



BRAC Business School

Internship Report

On

“Analysis of United Commercial Bank’s
(UCB) Service Marketing”

UCB

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“Analysis of United Commercial Bank’s (UCB) Service Marketing”

Submitted to:

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Date of Submission :25th September, 2011

September25 ,2011

To

Anahita Ahmed

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

It gives me enormous pleasure to submit the internship report on **Analysis of United Commercial Bank's (UCB) Service Marketing** as per the supervisor instruction. I expect this report to be informative as well as comprehensive.

Working in United Commercial Bank was an inspiring experience for me. I feel the immense knowledge and experience will facilitate me a lot in my future career life. With my limited knowledge, I have tried my level best to prepare the report worthwhile.

Your acceptance and appreciation would surely inspire me. For any further explanations about the report, I will be gladly available to clarify the ins and outs.

Sincerely Yours,

Nazdia Sarwar

ID – 07104094

ACKNOWLEDGEMENT

I have completed my internship in United Commercial Bank at Uttara Branch from April 24th to July 30th. My internship report won't be possible without contribution of few people.

At first I desire to express our deepest sense of gratitude of almighty Allah.

With profound regard I gratefully acknowledge my respected teacher Ms. Anahita Ahmed, Lecturer, BRAC Business School, BRAC University for her generous help and day to day suggestion in the process of my internship report.

Next I would like to show my gratitude towards Mrs. Jahanara Ahmed, the Senior Executive Officer, General Banking Department In-charge along with my supervisor, Mrs. Nazneen Alam, Officer, United Commercial Bank, Uttara Branch. They have been extremely supportive to me. I cannot thank enough to all the personnel of UCB (Uttara Branch). They have explained everything I asked for in details. Throughout time they were never impatient. They did not allow me to feel uncomfortable for even a single moment. I am really grateful to all for their supportive and friendly behavior.

I am also grateful to the Human Resource Department of UCB for granting me the opportunity to make my internship program in this organization.

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Executive Summary

United Commercial Bank (UCB) is one of the first generation private sector banks in Bangladesh, commenced its commercial operations from mid 1983 and has since been able to establish one of the largest networks of 110 branches in six different districts. United Commercial Bank offers all kinds of Commercial Corporate and Personal Banking services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, and real state to software. UCB Uttara branch is one of the branches which facilitate all kind of facilities that a bank offers. It has General Banking, General Advance as well as Foreign Exchange Department.

Customers are very important for every business. Banking in Bangladesh has grown significantly as “service-industry” overtime. My report is based on the service marketing of United Commercial Bank entitle “Analysis of United Commercial Bank’s Service Marketing”. In this report I tried to lift up a general condition of service marketing of UCB as bank promised and delivered to the customers.

The first part of the report contains information of the organization itself, the services that bank is providing to the customer and vision for the future. The second part of the report contains the nature of job, my duties and responsibilities towards the job and some suggestions how they can improve their current banking condition. The third part contains the project part that I was involved in my internship. In this part I have discussed about UCB’s service marketing, employee’s behavior and cooperation to the customer. The last part contains analysis and result of the analysis. For the analysis I talked with 20 customers who are engage in doing banking with UCB. Based on their answer I interpreted the data and tried to figure the actual service quality of the bank. Before drawing any conclusion based on this report it may be noted that there might be lack in data, but still it may be useful for designing any further study.

Chapter 1: The Organization

1.1 Overview of United Commercial Bank

United Commercial Bank (UCB) is a Bangladesh based financial institution that provides banking services. The services include personal and business banking, loans, credit cards, online banking and money transfer services. The bank operates in Bangladesh, where it is headquartered in Dhaka. With its firm commitment to the economic development of the country, the Bank has already made a distinct mark in the area of Private Sector Banking through personalized service, innovative practices, dynamic approach and efficient Management. The Bank, aiming to play a leading role in the economic activities of the country, is firmly engaged in the development of trade, commerce and industry through a creative credit policy.

1.2 History

United Commercial Bank Limited incorporated on 26 June, 1983 as a public company with limited liability under the Companies Act 1993. The bank obtained permission to commence business with effect from 27 June, 1983 and started banking operations on 29 June 1983 with an authorized capital of Tk. 100 million divided into 1 million ordinary shares of Tk. 100 each.

1.3 Management

The Bank has in its Management a combination of highly skilled and eminent bankers of the country of varied experience and expertise successfully led by Mr. M. Shahjahan Bhuiyan, a dynamic banker, as its Managing Director and well educated young, energetic and dedicated officers working with missionary zeal for the growth and progress of the institution.

1.4 Corporate Information at a Glance

Registered Name	United Commercial Bank Limited
Registered Head Office	CWS(A)-1, Gulshan Avenue, Dhaka-1212, Bangladesh
Chairman	Akhtaruzzaman Chowdhury
Managing Director	Mr. M. Shahjahan Bhuiyan
Number of Branches	110

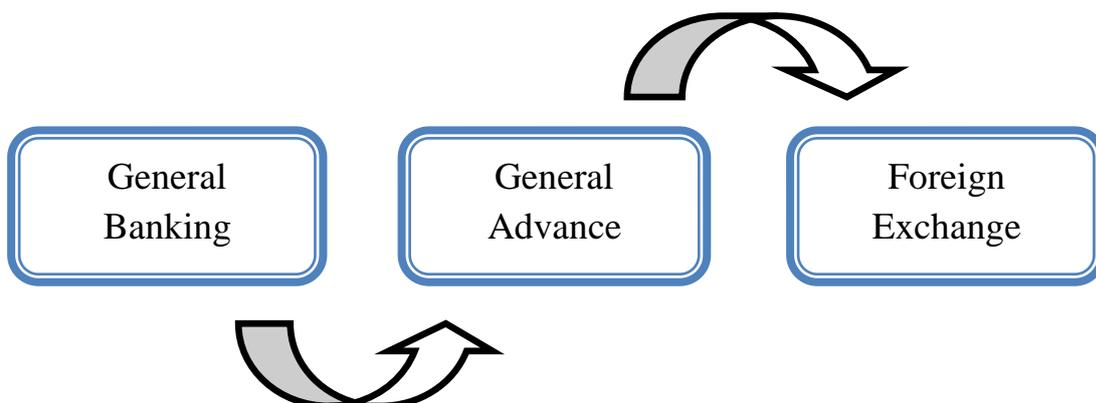
1.5 Product/Service offerings:

The bank provides a broad range of financial services to its customers and corporate clients.

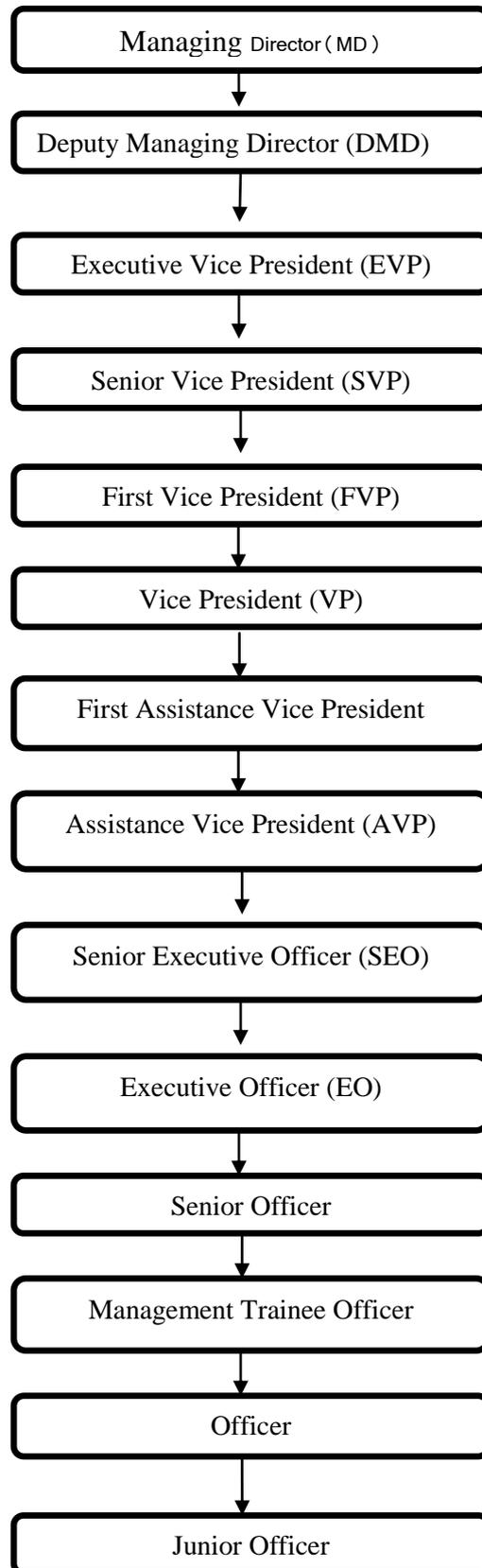
The Products and Services of UCB is as follows:

<ul style="list-style-type: none">➤ UCB Multi Millionaire➤ UCB Money Maximizer➤ UCB Earning Plus➤ UCB DPS Plus➤ Western Union Money Transfer➤ Western Union Money Transfer Online Service➤ Credit Card➤ One Stop Service➤ Time Deposit Scheme➤ Monthly Savings Scheme➤ Deposit Insurance Scheme➤ Inward & Outward Remittances➤ Travelers Cheques	<ul style="list-style-type: none">➤ Import Finance➤ Export Finance➤ Working Capital Finance➤ Loan Syndication➤ Underwriting and Bridge Financing➤ Trade Finance➤ Industrial Finance➤ Foreign Currency Deposit A/C➤ NFCD (Non Resident Foreign Currency Deposit Account)➤ RFCN (Resident Foreign Currency Deposit Account)➤ Consumer Credit Scheme➤ Locker Service
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United Commercial Bank divided its branch into several departments. The three main departments are:



1.6 Organogram of UCB:



1.7 Vision for the future:

To be the bank of first choice through maximizing value for our clients, shareholders and employess and contributing to the national economy with social commitments.

Chapter 2: Job Description

2.1 Description/nature of the job/s:

In UCB I worked in three different departments. As a service oriented company the major responsibilities were to give better services to the clients. In the following there is a short description of each department.

General Banking Department:

General Banking is the starting point of all the banking operating. General Banking department aids in taking deposits and simultaneously provides some ancillaries services. It provides those customers who come frequently and those customers who come one time in banking for enjoying ancillary services. It is the department, which provides day-to-day services to the customers. Every day it receives deposits from the customers and meets their demand for cash by honoring cheques. It opens new accounts, transfer, issue bank drafts, cheque book, pay orders, FDR, encashment of FDR, etc.

Cash Management Department:

Cash section demonstrates liquidity strength of a bank. It is also sensitive as it deals with liquid money. It is the most important department that is contributing to the earning of the bank in terms of goodwill and customer satisfaction with their quality and prompt services. Cash department of UCB Uttara Branch is well equipped and decorated. There is also electronic counted machine and computers with online system in this department. Balance of account can be seen with few seconds. So cash payment can be made very promptly. Transaction involving cash is called cash transactions. The cheques/ instrument / vouchers which are paid in cash over the counter are cash transactions. It has two types of services:

- Cash Receipt
- Cash Payment

General Advance Department:

The General Division deals with asset selling of the Bank. Generally financial institutions like Commercial Banks pool fund from society in terms of deposit & channel this fund in terms of credit to different firms in business community as well as to individuals with deficit of fund in the society. And this facility is generally known as loan. So in a broader sense we

infer that bank is providing solutions to the business as well as to the individuals for their financial needs. UCB credit mission is to actively participate in the growth and expansion of our national economy by providing credit to viable borrowers, efficiently delivered and competitively priced. UCB's client base consists of corporate, institutional and private clients to help them realize their short term goal as well as long term aspiration.

Foreign Exchange Department:

Foreign Exchange Department is an important one in UCB Uttara Branch that deals with import, export, and foreign remittance and post import financing. Through this is an ancillary service provided by the Bank. The Bank is purchasing primary security by giving loan in form of loan against imported merchandise (LIM), and loan against trust receipt (LTR). Bank branch should be 'Authorized Dealer' with the approval of Bangladesh Bank to run foreign exchange business. This department is playing an important role in enhancing export earnings, which aids economic growth and, in turn, will be helpful for economic development. On the other hand, it also helps to meet those goods and services, which are more demandable and not adequate in our country.

2.2 Specific responsibilities of the job:

I was given the responsibility of service related issues under the supervision of the respective officers. During my internship period I have helped my organization by sharing the work load of the respective officers. My major responsibilities are as follows:

Open an Account:

Responsibility of the customer service starts with opening of new account in the name of new customer. This is the starting point of the client bank relationship. By opening an account, the bank bridge it's customer to avail the facilities provided by the bank.

Closing an Account

When a customer wants to close his account in the bank he has to follow the following procedure

- The client writes a written application
- She/he surrenders the unused checkbook
- The bank takes charge for closing fee

- The rest amount gives to the customer
- Closed rubber stamp uses top of the respective account opening form and file.

Issuance of Cheque Book:

All the account opening formalities must be completed before, issuance of cheque book. Particulars of the cheque book requisition should be completed containing title of account, account number, number of leaves and signature of the customer. Signature of the customer is verified on the requisition. If customer is unable to collect his cheque book, then he can give authority to the third person to collect his cheque book on his behalf by signing on the back of the requisition.

Cheque book is taken out from the locker. It is assured that series of the cheque book is in order. Particulars are entered in the cheque book issuance register. Account number is stamped on every leaf of the cheque book and those leaves are counted. Name of the account holder is written on the cover of the cheque book and requisition on the cheque book for further issuance is properly filled stamped and signed by officer of the bank.

Cheque book is delivered to the customer and his signature is taken on the cheque book issuance register, cheque serial number is entered in the system (PcBANK2000). Stock of Cheque books are balanced at the end of each day and kept under safe custody.

Account Bills and Remittance Department:

Remittance is one of the important items of bank business. Now a day business person cannot run his business without bank remittance facilities. Sending some money from one station to another through banking channel is called remittance. Remittance may be both local and foreign. The main instruments used for local remittance of fund are:

- Pay Order (PO)
- Demand Drafts (DD)
- Telegraphic Transfer (TT)
- **Pay Order (PO)**

Payment order is meant for making payment of the bankers own of the customer's dues locally and not for affecting any remittance to outstation. In a sense, the payment order is used for making a remittance the local creditors.

Issuance of Pay Order

- The customer should fill up PO application form.
- Money should be received by cash or by debiting clients account.

- Give necessary entry in the Pay Order register where payee's name, date, PO no, etc is mentioned.
- Printed payment order leaf should be filled and signed by two authorized officers.
- Entry should be given in computer under supervision of authorized officers.
- After scrutinizing and approval of the instrument by the authority, it is delivered to customer.
- Signature of customer is taken on the counterpart.

□ **Demand Draft (DD)**

A bank draft is an order to pay money drawn by one office of the bank on other office up on other office of the same bank for a sum of money payable to order on demand. A bank draft is an order by one branch to another branch of the same bank outside the clearing zone.

Issuance of Demand Draft

Issuance procedure of Demand Draft is same as of Pay Order.

□ **Telegraph Transfer (TT)**

Sometimes the remitter of the fund requires the money to be available to the payee immediately. In that case, the banker is requested by him to remit the funds telegraphically. Here fund is transferred through the aid of Test Key Materials and SWIFT. TT can be both foreign and local. On received of TT message test number should be checked immediately. Then voucher to be passed through register duly authenticated by authorized officials.

□ **Encasement of Fixed Deposit(FDR):**

Individuals, Firms, Companies, Associations may open this account. The deposit is taken for a specific fixed period of time, such as 3 months, 6 months, 1year etc. When customer wants to encase FDR at first the signature of the applicant should be verified by the officer. The officer will prepare the voucher and collect signature of the customer. Particulars of the draft are verified from the register. After cancellation the draft is sent to the cash department for payment.

□ **Transfer of Funds:**

Through **PcBank2000** UCB transfer funds from one account to another account within the same branch account or other branches account.

❑ **Maintain Transfer Register Book:**

All the funds that are transferred from one account to another has been registered in a book. if there is any query about the funds so they can look over it to identify the mistake.

❑ **Stop Payment of Local Draft:**

The payee or purchaser of the draft cannot give stop payment instruction to the drawee branch. If the paying branch receives a request from the purchaser of the draft for stopping payment of the draft, it will ask the purchaser to approach the issuing branch about the purpose. The paying branch should however exercise necessary precaution in this regard. Only the issuing branch can issue instruction for stop payment of the draft under special circumstances.

❑ **Crossing of Cheques and Endorsement**

Cheque

Cheque is a negotiable instrument. Cheques can be of two types:-

- Open or Uncrossed Cheque.
- Crossed Cheque.

Open Cheque: An open cheque is a cheque which is payable at the counter of the drawee Bank presentation of the cheque.

Crossed Cheque: A crossed cheque is a cheque which is payable only through a collecting banker and not directly at the counter of the bank. There are two mode of crossing- General Crossing and Special Crossing.

❑ **Endorsement**

Endorsement is an essential part of day to day work in Bank. A cheque requires varieties of endorsement like-

- Branch Name
- Account Number
- Signature Verification etc.

❑ **Maintain Locker Service:**

UCB Uttara Branch is providing locker services. If anyone wants to maintain a locker, the customer must have a savings bank account in the bank. After opening a savings account customer must fill up the locker application form. The bank charges TK. 3000 for locker

service charge and as a security money. Then the customer has to deposit the money in cash. A register book is always maintained by the officer. It consists of the customer name, time and date of visiting locker and signature.

□ **Clearing**

The function of clearing department can be divided into two parts:

- Outward Clearing
- Inward Clearing

□ **Outward Clearing**

- Messengers of different branches bring instruments drawn on other Banks to the clearing section of Head Office.
- Bills section of UCB Head Office also sends the instruments drawn on other Banks to the clearing section for collection.
- The clearing stamps are affixed on the instruments and endorsed
- The particulars of these instruments are entered in the main schedule of Banks through NHCASH22 software and inserted in floppy disc.
- The diskettes along with the instruments are carried to the Clearing House.
- After going there the concerned officials of UCB gives the instruments to the representative of respective Banks.
- Claims of UCB on other Banks are set off by Bangladesh Bank through debiting other Bank's account and crediting UCBL's account.
- This function is done in the first house.

□ **Inward Clearing**

- The instruments drawn on UCB are received from other Banks in the Clearing House.
- The amount and numbers of instrument are entered in the house from main schedule of respective Banks.
- The instruments with schedule are arranged branch-wise.
- The instruments are sent to the branches concerned for clearance and IBCAs are collected from them for honored cheques.
- The dishonored instruments are sent back to respective Banks through the second house.

□ **Collection of Cheques and Bills**

On behalf of accounts banks play a vital role to collect cheques and bill a credit to the beneficiary's a/c through banking channel. To collection of cheques and bills the bank follows two systems:

- Outward Bills for Collection (OBC)
- Inward Bills for collection (IBC)

Outward Bills for Collection (OBC): These bills are included within the clearing area. These bills can be from the same bank but different branches.

Inward Bills for collection (IBC): These bills can occur outside Dhaka within one bank or other banks.

2.3 Critical observations and recommendations:

UCB is one of the potential banks in the banking sector. It is quite difficult to give suggestion to improve the banking condition of United Commercial Bank. As we know that nothing is perfect, there is always a room for improvement, so I have found during my internship can made up taking into account the following suggestions.

- General working conditions ought to be improved.
- Should increase the manpower for quick client service.
- Should upgrade online banking operation.
- PcBANK2000 database software needs to be upgraded.
- The branch still works very manually; to speed up the whole branch it should be automated.
- They have many attractive product/ services but they do not promote their products. They can do advertise of their product/ services so that more people get attracted to it.
- Management should arrange appropriate training facilities to their staff to be always helpful, courteous and knowledgeable.
- Should have complaint management where the customers can give their feedback about the services.
- There can be customer representative who will monitor the customer's need and wants.
- Take the customer's problem as their own responsibility to solve quickly and personally follow up to make sure the customer is satisfied.
- They should either renovate the office space or let it have a larger space to their need.

3.1 Summary:

A commercial bank performs an essential function in the economy. It helps to mobilize money by a continuous procedure of borrowing and lending money. It accumulates its capital through both own sourcing and out sourcing. This amount is then lent to the other party. Being a service industry a bank provides various services to its customers. So, every commercial bank has to think about their customer first, because the customers are the sovereign. Marketing is one of the most essential parts of any organization. Starting with the product promotion to giving the best service to the customers marketing is everywhere. Financial success often depends on marketing ability. My report basically prepared on whether the bank delivering superior service, better and faster answering the inquiries, delivery the services on-time and quicker resolution of complaints etc. and the topic is “**Analysis of United Commercial Bank’s Service Marketing**”.

3.2 Description of the project:

3.2.1 Objectives of the project:

The objective of the report is to gather practical knowledge particularly regarding any business organization and its operations. In BRAC University, the department Bachelor of Business Administration program provides us knowledge regarding theories and models whereas internship program gives us the chance to view those systems and their operations (based on theories and models) in practice. Apart from this broad objective we can identify the objectives of this report as follows:

- Understanding the environment, functions and management of the organization for my case it is UCB.
- Narrating experience in working in UCB.
- To apply theoretical knowledge and relate it with the practical content.
- To learn about banking more and analyzing the service marketing of UCB.
- To identify the employees attitude towards the customers.
- To find out how fast the bank is serving on queries of the customers.

3.2.2 Methodology

Some simple and common methods have been used to carry out in making the report.

Sources of information:

Primary:

I joined as an intern in UCB at Uttara Branch on April 24, 2011. I was assigned to work under all the 3 departments within 3 months. I am allocated for 1 month for each department. As I am working on service marketing of UCB so I focused more on it. I am working under my supervisor and directly communicating with the clients.

Secondary:

I will also go through UCB'S websites and the reports regarding this topic, which I believe will give me a wide breadth of information that will make the report more informative.

3.2.3 Limitation:

While doing this paper, I have faced several obstacles. They were:

- The bank was a busy one having heavy rush of people. So allocation of time for an intern is very much tough for the officers of the bank.
- The website of UCB does not contain updated information.
- UCB does not possess any Annual Report or Brochure.

3.3 What is Service?

Services are economic activities offered by one party to another. Service is an intangible offering with little or no transfer of physical products to the customer.

3.4 What is Service marketing?

It is a sub field of marketing, which can be split into the two main areas of goods marketing and services marketing. It refers to both business to consumer (B2C) and business to business (B2B) services, and includes marketing of services like telecommunications services, financial services, all types of hospitality services and professional services.

3.5 Characteristics of Service:

Intangibility:

Customer is unable to experience the 'product' prior to 'purchase'.

Inseparability:

The production of the services can't be separated from its consumption.

Perishability:

It can not be stored for future use.

Variability:

Services quality and consistency are subject to great variability because they are delivered by people, and human behavior is difficult to control.

3.6 Most Popular Product/Services of UCB:

There are some schemes which are very popular among the customers. These are:

Money Maximizer:

UCB money maximizer is a time deposit product. After a specific time period the person receives double amount of money of deposited.

Lowest installment- tk 2500

Highest installment-tk. 50000

Maturity and Interest rate: 8 years and 9.10%

Deposit Pension Scheme Plus:

It is one of the most popular schemes of UCB. The lowest monthly installment is tk. 500 and highest is tk. 25000. The bank gives 9% interest on this scheme. The scheme is for 5 years and 10 years. At the end of a specified term a person receives an attractive fixed amount.

Monthly Savings Scheme

This is a Savings Scheme in which a person gets the opportunity to build up savings by contributing monthly installments and receives an attractive fixed amount at the end of a specified term. The Scheme is designed to help the fixed income group to save money.

Deposit Scheme: UCB has several types of deposit scheme of its customers. These are Savings Bank Account, Current Deposit Account, Short Term Deposit Account and Fixed Deposit Receipt Account.

Types of Deposit	Rate of Interest(%)
Savings Deposit	6.00
Short Term Deposit	5.00
Fixed Deposit	12
For 3 months	12
6 months	12
12 months	12

On-Line Banking Operation:

The UCB has 110 branches and all transaction among the branches are done through Online. UCB uses PcBank2000 customized software for its day to day transaction. The activities are

- Deposit cash in any branch in any account
- Withdraw cash from any branch
- Transfer from any account to any branch

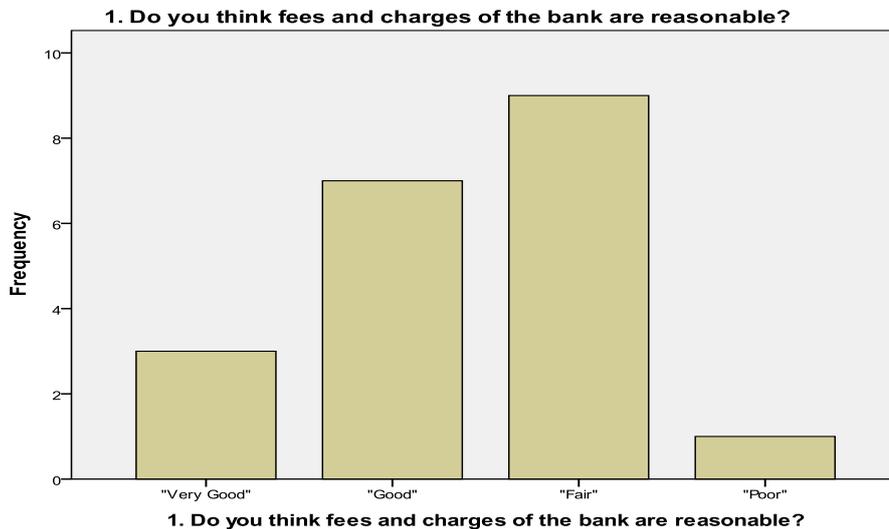
Chapter- 4: Analysis

The analysis is based on the feedback of the customers who are receiving services from the bank. The results are presented according to the various services quality and customer's satisfaction. Each dimension consists of two specific questions. The results of the survey are presented according to these questions that were asked to the respondents with the help of a structured questionnaire. The analysis is as follows:

1. Fees and Service charges:

1. Do you think fees and charges of the bank are reasonable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Very Good"	3	15.0	15.0	15.0
	"Good"	7	35.0	35.0	50.0
	"Fair"	9	45.0	45.0	95.0
	"Poor"	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

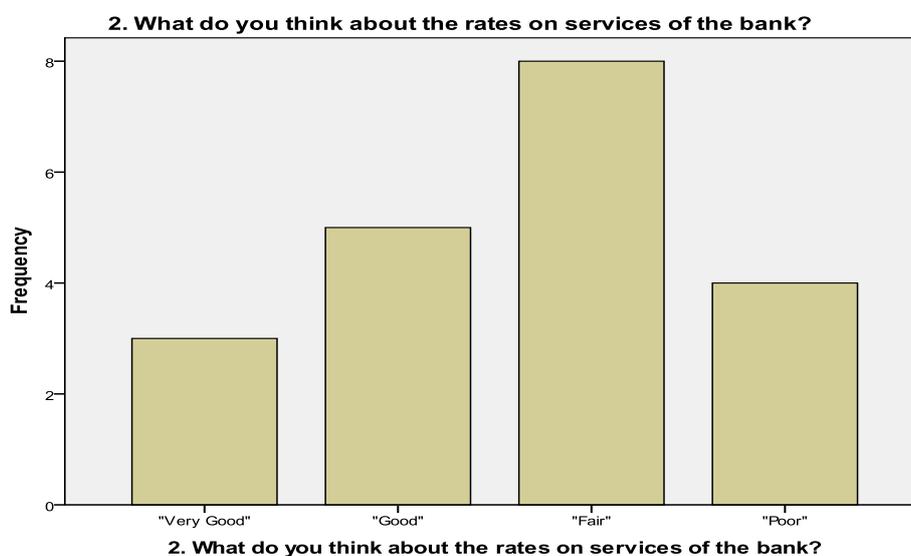


45% of the people said that fees and service charges are fair. 35% people said that it is good and 9% people said that it is very good and few people said that poor in their opinion.

2. Rates on Services:

2. What do you think about the rates on services of the bank?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Very Good"	3	15.0	15.0	15.0
	"Good"	5	25.0	25.0	40.0
	"Fair"	8	40.0	40.0	80.0
	"Poor"	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

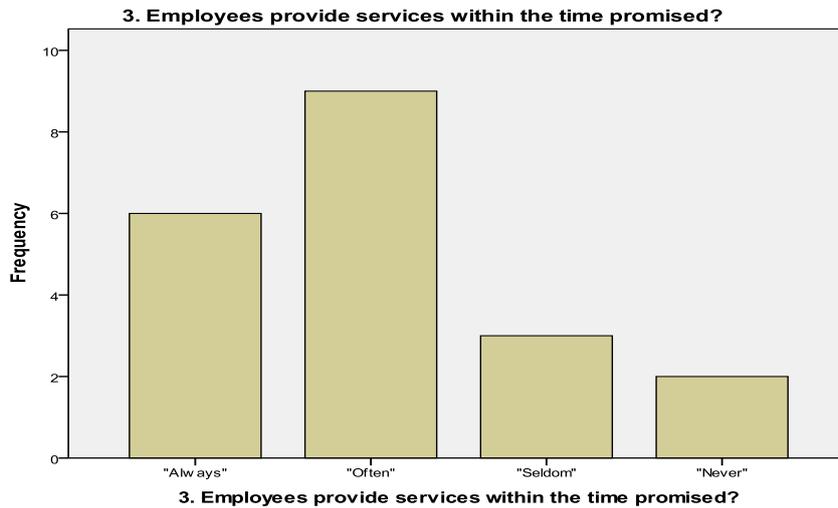


Majority of the customer (40%) said that rates on services that the bank is providing is fair. (25%) people said that it is good and (15%) considered as very good. Few people (20%) said that it is poor.

3. Provide services On time:

3. Employees provide services within the time promised?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Always"	6	30.0	30.0	30.0
	"Often"	9	45.0	45.0	75.0
	"Seldom"	3	15.0	15.0	90.0
	"Never"	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

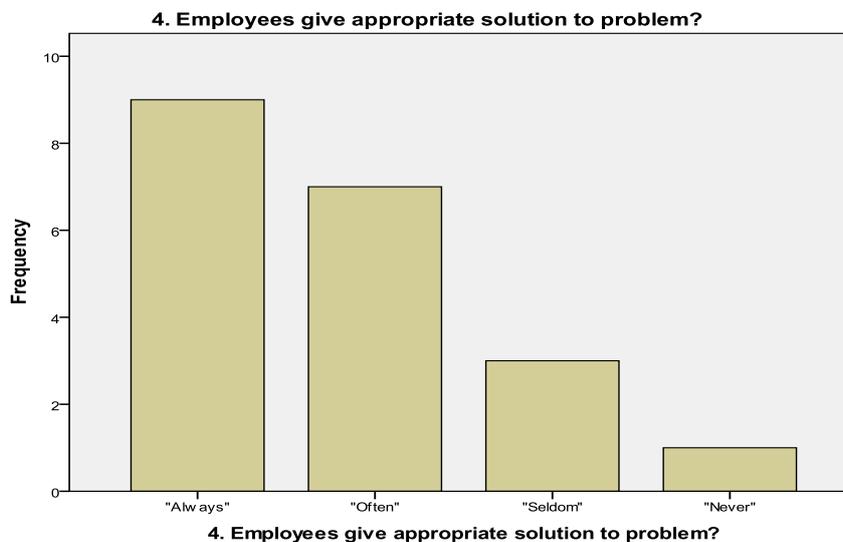


The data shows that often employees give services on time. 30% of the people said they always provide services on time, 15% said seldom and 10% said never.

4. Give appropriate solution to the problem:

4. Employees give appropriate solution to problem?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Always"	9	45.0	45.0	45.0
	"Often"	7	35.0	35.0	80.0
	"Seldom"	3	15.0	15.0	95.0
	"Never"	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

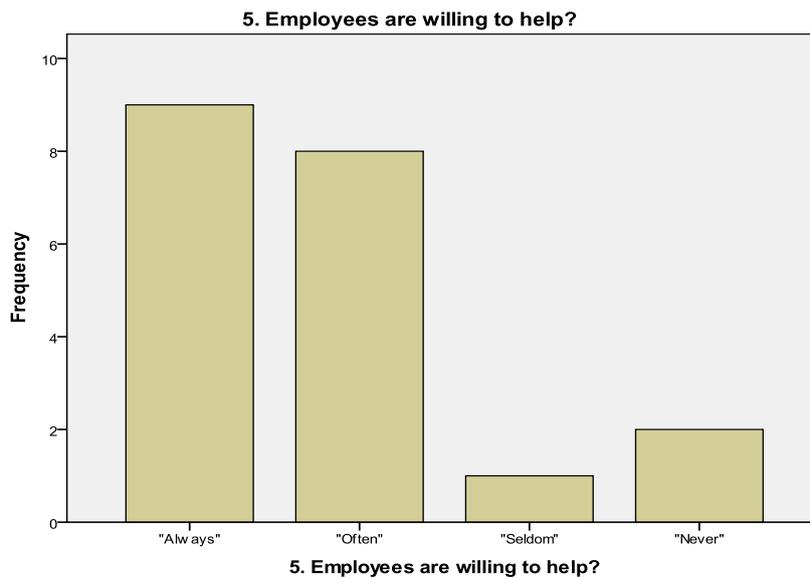


The data shows that 45% customer always get the solution of their problems and 35% customer said they get solution often and 5% customer said they never get the proper solution of the problems.

5. Willingness to help:

5. Employees are willing to help?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Always"	9	45.0	45.0	45.0
	"Often"	8	40.0	40.0	85.0
	"Seldom"	1	5.0	5.0	90.0
	"Never"	2	10.0	10.0	100.0
	Total	20	100.0	100.0	



The above data shows that 45% of the customer said employees are always willing to help. And 40% customer said they often helpful. 10% customers are dissatisfied and said that they never show interest to help the customers.

6. Professionalism of the employees:

6. Professionalism of the employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Very Good"	5	25.0	25.0	25.0
	"Good"	8	40.0	40.0	65.0
	"Fair"	5	25.0	25.0	90.0
	"Poor"	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

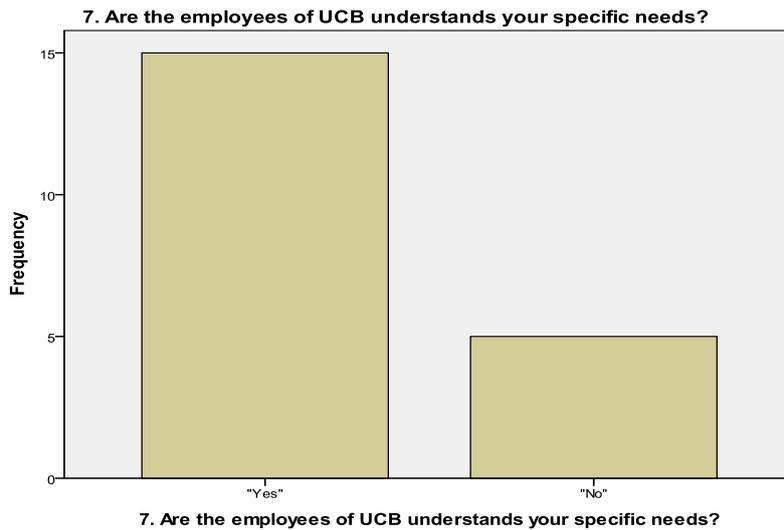


From the data we can see that majority of the customers agreed that professionalism of employees is good. 25% customer said very good and same percentage customer said they have fair professionalism attitude.

7. Can understand specific need of the customer:

7. Are the employees of UCB understands your specific needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Yes"	15	75.0	75.0	75.0
	"No"	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

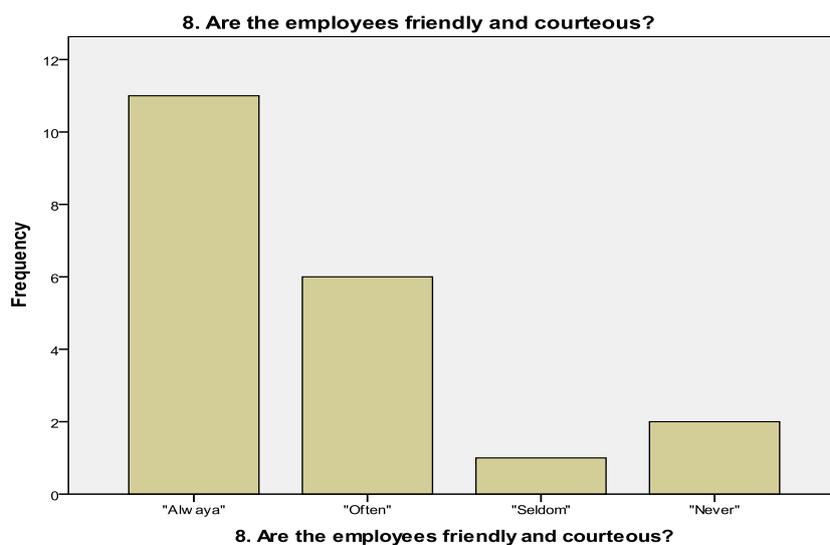


Employees can understand the customers need. In this survey 75% of the customer are agreed with this aspect and 5% customers are not agree with this.

8. Employees are friendly and courteous:

8. Are the employees friendly and courteous?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Alwaya"	11	55.0	55.0	55.0
	"Often"	6	30.0	30.0	85.0
	"Seldom"	1	5.0	5.0	90.0
	"Never"	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

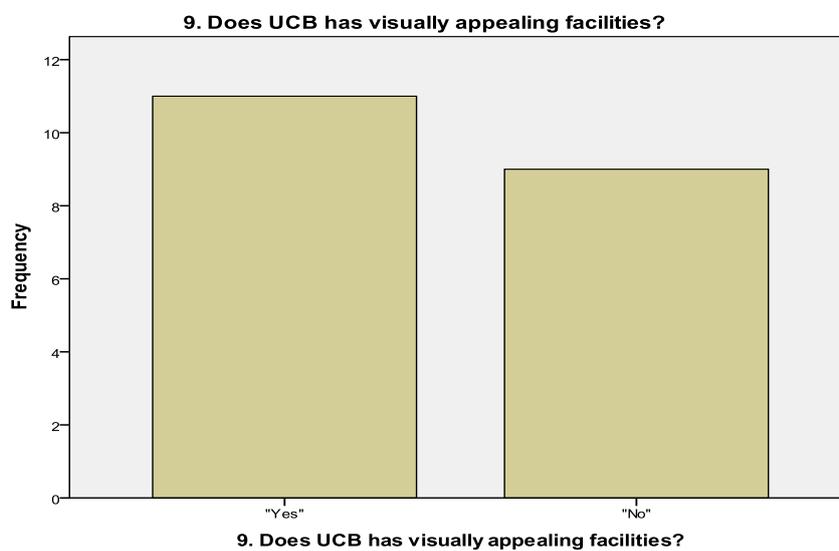


Majority of the respondents are happy with the friendliness of the employees. 30% said they are often friendly and courteous, 5% said seldom and 10% said never.

9. Visually Appealing facilities:

9. Does UCB has visually appealing facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Yes"	11	55.0	55.0	55.0
	"No"	9	45.0	45.0	100.0
	Total	20	100.0	100.0	

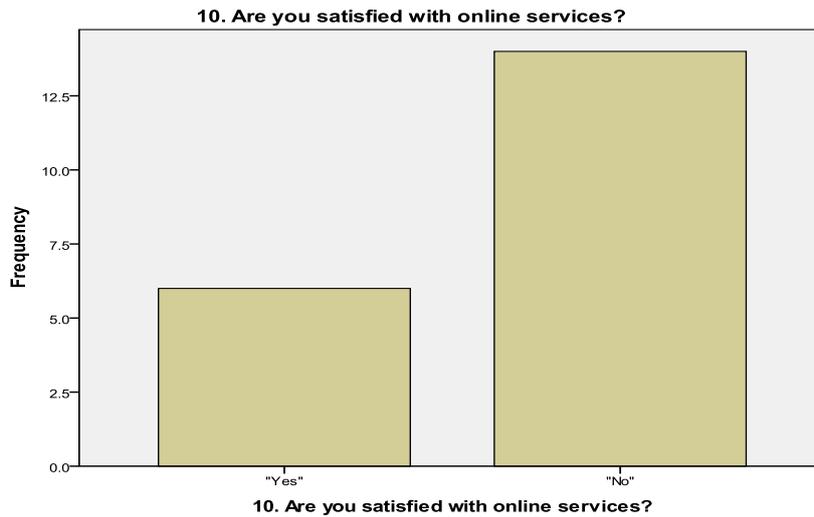


The above graph shows the result that majority people agreed that the bank has appealing facilities but on the other hand 45% people are not agreed on this and they said no.

10. Online Services:

10. Are you satisfied with online services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Yes"	6	30.0	30.0	30.0
	"No"	14	70.0	70.0	100.0
	Total	20	100.0	100.0	

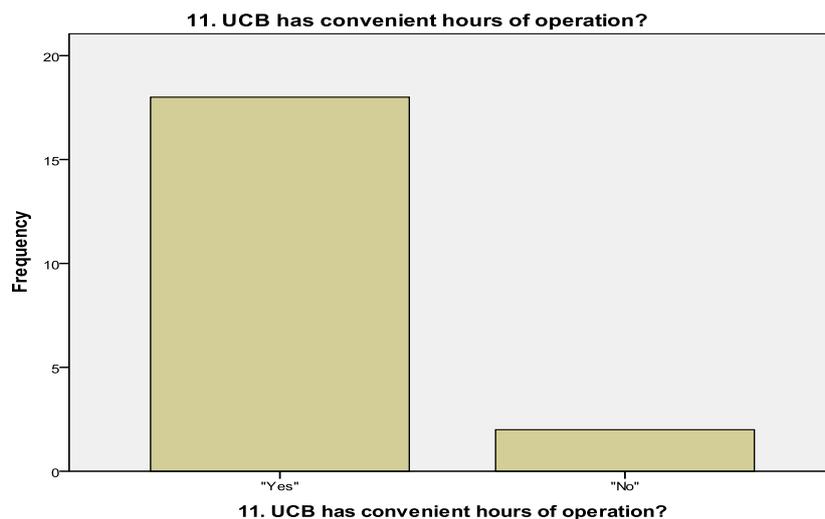


The result shows that 70% people are dissatisfied with bank's online services and 30% are satisfied with the services.

11. Convenient hours of operations:

11. UCB has convenient hours of operation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Yes"	18	90.0	90.0	90.0
	"No"	2	10.0	10.0	100.0
Total		20	100.0	100.0	



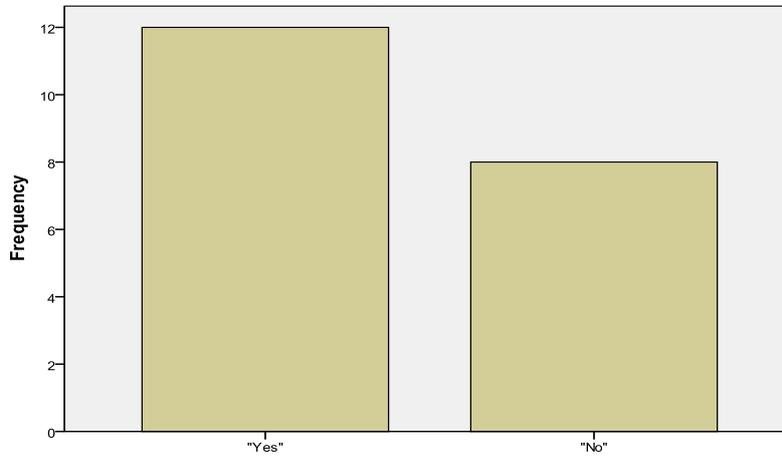
90% customers think that the bank has convenient hours of operation. The customers are happy with their banking transaction hours. Only 10% people are not satisfied with this.

12. Modern equipments and technologies:

12. Does UCB has modern equipments and technologies that satisfy customer's needs?12.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Yes"	12	60.0	60.0	60.0
	"No"	8	40.0	40.0	100.0
	Total	20	100.0	100.0	

12. Does UCB has modern equipments and technologies that satisfy customer's needs?12.



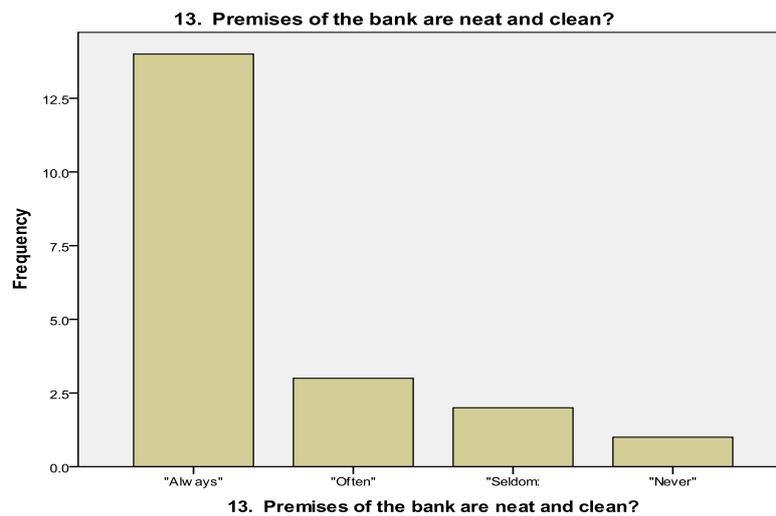
12. Does UCB has modern equipments and technologies that satisfy customer's needs?12.

Most of the customers said that the bank has modern equipments and technologies. 40% customers said no in their opinion.

13. Premises of the bank:

13. Premises of the bank are neat and clean?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Always"	14	70.0	70.0	70.0
	"Often"	3	15.0	15.0	85.0
	"Seldom:"	2	10.0	10.0	95.0
	"Never"	1	5.0	5.0	100.0
	Total	20	100.0	100.0	



From the above chart we can see that 70% of the respondents always see the office premise is neat and clean. 15% said often, 10% said seldom and 5% said they have never seen office neat and clean.

4.1 Results and Discussions:

In order to come up with a result and to carry on with the research various statistical tools were employed. Series of data were acquired through fieldwork and then computed in frequency distribution. But the number of respondents being chosen for sampling is relatively low to represent the entire large population of United Commercial Bank. Based on above analysis it can be said that

- UCB has a well reputation in the market. The management and employees are well qualified and experienced.
- Customers are happy with the fees and charges of the services but compare with other banks interest rates on different services should be increased.
- Due to lack of manpower and work load sometimes employees cannot provide services on time but most of the customers are satisfied with the service.
- Majority people are quite happy that whenever they have queries or problems employees always give proper solution to them. Due to work pressure sometimes employees do not give proper solution to the customer's problem. If they have customer representative who will monitor the customers and give the basic information in response to inquiries the customers will be more satisfied.
- The errors and mistakes are corrected promptly.
- Customers are satisfied with the attitude of the employees but sometimes employees cannot give individual attention to the customer due to pressure of work.

- A large amount of customers think that UCB has visually appealing facilities but they need to advertise. So that customers get more attracted to it.
- Respondents are not much satisfied with employees work speed. They think employees are little bit sluggish. There should be more swiftness on giving services to the customer so that customer do not have to wait for a long time.
- Most of the customers agreed that they have modern equipments but a large amount of people do not think so. They said the bank should upgrade their technologies.
- Customers are very much impressed with banking hours.
- Online services should be better. Customers are quite dissatisfied with online services. Frequently online servers of different branches do not work properly and sometimes there is a shortage of cash in online transaction.
- From time to time senior management can discuss with the employees that what kind of problems they are facing while dealing with customers, what are the needs and requirements of the customers, what kind of services customers expect from the bank etc. It will give an idea how to do better in future.

Chapter-5: Conclusion

Conclusion:

United Commercial Bank is providing and maintaining pleasant working environment for delivery of better quality services to maintain edge over the competitors. It is not possible to make a profitable business without concerning the customers' benefits. UCB bank has a great potential in the country to achieve the desired position in the market, timely improvement in services is essential. This research has provided some interesting insight into what kind of service the customers give importance to and what quality service they get from UCB. It is quite obvious that the customer requirements are not fully met and they are sometimes dissatisfied with some of the aspects of the bank. UCB should attract these customers so that the bank can link up strong relationship with the customers. The efficiency and effectiveness in services only in customer service is not mandatory. It is a collective responsibility of all the departments. So, all the concern departments should be more prompt and efficient to compete with the challenging opportunities of the future. The executive management also should be enthusiastic in to the development of administration and operational system as per demand of the age.

Chapter 6: Attachments & References

Questionnaire

1. Do you think fees and charges of the bank are reasonable?
a. Very Good b. Good c. Fair d. Poor

2. Rates on Services
a. Very Good b. Good c. Fair d. Poor

3. Employees provide services within the time promised?
a. Always b. Often c. Seldom d. Never

4. Employees give appropriate solution to problem?
a. Always b. Often c. Seldom d. Never

5. Employees are willing to help?
a. Always b. Often c. Seldom d. Never

6. Professionalism of the employees
a. Very Good b. Good c. Fair d. Poor

7. Are the employees of UCB understands your specific needs?
a. Yes b. No

8. Are the employees friendly and courteous?
a. Always b. Often c. Seldom d. Never

9. UCB has visually appealing facilities?
a. Yes b. No
10. Are you satisfied with online banking transaction?
a. Yes b. No
11. UCB has convenient hours of operation?
a. Yes b. No
12. Does UCB have modern equipments and technologies that satisfy customer's needs?
a. Yes b. No
13. Premises are neat and clean?
a. Always b. Often c. Seldom d. Never

References:

- www.ucbl.com
- www.bangladesh-bank.org
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