. These are as follows:

- The major limitation of the study is the confidentiality of the data. As the part of the policy of SCB, some data could not be used to enhance the parameter of the analysis, because of maintaining the secrecy, some data is important to the bank's interest which is not to be revealed to the public

- As I will be dependent on the primary data, there might be some level of inaccuracy with this collected information. Though, adequate verification and cross checking will be used to minimize the error level

- Limitation of the time is that shortens the present study. Due to the time constraints many aspects could not be discussed in the present study

- Besides all the above restraints, the lack of experience in the field may have become yet another limiting factor

- Respondents might be reluctant to respond while conduction of the survey

8.9 Results

Male

Table 4: Expectation and perception about Tangibility

Tangibility			
Expectation		Perception	Gap
E1.Excellent banking companies will have modern looking equipment.		P1. SC bank has modern looking equipment.	
Score	6.24	5.32	0.92
E2. The physical facilities at excellent banks will be visually appealing.		P2. SC Bank's physical facilities are visually appealing.	
Score	5.96	5.56	0.4
E3. Employees at excellent banks will be neat appearing.		P3. SC Bank's reception desk employees are neat appearing.	
Score	5.72	5.64	0.08
E4. Materials associated with the service (such as pamphlets or statements) will be visually appealing at an excellent bank.		P4. Materials associated with the service (such as pamphlets or statements) are visually appealing at SC bank.	
Score	5	5.36	-0.36
Total	22.92	21.88	1.04

Table 5: Expectation and perception about Reliability

Reliability			
Expectation		Perception	Gap
E5. When excellent banks promise to do something by a certain time, they do		P5. When SC bank promises to do something by a certain time, it does so.	
Score	5.24	5.64	-0.4
E6. When a customer has a problem, excellent banks will show a sincere interest in solving it.		P6. When you have a problem, SC bank shows a sincere interest in solving it.	
Score	5.8	5.32	0.48
E7. Excellent banks will perform the service right the first time.		P7. SC bank performs the service right the first time.	
Score	5.72	5.32	0.4
E8. Excellent banks will provide the service at the time they promise to do so.		P8. SC bank provides its service at the time it promises to do so.	
Score	5.56	5.4	0.16
E9. Excellent banks will insist on error free records		P9. SC bank insists on error free records	
Score	5.4	5.2	0.2
Total	27.72	26.88	0.84

Table 6: Expectation and perception about Responsiveness

Responsiveness			
Expectation		Perception	Gap
E10. Employees of excellent banks will tell customers exactly when services will be performed.		P10. Employees in SC bank tell you exactly when services will be performed.	
Score	5.56	5.36	0.2
E11. Employees of excellent banks will give prompt service to customers.		P11. Employees in SC bank give you prompt service.	
Score	5.64	5.6	0.04
E12. Employees of excellent banks will always be willing to help customers.		P12. Employees in SC bank are always willing to help you.	
Score	5.68	5.04	0.64
E13. Employees of excellent banks will never be too busy to respond to customers' requests.		P13. Employees in SC bank are never too busy to respond to your request.	
Score	5.68	5.08	0.6
Total	22.56	21.08	1.48

Table 7: Expectation and perception about Assurance

Assurance			
Expectation		Perception	Gap
E14. The behavior of employees in excellent banks will instill confidence in customers.		P14. The behavior of employees in SC bank instills confidence in you.	
Score	5.48	4.96	0.52
E15. Customers of excellent banks will feel safe in transactions.		P15. You feel safe in your transactions with SC bank.	
Score	5.8	5.44	0.36
E16. Employees of excellent banks will be consistently courteous with customers.		P16. Employees in SC bank area consistently courteous with you.	
Score	5.72	5.32	0.4
E17. Employees of excellent banks will have the knowledge to answer customers' questions.		P17. Employees in SC bank have the knowledge to answer your questions.	
Score	6	5.12	0.88
Total	23	20.84	2.16

Table 8: Expectation and perception about Empathy

Empathy			
Expectation		Perception	Gap
E18. Excellent banks will give customers individual attention.		P18. SC bank gives you individual attention.	
Score	5.96	4.92	1.04
E19. Excellent banks will have operating hours convenient to all their customers.		P19. SC bank has operating hours convenient to all its customers.	
Score	5.68	4.96	0.72
E20. Excellent banks will have employees who give customers personal attention.		P20. SC bank has employees who give you personal attention.	
Score	5.40	5.32	0.08
E21. Excellent banks will have their customer's best interests at heart.		P21. SC bank has your best interest at heart.	
Score	5.36	4.92	0.44
E22. The employees of excellent banks will understand the specific needs of their customers.		P22. The employees of SC bank understand your specific needs.	
Score	5.44	4.76	0.68
Total	27.84	24.88	2.96

Female

Table 9: Expectation and perception about Tangibility

Tangibility			
Expectation		Perception	Gap
E1.Excellent banking companies will have modern looking equipment.		P1. SC bank has modern looking equipment.	
Score	6.2	5.08	1.12
E2. The physical facilities at excellent banks will be visually appealing.		P2. SC Bank's physical facilities are visually appealing.	
Score	5.88	5.16	0.72
E3. Employees at excellent banks will be neat appearing.		P3. SC Bank's reception desk employees are neat appearing.	
Score	5.72	5.64	0.08
E4. Materials associated with the service (such as pamphlets or statements) will be visually appealing at an excellent bank.		P4. Materials associated with the service (such as pamphlets or statements) are visually appealing at SC bank.	
Score	5.4	5.16	0.24
Total	23.2	21.04	2.16

Table 10: Expectation and perception about Reliability

Reliability			
Expectation		Perception	Gap
E5. When excellent banks promise to do something by a certain time, they do		P5. When SC bank promises to do something by a certain time, it does so.	
Score	5.88	5	0.88
E6. When a customer has a problem, excellent banks will show a sincere interest in solving it.		P6. When you have a problem, SC bank shows a sincere interest in solving it.	
Score	5.72	5.16	0.56
E7. Excellent banks will perform the service right the first time.		P7. SC bank performs the service right the first time.	
Score	5.44	5.68	-0.24
E8. Excellent banks will provide the service at the time they promise to do so.		P8. SC bank provides its service at the time it promises to do so.	
Score	5.64	5.52	0.12
E9. Excellent banks will insist on error free records		P9. SC bank insists on error free records	
Score	5.52	5.2	0.32
Total	28.2	26.56	1.64

Table 11: Expectation and perception about Responsiveness

Responsiveness			
Expectation		Perception	Gap
E10. Employees of excellent banks will tell customers exactly when services will be performed.		P10. Employees in SC bank tell you exactly when services will be performed.	
Score	5.6	5.24	0.36
E11. Employees of excellent banks will give prompt service to customers.		P11. Employees in SC bank give you prompt service.	
Score	5.68	5.56	0.12
E12. Employees of excellent banks will always be willing to help customers.		P12. Employees in SC bank are always willing to help you.	
Score	5.6	5.72	-0.12
E13. Employees of excellent banks will never be too busy to respond to customers' requests.		P13. Employees in SC bank are never too busy to respond to your request.	
Score	5.36	5.64	-0.28
Total	22.56	21.04	1.52

Table 12: Expectation and perception about Assurance

Assurance			
Expectation		Perception	Gap
E14. The behavior of employees in excellent banks will instill confidence in customers.		P14. The behavior of employees in SC bank instills confidence in you.	
Score	5.28	5.36	-0.08
E15. Customers of excellent banks will feel safe in transactions.		P15. You feel safe in your transactions with SC bank.	
Score	5.92	5.48	0.44
E16. Employees of excellent banks will be consistently courteous with customers.		P16. Employees in SC bank area consistently courteous with you.	
Score	6	4.88	1.12
E17. Employees of excellent banks will have the knowledge to answer customers' questions.		P17. Employees in SC bank have the knowledge to answer your questions.	
Score	5.36	5.32	0.04
Total	22.56	21.04	1.52

Table 13: Expectation and perception about Empathy

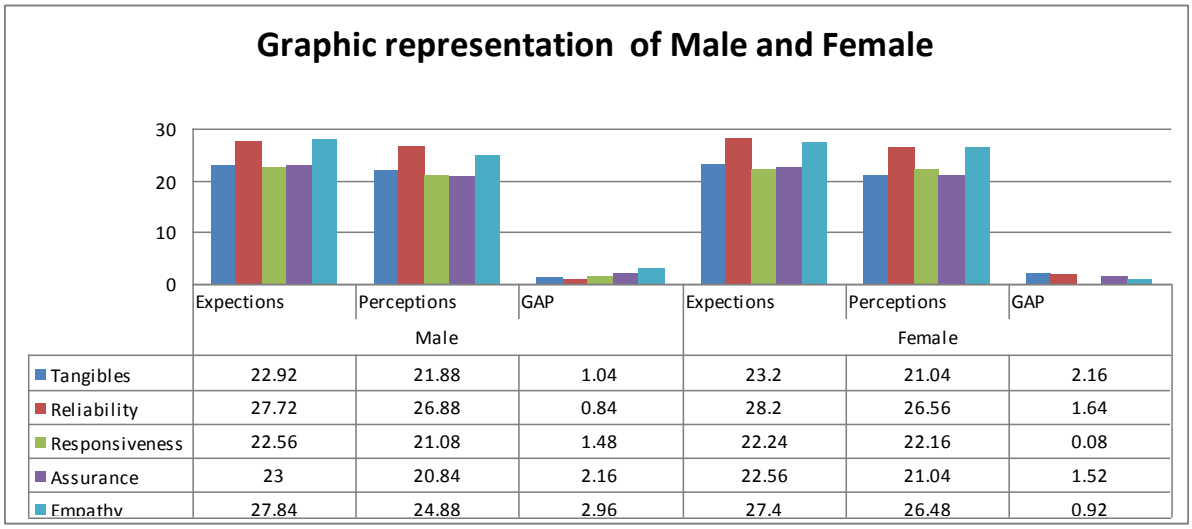
Empathy			
Expectation		Perception	Gap
E18. Excellent banks will give customers individual attention.		P18. SC bank gives you individual attention.	
Score	5.6	5.16	0.44
E19. Excellent banks will have operating hours convenient to all their customers.		P19. SC bank has operating hours convenient to all its customers.	
Score	5.88	5.6	0.28
E20. Excellent banks will have employees who give customers personal attention.		P20. SC bank has employees who give you personal attention.	
Score	5.48	4.92	0.56
E21. Excellent banks will have their customer's best interests at heart.		P21. SC bank has your best interest at heart.	
Score	5.24	5.32	-0.8
E22. The employees of excellent banks will understand the specific needs of their customers.		P22. The employees of SC bank understand your specific needs.	
Score	5.2	5.48	-0.28
Total	27.4	26.48	0.92

8.10 Findings

Table 14: Total expectation and perception for male and female

	Male			Female		
	Expectations	Perceptions	PEG	Expectations	Perceptions	PEG
Tangibles	22.92	21.88	1.04	23.2	21.04	2.16
Reliability	27.72	26.88	0.84	28.2	26.56	1.64
Responsiveness	22.56	21.08	1.48	22.24	22.16	0.08
Assurance	23	20.84	2.16	22.56	21.04	1.52
Empathy	27.84	24.88	2.96	27.4	26.48	0.92

In the above table, I found the total expectation and perception for each variable separately for male and female. Then I have calculated the difference between expectation and perception to find out the PEG (Perception Expectation Gap). The PEG tells you how SCB varies from other bank in terms of these variables which help us to get an idea of the customer satisfaction level.



	Male			Female		
	Expections	Perceptions	GAP	Expections	Perceptions	GAP
Tangibles	22.92	21.88	1.04	23.2	21.04	2.16
Reliability	27.72	26.88	0.84	28.2	26.56	1.64
Responsiveness	22.56	21.08	1.48	22.24	22.16	0.08
Assurance	23	20.84	2.16	22.56	21.04	1.52
Empathy	27.84	24.88	2.96	27.4	26.48	0.92

Figure 8: Graphic representation of Male and Female

After having interviewed a population of 50 people including both male and female on their views Standard Chartered Bank in comparison to an ideal multinational bank in terms of five indicators or variables above, I have found that in terms of tangibility the expectation and perception gap (PEG) is higher among women than men, which indicates may be Standard Chartered Bank should modernize in terms of their facilities. Here in tangibles variable the PEG is the highest in women than in any other variables. In terms of reliability the PEG is lower among men than in women, the men in this study tend to believe that Standard Chartered Bank is more reliable than women. In terms of responsiveness we see a very different pattern than usually we have seen above, here women PEG is much lesser than men. Women here tend to believe that Standard Chartered Bank is more prompt with their services. Men and women also differ significantly in terms of assurance; among men the PEG is also higher than women. Men tend believe that Standard Chartered Bank provides better assurance in terms Standard Chartered Bank's employee services and provides high quality customer services which includes

transactions and always customer queries. In terms of empathy, among men the PEG is also higher than women here; women tend to believe that Standard Chartered Bank's employees provide more convenient service hours for customer, give them personal attention and puts customers' interest at first.

May be Standard Chartered Bank should look into the figures of this study and look in the areas where opinions vary by a wider range.

For Questions (23-30)

Out of the 50 respondents among which 25 of them was male and other 25 was female. Among 25 women 15 of them answered they were not satisfied with their credit nor will they suggest others to get credit cards from SCB, as they were not happy about the service charge or the interest rates. The other ten gave a positive feedback that they are satisfied and would definitely suggest others to take credit cards. Regarding their accounts all of them answered positively.

Among men, 21 of them are satisfied with the services of SCB and gave positive feedback to all the accounts and card related questions, but 4 of the men were very dissatisfied with the yearly accounts charges and credit card charges.

9.0 Recommendation

From the survey, it is seen that SCB is in a good position when compared to other multinational or local banks, most of the customers are satisfied with their services except very few, which I believe is a strength for SCB. There are few adjustments they might consider taking in terms of Assurance as it shows the highest PEG. SCB can constantly remind clients about how its transactions are done, so that the customers feel a lot safer. In order to do this they can let customers know how their information is safe through using the best software's and also let its customers know about that SCB was awarded as Information Securitys Champions (ISC). They should reduce charges to prevent the loss of customers. Customers who have good track records must get privelleged from SCB in terms of charges. This will make the customers become more loyal to the bank.

10.0 Conclusion

It has been a memorable experience to carry out this particular research. This internship report was prepared just after starting my internship at SCB. So, it was very hard for me to accommodate time for preparing this report. Mostly, our office timing at SCB is from early morning till 8:00 pm. During office hours it is simply hard to manage tine for working with the report. And, working with the report after regular office hors was quite hectic. With all the above constraints, I believe I have prepared a research that would help SCB to understand its customers better and provide significant help to future researches on the similar topic.

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APPENDIX

Survey questionnaire
Evaluation of SQ of SCB
(Identification of satisfaction level of customer of Standard Chartered Bank)

Dear respondent,

You are requested to fill-up the questionnaire about "Expectation and perception about service quality of your bank" .All information will be kept confidential and used only for academic purpose. In this regard you need not to mention your name in survey questionnaire. It will take just 4-5 minutes from you.

Name: (optional)

Age (according to your certificate):

Profession:

Religion:

Gender:

EXPECTATIONS (E)	**PERCEPTIONS (P)**
This survey deals with your opinions of banks. Please show the extent to which you think banks should possess the following features. What we are interested in here is a number that best shows your expectations about your bank's offering services	The following statements relate to your feelings about your bank. Please show the extent to which you believe your bank has the feature described in the statement. Here, we are interested in a number that shows your perceptions about your bank
Strongly Disagree 1 2 3 4 Strongly Agree 5	Strongly Disagree 1 2 3 4 Strongly Agree 5

	(E)		(P)
Tangibles		**Tangibles**	
E1. Excellent banking companies will have modern looking equipment.	____	P1. SCB has modern looking equipment.	____
E2. The physical facilities at excellent banks will be visually appealing.	____	P2. SCB's physical facilities are visually appealing.	____
E3. Employees at excellent banks will be neat appearing.	____	P3. SCB's reception desk employees are neat appearing.	____
E4. Materials associated with the service (such as pamphlets or statements) will be visually appealing at an excellent bank.	____	P4. Materials associated with the service (such as pamphlets or statements) are visually appealing at SCB.	____
Reliability		**Reliability**	
E5. When excellent banks promise to do something by a certain time, they do.	____	P5. When SCB promises to do something by a certain time, it does so.	____
E6. When a customer has a problem, excellent banks will show a sincere interest in solving it.	____	P6. When you have a problem, SCB shows a sincere interest in solving it.	____
E7. Excellent banks will perform the service right the first time.	____	P7. SCB performs the service right the first time.	____
E8. Excellent banks will provide the service at the time they promise to do so.	____	P8. SCB provides its service at the time it promises to do so.	____
E9. Excellent banks will insist on error free records	____	P9. SCB insists on error free records	____
Responsiveness		**Responsiveness**	
E10. Employees of excellent banks will tell customers exactly when services will be performed.	____	P10. Employees in SCB tell you exactly when services will be performed.	____
E11. Employees of excellent banks will give prompt service to customers.	____	P11. Employees in SCB give you prompt service.	____
E12. Employees of excellent banks will always be willing to help customers.	____	P12. Employees in SCB are always willing to help you.	____
E13. Employees of excellent banks will never be too busy to respond to customers' requests.	____	P13. Employees in SCB are never too busy to respond to your request.	____

Assurance		**Assurance**	
E14. The behavior of employees in excellent banks will instill confidence in customers.	____	P14. The behavior of employees in SCB instills confidence in you.	____
E15. Customers of excellent banks will feel safe in transactions.	____	P15. You feel safe in your transactions with SCB.	____
E16. Employees of excellent banks will be consistently courteous with customers.	____	P16.Employees of SCB is consistently courteous with you.	____
E17. Employees of excellent banks will have the knowledge to answer customers' questions.	____	P17. Employees in SCB have the knowledge to answer your questions.	____
Empathy		**Empathy**	
E18. Excellent banks will give customers individual attention.	____	P18. SCB gives you individual attention.	____
E19. Excellent banks will have operating hours convenient to all their customers.	____	P19.SCB has operating hours convenient to all its customers.	____
E20. Excellent banks will have employees who give customers personal attention.	____	P20. SCB has employees who give you personal attention.	____
E21. Excellent banks will have their customer's best interests at heart.	____	P21. SCB has your best interest at heart.	____
E22. The employees of excellent banks will understand the specific needs of their customers.	____	P22. The employees of SCB understand your specific needs.	____

- Are you satisfied with interest rate of credit cards?
  a) Yes b) No
- Are you satisfied with service charge of credit cards?
  a) Yes b) No
- Are you satisfied with the availability of the using your credit cards?
  a) Yes b) No
- If you have to suggest anyone about opening the credit card, you will prefer your existing bank for advice.
  a) Yes b) No
- Are you satisfied with interest rate of your Account?
  a) Yes b) No
- Are you satisfied with service charge of Account?
  a) Yes b) No
- If you have to suggest anyone about opening an Account, will you refer your bank?
  a) Yes b) No

Thanks a lot for your kind co-operation