

An Internship Report
On
Customers' Satisfaction of IDLC Finance Limited,
Dilkhusha Branch

An Internship Report Presented to The Faculty of Business Administration in Partial Fulfillment
of the Requirement for the Degree of Bachelor of Business Administration.

Submitted To:

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Customers' Satisfaction of IDLC Finance Limited,
Dilkhusha Branch

Letter of Transmittal

June 25, 2018

Md. Kaium Hossain

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report

Sir,

It is a pleasure to submit this report, which has been prepared as per the requirement of Internship. This report has been created in accordance to your requirements as well as the requirements of the host organization.

The internship program, which is of three months, helped me to learn a lot. It also enabled me to gain practical knowledge on dealing with customers and to perform different tasks using specialized software. This report is based on an overview of the organization and the experience I have gained during my internship program at IDLC Finance Limited.

Despite the difficulties I faced while preparing this report mainly due to time constraints, I have tried to be as critical and analytical and the information provided are accurate to the best of my knowledge.

Sincerely,

Maria Jahan Nowrin

ID: 111133018

Acknowledgement

First of all, I would like to thank Almighty Allah for giving me the opportunity and ability to complete my internship with IDLC Finance Ltd. for a three month period. I would also like to thank my parents for their support during the three months of my internship period without their support I can't complete my internship.

Next, I would like to thank all the people who had significant contribution in helping me throughout my internship and in fulfilling the requirements for the internship program at united international University.

Firstly, I would like to thank my faculty advisor Md. Kaium Hossain for guiding me and helping me for my internship. I would like to thank my supervisor, Mr. Sadhan Kumer Das for being such a helpful and friendly mentor.

Secondly, I would also like to thank the rest of my team, Sadia Apu, Irin Apu, Jico bhai and Priyanka Apu for being so kind and patient with me and guiding me while I was learning and continuously making mistakes. I am grateful to all of you for contributing to the successful completion of my internship at IDLC Finance Ltd.

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Executive Summary

The internship report on IDLC Finance Ltd. reflection of the three month internship experience, observations during this time and a brief overview of one of the most reputed Non-Banking Financial Institutions (NBFI) of Bangladesh. Being an intern in the Consumer division, I got the chance to perceive how the Consumer Division functions with Corporate Division to accomplish targets. Later, I will talk about the different products and services of IDLC finance limited also talk about different department and their basic works. I will also talk about the consumer's behavior process, SWOT analysis & I will do a survey on customer satisfaction.

In order to highlight the different aspects of the three month internship attachment at the Customer Experience Department (CED), critical analysis of the interactions with different departments as well as a critical analysis of CED and different job responsibilities have been described in different segments of the report. From the close observation of the organization based on the internship, some recommendations have come up that will hopefully help the organization better serve their customers, the banking industry and the economy of the country.

CHAPTER ONE

INTRODUCTION



1.0 Introduction

In the course of the past 30 years the IDLC group has become the biggest multi-product multi segment Non-banking financial institution in Bangladesh and one of the blue chip companies on local stock markets. The single product leasing which started in 1986 with five staff members has today evolved into a multi-product \$750 million business which has diversified into the corporate, SME, Retail and capital market segments. IDLC is today represent out of 38 branches and booths in 17 cities with over 1,400 staff.

The Company is committed to sustainable practices and strong financial performance. IDLC has been consistently recognized by independent bodies for the values underpinning its business and is proud to be a standard bearer for the Bangladesh financial sector. The IDLC committed to upholding the highest standards of ethics and compliance by its employees. Each employee follows the Company's code of conduct. IDLC is involved with lots of CSR activities.

Since 2011, the IDLC group has embarked on a journey to grow its capabilities and become larger and better than ever. They launch new technology, new products, new branch, new sales, Channels etc. In 2014 the Company began leveraging these investments and seriously stepped up business.

1.1 Origin of the Study

The preparation of this report has been originated for the fulfillment of internship and the partial fulfillment of the Bachelor of Business Administration (BBA) degree at United International University. The BBA degree is not only about knowledge gained from books and assignments. Since the beginning, the BBA program has enriched students' practical knowledge by assigning practical reports and internship programs.

I was selected as an intern at IDLC Finance Limited, Dilkhusha Branch Customer Experience Department for a three month period. As per the requirement of the organization and completion of Internship, this report has been written on the basis of my experience at and knowledge about the organization.

1.2 Purpose of the Study

Form this report it has been tried to find out if the level of satisfaction of customers is affected by quality of services provided by customer experience department (CED) if IDLC Finance limited such as office environment, time taken to provide services and behavior of services providers etc.

1.3 Objectives of the Study

The objective of this report can be classified into general and specific objectives.

1.3.1 Broad Objective

- To find out the customer satisfaction regarding quality of service of customer experience department (CED) of IDLC Finance Limited, Dilkhusha Branch.

1.3.2 Specific Objectives

- To understand the Non-banking system and its Operation
- To know how to open a deposit account and maintained it.
- To know the whole operation process of Consumer Experience Department.
- To know the decision making process of the division.
- To know the home loan procedure.
- To know the car loan procedure.
- To know the personal loan procedure.
- To know the credit evaluation policy.

1.4 Methodology of Data Collection

I have followed two kinds of methodology for the arrangement of the report. The two ways in which I have collected information:

- **Primary Data:** I have collected this data with the help of a company supervisor, talk directly with the consumers also discuss with national sales team and consumer division, and SME.
- **Secondary Data:** My secondary method of data collected from different sources. Those are:
 1. Go through the websites.
 2. Annual reports of IDLC finance limited.
 3. Different outlets of IDLC, Internet, etc.

1.5 Limitations of the Study

I faced so many problem while doing my internship report, especially I face huge obstacle while I am doing survey for my report. Customers don't want do survey because some customers doesn't have time some of them were dissatisfied of the service of IDLC and some of them think that this is useless because they didn't get the results. There are some other problems.

Following are the list:

- Organizational restriction
- Insufficient time period
- Non availability of related journals and publications

CHAPTER TWO

THE ORGANIZATION



2.0 Company Profile

Here I am going to discuss some details about IDLC Finance Limited.

2.1 Historical Background:

The brand IDLC today started off its journey in 1985 with only a single product- leasing. IDLC was established in 1985 by the initiation of IFC of the World Bank. The company was formed via collaboration of International Finance Corporation, German Investment and Development Company, Korea Development Financing Corporation, Aga Khan Fund for Economic Development, Kookmin Bank, The City Bank Limited, Bangladesh Limited and Sadharan Bima Corporation. It has since emerged as a fully locally owned financial institution. The then Industrial Development and Leasing Company (IDLC) housed only 5 staff members with only one product. Now IDLC has become the largest multi-product Non-Banking Financial Institution (NBFI) in the country housing over 1400 employees catering to over 50,000 customers with 38 branches and booths all over the country. With a wide range of financial products, services and solutions, IDLC is no longer the Industrial Development and Leasing Company, rather with its subsidiaries, IDLC Finance Ltd. is building on the brand name it developed with a strong base in Corporate, SME, Retail, and Capital Market segments. IDLC Finance Ltd. was born in the place of Industrial Development and Leasing Company and in course of time has built strong footing in serving different financial products and services for their customers. The range of products and services of IDLC varies by the Corporate, SME, Retail/ Consumer, and Capital Market financing. Although IDLC Finance has shown remarkable success in transitioning whether it be from a leasing company to an NBFI or from a newly formed company with majority of foreign share to a renowned Financial Institution of the country, the organization is still reorganizing and restructuring and has a long way to go to achieve smooth world class operations and departmental activities.

2.1.1 Vision, Mission, Strategic Objectives & Core Values.

Vision

We will be the best financial brand in our country.

Mission

We will focus on quality growth, superior customer experience and sustainable business practices.

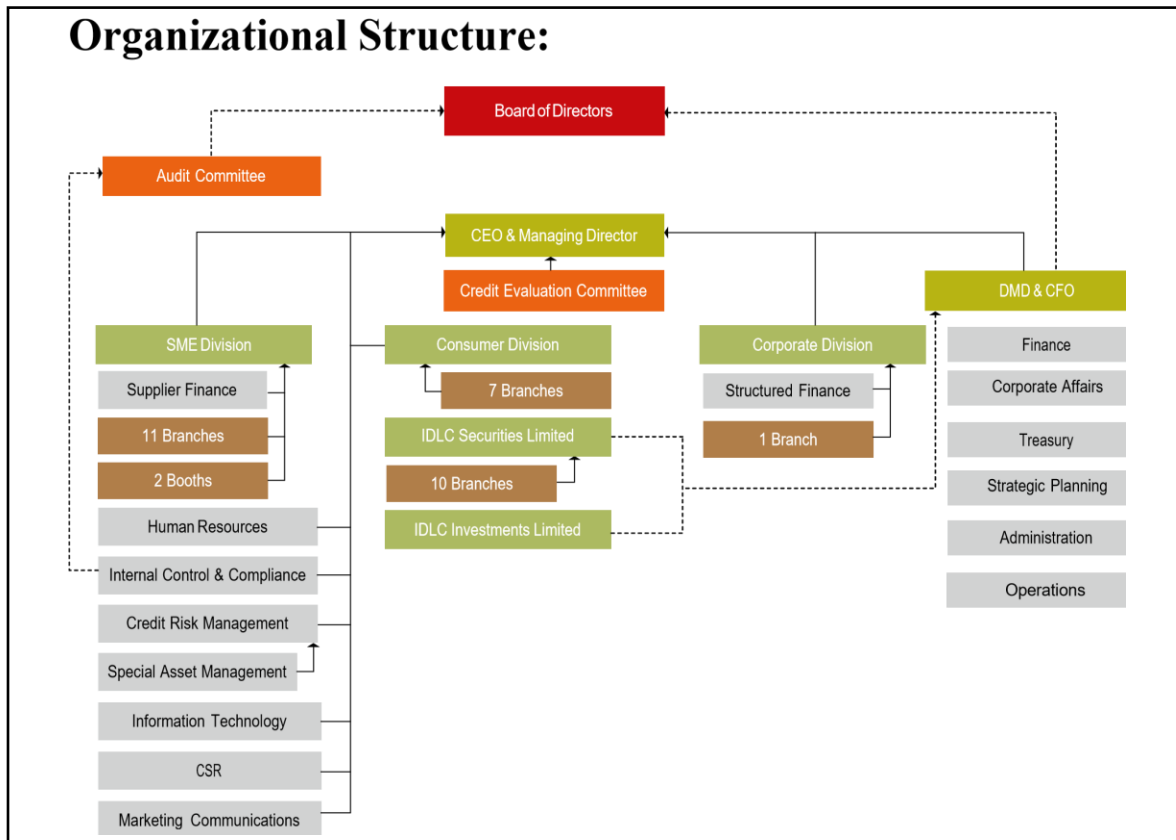
Strategic Objectives

- Grow and develop our talent pool
- fully leverage the new core banking platform
- Optimize distribution point
- Grow and diversify funding sources
- Grow sales and service capabilities in the Consumer Division
- aggressively grow the SME portfolio
- Focus on top-tier clients in the corporate segment
- Consolidate capital market operations and enhance capabilities
- Embrace internationally-accepted corporate governance and sustainable business practices

Core Values

Integrity	Eco-friendly
Customer Focus	Passion
Trust and Respect	Simplicity
Equal Opportunity	

2.2 Organizational Structure



Organogram of IDLC Finance Ltd.

2.3 Departmental Activities

The different departments in the organization are vital to the day to day and long term goal achievement of the organization. Like any other organization, different departments in the organization help achieve different goals for the sustainability of the organization, IDLC is not an exception. An organizational chart provides a clear understanding of different department within the organization.

2.3.1 Treasury

Responsible for managing flow of funds for short term and long term use of the organization. During my three month internship period, I have seen my supervisor and colleagues communicate with the treasury department every day. When any individual or corporate customer having deposit of a large amount deposited at IDLC Finance wishes to discontinue (en-cash) their deposits, the Customer Experience Department (CED) has to communicate with the treasury to make sure that there are enough funds available to transfer their deposited amount back to their respective bank account. This is, on part of the treasury department, a lack of responsibility towards managing daily funds. If for any reason the CED team fails or forgets to follow up with the treasury to enquire about funds for transfer to a client's account, enough funds may not be available and the fund transfer process most likely would fail. The funds arranged for various organizational purposes get spent elsewhere most of the time without notifying the concerned people

2.3.2 Operations

The CED team has to work with the Deposit/ Liability Operations (LO) and Asset Operation/ Credit Administration (CAD) on a daily basis. Most of the requests whether it is from an Asset (Loan) customer or from a Liability (Deposit) customer is processed and passed down to the respective operations department for completion of request. Before the formation of the CED from the Consumer Division, the CED was part of the operations and consumer division of the organization. Single handedly, the operations department used to receive, primarily process and complete customer requests for consumer products. Now, the operations department only completes the primarily processed customer requests passed down to them for asset and liability customers by the CED. Recently, the operations department has been undergoing 'Centralization', i.e. all of the department personnel will operate from one centralized branch. This has primarily complicated the process of providing service to the customers. Some personnel have already been transferred to the centralized branch and now all of the requests and related documents of customers have to be passed to them by providing scanned copies. This is a

time consuming process as the scanners available at the operations department take a lot of time to scan a page. After the people at the central branch receive the requests, they complete some of the services themselves for which the customers do not need any hard copy/ evidence. For example, repayment adjusted with loan for deposits, cheque for monthly installment received and sent to the PDC team etc. But for requests for which customers need hard copy, for example, instruments for deposit account opening, the central team processes the request and passes to the branch team again and the branch team arranges to prepare hard copy. It is apparent that even though a centralization attempt has been undertaken, some of the personnel have to remain at the branches which will make the time in which customers receive service lengthier than necessary.

2.3.3 Administration

Responsible for general administrative activities within the organization. The CED team had frequent communication and dealing with the administration department regarding requisitioned goods such as visiting cards, for couriers, and had to communicate with administration for transferred calls and customers to the CED team from the Corporate Head Office (CHO). From what I have seen, most of the time the administrative department fails to provide services to the employees on time. Often it takes way more time for the couriers from other branches and visiting cards, account opening and other different types of forms requisitioned to arrive. This indicates an internal time management and efficiency problem of the administration. Most of the time, what I have seen is that different people are not delegated with all of these different responsibilities especially the messengers who deliver all the aforementioned items.

2.3.4 Credit Risk Management

Responsible for managing different types of credit risk within the organization. The people looking at the asset side at CED had frequent communication with the Credit Risk Management (CRM) Department. Most of the requests of the assets/ loan customers were processed and passed on to CRM for approval. For example, if a customer wants to foreclose a loan by paying their outstanding loan amount before paying all the monthly installments, this request first has to be approved by CRM and then upper level management. If a customer requests to reduce their

interest rate on their loan or waive additional charges on foreclosure request, these requests also need to be approved by CRM.

2.3.5 Information Technology

Not only the CED team, but all of the departments need to frequently communicate with the IT Department on a daily basis. Firstly, they need to do so because every employee needs to authorize all of their transactions by the end of the day. If they fail to do so, they receive mail from IT at the end of the day to authorize their pending transactions. Secondly, sometimes employees face

Log-in problems in their respective software module or have some kind of problem communicating on the intra-net of the organization. They need to communicate with IT to solve these problems. The IT Department overlooks all the hardware and network communications within the organization as well.

2.3.6 Human Resources

Responsible for recruiting appropriate people, training, organizing work seminars, paying and appraising performance of all of the employees of the organization. The CED team and HR team communicate with each other whenever there is a need for training and a training has been arranged. During my three month as an intern, I have seen my colleagues attend two training programs at their Dilkusha branch and a seminar at the Dilkusha branch as well. The HR team organizes to make salary payments to all of the employees on the 24th of the respective month. In case of a holiday, the payments are usually made at an earlier date. I also received my salary payment from HR generally within three to four working days after a month of working.

2.3.7 IDLC Investments Ltd.

A wholly owned subsidiary of IDLC Finance Limited, operates in the capital market. Their two products named MAXCAP and Easy Investment fall under their discretionary portfolio management. A capital market customer who is interested to invest in these products can come into the IDLC Finance office, submit their cheque and filled in form for further processing. These forms and their deposit slip for their cheque are then sent by internal courier to the IDLC Investments branch while the cheque is cleared by the CED team.

2.3.8 IDLC Asset Management Ltd.

A wholly owned subsidiary of IDLC Finance Limited that also operates in the capital market. The mutual fund of IDLC Asset Management Ltd. (AML) named ‘The Balanced Fund’ is a product for which the CED team provides service. Any customer willing to invest in the Balanced Fund can submit their filled out form and cheque to the CED team. The team checks whether all of the documents are in place and then places the cheque to their account at the South East Bank for clearing. The form and the deposit slip from the bank is then sent to the AML for further processing.

2.3.9 SME Department

Small Enterprise Finance: IDLC offers financing facilities to small-scale enterprises for carrying out their trading, manufacturing or service business. Moreover, financing facilities for developing commercial real estate can also be availed by such enterprises.

Medium Enterprise finance: SME, mid segment offers mid and long term financial solutions to a wide range clientele who are in their journey to emerge as promising corporate houses in near future.

Supplier Finance: Supplier Finance is a revolving financing offered against receivables created due to supply of goods or delivery of services on credit.

Commercial Vehicle Loan: Commercial Vehicle Loan is a lease facility for the purpose of vehicle purchase for commercial use.

Women Entrepreneur Loan: Women entrepreneur Loan facility offered to small and medium business enterprises by women entrepreneurs.

JICA-SME Loan: SME Loan by JICA is a loan facility under the two-step fund, provided by japan international cooperation Agency (JICA) offered to small and medium business enterprises of Bangladesh.

2.3.10 Consumer

Consumer department include different types of deposits, home loan, car loan & personal loan.

- Deposits: “Save today. For a better tomorrow” It is their tagline for deposits

DEPOSIT INTEREST RATE MATRIX				
Product	Term	Amount up to 50 Lacs	50 Lacs < Amount < 1crore	Amount of 1 crore and above
Regular Term Deposit	3-5 months	8.50%	8.75%	9.00%
	6-11 Months	8.75%	9.00%	9.25%
	12-15 Months	9.00%	9.25%	9.50%
	2 years	9.25%	9.50%	9.75%
	3 years and above	9.50%	9.75%	9.75%
500 Days Term Deposit	500 Days	9.00%	9.25%	9.50%
Monthly Earner Deposit	1 Year	9.00%	9.25%	9.50%
	2 years	9.25%	9.50%	9.75%
	3 years and above	9.50%	9.75%	9.75%
Quarterly Earner Deposit	1 Year	9.00%	9.25%	9.50%
	2 years	9.25%	9.50%	9.75%
	3 years and above	9.50%	9.75%	9.75%
Double Money Deposit	7 years 3 months			
Triple Money Deposit	11 years			

➤ Home Loan: There are six type of home loan.

1. APARTMENT PURCHASE LOAN: Features are given bellow

- Repayment through EMI
- Conversion Facility from Fixed Interest Rate Variable Interest Rate
- Early Payment option in full or part
- Tri-Party Agreement Facility with a good Number of Developers
- Customized solutions as per your needs
- No Hidden Charges
- Loan term : 25-65 years

2. HOME EQUITY LOAN: Features are given bellow

- Loan Amount: Up to 75% of the value of the building including registration.
- Loan term: 15-20 years
- Repayment via EMI
- Conversion Facility from Fixed to Variable or Vice Versa
- Early prepayment option in full or part

3. HOME LOAN SHIELD: Features are given bellow

- Coverage: From 50% to 100% of the total home loan based on your age, loan tenure and outstanding principal amount
- Term: Equal to the total term of the Home Loan it covers.
- Reduces repayment burden on family in case of death of main earner
- Lowest possible single premium
- Hassle-free coverage merely upon declaration (up to a certain age limit)
- Free of cost medical examination from recognized hospitals (costs will be borne by the Borrower only if the application is turned down by the Insurer)

4. CONSTRUCTION LOAN: Features are given bellow

- Loan Amount: Up to 85% of the value of the building including registration.
- Loan Term: Up to 20 years
- Repayment via EMI
- Conversion Facility from Fixed to Variable or Vice Versa
- Early prepayment option in full or part
- Technical Advisory services available
- Mortgage of the property itself or any other equivalent security, as acceptable to IDLC has to be provided as security

5. REGISTRA LOAN: Features are given bellow

- Loan Amount: Up to 15% of total cost of property (or 20 lacs, whichever is lower)
- Loan Term: Up to 10 years
- Repayment via EMI
- Conversion Facility from Fixed to Variable or Vice Versa
- Early prepayment option in full or part

6. LAND PURCHASE LOAN: Features are given bellow

- Loan Amount – upto 75% of the value of your land
- Loan Tenure – upto 12 years
- Mortgage of the land required
- Repayment via EMI

➤ Car Loan:

- Loan Amount: Up to 80% of total cost
- Loan Term: Up to 6 years
- Repayment via EMI
- Fastest Service
- Special discount on vehicle price offered by renowned dealers, under special arrangement with IDLC
- Partial or full prepayment options
- Early prepayment option in full or part
- Technical Advisory services available

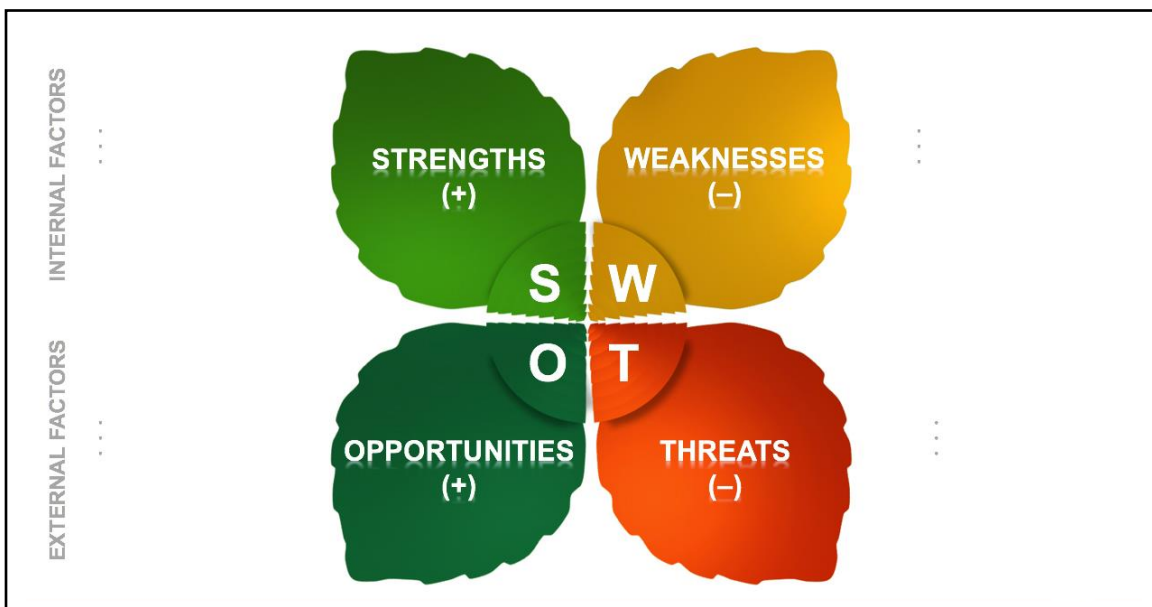
➤ Personal loan: Features are given bellow

- Loan Amount: Taka 50,000 to Taka 10 Lacs to suit your requirement
- Loan Term: Minimum of 1 year to a Maximum of 5 years
- Fast processing and loan approval
- Competitive interest rates. Individual rates are set based on the customer's financial status and facility amount.
- Early prepayments subject to payment of minimum charges.
- Early settlement option
- Dedicated Relationship Managers and supportive service
- Repayment through EMI

2.4 SWOT Analysis

It is a common phase used to abbreviate Strengths, Weaknesses, Opportunities and Threats. Each item is a heading for separate analysis of the business but they can be related as seen below:

Strengths provide an insight to your business Opportunities & Weaknesses in the business can cause immediate Threats It is important to know that the SWOT analysis is only based upon information that is known by the assessor and is seen as perhaps the more basic approach of analyzing a business position. But SWOT is still a powerful tool when looking for immediate benefits.



The SWOT Analysis is given below on the basis of the information of the organization IDLC Finance Limited.

Strengths

Established Brand	IDLC is a strongly establish brand, so they should continue to invest and build on the brand through superior service and PR activities.
Superior Customer Service	IDLC always make an effort to serve their customer, so the newly formed CED is paving a new way of creating more value for all the customers of the organization.
Independent IT Systems	IDLC have their own IT System so they don't have to depend on third party network system. It is their one of the biggest strength.
Competent and Motivated Human Resources	The compensation packages, career development facilities and friendly organization culture creates competent and motivated employees.

Weakness

Absence of Transactional Services	IDLC doesn't have transactional services because of NBFIs. But it can be overcome by innovating new ways and uses of services and products.
Inability to build loan portfolio in distant and rural areas	The major weakness of IDLC is not being able to provide consumer loan services in rural areas due to infrastructure and Human Resource related problems. This can be countered to some extent by focusing on SME growth and exploring possibilities for reaching new areas with loan products.

Opportunities

Islamic Banking/ Financing	The religious mindset of the people can be a great opportunity for the organization like Saadiq for Standard Chartered Bank.
Green Financing	New innovative products for green banking can counter weaknesses of being an NBFIs such as inability to provide transactional services.
Increasing service in fee-based products	Innovating new ways for providing fee-based services for brokerage and investment products has presented great opportunities for NBFIs.

Threats

Intense competition from existing competitors and new entrants	Intense competition is posing a great threat by reducing interest rates and creating excess liquidity in the market. Only providing the best service and innovating new products can counter this threat.
Lack of investment opportunities and excess liquidity	This situation is something that cannot be controlled but can be countered to some extent by creating and exploiting niche opportunities and promoting fee-based services like 'Easy Invest'

- **Industrial Downward:** Bangladesh is economically unstable country. Due to political instability our economy faces a huge challenge. This creates a downward pressure in all sectors business.

Strengths

- Strong corporate identity
- Strong employees bonding & belongingness
- Efficient performance
- Empowered work forces
- Strict adherence to compliance standard
- Modern equipment & technology
- Fully owned IT
- Goodwill

Weaknesses

- More innovative services must be offered
- Low paid up capital
- Not offering Islamic banking services
- Limited number of branches
- Limited scope of investment.

Opportunities

- Countrywide network
- Huge market
- Market Growth
- Little chance of getting information by other organizations

Threats

- New NBFIs & Banks
- Rivalry of existing competitor
- Similar services are offer by banks & FIs
- Industrial Downward

CHAPTER THREE

ANALYSIS AND FINDINGS



3.0 Analysis and Findings

The survey design used for this report is descriptive research because we are trying to determine the level of satisfaction of customers about the quality of services provided in IDLC Finance limited.

3.1 Scaling Technique

In this survey a 5 point scale has been used. A separate statement associated with each of the factors has been used. There is a box containing 5 options of agreement with each of the statements. The respondents could state their state of agreement with each of the statements by placing a tick mark in the respective box. The scale was unforced as it has a neutral point. The format of scaling is given below

poor	Average	Good	Very Good	Excellent
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3.2 Questionnaire Development

It was to determine, are the customers satisfied with the quality of services provided in IDLC Finance Limited.? In order to measure, the dependent and independent variables were identified and based on those variables questionnaires was prepared.

3.3 Sampling Techniques

Sample size represents 15 respondents. In selecting the sample unit, sampling was used for the survey.

3.4 Field work

For the survey and data analysis purposes, data was collected by the personal interviewing technique.

3.5 Frequency Distribution

In this part, all the independent variables and the responses were analyzed. The independent variables considered are the environment of the office, service delivery time, and employee's behavior staffs knowledge etc. Through the study, a conclusion can be drawn whether the customers are satisfied with the quality of services provided.

3.5.1 Satisfied with service delivery time

Satisfied with service delivery time			
	Frequency	Percent	Cumulative Percent
Poor	1	6.67%	6.67%
Average	2	13.33%	20%
Good	2	13.33%	33.33%
Very Good	7	46.67%	80%
Excellent	3	20%	100%
Total	15	100%	

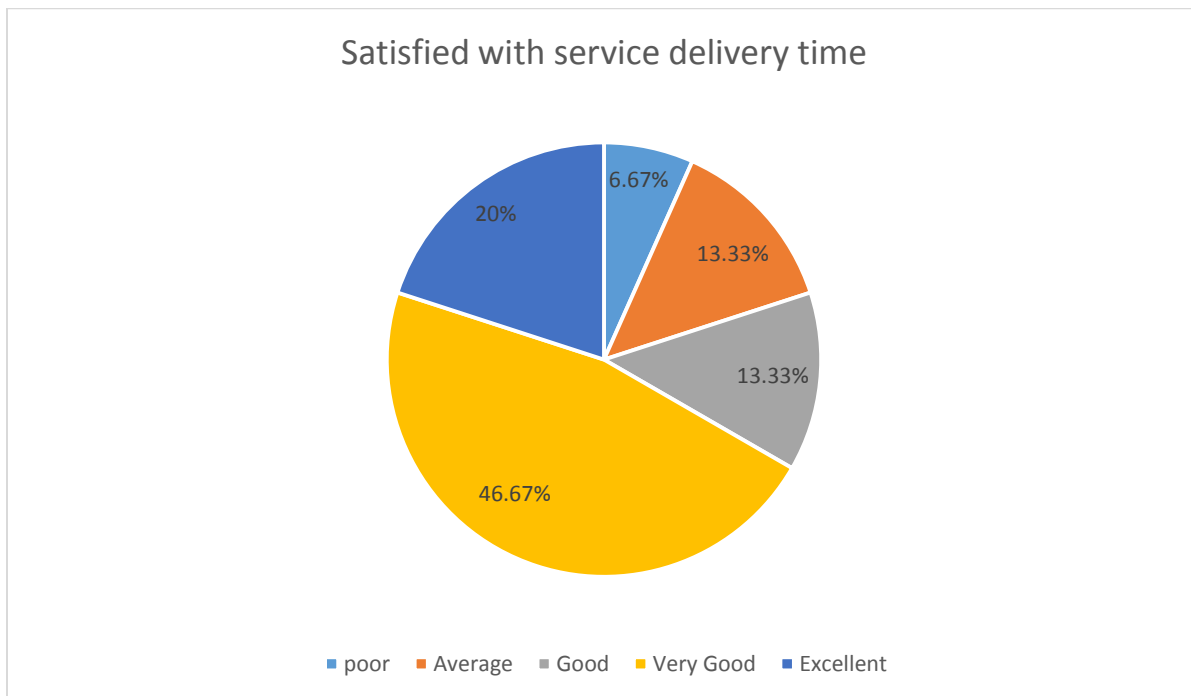


Figure 1: Satisfied with service delivery time

When asked about the service time delivery in IDLC, 46.67% said very good and 20% said excellent. Which means more than 66% were satisfied with service delivery time in IDLC.

3.5.2 Satisfied with staff behavior and professionalism

Satisfied with staff behavior and professionalism			
	Frequency	Percent	Cumulative Percent
Poor	2	13.33%	13.33%
Average	3	20%	33.33%
Good	1	6.67%	40%
Very Good	5	33.33%	73.33%
Excellent	4	26.67%	100%
Total	15	100%	

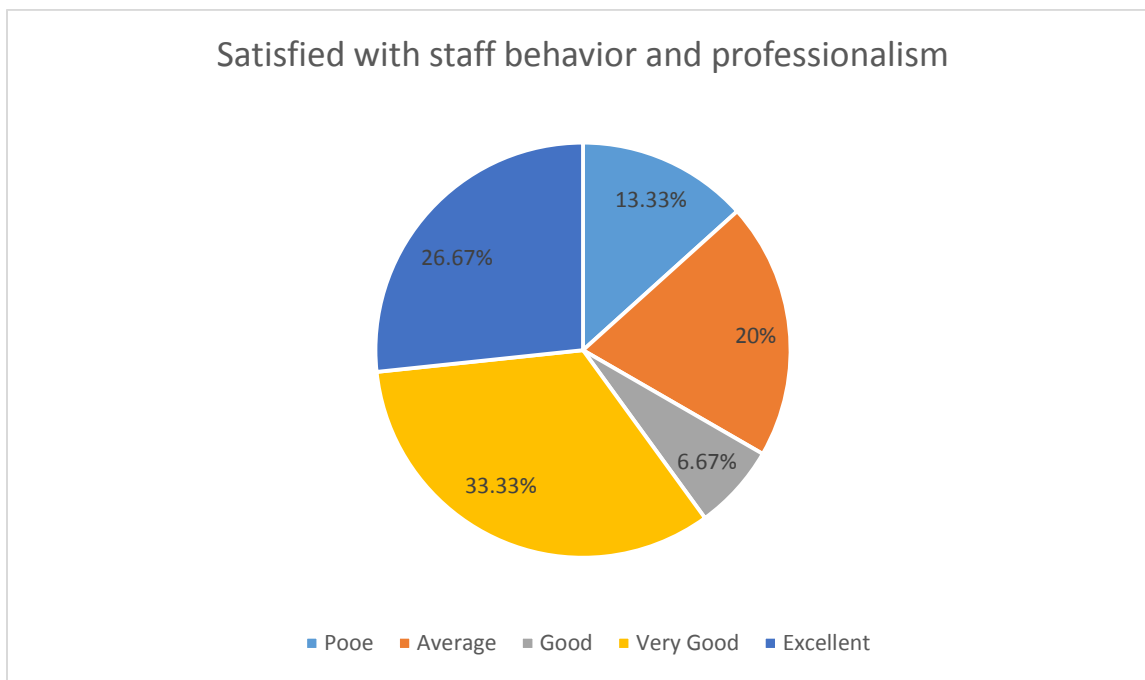


Figure 2: staff behavior and professionalism

When asked about staff behavior and professionalism of IDLC, majority were satisfied. Only 33.33% were dissatisfied but around 60% were satisfied.

3.5.3 Satisfied with staff knowledge and Competency

Satisfied with staff knowledge and Competency			
	Frequency	Percent	Cumulative Percent
Poor	1	6.7%	6.7%
Average	4	26.7%	33.33%
Good	1	6.7%	40%
Very Good	6	40%	80%
Excellent	3	20%	100%
Total	15	100%	

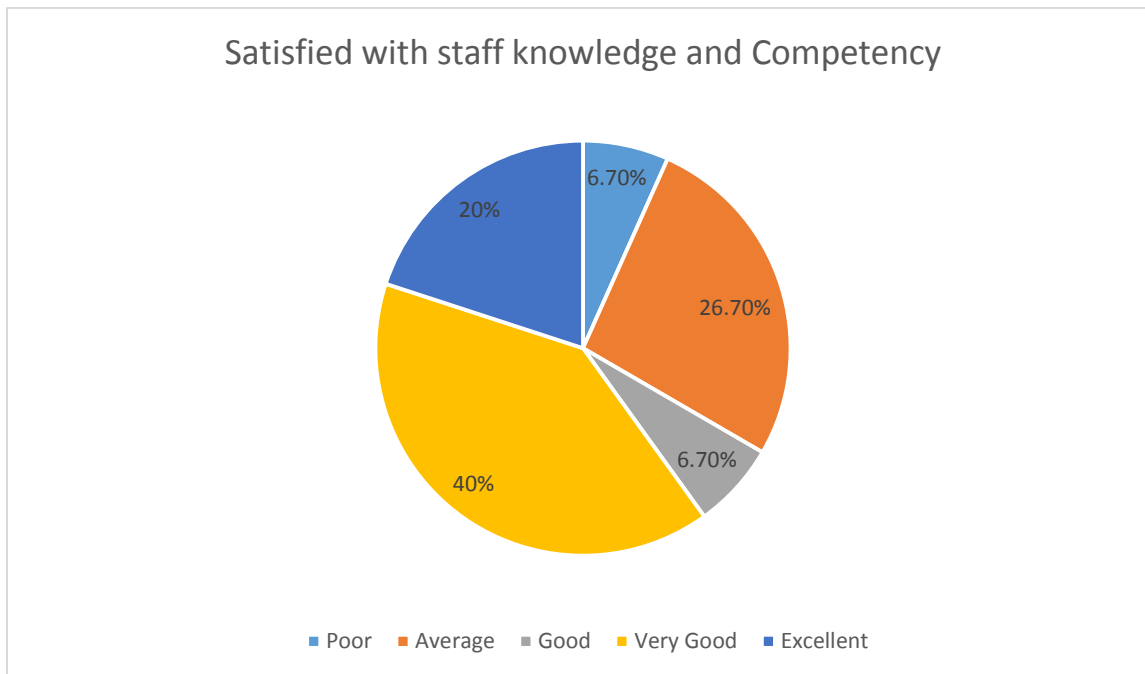


Figure 3: Staff knowledge and Competency

When asked about staff knowledge and Competency of IDLC, 40% respondents very good and 20% respondents excellent which means 60% customer were satisfied with staff knowledge and Competency of IDLC.

3.5.4 Satisfied with branch interior & Environment

Satisfied with branch interior & Environment			
	Frequency	Percent	Total
Poor	2	13.33%	13.33%
Average	2	13.33%	26.67%
Good	2	13.33%	40%
Very Good	6	40%	80%
Excellent	3	20%	100%
Total	15	100%	

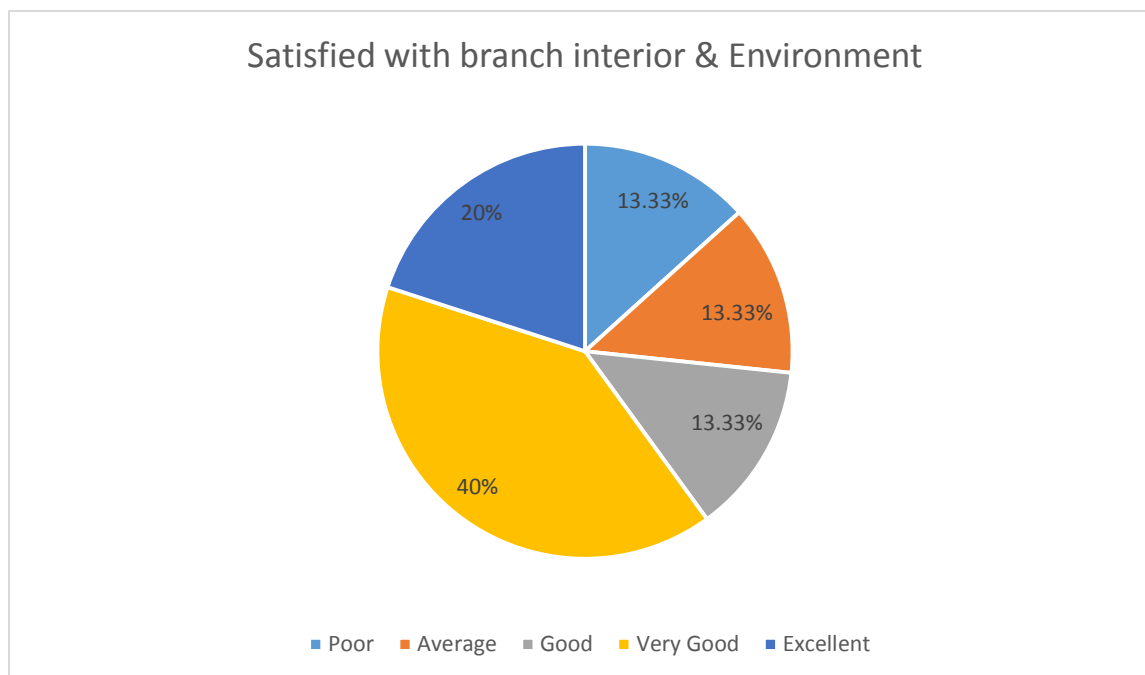


Figure 4: branch interior & Environment

When asked about branch interior and Environment of IDLC, 40% said very good and 20% said excellent. Which means more than 60% of customers were satisfied with branch interior & Environment of IDLC.

3.5.5 Satisfied with purpose of visit

Satisfied with purpose of visit			
	Frequency	Percent	Cumulative Percent
Poor	2	13.33%	13.33%
Average	2	13.33%	26.67%
Good	1	6.67%	33.33%
Very Good	6	40%	73.33%
Excellent	3	20%	93.33%
Total	15	100%	

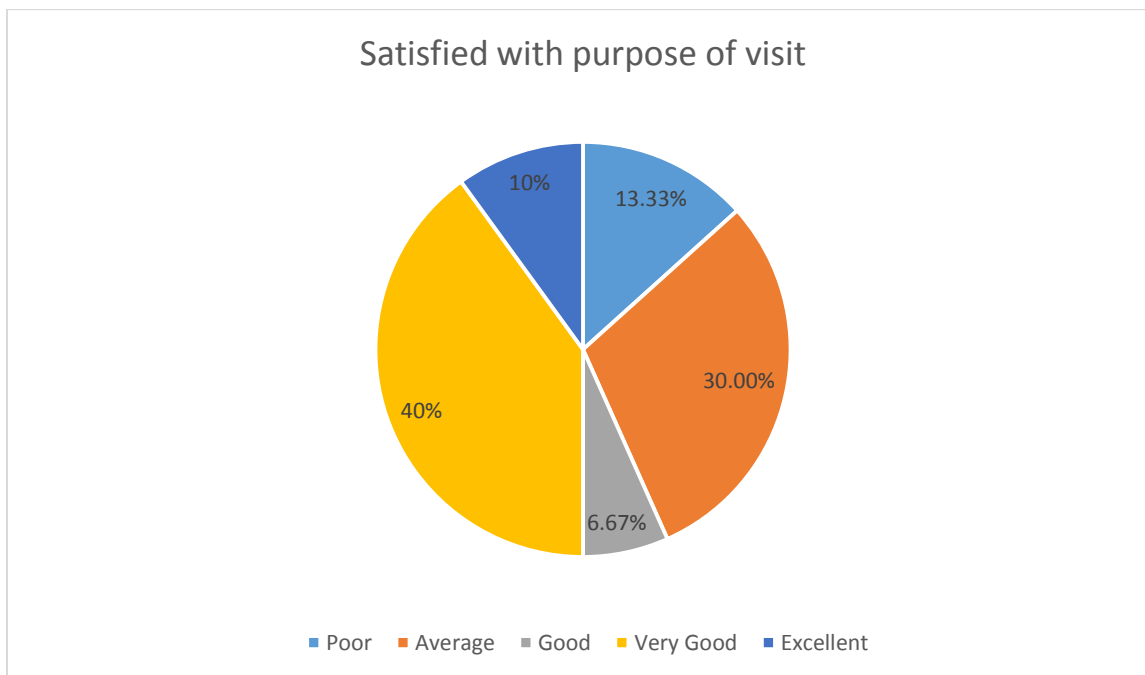


Figure 5: Satisfied with purpose of visit

When we asked are they satisfied with purpose of visit in IDLC, 40% said very good. 10% said excellent and 6.67% said good. Which means 40% people are dissatisfied with their purpose of visit in IDLC.

3.5.6 Satisfied with overall services of IDLC

Satisfied with overall services of IDLC			
	Frequency	Percent	Cumulative Percent
Poor	1	6.67%	6.67%
Average	2	13.33%	20%
Good	2	13.33%	33.33%
Very Good	4	26.67%	60%
Excellent	6	40%	100%
Total	15	100%	

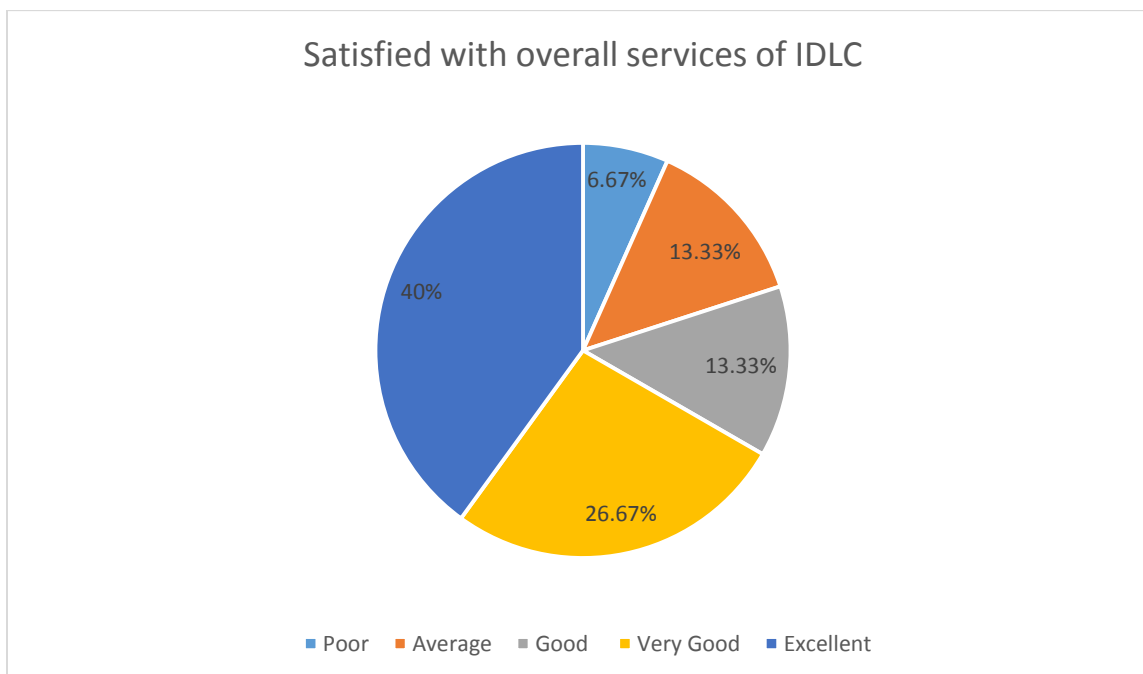


Figure 6: Satisfied with overall services of IDLC

When we asked about the satisfied with overall services of IDLC, 40% said excellent, 26.67% respond very good and 13.33% respond with good. Which means 80% people were satisfied with overall services of IDLC.

3.5.7 Would you recommend IDLC to others?

Over here the options are given bellow

Yes	No	Not sure
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Would you recommend IDLC to others			
	Frequency	Percent	Cumulative Percent
Yes	7	50%	50%
No	3	20%	70%
Not sure	5	30%	100%
Total	15	100%	

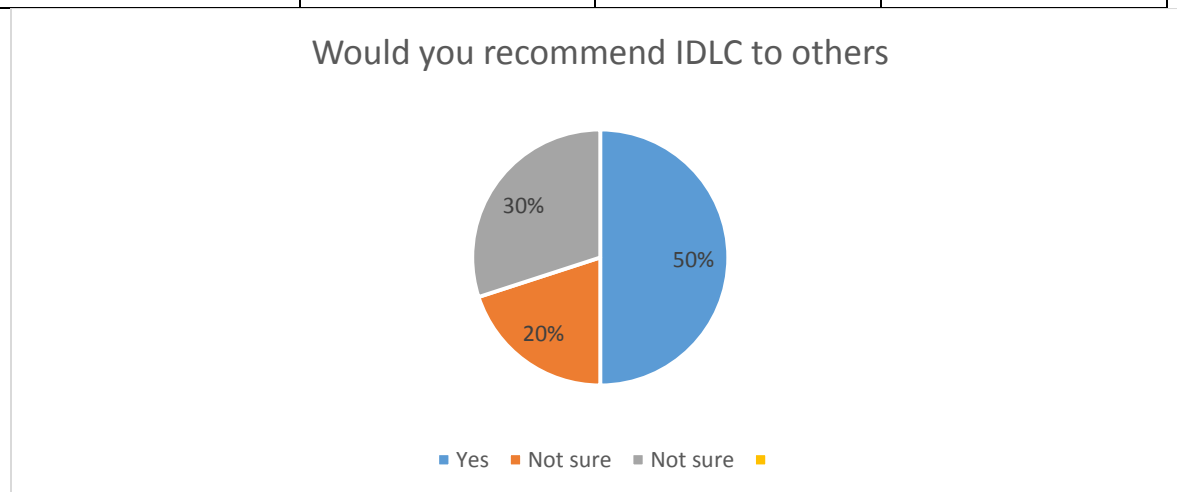


Figure 7: Would you recommend IDLC to others

When we asked people would they recommend IDLC to others, 50% people say yes which means they would recommend IDLC to others.

3.5.8 Which of the above (1-4) are the most priority to you?

Over here most of the people choose staffs knowledge and competency.

3.6 Findings

From the study there were some tremendous findings that should have been identified already. The overall satisfaction level of the customers was almost 70% but the other was not happy with the overall service of CED department of IDLC Finance Limited dilkhusha branch. On this basis of the study, the summery of the findings are as follows.

- 1.** When we asked about services delivery time of CED almost 66% respondents they were satisfied but rest 34% were not satisfied, so they need to work hard to serve customer quickly.
- 2.** When asked about staff behavior and professionalism of IDLC, majority were satisfied. Only 33.33% were dissatisfied but around 60% were satisfied. So they need to improve their behavior with customers.
- 3.** When asked about staff knowledge and Competency of IDLC, 66.70% were satisfied but other 34% were dissatisfied. So they need more training to improve their staff knowledge.
- 4.** When ask about branch interior and Environment of IDLC, 73.33% customer were satisfied but other 26.77% were not satisfied.so they have to more focus to improve their environment.
- 5.** When we asked are they satisfied with purpose of visit in IDLC, 56.67% were satisfied rest 44.43% were not satisfied. Which means IDLC really need to communicate with customer properly.
- 6.** When we asked about the satisfied with overall services of IDLC, 80% people were satisfied and 20% were dissatisfied with overall services of IDLC. Which means few people were unhappy with the overall services, so IDLC should keep trying to server properly.
- 7.** When we asked people would they recommend IDLC to others, 50% people say yes, 20% say no and 30% were not sure.so they have to serve customer so that customer recommend other to solve their financial problems with IDLC.

CHAPTER FOUR

CONCLUSION AND RECOMMENDATIONS



4.0 Conclusion

During the three months of internship at the CED of IDLC Finance Ltd. I have learned how the NBFIs of Bangladesh actually work to some extent. My three month internship attachment has been very pleasant as I had a very cheerful and friendly team to work with.

One of the most important realizations of my internship is that the first few days might be frustrating as we interns arrive with a lots of aspirations and expectations to be trained and to be bestowed with responsibilities from the very beginning. I was able to blend in and work as a team by performing assigned duties. Luckily, I also got many rare opportunities to make important entries and to serve customers myself.

Although I hit some low points during my internship which included criticisms from the operations department colleagues for not checking the request forms properly, the highlights of my internship period makes all of these low points much more bearable. One of the most aspiring aspects of my internship was my colleagues who have helped me through my mistakes and lows and have helped me grow with lots of learning opportunities including rare ones for the department.

The three months internship has helped me lot to understand what goes on the corporate world to some extent. This is a must obtain practical experience every BBA student should have and being able to work at IDLC for one of the last pieces of the puzzle of my undergraduate life, I feel grateful to my supervisor and colleagues. I have walked out a lot more confident, learned and professional for which I am grateful to the organization.

4.1 Recommendations

During my three month attachment at the CED, I have observed and come up with some specific set of recommendations specifically concerning the CED.

1. They need to work hard to serve customer quickly. So the CED should hire more people for smoother and faster service delivery.
2. They need to improve their behavior with customers. For that they can held a training program especially for the behavior with customer.
3. They need more training to improve their staff knowledge.
4. They have to more focus to improve their environment. For that they can increase customer seating arrangement, offer water, always clean the office.
5. IDLC really need to communicate with customer properly and should keep trying to server properly.
6. They have to serve customer so that customer recommend other to solve their financial problems with IDLC.

4.2 References

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APPENDIX



Customer Feedback Form of IDLC Finance Limited

Service Quality Improvement Feedback

Customer's Name :

CF/Account No. :

Contact No. :

Email :

Purpose of visit (product/service) : Deposit Home Loan Car Loan
 SME Loan Others (Please Specify)

Details of Service Requested :

Please put ✓ on your selected options : 1-Poor; 2-Average; 3-Good; 4-Very Good; 5-Excellent

1. Service Delivery Time : 1 2 3 4 5

2. Staff's Behaviour & Professionalism : 1 2 3 4 5

3. Staff's Knowledge & Competency : 1 2 3 4 5

4. Branch Interior & Environment

A - Cleanliness : 1 2 3 4 5

B - Facilities : 1 2 3 4 5

C - Convenience & Comfort : 1 2 3 4 5

5. Were we able to serve the purpose of your visit? : Yes No In process

6. Which of the above (1-4) is/was the most priority to you? : 1 2 3 4 All of the Above

7. How would you rate the overall service of IDLC? : 1 2 3 4 5

8. Would you recommend IDLC Finance Limited to others for financial solutions? : Yes No Not Sure

Remarks (if any) :

IDLC sincerely appreciate your valuable input. This will help us to improve our service continuously.

সেবার মানোন্নয়নের পরামর্শ

গ্রাহকের নাম :

সিআইএন/ব্রাঞ্চাফ নম্বর :

যোগাযোগ নম্বর :

ইমেইল :

আপনার উদ্দেশ্য (প্রোডাক্ট/সেবা) : ডিপজিট হোম লোন কার লোন
 এসএমই লোন অন্যান্য (বুনিয়াদিতে উল্লেখ করুন)

প্রয়োজনীয় সেবার বিবরণ :

নির্দিষ্ট পছন্দ ✓ চিহ্ন দিন : 1-অসন্তোষজনক 2-এধেযোগ্য 3-সভ্যতা 4-খুব সভ্যতা 5-সম্পূর্ণ

১. সেবা প্রদানে দ্রুততা : ১ ২ ৩ ৪ ৫

২. সেবা প্রদানকারীর আচরণ ও সৌজন্যিত্ব : ১ ২ ৩ ৪ ৫

৩. সেবা প্রদানকারীর জ্ঞান ও পারদর্শীতা : ১ ২ ৩ ৪ ৫

৪. প্রায় অফিসের অভ্যন্তরীণ পরিবেশ

ক) পরিচ্ছন্নতা : ১ ২ ৩ ৪ ৫

খ) সুযোগ-সুবিধাসমূহ : ১ ২ ৩ ৪ ৫

গ) স্বাচ্ছন্দ্য : ১ ২ ৩ ৪ ৫

৫. আমরা কি আপনার আগমনের উদ্দেশ্য পূরণ করতে সক্ষম ছিলাম? : হ্যাঁ না প্রক্রিয়াধীন

৬. উপরে যে কোন বিষয়টি আপনার কাছে সবচেয়ে গুরুত্বপূর্ণ : ১ ২ ৩ ৪ উপরে লক্ষ্যে

৭. আপনার মতে আইডিএলসি প্রদত্ত সেবা সর্বাঙ্গিক মনে কেমন? : ১ ২ ৩ ৪ ৫

৮. আপনি সেবা গ্রহণের জন্য আপনি কি অন্যের কাছে আইডিএলসি ফাইন্যান্স নির্দেশিত করে সুপারিশ করবেন? : হ্যাঁ না বিকিত নই

মন্তব্য (যদি থাকে) :

আপনার মূল্যবান মতামতের জন্য আইডিএলসি কঠিনভাবে কৃতজ্ঞতা প্রকাশ করে উঠছে। আপনার মতামত আমাদের সেবার উন্নয়নে অত্যন্ত গুরুত্বপূর্ণ ভূমিকা পালন করবে।