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Improving Customers' Satisfaction Strategies in the Banking Industry in Bangladesh

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Abstracts

In the high-pitched competitiveness prevailing in the Bangladeshi banking industry, customer satisfaction plays a significant role constituting the main concern based on which consumers select and remain loyal with the company. Thus, this research work provides a model that can augment the elements of customer satisfaction strategies from the aspects that have been gathered from the market and from the available literature. They engage elements such as service quality, customer experience (CE) and financial inclusion analyzing the relationship between customer satisfaction, service and CE reflecting a path that indicates that better service and positive CE lead to satisfaction. It is argued that branch availability, along with financial literacy programs, can help reduce the strength of this relationship by enhancing the degree of financial inclusion. In the study, the SERVQUAL model is employed to define variables that influence satisfactions including tangible, reliability, responsiveness, assurance and empathy of which responsiveness and assurance are deemed influential determinants. The recommendations include given these insights, it is suggested that Bangladeshi banks need to formulate and implement particularly targeted solutions to enhancing their performance in the sphere of Customer Satisfaction.

Keywords: Customer Satisfaction, Banking Industry, SERVQUAL, Digital Banking, Service Quality, Customer Experience, Financial Inclusion, Banking Industry, Bangladesh

Introduction:

Over the years, the banking industry has grown rapidly in Bangladesh due to financial enzyme and technological innovations. But at the same time this expansion created much more competition between the banks, thereby increasing the importance of the role of customer satisfaction in achieving the objectives. It has emerged as a necessity that due to the availability of related products and services being offered by banks, the forces that lead to customers' satisfaction must be determined in order to sustain the competitive advantage. This paper discusses the current emerging environments of the Bangladeshi banking sectors and endeavors to throw some lights on the necessary approach in

satisfying the banking customers. Analyzing the key components of the proper functioning of the digital banking infrastructure, employees' education, individual approach, openness, and branch availability, the banks can strengthen the relationships with the clients and ensure their effective business performance in such conditions.

Literature Review

While writing the article in 2018, Smith & Johnson identified the strategies which can help the Banks in enhancing the level of satisfaction among the customers while examining the approaches to customer satisfaction in the banking industry. It first described how customer satisfaction is defined from the banking perspective and underlined the role of this criterion for the construction of the customers' loyalty and positive attitude towards the brand. The authors of the article contribute to the understanding of sources with the focus on customers' satisfaction and the differentiation between service quality, convenience, reliability, trust, and personalization. Building on the previous literature review, this paper expands on several approaches to the improving the service quality: the physical plant and services enhancement, workers' stimulation through training and development, and technological innovations such as online banking systems. Furthermore, the roles of relational strategies, communication, and complaints as well as possibilities of using gamification and artificial intelligence as tools to improve customers' satisfaction are given special consideration by the authors. Overall, via many functional perspectives Smith and Johnson 's study indicates the sets of measures that banking organizations need to adopt to respond to the changes in consumers' demands and maintain their industry relevance, as one more review below will elaborate.

The literature review "**Enhancing Customer Satisfaction in the Banking Industry**" by **Brown, K., & Williams, R. (2019)** includes all the necessary information about the influences affecting the clients' satisfaction. This review further emphasizes issues of service quality, convenience, trust and innovation as significant determinants of the customers' perception and experiences. This emphasizes the physical characteristics like reliability, responsiveness, and empathy in the provision of quality services that meet the consumer desires. Furthermore, the review also identifies another emerging trend of increasing importance which is convenience and easy access, especially in the online and mobile banking platforms, to which, the banks are required to be trustworthy, where trust is developed through adequate communication and ethical behavior. In addition, the review also establishes the need for the emergence of new banking strategies and solutions as well as the integration of technology to help in the delivery of more remarkable solutions that will meet the needs of customers. In general, the analysis of the prior literature is useful for understanding the perspectives for banking organizations interested in increasing the level of customer satisfaction to improve the long-term cooperation in a saturated market.

The literature review of Gupta & Sharma's paper titled '**Customer Satisfaction in the Banking Industry: A Comprehensive Review**' published in 2020. Looking at the literature review, it is evident that there are several notable themes, which include service quality dimensions, banking technology, relationship management, employees' involvement, and regulatory and ethical issues. Consequently, the pieces of evidence synthesized in the current review stress the complexity of the customer satisfaction concept and the interdependence of the underlying factors. They also postulate that to improve the level of satisfaction and maintain long-term relations with the clients, the banks require developing comprehensive concepts that would consider these factors. This paper should encourage further research to consider novel phenomena and the impact on the dynamics of customer satisfaction in the changing banking environment.

The literature review that has been conducted by **Lee and Kim (2017)** as well as **Gupta and Sharma (2020)** bring out important knowledge regarding the numerous factors that determine the levels of customer satisfaction in the retail banking sector. In both cases, service quality is shown to be the most critical factor of the suspected antecedents with factors like reliability, responsiveness and assurance being paramount. Also, they highlight the changes that occur in customer experience as a result of technology implementation, and thus call for the inclusion of such technology in the community as a way of improving on the existing convenience. Personalized services are also highlighted as one of the contributors to the level of satisfaction, as both the reviews emphasized the importance of the orientation towards such customers' needs and preferences. Moreover, successful implementation of relationship management practices, based on such principles as trust, communication, and conflict solving, is identified as critical in the context of customer loyalty. Finally, **Gupta and Sharma (2020)** stress the aspects of regulatory dismissal and security factors as major contributors to the formation of confidence and reliability among the customers. In synthesizing, these research discoveries present a clear picture of etiological dimensions concerning customer satisfaction of the retail banking services, thus calling on such institutions to pay much attention to these factors to compete effectively in the ever-changing market demands.

Chen and Liu's (2016) research literature focus on the complex link between service quality and customer satisfaction, with regards to banks. By adopting a critical evaluation of literature, the review established that service quality dimensions including tangibles, reliability, responsiveness, assurance, and empathy are central factors that determine patrons' perception and evaluation of banking services. In the course of the review, it explains how the delivery of services to customers in those dimensions has to be constant and of high quality to create customer satisfaction and loyalty. Also, it examines the moderator variables such as customer expectations, customer perceptions, customer trust, and switching cost which affect the relationship between service quality and customer satisfaction. Furthermore, the review also discusses on the issue of technology and how it has influenced on the service quality and the customers' satisfaction, implying that banks should change their ways of delivering its services in order to fit the new perception of the customers. In conclusion, Chen and Liu's extensive literature review is immensely beneficial for the banking sectors that are aspiring to improve the quality service delivery and also developing strong bonds with the clients in the present dynamic market environment.

The paper of Wilson and Thompson, "Factors Influencing Customer Loyalty: A Review of Literature and Implications for Practice" provides a review of the numerous factors that affect customer loyalty within the context of the bank. The following review points to one of the key issues when it comes to loyalty: namely, the need to recognize loyalty at two distinct levels: as a behavioral variable and an attitudinal variable. They refine service quality, perceived satisfaction, perceived trust, perceived value, and perceived relationship quality as direct antecedents of customers' loyalty, stressing the centrality of relationship management activities and technological innovation in the context of customer loyalty. The implications for banking practice that can be derived from the review thus reveal the measures that are essential for sustaining bank's competitive advantage and improving customer loyalty in the context of the changing banking environment: upgrading the level of service, focusing on the individual approach when managing relations with customers and investing in technology advancement.

In Wang & Chen's (2019) literature review of service quality and customer satisfaction in the banking industry, the authors provide a discussion on the main dimensions and factors affecting

customer perception and experience. Using the SERVQUAL model, the paper establishes how service quality and customer satisfaction are closely related to each other with reference to classic articles in the literature to stress their significance with regard to long-established customer relationships. Based on a number of aspects that include technology, employee training and service recovery, the review explains the complex aspect of service quality in the specified banking organizations. Repeated it draws attention to the fact that customer perceptions are fundamentally qualitative, and that repeated emphasis has to be placed on the coordination of service delivery with customers' expectations in a bid to increase satisfaction. This evaluation of measurement tools and methodologies offers valuable information for banks to implement the successful measurement of service quality and build a more customer-oriented and loyal organization in the intensifying competition of today's banking sector.

The literature review titled "**Understanding Customer Expectations and Satisfaction in the Banking Sector: A Review of Literature**" by Kumar and Singh (2018). The essay under analysis presents a detailed perspective of the complex relationship between customer expectations and satisfaction levels. From this review of prior genre, the variety of factors which affects customers' expectations has been explained, these include demographic factors, socio-economic factors, and competitive forces. Also, it emphasizes the ratio of service quality, relationship management and its overall effect of trust in customer satisfaction. The review adopted the involvement of the theoretical framework in ways and means such as innovation, customer-feedback mechanisms, and strategies and the training of employees to ensure that measures are taken to meet the expectations of the customers. Altogether, this review can be useful for banks as a source of knowledge about customers' needs, the ways of improving their services, and sustaining their position within the changing conditions of the banking sector.

Jones and Smith's (2017) review focus on the highly important area of customer complaint management in the context of the banking industry. Through emphasizing the importance of complaint as feedback mechanism the review reveals its necessity for stimulating positive service changes and customer retention. The authors also describe several measures used by banks, for example, creating specialized divisions for the consideration of complaints and providing a convenient procedure for submitting complaints. However, difficulties remain, such as: procedural issues and constant influence of social media since complaints are circulated through this platform. However, by keeping with their notion, both Jones and Smith highlight that organisational complaint management could be functioned as a strategic activity; they argue that the organisational complaint management in the banking sector is promoted because it offers benefits in terms of customer satisfaction, trust, and organisational profitability. Therefore, the reviewed article should be seen as a call to the banks for more active management of customer complaints and for not perceiving them as mere inconveniences but as the means to develop the client relations in the context of the growing competition.

Sources identified by Zhang and Wang (2020) demonstrate the dynamic interaction between digital banking and customers' satisfaction. In a world where the social context of banking services has evolved with an increased focus on innovative technologies, there is a need to gain insight into the relationship between online banking services and customers' satisfaction. The paper aims to build on prior literature to identify major themes that drive customers' satisfaction in the given field of digital banking. It looks into the aspects like the level of acceptance of digital banking services, the frequency of using those services, the need to accept the usefulness of using the services together with the concern over the security implications, the acceptance is highlighted by the demographic differences of the acceptance level. Also, the review further brings out the importance of the 'service quality'

where parameters like reliability, responsiveness and security had been seen to influence the customer bread. The paper also looks into the importance of the security aspects and the processes that create customers' trust in online banking systems. In addition, there is a reflection on such issues as personalization and customization as well as a smooth integration of omnichannel banking, which are critical to improving CEM. Hence, through the identification of the aforementioned themes, the literature review provides important lessons for banking institutions that want to enhance its digital banking services that will adapt and respond to the customers' demand in the digital economy.

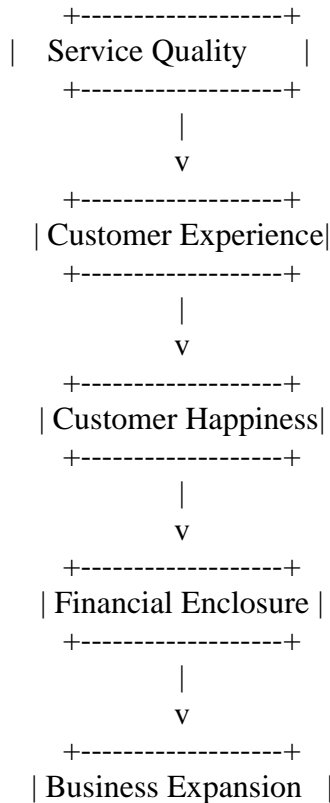
Research Model and Hypotheses

The following model is suggested by this study and shows the relations between service quality, CE, financial inclusion, and customer satisfaction.

- H1: In return, results indicated that service quality had a positive impact on customers' levels of satisfaction.
- H2: The findings of these studies indicate that customer experience has a positive effect on customer satisfaction.
- H3: Service quality positively influences customer satisfaction; it is moderated by financial inclusion. The overall impact that service quality has on customer satisfaction is boosted by improving the level of financial inclusion.
- H4: Customer experience and customer satisfaction were positively related, however the positive association between the two was moderated by financial inclusion. Larger customers' financial literacy enhances the relationship between customer experience and satisfaction.

Research Model

Here is a diagram depicting the relationships between service quality, customer experience, financial inclusion, and customer satisfaction:



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Service Quality is, therefore, the core of this model. It alludes to the general aspect of a service quality, touching on components including reliability, responsiveness, assurance, empathy, and physical facilities.

Recognizing that Customer Experience is the next step after service quality, the marketing team needs to look at how improvements can be achieved. The customer's attitude depends on her or his experience, how convenient and responsive the service is, and whether or not the staff was helpful.

Customer Satisfaction is among the most apparent consumer-business interactive consequences. A satisfied customer expects the organization to have fulfilled or even gone further than meet his/her expectations.

It has also been noted that the level of Service provision has an impact on the level of customer satisfaction that there concerns the issue of Financial Inclusion. If indeed services mobilization is good, effective and efficient (high service quality), it results in high financial inclusion, whereby more people acquire financial products and services. Repeat business is also likely with satisfied customer with providers of those services.

Business growth is the final goal, that is, the achievement of long-term business development and increase in its results. Since the customers feel included financially and are satisfied with the products and services provided, they tend to be loyal hence boosting the business productivity hence sustainability.

Note: In the case of the diagram, the arrows point to directional influence. As for the impact of customer satisfaction, feedback regarding service quality is a possibility, although the main impact manifested here goes from right to left.

Methodology

The research method for the survey about 'improving Customers' Satisfaction Strategies in the Banking Industry in Bangladesh ' being structured is meant to collect insights pertaining to customer satisfaction in the banking industry of the country. Starting from a brief description of the survey in this research, the study's research design adopts a quantitative method of data collection whereby the questions used in the study are structured. Employing an effective method of sample selection for the target population, a stratified random sampling method is used, the participants being the customers of different banks located in Bangladesh. Sources of data collection are majorly through online self-administered surveys while face-to-face or telephonic interviews can be conducted in cases of necessity. Forming the questionnaire involves writing detailed questions addressing areas like customer contact, service delivery, and customers' affiliation. Since the procedure is a pilot testing done in order to develop the questionnaire, the survey is performed with direct and specific guidelines for the participants. Finally, the results of the study are explained and cataloged by using statistics software in the interest of producing intervention and improvement recommendations specific to the application of customer satisfaction in the banking sector.

This kind of survey recommended that at least 150 respondents for surveying to make sure the findings were statistically relevant and representative. Such a sample size enabled an opportunity to get the different angles of the given research topic since the banking industry in Bangladesh targets

numerous customers of diverse backgrounds. Correcting by the size of the survey that was 150+ respondents, the survey results could be analyzed with certain level of confidence and outlined the then-current state of customer satisfaction for outsourcing in banking sector and gave clear notion to make strategic moves in the banking industry. Moreover, it has been possible to have a larger sample size to perform the analysis in different subgroups for a better understanding of satisfaction levels across the sampled population.

Findings

1.1 Satisfaction of the Quality of Services

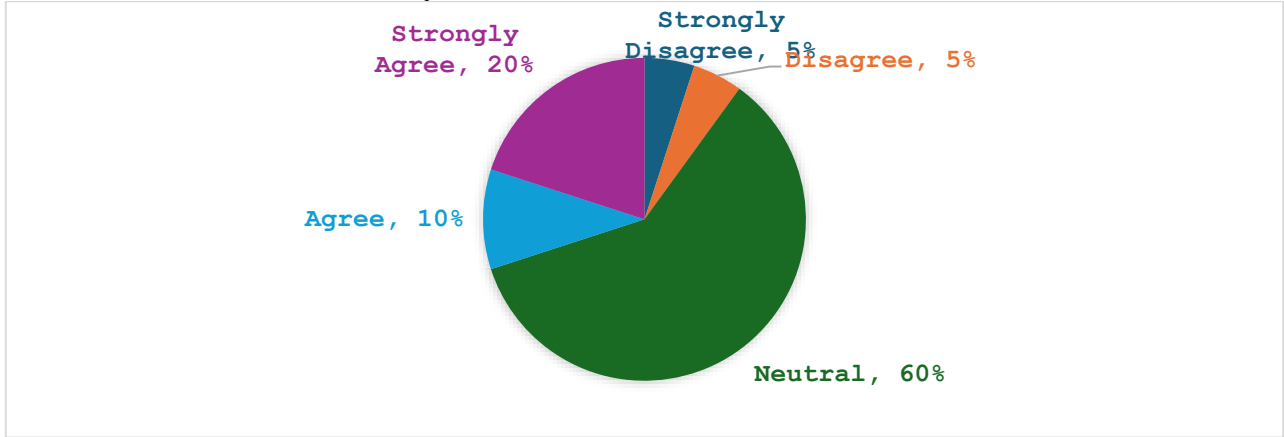


Figure 1: Satisfaction of the Quality of Services

Analyzing the survey's concerns, 60% of the respondents had a neutral attitude towards the quality of total services of their bank. One percent of the LSP employees strongly disagree or disagree with the quality, while 16% agree or strongly agree with the quality. This indicates that customers have more middle-of-the-road feelings towards their banking experience; they are not extremely happy, but also do not hate their banking experience.

1.2 Satisfaction on primary Bank

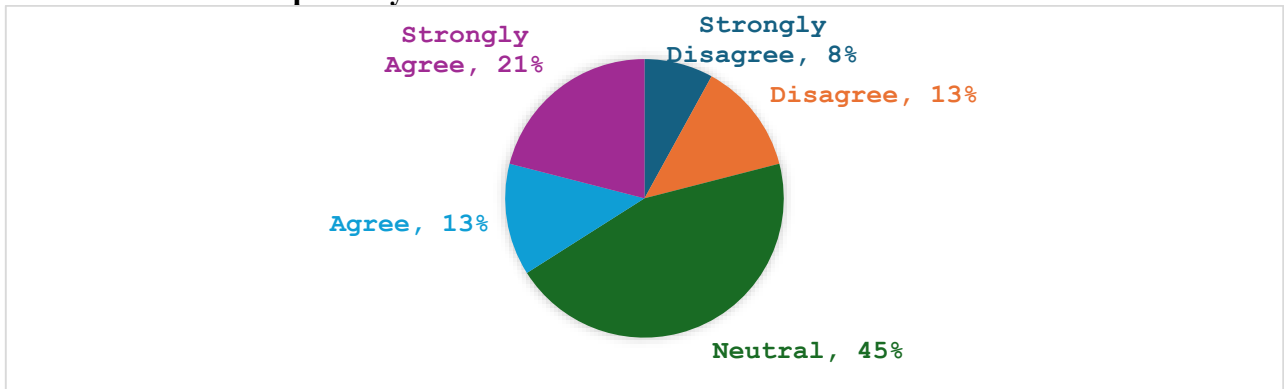


Figure 2: Satisfaction on primary Bank

Lovering the given survey results, it is possible to state that a substantial part of respondents is not satisfied with their first-choice bank. It was evident that the majority of the respondents expressed their satisfaction with their banking experience, only 8% strongly disagreed, and 13% of the respondents disagreed. Forty-five percent of the respondents fell in the middle ground and this group described their level of satisfaction as neither very high nor very low. Nevertheless, a considerable 34% revealed positive attitudes in which 13% agreed and 21% strongly agreed with the idea of their primary bank. Thus, it implies that there is potential for increasing customer satisfaction, but a considerable number of the clients are satisfied with or even highly satisfied with banking services.

1.3 Knowledgeable, Helpfulness, Timely Problem Solving and Trusted transactions by Bank and Employees

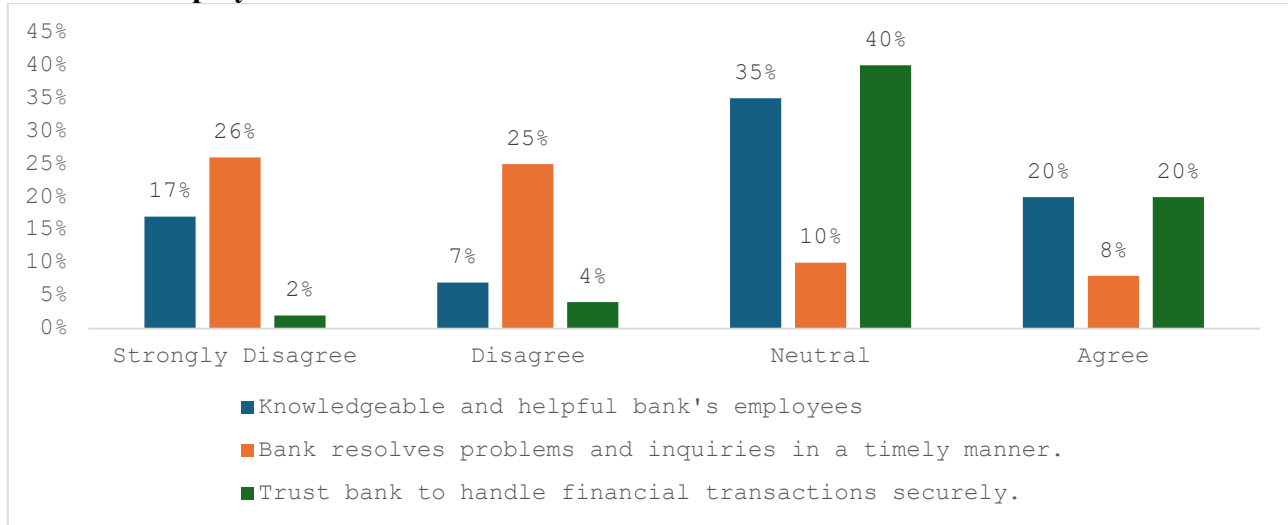


Figure 3: Knowledgeable, Helpfulness, Timely Problem Solving and Trusted transactions by Bank and Employees

In the current survey aimed at assessing the customer’s attitude towards their bank employees, the outcomes demonstrate that the perception of them among customers is ambiguous. Although, regarding the knowledge and helpfulness of the bank’s employees, 38% of them disagreed or strongly disagreed with the statement, 56% agreed or strongly agreed. Another 35% of the respondents remained indifferent to the matter. Based on these results, the impression of customers regarding competence and help from the side of the staff of the bank may be called dual. It will be worthwhile to do more research on the causes of such diverse perceptions and make efforts to improve moments of truth for the customers.

A clear indication, as supported by an average of 57% of total respondents, is a varying level of disagreement to the statement on whether the Question Bank promptly provides answers to problems and inquiries. Among them, the percentage of learners strongly disagree with the statement to be 26%, and those who only disagree to it to be 25%. Ten percent of the interviewed individuals stated that they did not have any opinion on the issue at all. On the other hand, 39%, 31%, and 8% of the respondents agreed with the statement, of which they strongly agreed. The following findings imply that there are differences in perceptions of where the Banker and customer are concerned, regarding punctuality of issue resolution and questions in the Question Bank.

Thus, the messages reflecting the recent survey results on people’s attitudes towards Trust Bank’s readiness to protect financial operations are mixed. 4% of respondents said they disagree with Trust Bank on the basis of reliability and 2% strongly disagree with the same. The pending opinion represented 40% of the samples and are on neutral grounds on the contending issue. On the other hand, 20% of the respondents argue that Trust Bank ensures that its financial transaction is secure and the remaining 34% agreed with the same. Overall, more than half of the respondents, 54% percentage, somehow, share an affirmative opinion on Trust Bank’s ability to manage financial transactions with security.

1.4 Customer Satisfaction on digital financing and financial inclusion by product & services

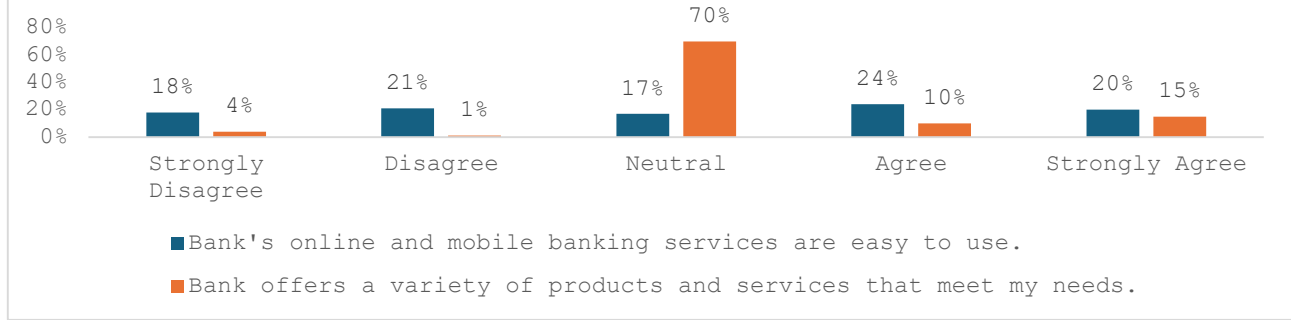


Figure 4: Customer Satisfaction on digital financing and financial inclusion by product & services

From the reply given by customers, it was discovered that there are mixed views concerning the ease of using the Online and Mobile Banking services offered by the company. A considerable proportion, 18%, are vehemently opposed to the notion that these services are easy to use while a slightly larger proportion, 9%, are opposed to this notion. Nonetheless, a large number of the polled respondents still remain indifferent, with 17% of them giving a ‘neutral’ answer. However, on the positive side, 24% have stated that the services are easy to use while 20% strongly support the same opinion.

As indicated by the results of survey data, people cannot give a unified opinion about the capabilities of the Question Bank to meet the clients’ needs with the products and services offered. A major part, 70% still opted to respond ‘Not important which can be interpreted to mean that they have no particular liking or disliking when it comes to the status quo. But it is important to turn attention to the fact that the majority of people have a favorable view of Channel 4 despite their embracing of this social media platform. Yet, when it comes to the strength of the identification of need fulfillment, 10% are in a partial affirmation, and 15% are in a strong affirmative with regards to the Question Bank as provided by the organization. On the other hand, the dissatisfaction is, although smaller, quite considerable: only 4% of the respondents strongly disagree with the statement. There is only 1% who outright disagree with the statement suggesting that there are few people who are skeptical with concerns Question Bank offers and develops products and services.

1.5 Convenient Bank location and Recommended to the other

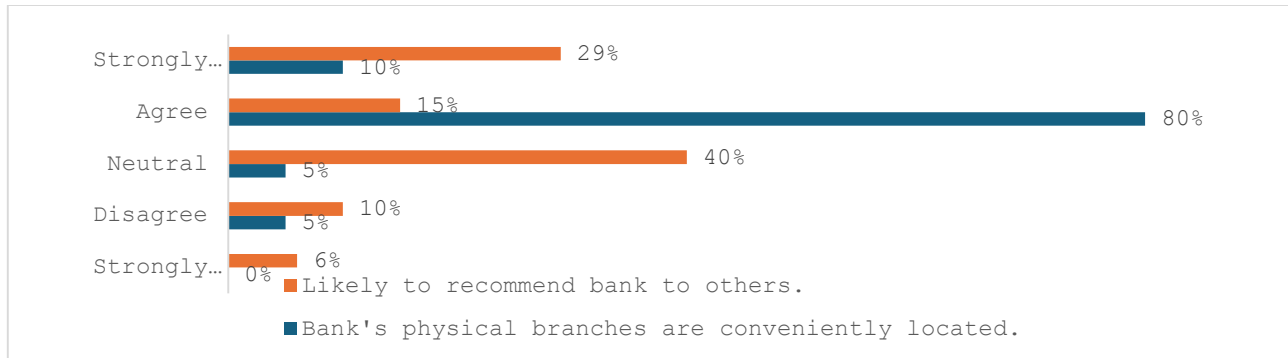


Figure 5: Convenient Bank location and Recommended to the other

Another question regarding the survey data reflects the agreement of the respondents that is why the physical branches of the banks are conveniently located; the majority of the respondents, to be precise 80% of them, have agreed with this statement. However, merely 5% of the respondents are in the disagree or strongly disagree option with the given statement. Five percent of the respondents are indifferent as to the fortunes of the organization, while another 10% firmly agree that the

establishment of bank branches is convenient. This is a positive sign that the availability of physical branches is viewed positively by the majority of the respondents.

Closely related to the previous point, recent statistics suggest that many clients have an ambiguous attitude toward referring their bank to others. Thus, 44% of overall respondents share either disagree or strongly disagree attitudes about the recommendation of their bank while 40% of sensible participants have the neutral point of view about it. On the positive side, 44% out of the respondents agree with the statement and 12% strongly agree with the statement to the effect that they recommend their respective bank to others. This implies that even though a large number of customers may not go to the extent of recommending their bank, there are still clients who have a positive attitudinal intent to recommend their banking institution.

1.6 Feel financially included in the products and services bank offers.

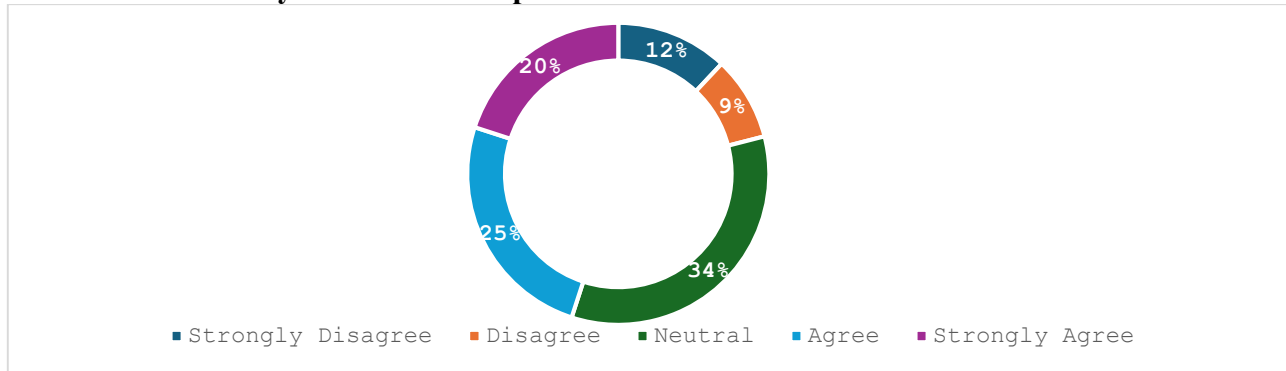


Figure 6: Feel financially included through the products and services bank offers.

Out of the respondents, 21% stated ‘Strongly Disagree’ or ‘Disagree’ on feeling financially included through a bank’s products and services meaning discontent. The remaining 34% of the participants could be either indifferent or uncertain about their bank’s inclusiveness and 11% fully agreed with statement suggesting that their bank offered suitable products. On the disagree end, 45% responded affirmatively, 25% somewhat and 20% strongly, showing that a fair percentage believe that their bank’s products and services are useful in helping them combat the vice of exclusion. Nevertheless, the results indicate that stakeholders may enhance guaranteeing appropriate support to every customer and their inclusion into the financial lives through the services offered by a bank.

1.7 Business Growth

As highlighted by the discoveries derived from the study above, it is comprehensible that there are diverse sectors the bank can target to boost its business and thus improve customer satisfaction. Firstly, it is necessary to work on the polarizing perception of the general level of services. The middle ground where the customers fall is still a significant percentage, but there are gains that can be made to shift them from the neutral side to the positive one. This could include activities like increasing the speed in which issues are solved, increasing the ease at which online banking platforms and products are used, and that products and services are a good fit for customers.

Additionally, nurturing of this human asset promotes employee training and development which will influence the perception that customers have towards bank staff. The increase in the level of knowledge, helpfulness and problem-solving skills can greatly enhance the level of trust, satisfaction and therefore customer loyalty and likelihood to recommend the bank to other people.

Aside from digital financing and financial inclusion, there is the need to tackle the following being still in debate; On ease of use on the ability of the bank to meet the customers' needs. Improving the Internet and mobile banking and increasing the offering of the products and services may have positive results in attracting and maintaining clients, and overall, clients seeking better integrated services.

However, it is understood that using the perceived advantage of physical branches, or locations can also be beneficial. Thus, the bank might consider ways to improve branch atmosphere to focus on customer needs, along with an active digital development to present clients with efficient omnichannel services.

Last of all, concentrating on creating financial inclusion for all customers through products and services offered can help create long-term revival and loyalty. It may entail providing microfinance services, literacy, and assistance for the targeted less-fortunate groups of people.

In conclusion, since the survey has highlighted the common, specific and critical strengths, weaknesses, opportunities and threats of the bank, it would be possible for the bank to focus on the following strategies to embark higher level of satisfaction among the customers, develop the capabilities of the employees, and work for the financial inclusion so that it can sustainably grow and survive in this competitive world of banking sector.

1.8 Result

Comparison of Findings with Research Model and Hypotheses:

1.8.1 *Service Quality and Customer Satisfaction (H1):*

- Findings: From the survey results, the subject shows ambiguous response towards quality of services rendered by the banks. One would discern that while most customers avoid being either completely positive or negative in their feedback, a considerable number of them are content with the banking service.
- Hypothesis: Based on the hypothesis being proposed, the relationship proposed between service quality and customer satisfaction is one that is positive. But the study has a different perception towards the perceived service quality and the customers' satisfaction level has not been found to be static with some customers positioned different level of satisfactions.

1.8.2 *Customer Experience and Customer Satisfaction (H2):*

- Findings: The customer's feeling toward bank employees may differ with regards to their perception of the employees' knowledge, helpfulness, and problem-solving capacity. Thus, there is still a substantial number of people who have positive views of the different attributes, at the same time the dissatisfied segment is also significant.
- Hypothesis: The hypothesis for this research study is that customer experience has an impact on customer satisfaction. Nevertheless, the study shows that customers have mixed feelings towards the interaction they have with the bank employees, which means that perhaps the idea of customer experience may not necessarily bring an even measure of influence on satisfaction, as postulated in the hypothesis.

1.8.3 Financial Inclusion Moderation (H3, H4):

- Findings: This shows that the population had diverse impressions in as much as adopting banking products and services for formal financial access is concerned. Despite the fact that a share of consumers feels quite included when it comes to paying for products and services, there is equal dissatisfaction or even unwillingness to engage in transactions.
- Hypotheses: The hypotheses imply that financial inclusion relieves the association between service quality/customer experience and customer satisfaction. Nevertheless, it is noteworthy that though financial inclusion has a significant effect, the nature of its relationship with satisfaction is not as simple. H2: There should be a positive relationship between SQ/ CEX and satisfaction although the positive impact may not be stronger when financial inclusion is higher.

In general, while the research model and hypotheses help conceptualize the relationships and the phenomenon of interest, the results suggest a rather complex and diverse picture of customers' feelings and levels of satisfaction with the banking sector. This is because the development of the theory and testing of the hypotheses may require further elaboration in order to accurately match the acquired perceptions of the customers.

Recommendations

Based on the findings presented, here are four recommendations for banks to enhance customer satisfaction and improve their services: Based on the findings presented, here are four recommendations for banks to enhance customer satisfaction and improve their services:

1.8.4 Enhance Service Quality Perception:

- Address the issue of improving the quality of the services being offered to the customers focusing in areas that have caused dissatisfaction or even neutral opinions in the survey. These may include Staff- training- programs, Technological- advancements and Efficiencies aimed at creating harmonized customer experiences.

1.8.5 Improve Customer Experience and Engagement:

- Emphasis training to improve the quality of relationships between customers and the bank's employees as well as develop efficiency in providing solutions. Incorporate feedback systems to constantly capture data about customer experience to be used in guiding the specific training and development programs for the employees.

1.8.6 Promote Financial Inclusion:

- Lead and market banking products and services with the intention of satisfying the needs of a variety of people to increase their access to banking services. There is a possibility that this may entail creating friendly banking solutions for people with disabilities, launching financial literacy initiatives for the targeted demographics, and the like.

1.8.7 Strengthen Recommendations and Advocacy:

- Offer existing customers that are happy with services provided by the bank promotions and discounts in order to make them recommend friends to join the bank. Also, respond to issues

that unhappy customers may spread to reduce the word-of-mouth and improve the general reputation and credibility of the brand in the bank.

The improvements outlined here are all possible when the relevant recommendations turn into practice and are crucial for banks to meet customers' varied needs and preferences and consequently, enhance satisfaction and customers' loyalty over the time.

Conclusion

If Bangladeshi banks really want to make a change then they need to engineer new customer behaviors that would keep on the bank satisfying and loyal, creating thus a competitive advantage always very important on such a constantly changing field as the banking one. Such studies can help to identify the effects of global financial inclusion programmes and cultural elements related to customers' satisfaction in Bangladesh for banking operations. This model provides the effective guideline for Bangladeshi banks how to increase the customer satisfaction by improving the service quality, managing positive experience for the customer and making the banking facilities easily accessible for all. Thus, it allows banks to strengthen their relations with customers and gain competitive advantage. Further studies can examine more intricacies of the Bangladeshi market and the alternative aspects for moderation of the financial inclusion impact.

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