Internship Report

on

“Customer Satisfaction on General Banking: A Case Study on Mercantile Bank Limited PLC”

<u>Submitted by</u>

Puja Ray

ID: BBA2202026090

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Semester: Spring 2026

<u>Submitted to</u>

Department of Business Administration
Sonargaon University (SU)
Dhaka-1215

Sonargaon University (SU)

Date of Submission

02/05/2026

Sonargaon University (SU)

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Submitted to

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University (SU)

Dhaka-1215

Date of Submission

02/05/2026

Letter of Transmittal

May 02, 2026

To,

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University.

Subject: Submission of internship report on "Customer Satisfaction on General Banking: A Case Study on Mercantile Bank Limited PLC".

Dear Ma'am,

With due respect, I would like to inform you that it is indeed a great pleasure to have the opportunity for submitting the internship report according to your instructions entitled on "Customer Satisfaction on General Banking Activities: A case study on Mercantile Bank Limited PLC" which was assigned to me as a partial requirement for the completion of BBA program. Throughout the study I have tried the best to accommodate as much as information and relevant issues as possible and tried to followed the instructions that you have suggested. There might be some errors through oversight in the report, I sincerely apologise for such unintentional errors. I would be grateful to you if you kindly consider my unintentional mistakes.

I am grateful to you for your kind guidance and cooperation at every step of my endeavor during the preparation of this report. It would be a great help for if you kindly take some time to go through the report and evaluate this.

Sincerely Yours

____

Puja Ray

ID: BBA2202026090

Program: BBA

Major: Marketing

Sonargaon University (SU).

Student's Declaration

This is Puja Ray, a student of Bachelor of Business Administration, ID No: ID: BBA2202026090 from Sonargaon University (SU) would like to solemnly declare here that this internship report on "Customer Satisfaction on General Banking: A Case Study on Mercantile Bank Limited PLC" has been authentically prepared by me under the supervision of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Puja Ray
ID No: BBA2202026090
Program: BBA
Major: Marketing
Sonargaon University (SU).

Letter of Authorization

I, Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) hereby certify that the internship report entitled as "Customer Satisfaction on General Banking: A Case Study on Mercantile Bank Limited PLC" has been prepared by Puja Ray, ID No: BBA BBA2202026090, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of Bachelor of Business Administration (BBA) with major in Marketing. To the best of my knowledge, the above-mentioned work has been conducted by the student herself. Any option and/or suggestion made in this study are entirely that of the author of this internship report.

I wish her every success in life.

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU).

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. I am very much fortunate to get the sincere guidance and supervision from a number of people. First of all, I am very much grateful of Almighty Allah who gave blessings, courage and ability to prepare this report.

I am very much grateful to Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) for guiding me to complete my internship report. I am also highly indebted to her for the scholarly and constructive suggestion, which was of much assistance to prepare this internship report on “Customer Satisfaction on General Banking: A case study on Mercantile Bank Limited”. I am deeply grateful to all concerned persons who provide valuable guidance, suggestions and advices in collecting information, analyzing and preparing the thesis paper. I am particularly indebted to them whose efforts and cordial cooperation of this thesis.

My humble gratitude’s goes out to each and every one at the Bhulta, Gawchiya Branch of Mercantile Bank Limited and specially my supervisor Shadiqur Ahmed**,** whose constant guidance and feedback on my entire internship journey made it a unique learning experience.

I would also like to express my sincere token of appreciation to the Branch Manager, whose overall support and motivation made my internship journey a success.

Executive Summary

In today's world, bank has become a part and parcel in our life. It works as a safeguard of our wealth. Numbers of banks are increasing day by day. Mercantile Bank Limited (MBL) has started its operation on 2nd June 1999. I never felt ambiguous and obscure when I was in this office. The environment of the Mercantile Bank Limited is very good and friendly. The report was set to identify the level of customer satisfaction among the users of different services of Mercantile Bank Limited. The report is based on primary research of 50 samples focused on identifying different customer touch points at banks that determine the overall customer satisfaction of a bank. With increasing competition among different banks and the industry getting more concentrated it is key that MBL focuses on improving the overall customer satisfaction of the bank. With the change in technology and massive dependency on internet and smart phones the focus is to achieve a greater customer satisfaction through sustainable and financial inclusion of everyone. With the development of the economy much of the population is still out the banking umbrella; thus, it is important the financial inclusion be made priority along with customer satisfaction of existing customers. The report identifies few sectors of customer touch point at MBL where there is room for improvement. Mostly with online presence and internet banking MBL is limited compared to its competition. The staff of Mercantile Bank Limited are well behaved .Mercantile Bank Limited following the rules and regulations of the Bangladesh Bank directive.

List of Acronyms

Symbol/Abbreviation	Description
MBL	Mercantile Bank Limited
EPS	Earnings Per Share
GB	General Banking Department
CS	Company Secretary
CRO	Chief Risk Officer
DPS	Deposit Premium Scheme
STD	Short Term Deposit
FDR	Fixed Deposit Receipt
MSS	Monthly Savings Scheme
KYC	Know your Customer
TP	Transaction Profile
PO	Pay Order
TT	Telegraphic Transfer
A/C	Account
PLC	Public Limited Company

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Chapter 1

Introduction

1.1 Preface

Banks are playing a crucial role in economic development of a country. For an economy money is one of the most important and essential elements which can be compared with blood of our body when financial institution like bank act as an artery system of the economy. Banking system occupies an important place in a nation's economy because of its intermediary role; it ensured allocation and keeps up the momentum of economic activities. Bangladesh economy has been experiencing a rapid growth since the 90"s. Urbanization and lifestyle changes concurrent with the economic development created demand for banking products and services. From the beginning to today bank is playing an important role in our economy. For the local community, banks provide access to funding and financial services to both local business and citizens, as well as the money banks invest back into the community through employee payroll, business investments, and taxes. First of all banks cater the need of society by mopping up deposits as different forms like savings, MSS, FD, SND and many other options at reasonable rates. Also bank provide credit facility to high end investors for big projects in the industrial, infrastructure and service sectors. Also SME sector get credit facility from financial institutions to establish new business as well as for expanding their existing business. It means financial institution acts like an intermediary who receive money from surplus unit and deliver that money to the deficit unit. So it is proved that without financial institutions many students could not obtain proper education, many families could not buy their own house to live, industry could not grow up and government could not provide public services to mass people. On the other hand customer is the most important character in banking sector. Their satisfaction is the main concern of the banking sector. To create satisfied and loyal customer a sound service is required in banking sector. The central bank is an institution responsible not only for the maintenance of economic stability; it also performs a variety of developmental and promotional functions of a countries economy. Bangladesh Bank is the Central Bank of Bangladesh and the chief regulatory authority in the sector, which is responsible for promoting healthy growth and development of the banking system with sound service system for the customer. So, without any doubt we can say that from very first emergence and inception of modern civilization, bank plays a pivotal role in case of overall financial and socioeconomic development of any modern country.

1.2 Background of the Study

The internship program which is essential to complete the BBA program, every student has to go through an internship program. The main reason of the internship program is to experience the reality of the corporate life and relate it with the knowledge get from academic with practical circumstances. The internship program as a three months program which creates opportunities for the students to work different organizations where they work different working environment and rise practical knowledge.

The internship report aims to represent the customer satisfaction at Mercantile Bank limited. As I was closely attached with the general banking division team at Narayanganj (Bhulta, Gawchiya) branch, I had the chance to closely deal with all the customers at the branch. I learned about the different areas of customer complaint at the bank and tried to hand out the customer satisfaction survey to understand the level of customer satisfaction at MBL. The report is a qualitative report and no regression was used to generate a better understanding about the different satisfaction indicators as it would have been time consuming and was difficult to execute in the short time.

After analyzing my survey results and also from my internship experience at the branch I have laid out few recommendations at the end of how to further improve the overall general banking quality at MBL, thereby increasing the level of customer satisfaction at the bank.

1.3 Rationale of the Study

Customer Satisfaction in banks had been a very important area of research for bankers and academicians related to the field. Many quantitative and qualitative research have been carried out around the globe to find out what drive’s customer satisfaction at banks. My report is limited to the general banking division at Mercantile bank limited more specifically Bhulta, Gawchiya branch. My study tries to capture the overall level of customer satisfaction at MBL but should not be generalized amongst banks. Also, from this study we will learn about how to improve the overall banking activities in order to satisfy the customer needs in banking sectors. Moreover, the report will be helpful to different stakeholders of banks who are working to improve the overall customer satisfaction of banks. As new technology and artificial intelligence is advancing in the financial industry new methods and ways of customer satisfaction are being introduced.

1.4 Objective of the Study

The objective of this report can be viewed from two perspectives.

a) Primary Objective

This internship report is primarily prepared to meet the partial requirements for completion of the degree of BBA program from Sonargaon University (SU) to enhance the practical knowledge about “Customer satisfaction on general banking activities on Mercantile Bank Limited”.

b) Specific Objective:

The Specific objectives are given bellow-

- To know the different services of Mercantile Bank Limited and their level of customer satisfaction
- To identify the factors that drives customer satisfaction in banks.
- To find out the strengths, weakness, opportunities and threats of MBL in regarding to general banking.
- To know the limitation of delivering the service to the customers.
- To provide the recommendation for overcoming the shortcoming of MBL.

1.5 Limitations of the Study

On the way of my study, we have faced some problems that termed as the limitations of the study. In all respect following limitation and weakness remain within which we failed to escape by any means. These are follows-

- Because of time and cost constraints, it was not possible to interview all the customers who are very high-profiled personnel and more frequent users of accounts.
- This study is confined to only Mercantile Bank Limited, Narayanganj (Bhulta, Gawchiya) Branch. So it's very challenging to catch the real picture and vast information about the overall performance of Mercantile Bank Limited.
- During the interview, there was some amount of non-co-operation from a section of the respondents, which were unavoidable. Hesitation and refusal of the respondents caused one of the major limitations.
- Lack of resource constraint has also limited the scope to conduct the survey smoothly and so as to prepare the report.
- Lack of experiences has acted as constraints in the way of meticulous exploration on the topic.
- Time frame of the research was very limited. The actual survey was done within a month.
- Large scale research was not possible due to constraints and restriction posed by the Organization.

Chapter 2
Organizational Overview

2.1 Background of Mercantile Bank Limited PLC

Mercantile Bank was founded in the year 1999 on 2nd June. It is a second-generation bank with wide popularity among the retail and corporate customers in the country. The bank in its years of operation has achieved customer's confidence and trust. Mercantile bank has been a partner for development for Bangladesh along its journey from Least Development Country to a Developing Economy. MBL now had around 150 branches around Bangladesh and is rapidly expanding. MBL is also bringing the bank to the unbanked population through their agent banking system and has around 101 agent banking outlets throughout Bangladesh. MBL has always been a bank for the middle and working class and aimed directly at retail banking. Attractive FDR and savings schemes have been a very important product for Mercantile Bank as it attracts a large amount of customer and helps the bank build up its deposit base. In the era of digital and mobile banking; MBL always focused on providing its customers with ease of banking. MCASH a subsidiary of MBL for mobile banking was introduced keeping in mind the vast popularity of mobile banking and to provide banking services to the Unbanked. Mercantile is working together with all the stakeholders in becoming the largest and the fastest growing bank in Bangladesh.

2.2 Vision, Mission & Values

Vision statement:

Mercantile Bank Limited wants to make finest corporate citizen. MBL has mass customers that includes both corporate clients and individuals.

Mission Statement:

Mercantile Bank Limited will become most caring, focused for equitable growth based on diversified deployment of resources and nevertheless would remain healthy and gainfully profitable bank.

Values:

- Customer Delight: Mercantile bank delight their customers by exceeding customers' expectations.

- Innovation: MBL believes in innovation, they do research and develop their technology for banking activities.
- Ethical Values: MBL is also aware of their ethical values.
- Caring for Human Resources: They also care for their Human resources.
- Commitment: Mercantile Bank Limited is committed to their customers.
- Socially Responsible: MBL is also responsible for different social activities.
- Shareholders Value: Mercantile Bank is also aware of their shareholders values.

2.3 Products & Services of Mercantile Bank Ltd.

Mercantile Bank Ltd. provides a wide range of services for its customers:

a) Card Products

- Mercantile Bank VISA Credit Card
- Mercantile Bank VISA Debit Card
- Mercantile Bank VISA Prepaid Card

b) Retail Banking Services

- General Bank Account Services; Savings A/C, Current A/C FDR and other deposit schemes.
- Retail and Corporate loans e.g., personal loan, home loan etc. 3) SME Services
- Term and Short-Term SME loans
- Seasonal short-term loans
- Women Entrepreneur loan
- Foreign Trade Finance 4) Other Services
- Locker Services
- Online Banking
- Foreign Trade Financing

2.4 Company Objectives

The main objective of Mercantile Bank Limited is to increase shareholders value, to achieve economic value addition, to be a market leader in product innovation, to be one of the top three financial institutions in Bangladesh in terms of efficiency and lastly to be one of the top five financial institutions in Bangladesh in terms of market share in all corresponding market segments.

2.5 Subsidiaries and Associates

Currently MBL has three wholly owned subsidiaries which are:

Name of the Subsidiaries	Principal Activities	Controlling Interest
Mercantile Bank Securities Limited	Trading Securities	98.61%
MBL Asset Management Limited	Asset management	56.00%
Mercantile Exchange House (UK) Ltd	Financial Services	100%

Other than the listed subsidiaries Mercantile Bank Limited has formed a new 100% wholly owned subsidiary which is yet to go into operation; **MBL MY CASH** which is a mobile financial service provider.

2.6 Management Practices

Mercantile Bank Limited in terms of employee relationship believes in open culture. The organization has an open-door HR policy where any employee can directly sit and talk with the top management of the bank. The board of directors and the head of different departments believes in open office culture and promotes that as well. The HR management practices of MBL is to hire qualified and potential employees and retain them. As a happy and motivated employee would bring positive customer satisfaction for the bank and in return generate revenue. MBL ensures that each employee get a good work and life balance, proper succession planning, keep employees motivated and enhancing employee performance.

2.7 Management Fight against Covid

- Ensuring use of hand sanitizers while entry.
- Rationing of visitors in the office.
- No mask. No service policy was introduced.

- Quick response team to fight covid was formed.
- Limiting the use of hard copy and encouraging soft copy
- Sanitization for Bank Vehicles.
- Providing gloves & Masks, Hand Wash/ Sanitizer to all employees.
- 24/7 Doctor Support for all employees.
- Financial help for covid affected families of employees.
- Financial support to 344 employees for covid.

2.8 Financial Performance & Overview

Deposits and advances: A sign of a healthy bank is largely determined by its loans and advances to the customers. Excess liquidity and excess loans advances are unhealthy for a bank and a balance between them determines the overall performance of a bank. The pandemic slowed down both deposits and advances but it is slowly gaining momentum.

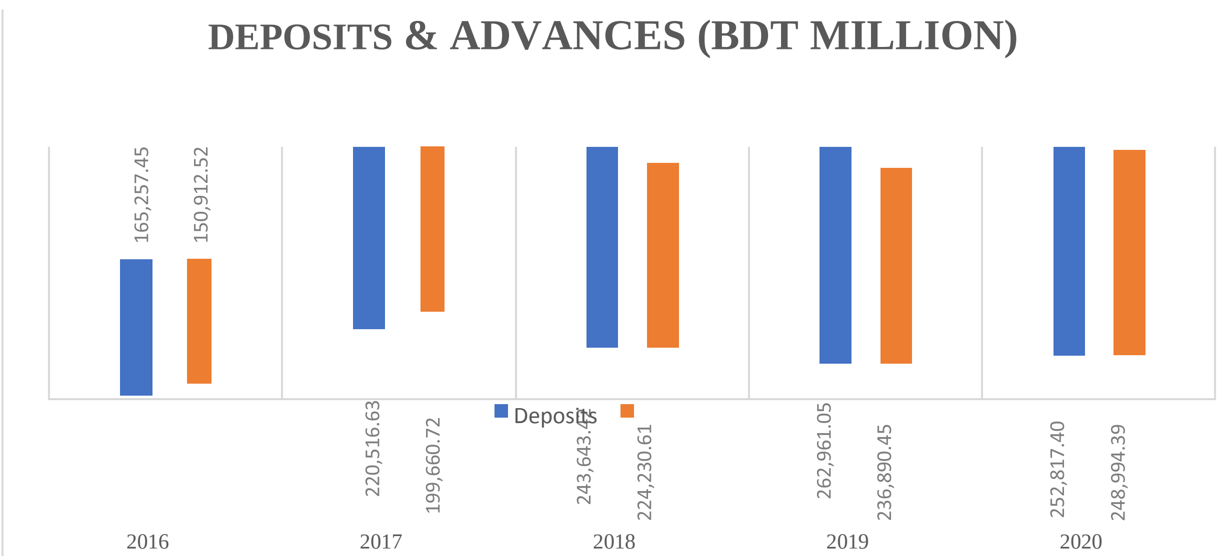


Figure 1 Deposits & Advances (source Annual report)*

Total Assets: A healthy balance sheet is more important for a bank than its ability to generate profit for the long term. Hence, a bank building up its capital base and good asset quality shows a bank's commitment for the future.

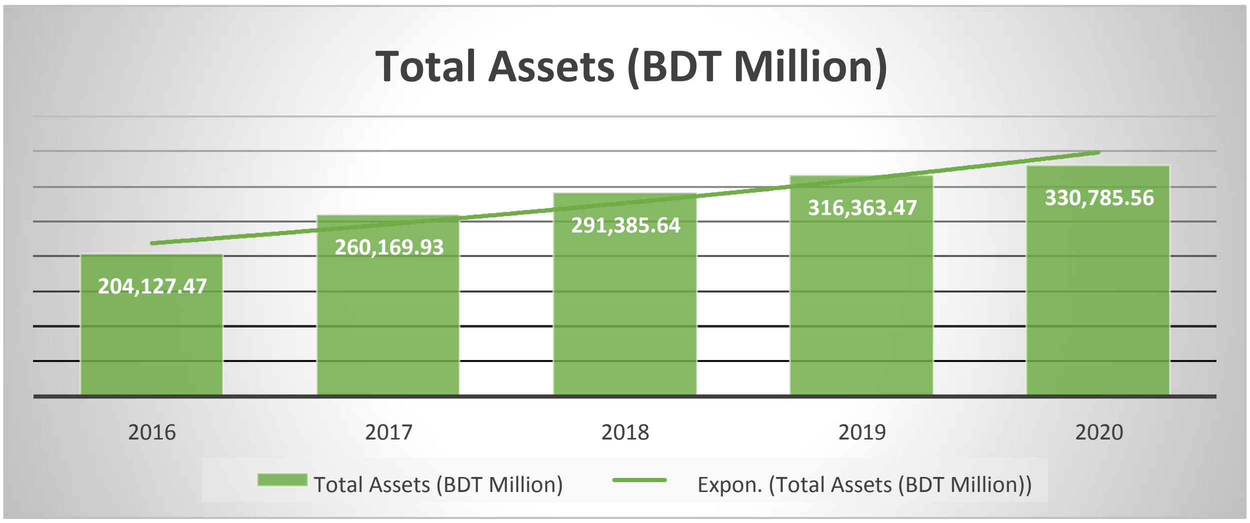


Figure 2 Total Assets (Source* Annual Report)

Total Capital/Regulatory Capital: A wide and strong capital base is always necessary for a bank. As per guidelines from Bangladesh Bank, all banks are asked to fulfill BASEL II requirement. Mercantile bank is working to increase the capital base of the bank and achieve regulatory requirements.

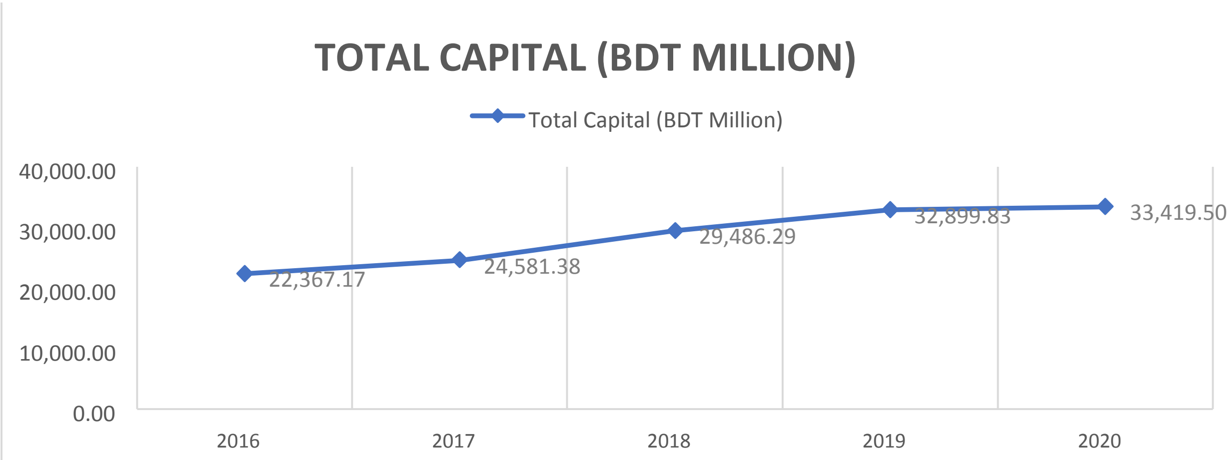


Figure 3 Total Capital (Source* Annual Report)

Earnings Per Share (EPS): Past two years had been stressful for banks; firstly, banks were hit by excess liquidity problems and then the pandemic started. Most banks had witnessed a fall in their net profits and is slowly starting to get back on track.

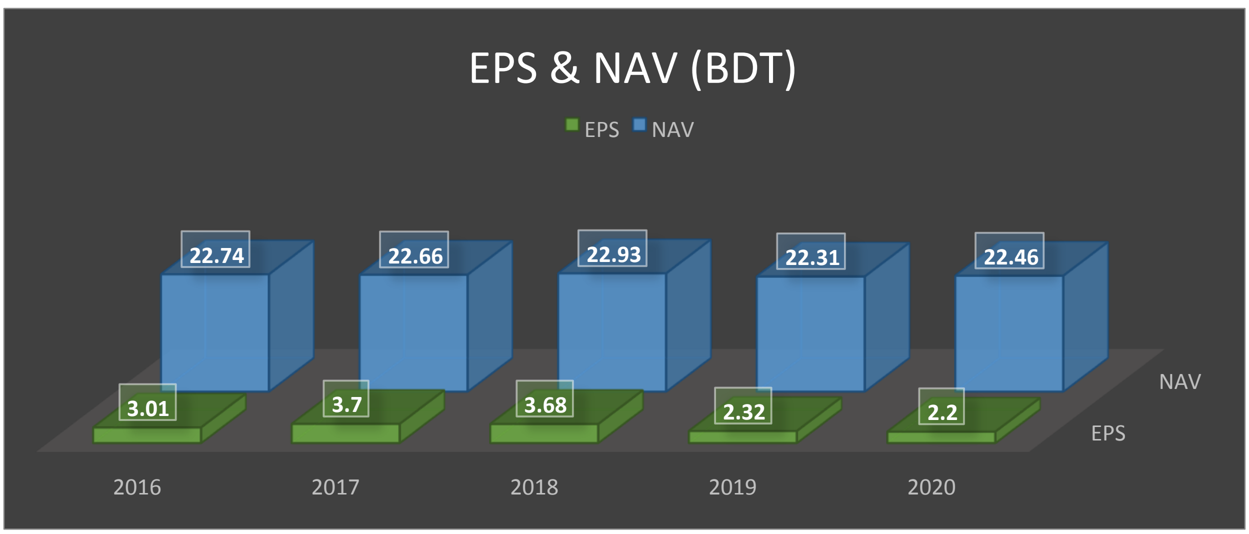


Figure 4 EPS & NAV (Source* Annual Report)

2.9 SWOT Analysis of Mercantile Bank Limited

Strength

- Skilled Human Resource Team
- Qualified and experiences personnel
- Well reputed commercial Bank
- High commitments for customers

Weakness

- Less developed technology
- Low promotional activities

Opportunities

- High demand of credit
- High demand of small enterprise financing.
- High demand of remittance facility
- High demand of investment by depositing.

Threats

- The political unrest as well as the laws
- Rival Competitors

Chapter 3

Research Methodology

3.1 Research Design

The study methodology included observation of their work procedure, analysis of their information input forms and their output documents, face-to-face communication with the clients, interviews of relevant MBL officials. As per study objectives mentioned, the information used in this study has been received from the following sources.

3.2 Sources of Data

The Primary Sources of Data include the followings:

- Questionnaire survey on customers through face to face conversation.
- Officials Records of Mercantile Bank Limited (MBL).

The Secondary Sources of Data include the followings:

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

- Annual report of Mercantile Bank Limited.
- Different publications of Mercantile Bank Limited.
- Internal records of Mercantile Bank Limited.
- Different books and periodicals related to the banking sector.
- Internet

3.3 Sampling Technique

-Elements: Individual Customers of Mercantile Bank Limited who took services from Mercantile Bank Limited Narayanganj, (Bhulta, Gawchiya) Branch.

-Sampling Size: Sample size of this study is 50 customers.

-Sampling Method: In this research non probability convenience sampling technique was used to select the sample.

3.4 Methods of Data Collection

First of all, I made a set of questions on customer satisfaction level of MBL Bhulta, Gawchiya branch and made a survey on 50 customers. I tried to collect data from customers of different ages and occupations so that I can measure the best possible result for my survey. I gave more importance on primary data rather than secondary data because of primary survey .I got to know the direct reflections of the customers. After executing the survey I got some strong points which I am going to explain on my report.

3.5 Analytical Technique and Tools

Simple percentage method in statistics is used as analytical method. The collected data were analyzed through Table & graphical presentation. The tool those I've used to implicate the techniques for analyzing data, are simple MS Word & MS Excel.

Chapter 4

My Internship Tasks

4.1 Internship Program

General banking is the heart of all business banking activities. General banking department performs the core function of bank operates the day-to-day transactions. It is the storage point of all kinds of transaction of foreign exchange division, loans and advance division and itself.

I did my Internship program in Mercantile Bank Narayanganj (Bhulta, Gawchiya) Branch. I visited in general banking division, loan and advance division and rotated my job in various sections of these divisions in the Branch.

4.2 Job description:

- Informing customers about their cheque book and debit card have been issued by phone calls.
- Delivering cheque books and debit card to the customers.
- Delivering FDR forms, account opening forms, DPS forms, remittance, pay order forms, deposit forms to the customers.
- Fill up account opening forms, current account, FDR forms.
- Receiving check requisition forms the customers.

4.3 Benefit from the practical work from various sections;

Actually, this was a great opportunities for me to work practically in a private commercial bank and I have benefited in ways. I have been able to understand the practical work and how these are difference from the text how to adopt with practical work. Some points of them are given below:

- **Understanding of different types of accounts:** From my internship I have learned various types of accounts such as savings account which is also known as personal account which is opened by individuals for their personal needs, current account is being used for institutional purposes.
- **Convincing customers for receiving check books and debit cards:** Sometimes customers do not want to receive their check books and debit cards for four to six months. They just issue for debit cards and after that they want to cancel for the cards since they do

Not want to come. From this internship I have learned how to convince the customers to receive their check books on time before the bank destroy those cards.

- **Compiling various documents according to files:** I have compiled various documents such as debit cards, debit pins according to files also I have assembled verified signature, check requisition forms to files.
- **Time management**: From this internship I have learnt how to prioritize and complete my different tasks before the time. I have started my work from 10am to 3pm, banking hour.
- **Communication skill**: I also developed my communication skill with manager and senior officers during my internship.
- **Working under pressure**: Most of the time I performed more than one task and learnt how to work under pressure.
- **Adaptability:** I also have learned how to cope up with my coworkers and the office culture of Mercantile Bank.

4.4 Difficulties faced during Internship:

Most of the times every officers of the bank remain busy with their work load. From 10am to 4pm during banking hour they cannot even talk to the interns after the banking hour they can teach the intern about the banking works. Also, due to lack of banking knowledge sometimes I could not able to answers the query of the customers.

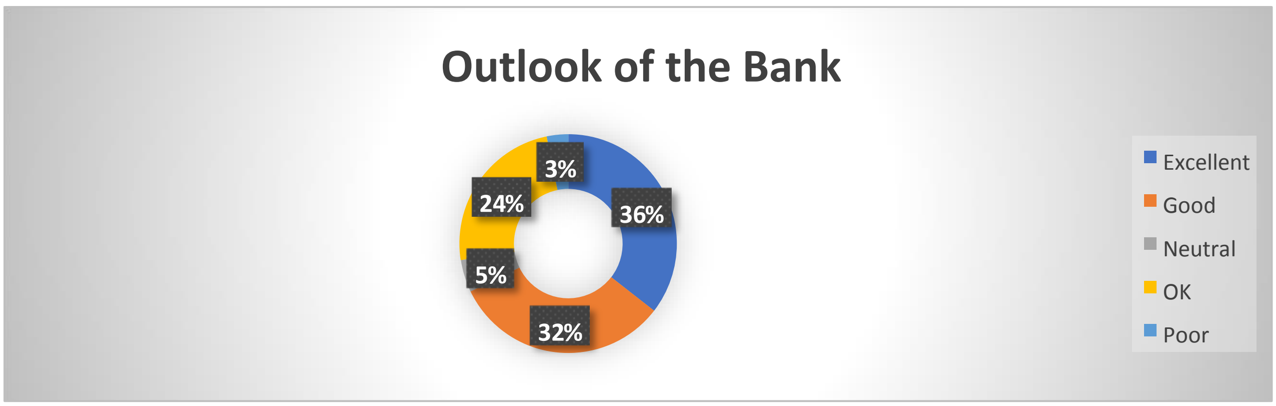
Chapter 5

Findings & Analysis

5.1 Findings of the Survey Results

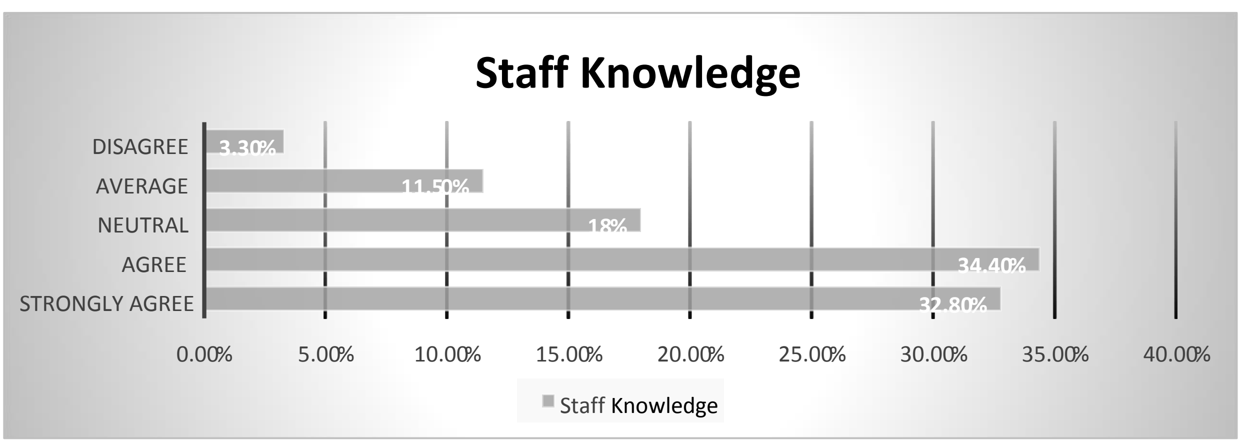
Question 1 Outlook of the Bank

The Branch was appealing aesthetically, and the overall cleanliness and hygiene of the branch was maintained. The survey result was balanced but skewed mostly to the less favorable side. As MBL is a second-generation bank most of its branches are getting old specially branches that were established long time ago. MBL is working to renovate most of the aged branches with aesthetically pleasing as this is the first point of attraction for a customer.



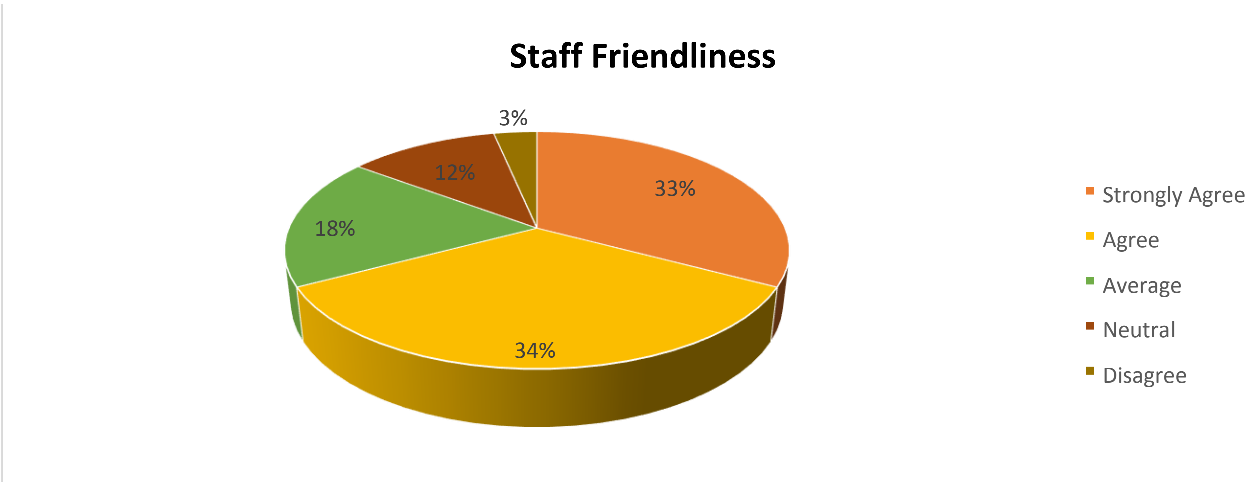
Question 2 Staff Knowledge

The branch staff had the required knowledge about the bank's product and services. More than 50% of the survey population agreed to the fact that staff behavior of the bank is good. MBL does frequent trainings to ensure customer satisfaction is gained.



Question 3 Staff Friendliness

The branch staff were available for help and dealt your query in a friendly and courteous manner. In line with the above survey less complaints about the staff helpfulness is received at MBL.

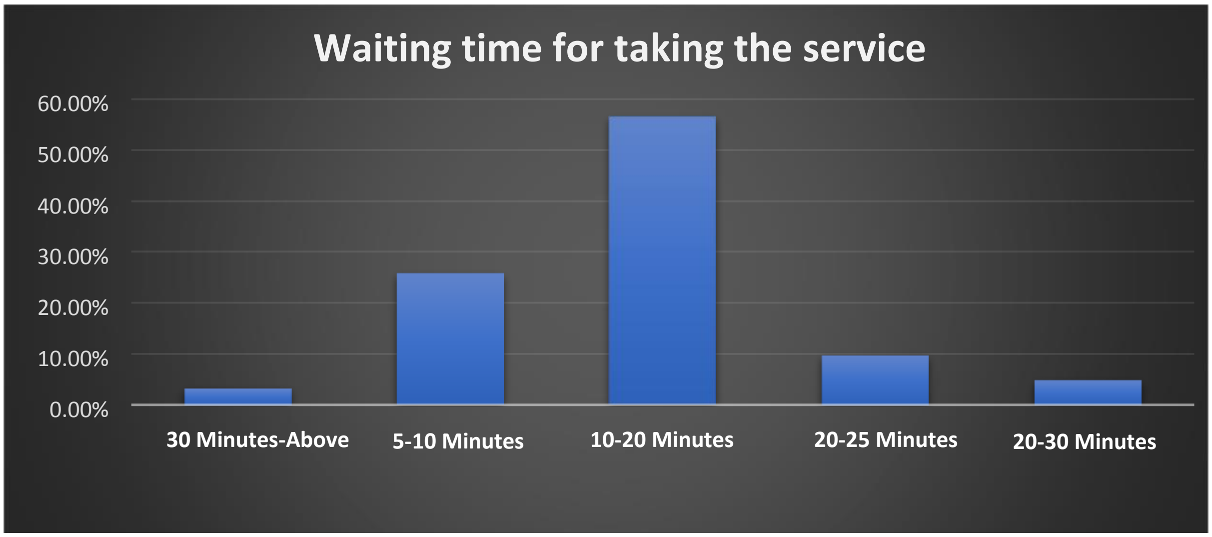


Question 4 Staff Professionalism

The branch staff had the required knowledge about the bank's product and services. When employees are recruited at MBL they get training about different banking products and services to attend any sort of customer query.

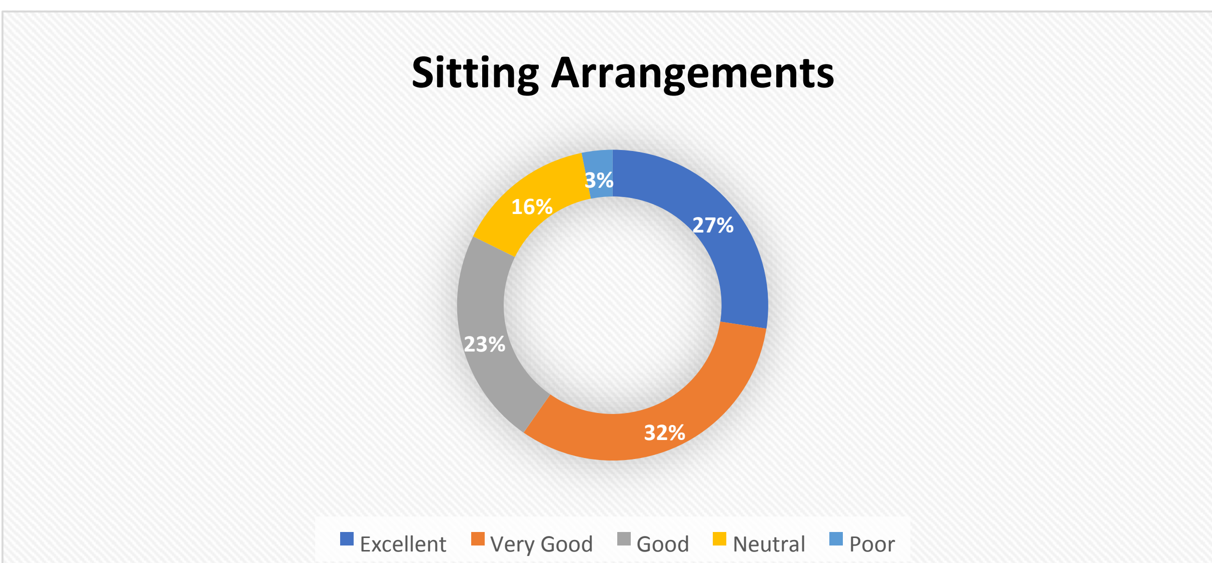
Question 5 Customer Waiting Time

The overall waiting time for your service at the branch were long. This is something that drives the overall customer satisfaction at banks mostly. Customers do not like waiting in queue to get the desired service. MBL is constantly trying to reduce customer wait time.



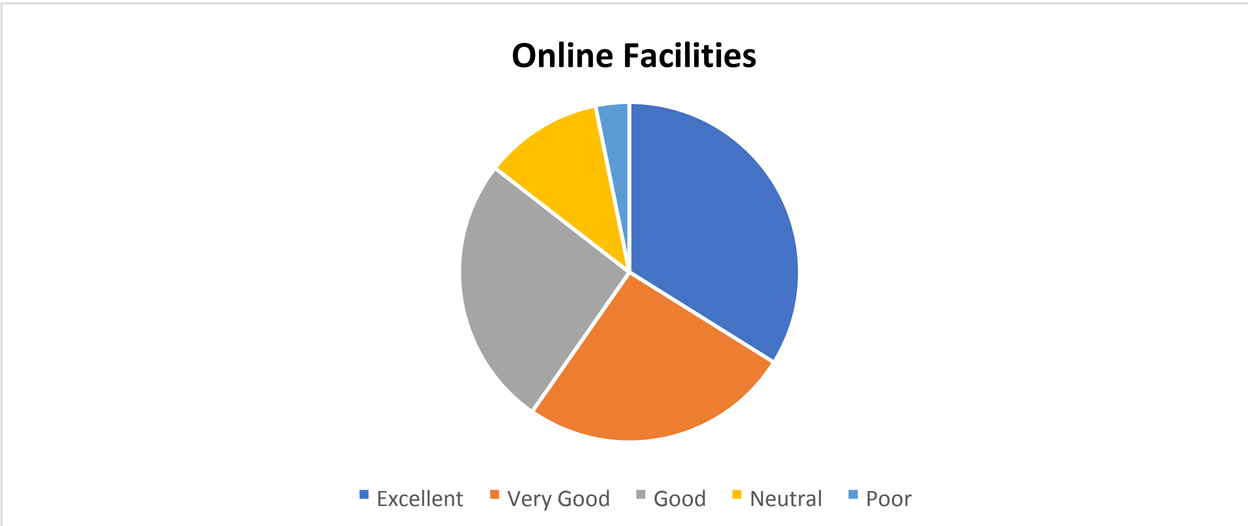
7.6 Sitting arrangements for customers

The branch provided adequate and proper sitting arrangements. Fewer Complaints with the population survey regarding sitting space at the bank were received. MBL aims to provide adequate sitting space for all its customer.



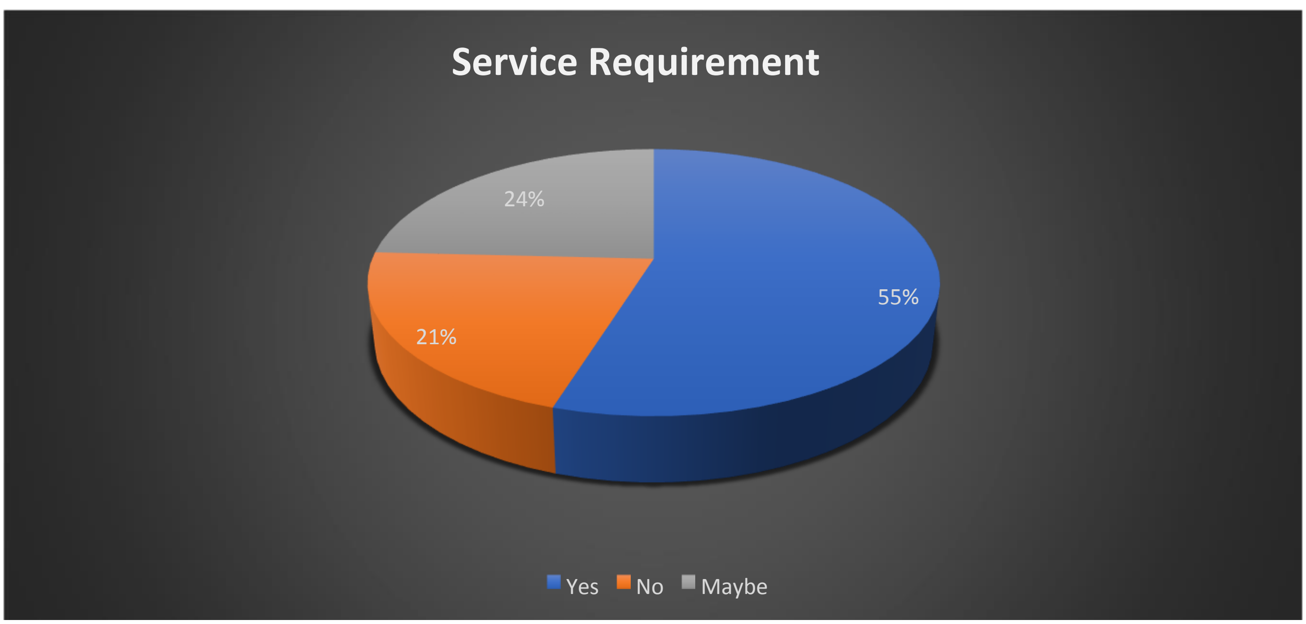
Question 7 Availability of Online facilities

Are you happy with the bank's online facilities and Booth Services? MBL is yet to have high tech industry accepted online banking services. The bank is frequently trying to increase the number of ATM booths for its customers. Though the number is very low compared to that of its competitors.



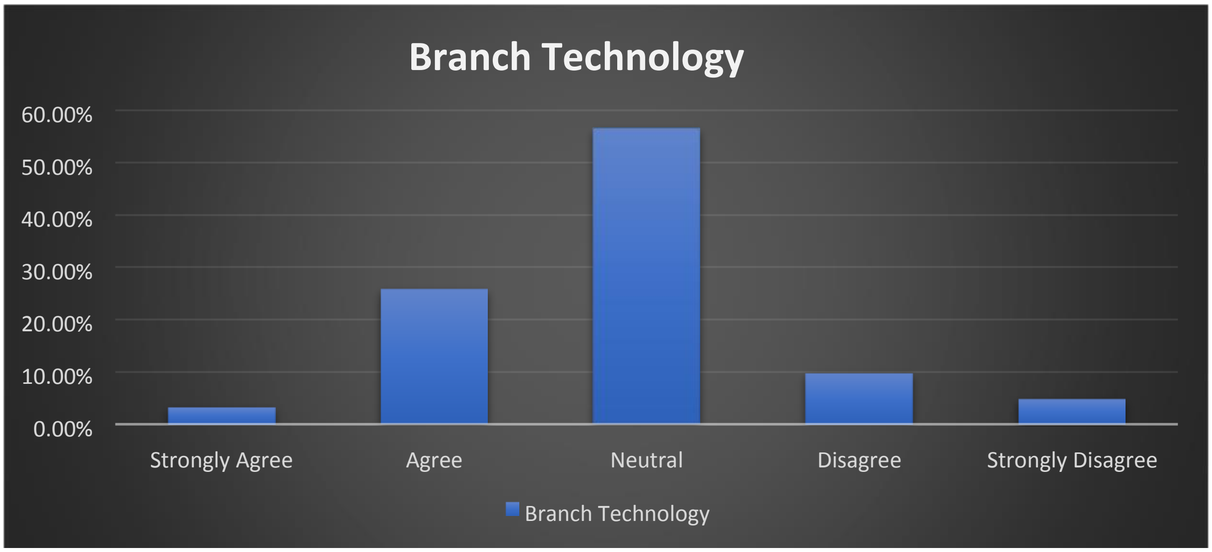
Question 8 Service Requirements

The Bank had all the services you desired in line with the industry standards and other competitors.

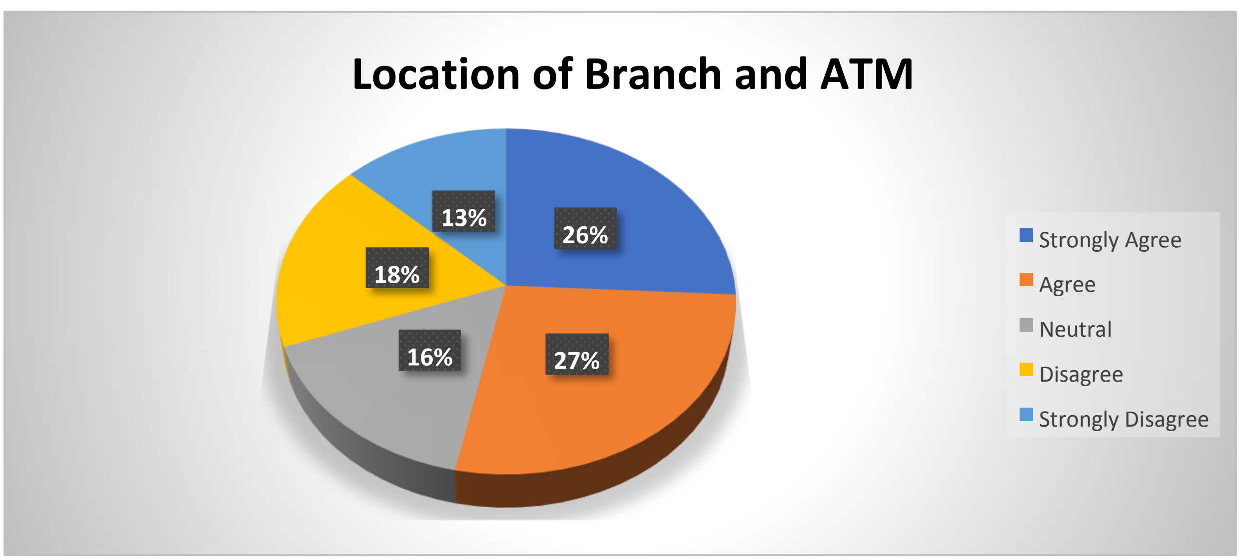


Question 9 Usage of modern technology

From the survey, it can be said that the branch had modern and industry accepted technological services.

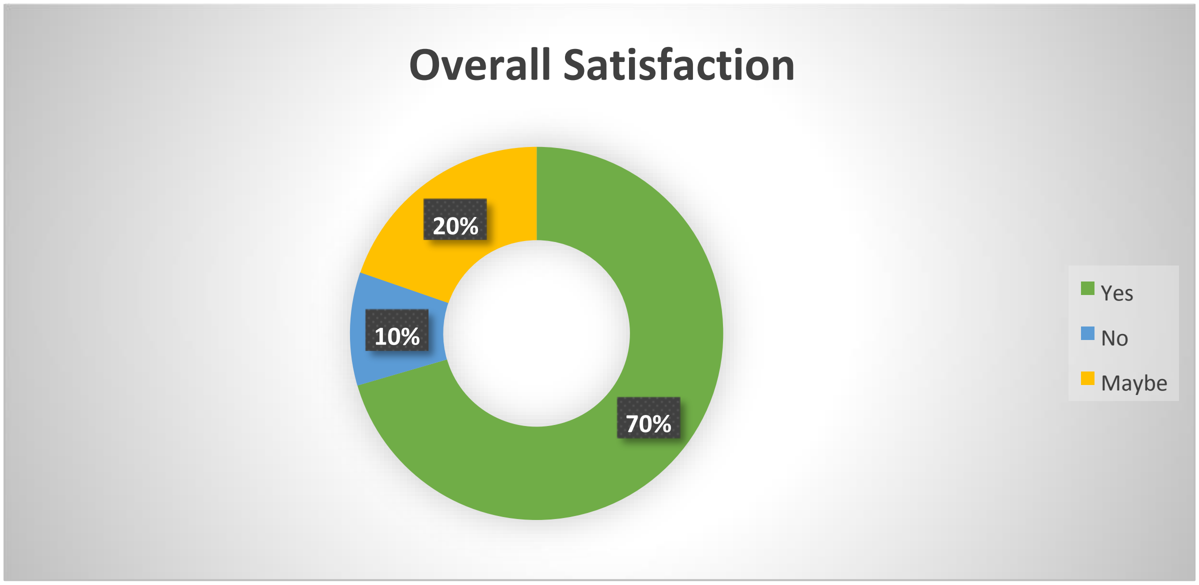


Question 10 Branch & ATM Booth Location: 26% respondents said that branches and ATM booths are located at convenient locations.



Question 11 Overall Satisfaction

Almost 70% of total respondent said that they are satisfied with the overall banking services of MBL. Though there is a room for improvement for the bank.



5.2 Analysis of the Findings

During my three months of internship in Mercantile Bank Limited, Bhulta, Gawchiya Branch I had the opportunity to conduct directly with customers and I had every opportunity to observe the working environment of the bank. From this experience I found something really very impressive about Mercantile Bank. On the contrary from my observation of last three months I would like to point out some findings that can give them another thought.

- **Technological Problem:** There is the shortage of computer in general banking section. Sometimes the shortage of computer makes some unfortunate event in that section.

- **Strict rules and regulations:** This branch is very popular to many customers for MSS. But now the customer is disappointed for various formalities. For example, their current bill, water bill, and gas bill copy is to be given at the time of saving account. As a result, the customer goes to another bank where rules and restrictions are easy for them.

- **Staff Loan Facilities:** MBLs do not offer loan for their own staff at AVP level. Where another bank has it promptly. In order to take an MBL staff loan, it takes five years to get the job done in this bank.

- **MBL Card Service:** MBLs card department is not very impressive. They have launched a number of card but their service is not in satisfactory level. Typically a twenty four hour takes time to activate the card, but sometimes it takes time to forty eight hour.

- **Mobile Banking Services:** MBL mobile banking services is popular as 'MY CASH'. They should improve its features.

- **Lack of Machineries:** Bhulta, Gawchiya Branch is supposed to be very well equipped by advance and available machineries. But there are shortages of photocopy and printing machine.

Chapter 6

Recommendations & Conclusion

6.1 Recommendations

It's not easy to find out solution to these problems within three months period. But I think the suggestions that I give will be helpful for increasing the efficiency of MBL.

- **More flexible of rules and regulations:** The rules and regulation of opening a customer account or an organization account or joint account are very strict than other banks .Mercantile Bank Limited should make it more flexible.

- **Cost reduction and restructuring the lengthy process**: The recruitment process of the bank is very lengthy and expensive. The bank should reduce the cost and select the employee by restructuring the lengthy process.

- **Increase more ATM Booth:** As soon as possible the bank should open more ATM booth in all over the country.

- **Introduce more promotional programs:** A successful business depends on how they can promote their services and products. In this case, to improve the business term bank should introduce more promotional programs.

- **Increase training programs**: The bank should increase to improve training program which necessary for the officials to update themselves.

- **Reduce Customer waiting time**: Customers said they had to wait for 10-15 minutes or more depending upon branch. An easy solution to reduce this waiting time is to book a slot at a designated branch beforehand and customers will visit the branch for their designated service during that time slot.

- **Upgrade Mobile apps feature:** My cash a subsidiary of MBL needs to be more customer friendly and improved added facilities. MBL already has an MFS on their portfolio. My cash needs to have more added features like that of its competitors to attract more consumers and increasing overall customer satisfaction.

6.2 Conclusion

As we move towards a cashless society the idea of physical banking is slowly becoming obsolete. The era is not that far when banking services will be on our palms. As banks are slowly moving towards bringing in more advanced banking technology in Bangladesh but we still lag from the rest of the world. We all have realized in this pandemic the importance of online banking facilities and how poorly our banks in Bangladesh are at it. The coming decade is very crucial for banks and for the currency system in the world as we move towards crypto currencies and other modes of transactions.

The Mercantile Bank Limited has started successfully in Bangladesh in 1999. In the short period of banking business, MBL has shown better performance in every aspect .The Bank is expanding its business through all over the Bangladesh. At present the Bank has 152 Branches all over Bangladesh. In this modern world banks are very important for the economic development of a country. Banks contribute to SME loan which is very much helpful for the economic development of a country. It helps to reduce the unemployment rate of a country. MBL has already taken a significant position in the private sector banking. Banking Department of MBL is also doing well in terms of collecting deposits'. In my experience of these three months, I found out many things at the banks can be automated.

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Report

1. MBL Annual Report

“**<u>Customer Satisfaction on General Banking of Mercantile Bank Limited</u>**”

Customer satisfaction in general banking is crucial for a bank's success, as satisfied customers are more likely to be loyal and recommend the bank. I am conducting a survey on customer satisfaction in general banking of Mercantile Bank Limited at Bhulta, Gawchiya Branch.

I would like to request you to spare 2-3 minutes to help me out regarding the survey. Your cordial cooperation and candid views to fill up the questionnaire will be a tremendous help for me to make it possible. Highest level of confidentiality will be ensured about your identity and your responses regarding the questionnaire.

1) **In your perspective, the outlook of this bank is-**
   - ○ Excellent
   - ○ Good
   - ○ Neutral
   - ○ Ok
   - ○ Poor

2) **The branch staff had the required knowledge about the bank's product and services.**
   - ○ Strongly Agree
   - ○ Agree
   - ○ Neutral
   - ○ Disagree
   - ○ Strongly Disagree

3) **The branch staff are friendly and courteous manner.**
   - ○ Strongly Agree
   - ○ Agree
   - ○ Neutral
   - ○ Disagree
   - ○ Strongly Disagree

4) The branch staff are professional in delivering their service-

- ○ Strongly Agree
- ○ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

5) The overall waiting time for receiving service at the branch-

- ○ 5-10 Minutes
- ○ 10-20 Minutes
- ○ 20-25 Minutes
- ○ 25-30 Minutes
- ○ 30 Minutes – Above

6) Sitting arrangements of the branch is-

- ○ Excellent
- ○ Very Good
- ○ Good
- ○ Neutral
- ○ Poor

7) Online facilities of the bank is-

- ○ Excellent
- ○ Very Good
- ○ Good
- ○ Neutral
- ○ Poor

8) **Service Requirements of this bank is in line with the industry standards and other competitors.**

- ○ Yes
- ○ No
- ○ Maybe

9) **The branch has modern and industry accepted technological services.**

- ○ Strongly Agree
- ○ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

10) **The branches and ATM booths are located at convenient locations.**

- ○ Strongly Agree
- ○ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

11) **Are you satisfied with the overall banking services of MBL?**

- ○ Yes
- ○ No
- ○ Maybe

Thank you for your cooperation.