

# Customer Perception on E-Banking and Assessing the Online Banking Performance of Uttara Bank LTD”

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# Internship Report

On

**“Customer Perception on E-Banking and Assessing the  
Online Banking Performance of Uttara Bank LTD”**



## **Submitted To**

Showvonick Datta

Lecturer

BRAC Business School

BRAC University

## **Submitted By**

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Submission Date: 10<sup>th</sup> October, 2013

## LETTER OF TRANSMITTAL

10<sup>th</sup> October, 2013

Showvonick Datta

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report on "Customer Perception on E-Banking and assessing the Online Banking Performance of Uttara Bank LTD"

Sir,

I am very glad to submit the report on "Customer Perception on E-Banking and Evaluate the Online Banking Performance of Uttara Bank LTD". I would like to say that this report is very helpful for me to gather real life experience about whole job activities performed in a bank. I also came to know that how handle customers and provide service to them as a service Intern.

So it was a wonderful opportunity for me to work on this topic and I am very grateful to you for giving me this opportunity.

Sincerely Yours,

Nawreen Fahmida Zaman

## **DECLARATION**

I hereby declare that I have carried out Internship Project on the topic entitled "Customer Perception on E-Banking and assessing the Online Banking Performance of Uttara Bank LTD"

I further declare that this Internship report is based on my original work and no part of this project has been published or submitted to anybody.

Nawreen Fahmida Zaman

## **ACKNOWLEDGEMENT**

I, Nawreen Fahmida Zaman, Student of BRAC University, is highly grateful to all those who guided me in completing this project.

First of all, I would like to thank my almighty. Then I would like to pay my heartiest thanks to entire family of, "Utter Bank Ltd", who provided me such a wonderful opportunity to do internship and provided their valuable suggestions in understanding the work of Research Project. Then I would like to thank my branch manager, Mr. Shahidul Alam for his overall co-operation, guidance, advice and support in discharging my responsibilities consciously and preparing this report.

Last but not the least; I would like to thank Career Service Office for arranging an internship for me at "Uttara Bank Ltd". I would like to thank all faculties of BRAC University who gave me the useful tips and suggestions regarding project. I would like to thank my project advisor Showvonick Datta for imparting his valuable guidance to me.

Words can never express the deep sense of gratitude, I feel for Uttara Bank" employees, who has been a constant source of inspiration and encouragement for me

## EXECUTIVE SUMMARY

Uttara Bank LTD was established in 1965 under the name of “Eastern Banking Corporation Limited” with the specific objective of accelerating trade and investment in the economically depressed eastern wing of the than Pakistan. After liberation of Bangladesh the Bank underwent a major change namely, it was nationalized in March, 1972 and given the name “Uttara Bank”. The Bank again in 1983 was denationalized and made a commercial bank in the private sector under the name “Uttara Bank Limited

The motto of Uttara Bank is “Abohoman Banglar Oitijje Lalito”. Uttara bank limited, a private commercial bank, offers a range of mass banking services and products in Bangladesh. Its deposit products include savings bank accounts, fixed deposit accounts, short term deposit accounts, current accounts, pension accounts and foreign currency accounts. The bank’s loan and lease service comprise micro credit, small and medium enterprise financing, industrial loans, working capital financing, export credit, import credit, bills purchase, letter of credit, letter of guarantee, lease financing, transport financing, consumers loan schemes and house building loans. It also offers various remittance services, including remittance of fund from abroad by Bangladesh.

They have 215 brunches. Among them almost 185 brunches are come under the umbrella of online banking and other branch will be enjoy this facility as soon as possible. The service quality of UBL is not much satisfactory compare to other bank.. It implies that employees of this bank are very responsive and reliable even though customer’s face some problem while dealing with the bank like- manpower problem, scarcity of machines, insufficient cash, credit card problem, lower quality customer services and others many problems.

Some effective steps should be taken for the betterment or upgrading of such a crucial service. To gain major market share the bank should improve its customer service also they will have to give a lot of efforts to marketing program. Because most of the customers are unaware about the facilities that Premier Bank is providing. They have to improve their customer care unit and overall service quality to retain their customer. Moreover proper training is also necessary to take technological advantage. Only after that Uttara Bank will be able to enhance and improve its image nationally & internationally.

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# CHAPTER 1

## 1. INTRODUCTION:

Modern banks play an important role in promoting economic development of a country. Banks provide necessary funds for executing various programs underway in the process of economic development. They collect savings of large masses of people scattered throughout the country, which in the absence of banks would have remained idle and unproductive. These scattered amounts are collected, pooled together and made available to commerce and industry for meeting the requirements.

As a servicing industry, the Banks are customers oriented. Customers are the driven power of a Bank and it earns profit by providing services to customers. Customers are the person or institutions which deal with the Bank. In general, he, who has an account in a Bank, may be treated as a customer. In broad sense, customers may be seen from the two wings – Depositors and Borrowers. Beside these, other short-term served customers may exist in a Bank. As the Banking area is very hard and competitive, in order to survive and successfully compete with other Banks, a Bank has to serve its customers very carefully. Now, in Bangladesh more than 50 scheduled Banks are operating their activities to serve customers.

To fulfill the demand of time and impress the customer most of the banks are now trying to make their whole banking operation through online. Online banking is the demand of time. It is now no longer a “nice to have” but an “impossible to survive without” for all banks. Uttara Bank Ltd performs many of its operation in on line and trying to include rest of the operations.

Online banking comes with huge benefits. Many customers warmly adopt the habit of online banking. Some eagerly wait for new online services. But some still prefer traditional banking. They find traditional banking easy, hassle free and more trustworthy than online banking.

Uttara Bank Ltd is continuing to begin new online services one by one. During my project period I got the opportunity to observe customer closely. I found that many customer want more online services to save their time and cost. Many customers are happy with traditional banking. Some customers have no faith on online banking.

Online banking makes life easier, there is no doubt. But introducing a new system is not easy because it brings some difficulties with it. In case of starting full online banking; the bank has to introduce some new system/products. In that situation both employees and customers face some problem to adopt that new system/product.

## 1.1 ORIGIN OF THE REPORT

Theoretical knowledge does not highlight the reality as clear as practical knowledge. Theoretical knowledge is a guideline but practical knowledge is experience oriented. But both of them are equally important.

The internship report comprises a brief study on “Uttara Bank Limited” during three months internship. The report is distributed in many parts according to the constructions of supervisor of report.

The purpose of study is to develop skills through learning various aspects of organization. The study enables to get command on bookish knowledge through practical approach and to understand the difference in both approaches. This thing increases the knowledge and brings betterment in working within organizational environment.

Uttara Bank Limited (UBL) is one of a fast growing bank in Bangladesh. In terms of quality services and value addition to shareholders Uttara Bank Limited is already maintaining its position at the top slot. The bank is determined to proved satisfactory progress in all areas of banking operation and it further expanded and consolidated its customer base both in of its core business and retail banking. Uttara Bank Limited is determined to explore the different ways to accommodate with the needs of its clients.

This report was originated to have knowledge about the various aspects of “Online Banking Service” of Uttara Bank Limited. I have done my internship in Uttara Bank Limited, Siddeswari Branch for the period of June to August 2013. I have worked in general banking sector. It has given me a chance to directly communicate and provide professional service to the bank clients. During my intern period the branch migrate from traditional banking to online banking. So it helps me to understand their online facilities, problem faced by employee and customer and their overall perception about the bank. My report will focus on the different aspects of online banking service provided by the Uttara Bank Limited with some comparison with other leading commercial private bank’s online services and evaluate UBL online performance.

This report has been divided into two major parts:

### **❑ The Organization part**

The organization part includes the company profile, different products and departments of UBL, i.e. an overall idea about the bank.

### **❑ The Project part**

The project part is based on the exploratory study of Online Banking services of Uttara Bank Limited and evaluates its service by comparing with other four private commercial banks in Bangladesh and also the customer perception about the E Banking.

## **1.2 OBJECTIVE OF THE REPORT**

The general objective of this report is to prepare an internship report based on Customer perception on online services and assessing the online Banking performance of UBL.

The specific objectives of the report are as follows:

- To present an overview of Uttara Bank Limited.
- To describe my job part in Uttara Bank Limited
- To emphasize on Online Banking Service of Uttara Bank Limiteds
- To figure out the customer perception on Online banking performance
- To find out the facilities of online banking available in Uttara Bank Ltd.
- To find out the level of customer satisfaction with the available online banking facilities.
- To identify the customers' reactions when suddenly they asked for some extra rules to make the system online.
- To identify employees problem to operate the system that newly installed.
- Suggestion for the improvement of Uttara Bank Limited.

## **1.3 SCOPE OF THE REPORT:**

The scope of this report is mostly limited to Uttara Bank Limited website and websites Eastern Bank Limited, Dutch-Bangla Bank Limited and Standard chartered Bank Limited. There was narrow scope of doing outside surveys for example getting some help from secondary data of other banks.

## 1.4 METHODOLOGY:

The nature of this report is descriptive with some survey or using sampling method, observation method is used to complete this qualitative research.

### **Sources of data**

The report is based on both primary and secondary sources of data information. Interviewing the some officers of the banks, and a questionnaire response are the primary sources of information. Furthermore, different publications of the bank, annual reports, and banks website were the secondary sources of data.

Most of the necessary information has been collected from websites, face to face interviews and questionnaire responded by the customer. Some publications on online banking were also followed. My questionnaire is focused mainly on online banking service provided by the private commercial bank and customer perception on it.

List of the Sample Banks are:

1. Uttara Bank Limited
2. Prime Bank Limited
3. Eastern Bank Limited
4. Dutch Bangla Bank Limited
5. Standard Chartered Bank Limited

### 1.5 LIMITATION OF THE STUDY:

- A Bank has some restriction to present all the real data of the bank to the general people, so all relevant data and document collection is difficult.
- It was very much hard to collect information. Customers are very much busy. So they are not so interested to give genuine information.
- Some of the customers are afraid to provide answer/information.
- The authority was very busy, so they could not give me enough time for discussion about various problems.
- A study that encloses interviews of very few clients can not conclude anything accurately.
- Personal barriers like inability to understand some official terms, office decorum etc. creates a few problems to me.
- Another important factor is that data are not structurally distributed in the organization; for that reason I have to depend on the secondary data like the Annual report.
- The entire system is relatively new in Bangladesh. So sufficient data was not found on this topic
- Finally, Due to time limitation large-scale research is not possible.

### 4.7 PROJECT STEP

Firstly I made a plan about what to do. Then check out some banking activities of the bank staffs. Gather some practical banking knowledge from some banker of Uttara Bank Ltd. Then working few days with them and acquire some experiences. After learning some work I gave some customer services. When I became easy with customers I collect some primary data from them. I also talk with few bank staffs personally to collect more primary data. I collect my secondary data from different sources like bank website, brochures, commercials etc. After collecting necessary data I made the project.

**The whole project was prepared through the following seven steps:**

- Step 1 → Planning for the study
- Step 2 → Acquire knowledge about several online banking activities
- Step 3 → Analyze work experience when I was intern
- Step 4 → dealing with customers
- Step 5 → Data collection from different sources of bank (primary and secondary)
- Step 6 → Analysis of collected data
- Step 7 → Draw summary and recommendations.

## CHAPTER 2

### COMPANY PROFILE

#### 2.1 AN OVERVIEW OF UTTARA BANK LTD

Uttara Bank Limited is one of the oldest and largest commercial banks in private sector in Bangladesh. It provides mass banking services to the customers through its branch network all over the country. This bank has been playing a vital role in socio-economic, industrial and agricultural development as well as in the overall economic development of the country since its inception through savings mobilization and invests of funds.

Uttara bank ltd Limited “Abohoman Banglar Oitijje Lalito” is perfectly applicable; it’s fast growing ability and within a short period acquiring the position at the top slot in terms of quality service to the customers’ add the value addition to the shareholders prove its accuracy

Uttara bank ltd has already made significant progress from its existence. The bank has already occupied an enviable position among its competitors after achieving success in all areas of business operation.

Uttara bank ltd offers all kind of Commercial Corporate and Personal Banking services covering all segments of society within the frame work of Banking Company Act and rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail banking and Consumer Banking right from industry to agriculture, and real estate.

Uttara bank ltd, since its beginning has attached more importance in technology integration. In order to retain competitive edge, investment in technology is always a top agenda and under constant focus. Keeping the network within a reasonable limit, its strategy is to serve the customers through capacity building across multi-delivery channels. Their past performance gives an indication of their strength. They are better placed and positioned to take their customers through fast changing times and enable them compete more effectively in the market they operate.

## **2.2 HISTORY:**

The prosperity of a country depends on its economic activities. Like any other sphere of modern socio economic activities, banking is a powerful medium of bringing about socio economic changes of a developing country. Without adequate banking facility agriculture, commerce and industry cannot flourish. A suitable developed banking system can provide the necessary boost for the economic growth of the country. Because banking system is linked with the whole country.

Uttara Bank Limited has a glorious history as a private commercial bank which was established in 1965 under the name “Eastern Banking Corporation Limited” with the specific objective of accelerating trade and investment in the economically depressed eastern wing of the than Pakistan. After liberation of Bangladesh the Bank underwent a major change namely, it was nationalized in March, 1972 and given the name “Uttara Bank”. The Bank again in 1983 was denationalized and made a commercial bank in the private sector under the name “Uttara Bank Limited”. The Bank was incorporated as a banking company on June 29, 1983 and obtained business commencement certificate on August 21, 1983. The Bank floated shares in the year 1984.

UBL conducts all types of commercial banking activities. The core business of the bank comprises of import, export, working capital finance and corporate finance. The bank is also rendering personal credit, services related to local and foreign remittances. The “Personal Credit” scheme of the bank, which is designed to help the fixed income group in raising standard of living is competitively priced and has been widely appreciated by the customers. The bank’s strategy is to gradually cover the total arena of banking.

## **2.3 MOTTO OF UTTARA BANK LIMITED:**

“Abohoman Banglar Oitijje Lalito

## 2.4 MISSION:

- To provide high quality financial service
- To provide excellent quality customer service
- To maintain corporate and business ethics.
- To become a trusted repository of customers money and their financial advisor.
- To make their stop superior and rewarding to the customers.
- To display team spirit and professionalism.
- To have a sound capital base.

## 2.5 Vision:

Uttara Bank will be a unique organization in Bangladesh. It will be a knowledge-based organization where the Uttara Bank professionals will learn continuously from their customers and colleagues worldwide to add value. They will work as a team, stretch themselves, innovate and break barriers to serve customers and create customer loyalty through a value chain of responsive and professional service delivery.

Continuous improvement, problem solution, excellence in service, business prudence, efficiency and adding value will be the operative words of the organization. Uttara Bank will serve its customers with respect and will work very hard to instill a strong customer service culture throughout the bank. It will treat its employees with dignity and will build a company of highly qualified professionals who have integrity and believe in the Bank's vision and who are committed to its success. Uttara Bank will be a socially responsible institution that will not lend to businesses that have a detrimental impact on the environment and people.

**“Building a profitable and socially responsible financial institution focused on Markets and Business with growth potential, thereby assisting and stakeholders build a “just, enlightened, healthy, democratic and poverty free Bangladesh”.**

## 2.6 Goal:

Uttara Bank will be the absolute market leader in the number of loans given to small and medium sized enterprises throughout Bangladesh. It will be a world-class organization in terms of service quality and establishing relationships that help its customers to develop and grow successfully. It will be the Bank of choice both for its employees and its customers, the model bank in this part of the world.

## 2.7 Objective of the Organization:

The objective of Uttara Bank Limited is specific and targeted to its vision and to position itself in the mindset of the people as a bank with difference. The objective of Uttara Bank Limited is as follows:

Building a strong customer focus and relationship based on integrity, superior service.

- To creating an honest, open and enabling environment
- To value and respect people and make decisions based on merit
- To strive for profit & sound growth
- To value the fact that they are the members of the Uttara Bank family – committed to the creation of employment opportunities across Bangladesh.
- To work as a team to serve the best interest of our owners
- To relentless in pursuit of business innovation and improvement
- To base recognition and reward on performance
- To responsible, trustworthy and law-abiding in all that we do
- To mobilize the savings and channeling it out as loan or advance as the company approve.
- To establish, maintain, carry on, transact and undertake all kinds of investment and financial business including underwriting, managing and distributing the issue of stocks, debentures, and other securities.
- To finance the international trade both in import and export.
- To develop the standard of living of the limited income group by providing Consumer Credit.
- To encourage the new entrepreneurs for investment and thus to develop the country's industry sector and contribute to the economic development

**UBL's Objectives are reflected in the following areas:**

Highly personalized service	Contribute in the economy
Customer-driven focus	Quality of human resources
Total commitment to quality	Commitment to its clients at each level
Outstanding products	

**2.8 Strategies of Uttara Bank Limited:**

- To strive for customers best satisfaction & earn their confidence.
- To manage & operate the Bank in the most effective manner.
- To identify customers needs & monitor their perception towards meeting those requirements.
- To review & updates policies, procedures & practices to enhance the ability to extend better services to the customers.
- To train & develop all employees & provide them adequate resources so that the customer's needs are reasonably addressed.
- To promote organizational efficiency by communicating company plans, polices & procedures openly to the employees in a timely fashion.
- To cultivate a congenial working environment.
- To diversify portfolio both the retail & wholesale markets.

**2.9 Milestones in the development of the organization:**

- To be a dynamic leader in the financial market in innovating new products as to the needs of the society.
- To earn positive economic value addition (EVA) each year to come.
- To top the list in respect of cost efficiency of all the commercial Banks.
- To become one of the best financial institutions in Bangladesh economy participating in the most significant segments of business market that we serve.

This year simultaneously for development and achievements of continuous growth rate in all the areas of banking operation .The bank has successfully been marching ahead with its prime business objective by earning Achievements were possible because of his service excellence of management with support from a very resourceful and- skilled workforce who are rendering efficient and specialized services.

### 2.10 Core Values:

- **For Customer**

To become most caring Bank-by providing the most courteous and efficient service in every area of business

- **For Employees**

By promoting the well-being of the members of the staff

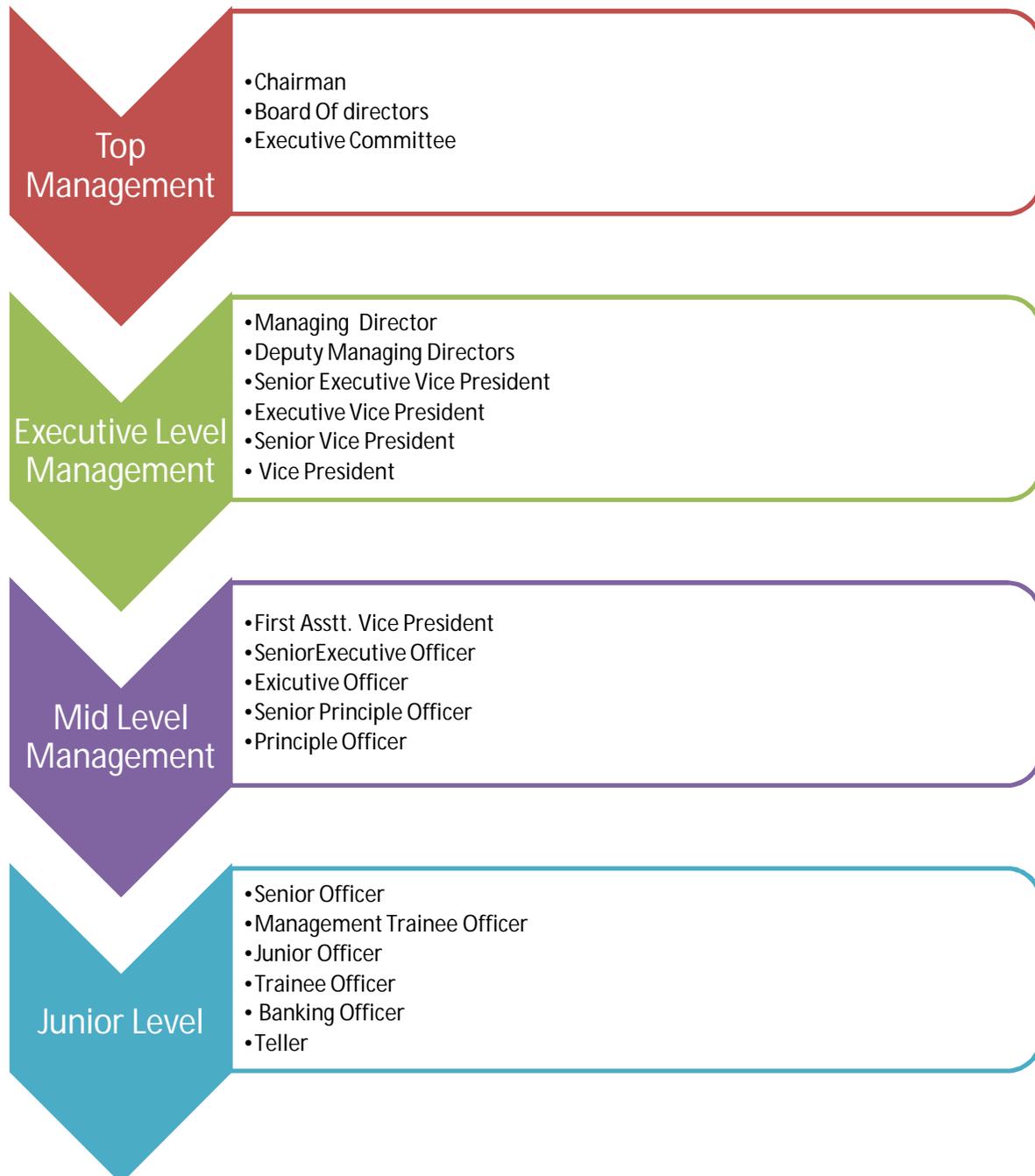
- **For Shareholders**

By ensuring fair return on their investment through generating stable profit

- **For community**

- By assuming role as a special responsibility corporate entity in a tangible manner through close adherence to national policies and objectives.
- Upholding ethical values.
- Constantly seeking to improve performance by aligning our goals with stakeholders' expectations because they value them.

## 2.11 Hierarchy of Uttara bank Ltd Limited



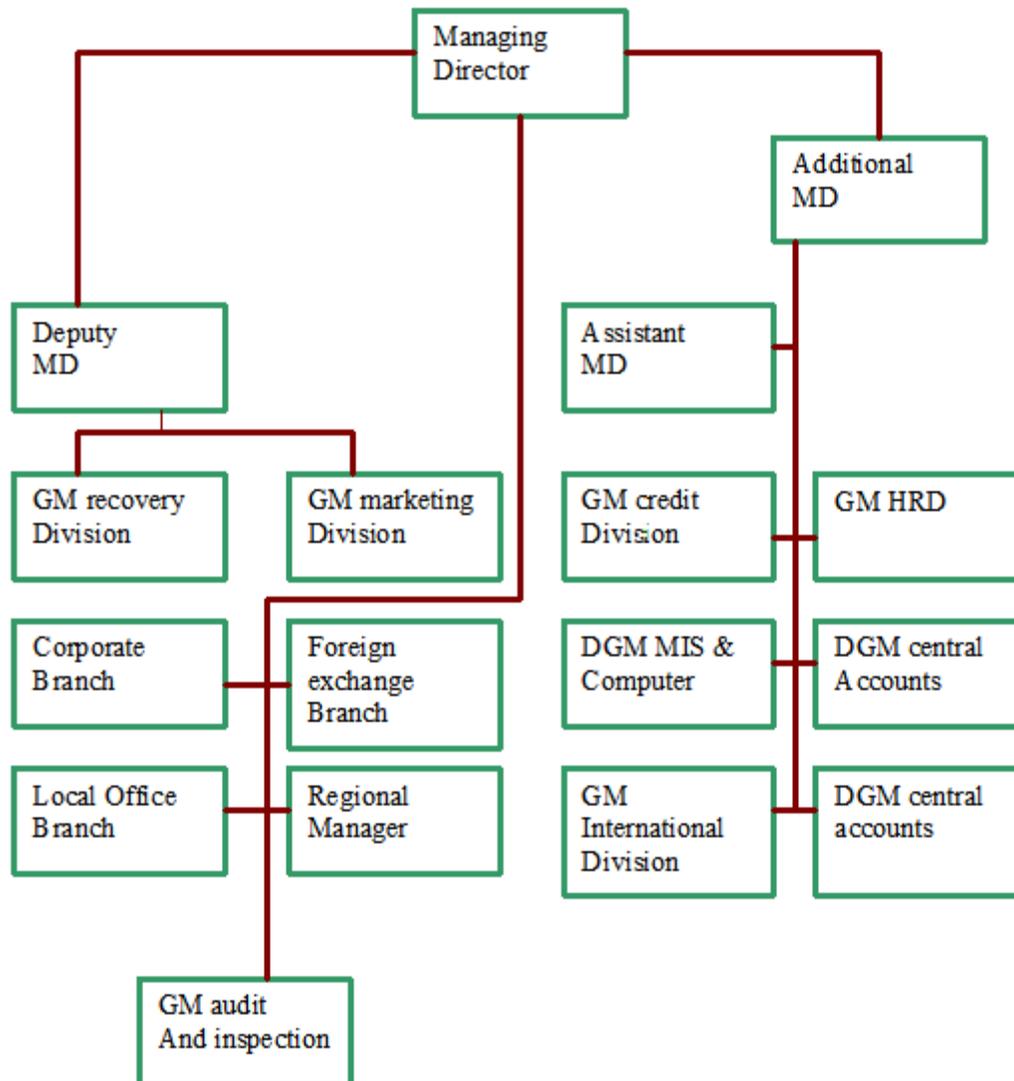
**Figure: Hierarchy of Uttara bank Ltd Limited**

## 2.12 Board of Directors of UBL:

UBL formed with the Bank Company Act 1991, the rules and regulations issued by the Bangladesh Bank, the Company Act 1994, and the Securities and exchange Rules 1987 and other applicable laws and regulations in 1999. The first Board of Directors of the bank was constituted with 13 Directors. Since the Bank has floated its share for public subscriptions; two Directors have been elected from the public shareholder. The director's list is following:

Mr. Azharul Islam	Chairman
Mr. Iftekharul Islam	Vice Chairman
Badrunnessa(sharmin)Islam	Director
Asif Rahman	Director
Col. Engr. M. S. Kamal (Retd)	Director
Mr. Syed A. N. M. Wahed	Director
Mr. Sk. Amanullah	Director
Major General Prof. M. A. Mohaiemen (Retd)	Director
Dr. Md. Rezaul Karim Mazumder	Director
Faruque Alamgir	Director
Engr. Tofazzal Hossain	Director
M. Tazul Islam	Director
Mr. Muhammad Quamrul Ahsan	Director
Md. Fazlur Rahman	Secretary
Shaikh Abdul Aziz	Managing Director

2.13 Organogram of UBL:



## 2.14 UBL at a Glance:

- UBL is one of the largest private banks in Bangladesh.
- It operates through 215 fully computerized branches ensuring best possible and fastest services to its valued clients.
- The bank has more than 600 foreign correspondents worldwide.
- Total number of employees nearly 3,562.
- The Board of Directors consists of 13 members.
- The bank is headed by the Managing Director who is the Chief Executive Officer.
- The Head Office is located at Bank's own 18-storied building at Motijheel, the commercial center of the capital, Dhaka.

<b>UBL Networks</b>	
<b>Corporate Offices ( Corporate Branch &amp; Local Office )</b>	<b>2</b>
<b>Regional Office</b>	<b>12</b>
<b>Worldwide Affiliates</b>	<b>600</b>
<b>Total Branches ( Including Corporate Branch &amp; Local Office )</b>	<b>215</b>
<b>Authorized Dealer Branches</b>	<b>38</b>
<b>Treasury &amp; Dealing Room</b>	<b>1</b>
<b>Training Institute</b>	<b>1</b>
<b>Man Power</b>	<b>3562</b>

**Name of the Division**

**Affiliated Departments**

**Human Resources Division**

**Personnel Department**

**Disciplinary Department**

**Test Key Department**

**Research & Planning Department**

**Risk Management Department**

**Central Accounts Division**

**Accounts Department**

**Reconciliation Department**

**Credit Division**

**Approval Department**

**Admin. & Monitoring Department**

**Lease Finance Department**

**Recovery Department**

**Internal Control & Compliance**

**Audit & Inspection Department**

**Division**

**Monitoring Department**

**Compliance Department**

**Banking Control & Common**

**Anti-Money Laundering Department**

**Services Division**

**Branches Operation Department**

**Business Promotion Department**

**Green Banking Department**

**Board & Share Division****Board Department****Share Department****International Division****Correspondence Banking Department****Remittance Department****Trade Services Department****Treasury Division****Front Office (Dealing Room)****Back Office****Asset & Liability Management Department****Establishment Division****General Services Department****Transport Department****Stationery & Records Department****Engineering Department****Information & Communication****MIS Department****Technology (ICT) Division****Development & Support Department****Card Department****Corporate Banking Division****Credit Marketing Department****Credit Business Development Department**

## **Regional Offices**

**Dhaka Central Zone**

**Dhaka North Zone**

**Dhaka South Zone**

**Narayanganj Zone**

**Mymensing Zone**

**Chittagong Zone**

**Sylhet Zone**

**Bogra Zone**

**Rajshahi Zone**

**Khulna Zone**

**Barishal Zone**

**Comilla Zone**

### **2.15 SERVICES AND PRODUCTS:**

UBL is a service oriented financial institution. The main function of the bank is to provide services to its clients. The bank offers various products and services to the clients to attract them. The first primary job of the bank is to collect deposit from its clients and other prospective clients who still have not opened their accounts at the bank. They offer different accounts at the bank. They offer different interest rates to the different accounts. The bank also provides credit facilities to its clients. In fact the deposits are collected to lend some money to the people to make profit. Also the foreign exchange department opens the L/C to its clients and thus collects L/C commissions from its clients and thus makes a huge profit of its own.

Uttara bank limited, a private commercial bank, offers a range of mass banking services and products in Bangladesh. Its deposit products include savings bank accounts, fixed deposit accounts, short term deposit accounts, current accounts, pension accounts and foreign currency accounts. The bank's loan and lease service comprise micro credit, small and medium enterprise financing, industrial loans, working capital financing, export credit, import credit, bills purchase, letter of credit, letter of guarantee, lease financing, transport financing, consumers loan schemes and house building loans. It also offers various remittance services, including remittance of fund from abroad by Bangladesh.

UBL offers many products and services to its clients on their satisfaction. It has a good reputation in the banking sector by continuously updating product and service qualities. A bank cannot be able to make its desirable progress without the satisfaction of its customers. That's why UBL always gives preference to its client satisfaction and made significant progress through its operation such as deposit mobilization, credit management, foreign trade etc.

### **SERVICES:**

As a financial service institution, UBL provides the following services to its clients.

- Personal Banking
- Corporate Banking
- Capital market services
- SME services
- Online banking services
- Internet banking services.

#### **2.15.1 Personal Banking:**

Amongst private sector banks, UBL has already made its mark in the personal banking segment.

##### **1. Personal loan:**

As part of establishing a personal banking franchise of UBL, the bank has successfully launched personal loan. The product is a term financing facility to aid them in their purchases of consumer durables or services. Depending on the size and purpose of the loan, the number of installments varies from 12 to 48 months.

## 2. Car loan:

The car loan is a term financing facility to individuals to aid them in their pursuit of has a car of their dream. The facility becomes affordable to the clients as the repayment is done through fixed installments facility period. Depending on the size purpose of the loan, the number of installments varies from 12 to 60 months. In case of brand new cars, the loan tenure will be maximum 72 months.

## 3. Vacation loan:

Vacation loan is a term financing facility to individuals to aid them in their hunt for spending a vacation in the country or abroad. The facility becomes affordable to the clients as the repayment is done through fixed installments facility period. Depending on the size and purpose of the loan, the number of installments varies from 12 to 48 months.

## 4. Any purpose loan:

UBL introduced “Any Purpose Loan”. Now the client can get loan up to tk. 5,00,000 to spend it any way he/she chooses to. The client may avail of this loan facility in any UBL’s branches. As a result this facility is also available at the KBR of UBL.

## 6. Uttaran Consumer-Credit Scheme

UBL started Uttaran Consumers Credit Scheme from 1996. UBL offers opportunity of financial assistance for –

- Motor cycle/car- New or re-conditioned.
- Refrigerator/ Deep Freeze.
- Television/ VCR /VCP/VCD
- Radio/ Two-in-one/ Three – in – one
- Air-Conditioner/ Water Cooler/ Water Pump
- Washing Machine.
- Personal Computer/ UPS/ Printer/ Type writer

- Sewing Machine.
- House hold furniture- Wooden & Steel.
- Cellular Telephone.
- Fax
- Photocopier.
- Electric Fan- Ceiling/ Pedestal/ Table.
- Bi-Cycle
- Dish Antenna.
- Baby Taxi, Tempo/Microbus (For self employed persons)
- Kitchen articles such as Oven, Micro-oven, Toaster, Blender, Pressure Cooker etc.

### *7.Monthly Saving Scheme (MSS)*

Saving is the best friend in bad days. Small saving can build up a prosperous future. Saving can meet up any emergencies. UBL has introduced monthly saving scheme that allows saving on a monthly basis and getting a handsome return upon maturity. If anyone wants to build up a significant saving to carry out your cherished dreams, UBL MSS is the right solution.

### *8 Monthly Benefit Scheme (MBS)*

UBL has introduced monthly benefit scheme for the prudent persons having ready cash and desiring to have fixed in income on monthly basis out of it without taking risk of loss and without en-cashing the principal amount. This scheme offers highest return with zero risk. Everyone can plan your monthly expenditure with the certain monthly under the scheme.

### *9.Double Growth Deposit Scheme*

For people who have cash flow at this moment ant want to get it doubled quickly UBL has Double Growth Deposit Scheme that offers to make double money within 6 years and 10 years respectively by providing a high rate of interest.

## **2.15.2 DEPOSIT PRODUCTS**

At present Uttara Bank Limited has the following deposit product that has been offered to general public:

### **1. CURRENT ACCOUNT**

The client can enjoy maximum flexibility and convenience when he/she opens a current account with us.

#### **This account offers:**

- Any number of transactions a day.
- No minimum balance fee.
- Statement of account at your desired frequency.
- Few cost of cheque book.
- Any branch banking facility.
- Statement by Fax on demand.

### **2. SAVINGS ACCOUNT**

The Savings Account allows the client to have interest income on his/her deposit whilst the account can be used for your transaction purposes. He/she can draw a maximum number of two cheques per week; exceeding this number will forfeit the interest for the month. UBL offers a competitive interest rate (6.00%) on the account. Also there is no requirement for a minimum balance to be maintained in the account to be eligible for the interest. Interest is applied to the account on half-yearly rests.

#### **This account also offers:**

- No minimum balance fee.
- Statement of account at client's desired frequency.
- Few cost of cheque book.
- Any branch banking facility.

### 3. SHORT TERM DEPOSIT ACCOUNT

UBL Short Term Deposit Account is a unique blend of flexibility and high return on your deposit. The client can use this account like a current account whilst he earns interest on the account when the stipulated minimum balance is maintained in the account. UBL offers a very competitive interest rate (6.00%) and the interest is calculated on a daily product basis.

STD is an interest bearing account where the interest is 6% and calculated in a daily basis. Minimum Deposit Should is 50, 00000.

#### **This account also offers:**

- No limit to the number of withdrawals.
- No minimum balance fee.
- Statement of account at client's desired frequency.
- Few cost of cheque book.
- Any branch banking facility.

### 4. FIXED DEPOSIT ACCOUNT

Clients can open Fixed Deposit Accounts for 3 months, 6 months, 1 year or for longer term. UBL offers competitive interest rates. Clients can Place their deposit under lien with UBL and take a loan, buy shares or open an overdraft account to meet their cash requirements. Interest rates on deposits vary from time to time.

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#### **Interest Rate**

<b>1</b>	<b>3 months &amp; above but less than 6 months</b>	<b>11.00%</b>
<b>2</b>	<b>6 months &amp; above but less than 1 year</b>	<b>11.25%</b>
<b>3</b>	<b>1 year &amp; above but less than 2 years</b>	<b>11.50%</b>
<b>4</b>	<b>2 years &amp; above but less than 3 years</b>	<b>11.50%</b>

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### *5. Foreign Currency Account for private individual/firm/organization:*

- Any person/firm/organization who earns foreign currency can open Foreign Currency Account with UBL.
- Payments in foreign currency may be made freely abroad from this account and local payment in Taka may also be made from this account.

Bank pay interest provided the accounts are maintained in the form of term deposit for minimum period of 90 days.

### *6. Foreign Currency Account for Bangladeshi Nationals Working and earning abroad.*

- No initial deposit is required
- A/c holder nominates his nominee to operate the account.
- The account holder can freely transfer entire amount in foreign currency anywhere he chooses or can convert into Bangladesh Taka currency.
- Funds from this account may also be issued to the account holder up to his entitlement for the purpose of his foreign travels in usual manner.

### *7 Resident Foreign Currency Deposit Account*

- Persons ordinarily resident in Bangladesh may open and maintain RFCDA Account with foreign exchange brought in at the time of his return from travel abroad.
- Any amount brought in with declaration to customs authorities in the form FMJ and up to US\$ 5000 brought in without any declaration can be deposited in this account.
- Balance in this account can be freely transferred abroad.
- Funds from this account may also be issued to the account holder for the purpose of his foreign travels in the usual manner.
- Interest in foreign currency is paid in this account if the deposits are for a term of not less than one month and the balance is not less than US\$ 1000 or GBP 500 or its equivalent.

### **2.15.3 Corporate Banking:**

UBL offers a full range of tailored advisory, financing and operational services to its corporate client groups combining trade, treasury, investment and transactional banking activities in one package. Whether it is project finance, term loan, import or export deal, a working capital requirement or a forward cover for a foreign currency transaction, UBL's corporate banking managers will offer clients the right solution. Customers will find top class skills and in depth knowledge of market trends in UBL's corporate banking specialists, speedy approvals and efficient processing fully satisfying client's requirements-altogether a rewarding experience.

#### **Corporate Banking Products:**

- Securitization of assets
- Corporate finance and advisory services
- Syndication of funds.

#### **1. Securitization of assets:**

UBL intends to take up the challenge of securitization of assets and play a significant role in ensuring that securitization of assets becomes a normal part of the range of financial instruments available for organizations who can count on a steady, but piecemeal, flow of revenue and want to translate this stream into cash resources with which to carry out further lending activities to new customers. Some practical issues still need to be settled such as those conceding pricing, or the legal framework, but it is expected that, as UBL and other institutions pursue more such securitization activities these will be resolved.

#### **2. Corporate finance and advisory services:**

Given the needs of its large and varied base of corporate clients, DBL will be positioning itself to provide investment banking advisory services. These could cover a whole spectrum of activities such as guidance on means of raising finance from the local stock markets, mergers and acquisitions, valuations, reconstructions of distressed companies and other expert knowledge bases advice. By this means UBL hopes to play the role of strategic counselor to blue chip

Bangladesh companies and then move from the level of advice to possible implementation of solutions to complex financing problems that may arise from time to time. This would be an extra service that would complement the normal financing activities that UBL already offers to corporate business houses.

### 3. Syndication of funds:

At UBL, the Syndication and structured Finance Unit was setup on October 30, 2004. This unit effectively closed two syndicated deals in the first and second quarters of 2004. The syndications and Structured Finance team as a business unit soon followed up by closing another deal totaling tk. 2.10 billions for a large local corporate. The year 2004 being the first full year of operation for the team ended on a high note as UBL was able to close three syndicated deals as the Lead Bank, two deals as the Co arranger and several other deals as a participant.

### 2.15.4 Capital Market Services:

Capital market operation besides investment in treasury bills, prize bonds and other government securities constitute the investment basket of UBL. Interest rate cut on bank deposits and government savings instruments has contributed to significant surge on the stock markets in the second half of 2004, which creates opportunities for the bank in terms of capital market operations. The bank is a member of DSE and CSE. The investment portfolio of the bank made up of government securities and shares and debentures of different listed companies stood at tk. 3078 millions as on December 31, 2004 indexing a 50% increase over tk. 2046 millions in the previous year. Income from investment stood at tk. 146 millions in 2004 registering a 10% growth over the previous year.

### 2.15.5 SME Services:

Since inception, the UBL has held socio economic development in high esteem and was among the first to recognize the potentials of SME's.

### *1. Uttara Bank Limited's involvement:*

Recognizing the SME segment's value additions and employment generation capabilities quite early, the bank has pioneered SME financing in Bangladesh in 2003, focusing on stimulating the manufacturing sector and actively promoting trading and service businesses.

### *2. Experience and learning's:*

The single largest problem of the lower end of the SME sector is that they are unable to fully understand their needs. Even if these needs are understood, they are seldom met with right product mix. Small business owners are unable to provide banks with required information of the right type and quality. This has created a gap between the borrower and the banks and has served to limit the outreach of SME financial products. In order to conquer this barrier, Uttara Bank SME unit provides comprehensive support to prospective clients in evaluating their business and preparing the required documents in acceptable formats. In this regard, the Uttara Bank SME unit has been working in close collaboration with the USAID, the SEDF an IFC managed multi donor facility and the World Bank.

#### *2.15.6 Online Banking Services:*

Online banking services are designed to provide better services to its clients. Previously UBL used PC bank but now they use world class software named Flora to avail this service to their customers. This allows them to give prompt service to their valued clients. Flora is a universal banking solution that meets the customer's needs in retail, corporate and investment banking. Under this system, the bank is capable of doing, for example, the following transactions:

- Cash withdrawal from consumer's account at any branch of the bank;
- Deposit in consumer's account to any branch of the bank;
- Transfer of money from customer's account to any other account with any branch of the bank.

But most of the time UBL are using Telephone or Mobile phone.

### **2.15.7 By Telephone & Internet Banking Services:**

UBL provide services by telephone and Internet Banking facilities to its clients.

The following are the glimpses of the facilities:

#### **Through Telephone banking:**

- Access to the account information anytime from anywhere
- Request for cheque book and account statements
- Make cheque status inquiry
- Place stop cheque instruction
- Make utility bill payment

#### **Through Internet banking:**

- Access to the account information anytime from anywhere
- Fund transfer
- Make utility bill payment
- Open and close term deposit
- Request for cheque book and account statements
- Place stop- cheque request
- Make loan repayment
- Inquire interest and foreign currency rates and many more.

## 2.16 SWOT Analysis

SWOT analysis is an important tool for evaluating the company's Strengths, Weaknesses, Opportunities and Threats. It helps the organization to identify how to evaluate its performance and scan the macro environment, which in turn would help organization to navigate in the turbulent ocean of competition.

### Strengths

**Company reputation:** Uttara bank has already established a favorable reputation in the banking industry of the country particularly among the new comers. Within a period of 25 years, UBL has already established a firm footing in the banking sector having tremendous growth in the profits and deposits. All these have leaded them to earn a reputation in the banking field

**Top Management:** The top management of the bank is also major strength for the UBL has contributed heavily towards the growth and development of the bank. The top management officials have all worked in reputed banks and their years of banking experience, skills, expertise will continue to contribute towards further expansion of the bank. At UBL, the top management is the driving force and the think tank of the organization where policies are crafted and often cascaded down.

**Facilities and equipment:** UBL has adequate physical facilities and equipments to provide better services to the customers. The bank has computerized and online banking operations under the software called MBS banking operations. Counting machines in the teller counters have been installed for speedy service ant the cash counters. Computerized statements for the customers as well as for the internal use of the banks are also available.

**Impressive branches:** This creates a positive image in the minds of the potential customers and many people get attracted to the bank. This is also an indirect marketing campaign for the bank for attracting customers. 215 branches of the bank are impressive and are compatible to foreign banks.

**Interactive corporate culture:** UBL, has an interactive corporate culture. Unlike other local organization, UBL's work environment is very friendly, interactive and informal. There are no hidden barriers or boundaries while interacting among the superior or the subordinate. The environment is also lively and since the nature of the banking job itself is monotonous and routine, UBL's likely work environment boosts up the spirit and motivation of the employees.

**Team work at mid level and lower level:** At UBL's mid level and lower level management, there are often team works. Many jobs are performed in groups of two or three in order to reduce the burden of the workload and enhance the process of completion of the job. People are eager to help each other and people in general are devoted to work.

### Weaknesses:

**Advertising and promotion:** This is a major setback for UBL and one of its weakest areas. UBL's adverting and promotional activities are not satisfactory but it facilities are not advertised well. It does not expose its product to general public properly and are not in lime light. UBL does not have neon sign or any advertisement in the city. As a result people are not aware of the existence of this bank.

**Low remuneration package:** The remuneration package for the entry and the mid level management is considerably low. The compensation package for BBL entry level positions is even lower than the contemporary banks. Under the existing low payment structure, it will be very difficult to attract and retain higher educated employees in UBL.

### Opportunities:

**Diversification:** UBL can pursue a diversification strategy in expanding its current line of business. The management can consider options of starting merchant banking or diversify in to leasing and insurance. By expanding their business portfolio, UBL can reduce their business risk.

**Product line proliferation:** In this competitive environment UBL must expand its product line to enhance its sustainable competitive advantage. As a part of its product line proliferation, UBL can introduce the following products.

**ATM:** This is the fastest growing modern banking concept. Since UBL is a local bank, they can form an alliance with other contemporary banks in launching the ATM, if they take this opportunity UBL will be a fastest bank in the country. UBL take this opportunity very easily because this bank has lot of branches.

### Threats:

**Multinational banks:** The emergence of multinational banks and their rapid expansion poses a potential threat to the new growing private banks. Due to the booming energy sector, more foreign banks are expected to arrive in Bangladesh. Moreover, the already existing foreign bank such as Standard Chartered is now pursuing an aggressive branch expansion strategy. Since the foreign banks have tremendous financial strength, it will pose a threat to local banks.

**Upcoming banks:** The upcoming private local banks can also pose a threat to the existing private commercial banks like UBL. It is expected that in the next few years more local private banks may emerge. If that happens the intensity of competition will rise further and banks will have to develop strategies to compete against an on slaughter of foreign banks.

**Contemporary banks:** The contemporary banks of UBL such as Jamuna Bank, Islami Bank, Dhaka bank, Prime bank and Dutch Bangla are its major rivals. Jumana bank and other banks are carrying out aggressive campaign to attract lucrative clients as well as big time depositors.

## Chapter 3

### 3.1 My Job Part

Working in the Uttara Bank Limited as an intern was the very first opportunity for me to acquire practical knowledge about banking sector. I worked in The General Banking Division under the supervision of Mr. Mukhlesur Rahman, a Principal Officer of the bank along with Ms. Arsh-e-Noor, Senior officer of the same department. Moreover I also worked in Foreign Remittance division for few days. It was a tremendous journey for me to go through the actual experience of banking sector.

Real world is far away different from the theoretical knowledge. Especially in service sector there are both encouraging and off-putting things to experience every day. As an intern of Uttara Bank Limited I had experienced of so many new things. I came to know actual works of bankers and observed how the works are being done accordingly to serve the customer properly.

#### 3.1.1 My Experience in Foreign Remittance Department:

I was assigned to Foreign Remittance Department under direct supervision of Ms. Arsh-E-Noor who is a senior officer in Siddeswari Branch. My main job was to update the manual register where the details of remittance are being kept.

- At first I have to check the foreign remittance message and collect two copies of that message
- Then send one copy for test ok and authorized signature
- I have to collect information from customer and help them to write their applicant form
- Write voucher and payment slip
- Entry this transaction in a register

### *3.1.2 My Experience in General Banking:*

As I was the only intern in Siddeswari Branch of Uttara Bank Limited at that time as a result I got a chance to work in general banking too for a few days. Working in general banking was different and spontaneous experience .As in general banking sector I had to deal with the customers directly. The lists of jobs that I have done in general banking are given below:

- The main job in general banking was to Distribute the cheque book
- Helping the customers to fill up their account opening form.
- Briefing the customers about different Deposit Scheme of UBL
- Register local dispatch and give no on every letter or certificate.
- Issuing TT, IBCA, IBDA voucher to different brunch through postal service and register every dispatch.
- Making phone calls to clients to acknowledge them about the arrival of their cheque books and account opening related information
- Registering the cheque requisition

### *3.2 Some significant observation about Uttara Bank Ltd. (Siddeswari Branch):*

Uttara Bank Ltd (Siddeswari Branch) should be evaluated for a better working place due to its environment and employees. During my three months internship program I really enjoyed a healthy and warm atmosphere there. But still there are some shortcomings too.

There is only eleven employee including manager. So one employee has to do multiple works and there is huge pressure. So customer has to wait longer period for getting their service and sometime customer become impatient.

The crisis of ample space is a creating trouble for the employee as a result they sometimes lag behind in providing better service.

Moreover movement of common people has no restriction .As a result sometimes people gather in that office unnecessarily which hinders the productivity of the employees. Student from

Siddeswari College pay their tuition fee in that particular branch .On that time the bank become overcrowded.

### *3.3 A few suggestions to overcome those short comings:*

To become hundred percent perfect is not possible. Due to changing trend and demand there will be always some shortcomings .Still the organization always strives to provide excellent service in order to achieve complete satisfaction of customer. Some initiatives that can be taken by UBL for better quality service are given below:

- Increasing the number of employees in customer service desk
- Increasing space for general banking
- Restrict entry of common people in cash section
- Increase the number of cheque clearing cubicle
- Organizing training for the employees time to time to upgrade their technical knowledge and for better performance.

## Chapter 4

### 4.1 Online banking

Online banking is the practice of making bank transactions via the Internet. Online banking allows us to make deposits, withdrawals, pay bills etc all with the click of a mouse. Online Banking is one of the few web applications where benefits to customers and banks are already widely proven. It is now no longer a “nice to have” but an “impossible to survive without” for all banks. Online banking means a kind of self-help financial services provided by the bank for its clients by the medium of Internet, including account information inquiry, account transfer & payment, online payment, agency services, etc.

The way Bill Gates (2008) announced that “banking is essential, banks are not”. This quotation means that the traditional bank branch is going to vanish in order to be surrogated by electronic banking which continue to attract new users. The banking industry believed that by adopting new technology, they will be able to improve customer service level and tie to their customer closer to the bank. Pikkarainen, Karjaluoto, and Pahlila, (2004) defines internet banking as an internet portal, through which customers can use different kinds of banking services ranging from bill payment to making investment’.

### 4.2 Benefits from the banks' point of view

From the banks' view point, the first benefits for the banks offering e-banking services was better branding and better responsiveness to the market. The other benefits were possible to measure in monetary terms. The main goal of every company was to maximize profits for its owners and banks were not any exception. Automated e- banking services offered a perfect opportunity for maximizing profits.

### 4.3 Benefits from the customers' point of view

The main benefit from the bank customers' point of view was significant saving of time by the automation of banking services processing and introduction of an easy maintenance tools for managing customer's money. The main benefits of e-banking were as follows: Increased comfort and timesaving-transactions made 24 h a day, without requiring the physical interaction with the bank .Quick and continuous access to information. Corporations had easier access to information as, they checked on multiple accounts at the click of a button. Better cash management. E-banking facilities speed up cash cycle and increases efficiency of business processes as large variety of cash management instruments is available on Internet sites of banks. Private customers looked for slightly different kind of benefits from e-banking.

- **Reduced costs:** This was in terms of the cost of availing and using the various banking products and services. Convenience: All the banking transactions performed from the comfort of the home or office or from the place a customer wants to.
- **Speed:** The response of the medium was very fast; therefore customers actually waited till the last minute before concluding a fund transfer.

Overall we can say that,The benefits are many .For the online banking customer, the convenience factor rates high. No longer does a person have to wait for the bank statement to arrive in the mail to check account balances. One can check the balance every day just by logging onto one's account. In addition to checking balances and transactions, one can catch discrepancies in the account right away and deal with them swiftly. The best part is that this can be done anywhere! As long as one has Internet access, one can practice online banking. All the online banking facilities are not till available in Bangladesh.

Since bills are paid online, the necessity of writing checks, affixing postage and posting the payment in the mail is eliminated. Once the amount is entered and the payee is checked off, the funds are automatically deducted from the payer's choice of account.

Since the cost to the bank is minimal, the cost to the consumer, in many cases, is also minimal. While there is usually a fee for online banking, it can be extremely low. Those who partake in online banking all agree it's worth every penny.

Online banking also eliminates paper waste, which is a plus not only for those who have to handle all the paper work, but also for the environment.

#### **4.4 LIST OF ONLINE PRODUCT AND SERVICES OF UTTARA BANK LTD**

**Deposit Product:** Savings Account, Smart Savings Account, Super Saving Plus – More Money, Current Account, Special Notice Deposit – SND Account, Pension Savings Scheme (PSS), Double Return Deposit Scheme (DRDS), Millionaire Dream Plan (MDP)

**SMS Banking:** This service allow customer to do some banking activities through SMS from their mobile. The services are as follows

- Check account balance
- Short Statement of last 5 transaction, etc.

**POS:** Point of Sales Service for the customer who wants to withdraw money from any branch using their card.

**Card Transaction:** This product allow customer to withdraw money anytime from ATM booth. Here, customer can do account transaction, balance enquiry etc. They don't need to carry much cash with them.

**Cash and Cheque Deposit and Withdraw:** Customer can deposit cash and cheque in any branch of the bank. A customer can also withdraw money from any branch whether he has an account in that branch or not.

**Internet Banking:** This service allow customer to do some banking activities through internet from his home or office or anywhere of the world. The services are as follows

- Check account balance
- View and verify transactions on account
- View Statement
- Print Account Summary
- Print Account Statement
- View Check-Book usage status
- View & update short profile

## 4.5 Software:

Uttara Bank Ltd have produced a completely new web enable Core Banking Application Software which can be compared to internationally recognized packages. "**BankUltimus**" is a local product with **international flavor**, designed strictly in accordance with the dictates of international standard, incorporating all features.

### 4.5.1 Benefits of BankUltimus:

- Account openings and cancellations
- Credit card applications and account maintenance
- Loan approvals and post approval activities for mortgage loans, personal loans, car loans and private enterprise loans
- Services such as product consultations, promissory note guarantees, change of rates, fund transfers, investigation of accounts and claims management.
- Maximizes cost reductions, provides for growth, manages change, and executes an integrated business strategy;
- Manages change effectively as requirements, laws, processes, and regulations change;
- Provides a structured but customizable environment to extend to other industry and process automation requirements to minimize training costs;
- Increased productivity for employees
- Error reduction and elimination for data input
- Increased customer satisfaction and faster response

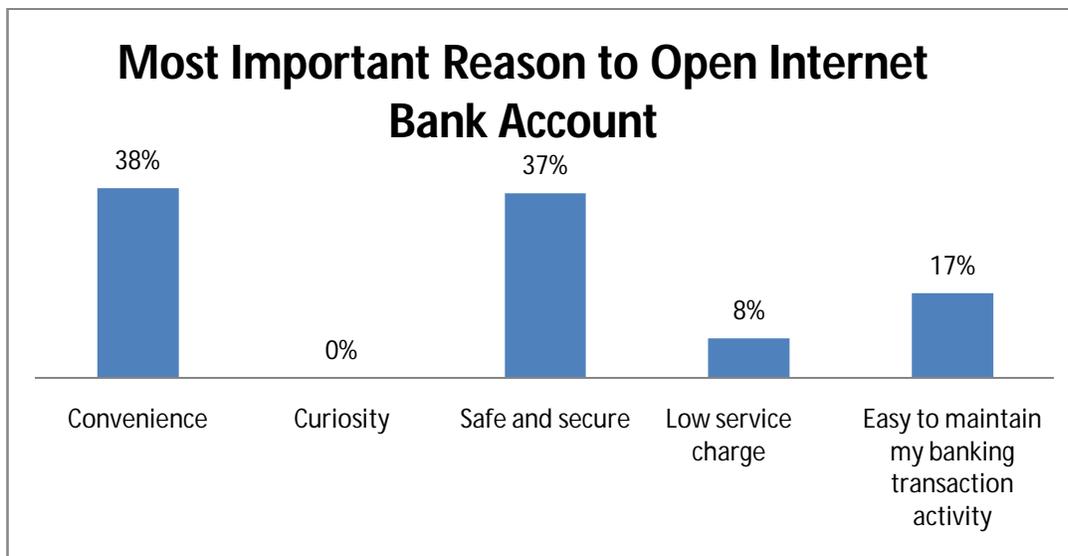
## Chapter 5

### Data Analysis

#### 1) What are the most important reasons to open an Internet bank account?

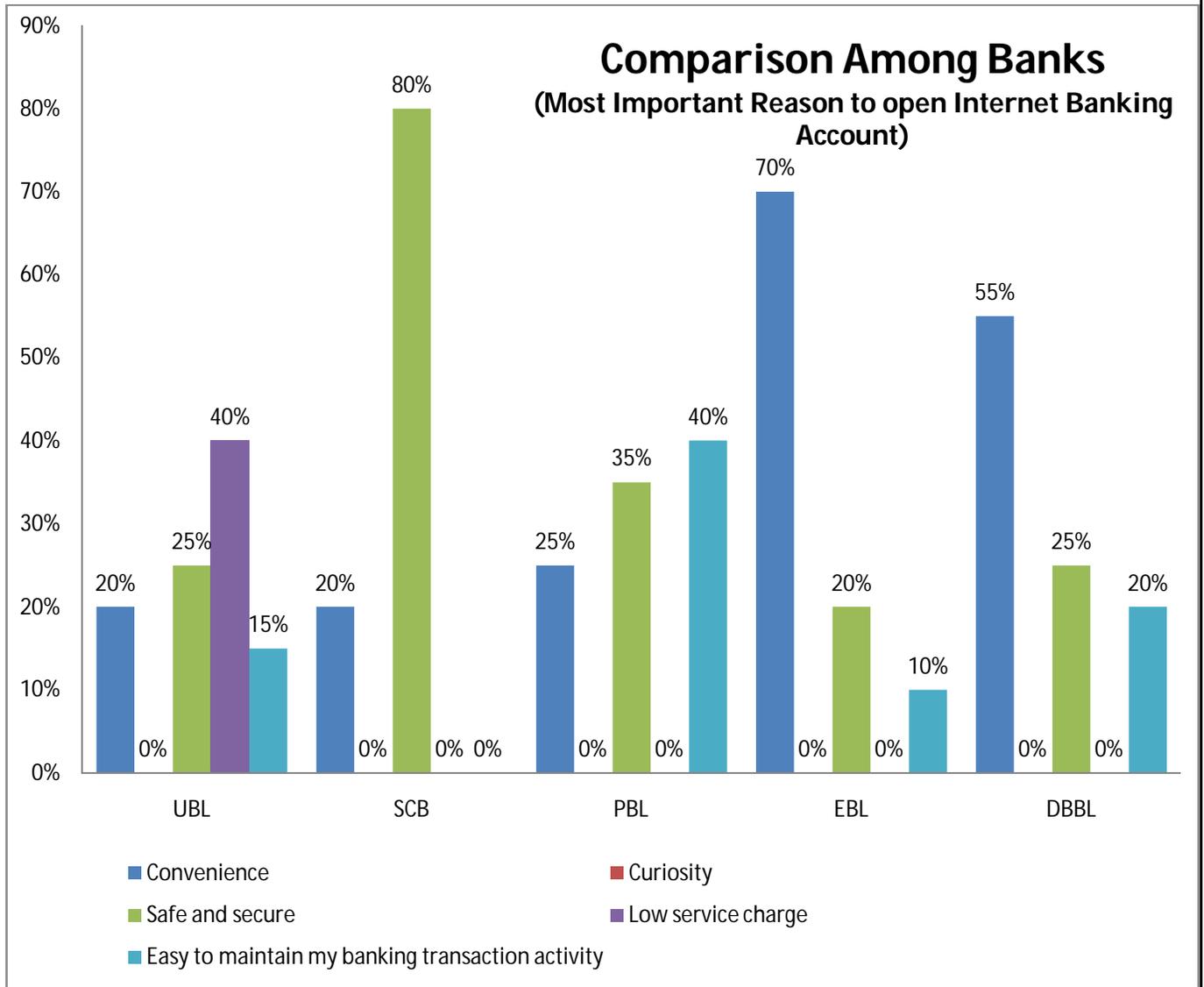
Now banks are offering online banking facilities to their customer with the help of technological development. Customer are also interested to take this facility. Several factor influence them to open internet banking account. The table below shows the respondent opinion about this matter.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Convenience	4	4	5	14	11	38	38%
Curiosity	0	0	0	0	0	0	0%
Safe and secure	5	16	7	4	5	37	37%
Low service charge	8	0	0	0	0	8	8%
Easy maintenance	3	0	8	2	4	17	17%



**Figure: 1**

This Graph represents the single most important reason to open an internet bank account rather than traditional Bank account. Among 100 respondent 38% open their internet banking account for convenience, 37% for Safety reason and 17% for easy way to maintain their bank account. So the most important reason are convenience and security where people are ready to pay higher service charge as only 8% prefer for low service charge.



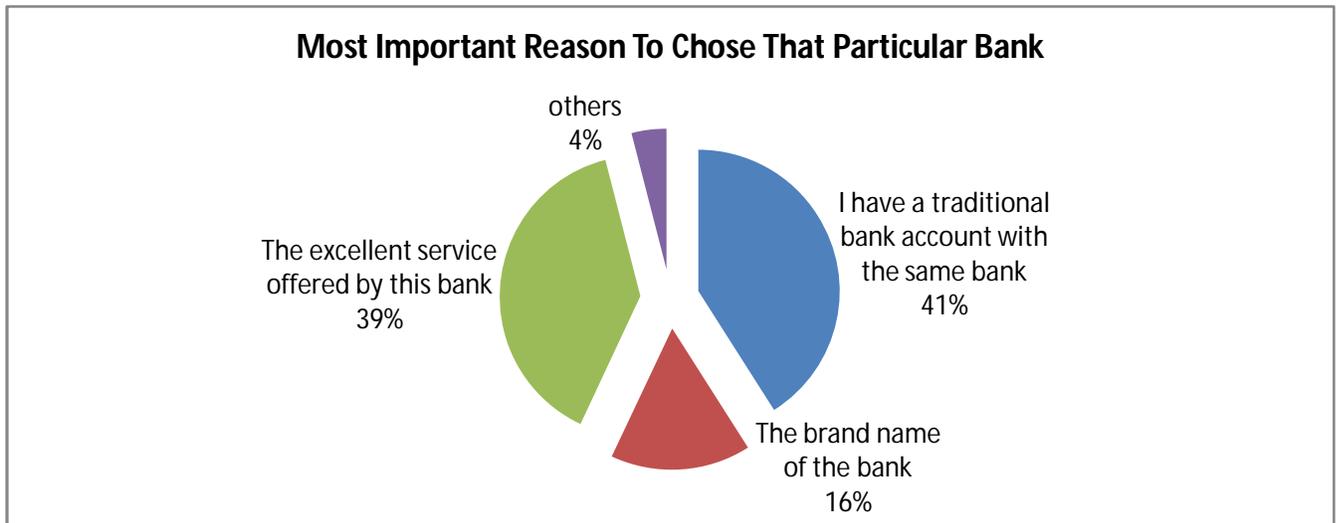
**Figure: 2**

This graph compares the performance of five banks. In the case of Uttara Bank Ltd, low service charge is the most important reason to open an internet bank account, while safety is the most important reason for Standard Chartered Bank. For low customers of Uttara Bank, 40% of customers from SCB open their account for safety issues. 80% of service charges are where Easy way to maintain banking transactions is the important reason for Prime Bank Ltd, where convenience is the most important reason for Eastern Bank Ltd and Dutch Bangla Bank Ltd. 70% of customers from DBBL prefer availability to open their internet bank account. 55% of EBL and

**2) What was the single most important reason that you chose this particular bank as your Internet bank? (Please choose one)**

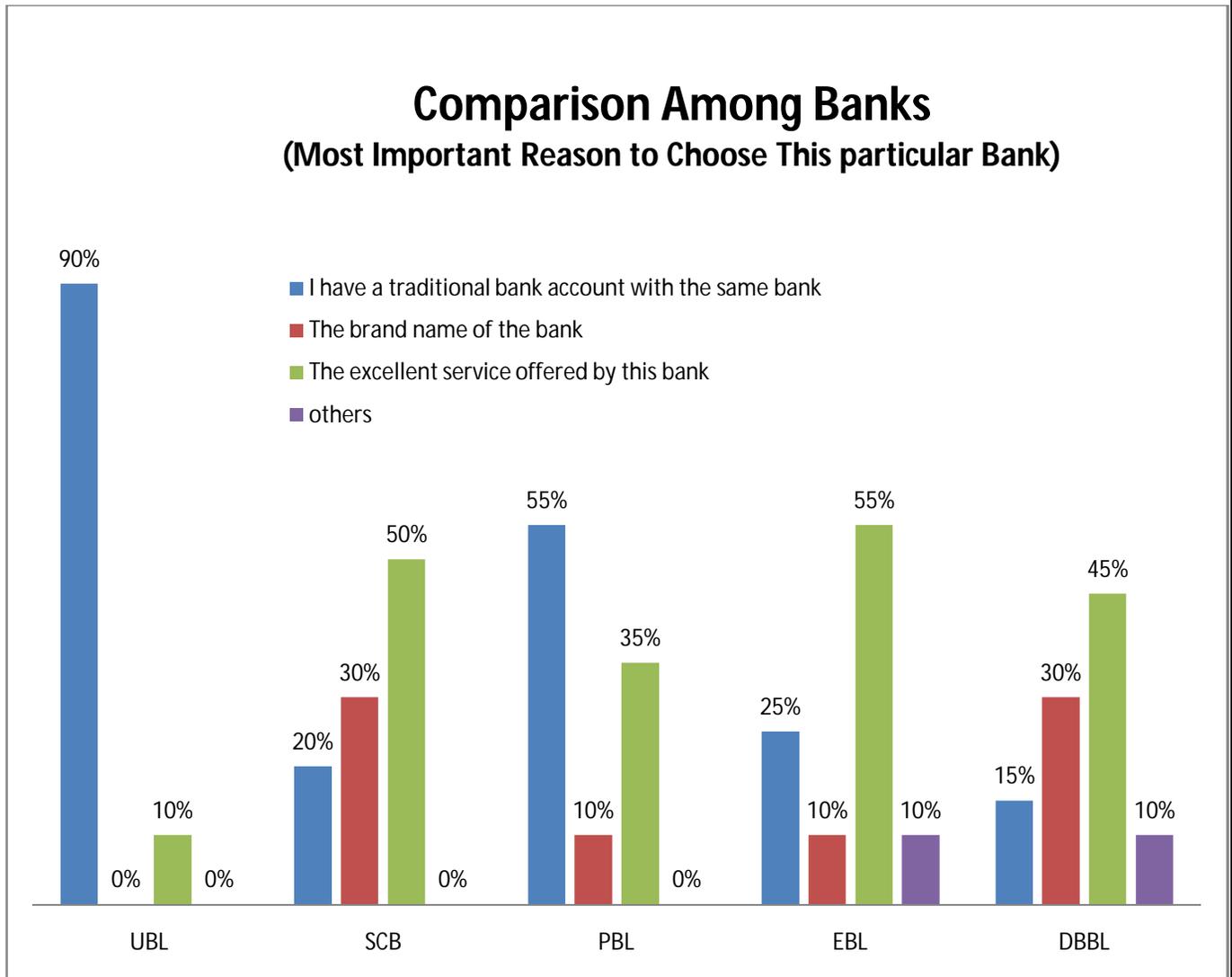
In Bangladesh more than 57 Banks are operating and many new banks are coming. So people have a lot of option to open their bank account in different bank .The table below reflects the reason why customer choose this particular bank for their internet banking transaction.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
<b>I have a traditional bank account with the same bank</b>	18	4	11	5	3	41	41%
<b>The brand name of the bank</b>	0	6	2	2	6	16	16%
<b>The excellent service offered by this bank</b>	2	10	7	11	9	39	39%
<b>others</b>	0	0	0	2	2	4	4%



**Figure: 3**

This graph represents the most important reason to open bank account in this particular bank. In this matter customer considered the excellent service (39%) and their own traditional bank account (41%) in this particular bank as the most important reason. Only 16% considered brand name as their reason to open bank account on that particular bank.



**Figure: 4**

In case of utter bank Ltd customer have traditional bank account in the same bank which is the most important reason to open bank account. customer open their account in UBL for this %90 For other four bank excellent service offering is the top most reason to open bank on that .reason customer from EBL and %55, m PBL customer fro %55, customer from SCB %50. particular bank %30 Brand name is another important reason because .from DBBL prefer Excellent service %45 .customer from SCB and DBBL consider this matter

### 3) How frequently do you use online banking services per month?

It will help me to find out the customer dependency of online banking. The table shows the frequency of transaction. Customer has to present at bank for every single transaction. Now they can do it easily and they don't have the hassle to present at bank more than 10 to 15 times for their transaction.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Less than 1	0	0	0	0	1	1	1%
1 to 3 times	10	0	2	0	6	18	18%
3 to 8 times	4	4	8	3	13	32	32%
8 to 12 times	5	8	7	12	0	32	32%
over 12 times	1	8	3	5	0	17	17%

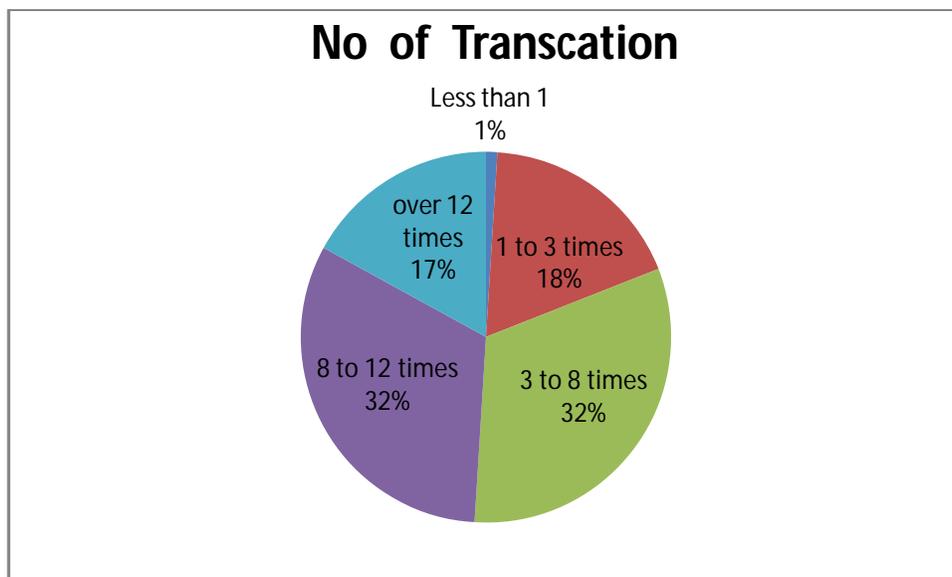
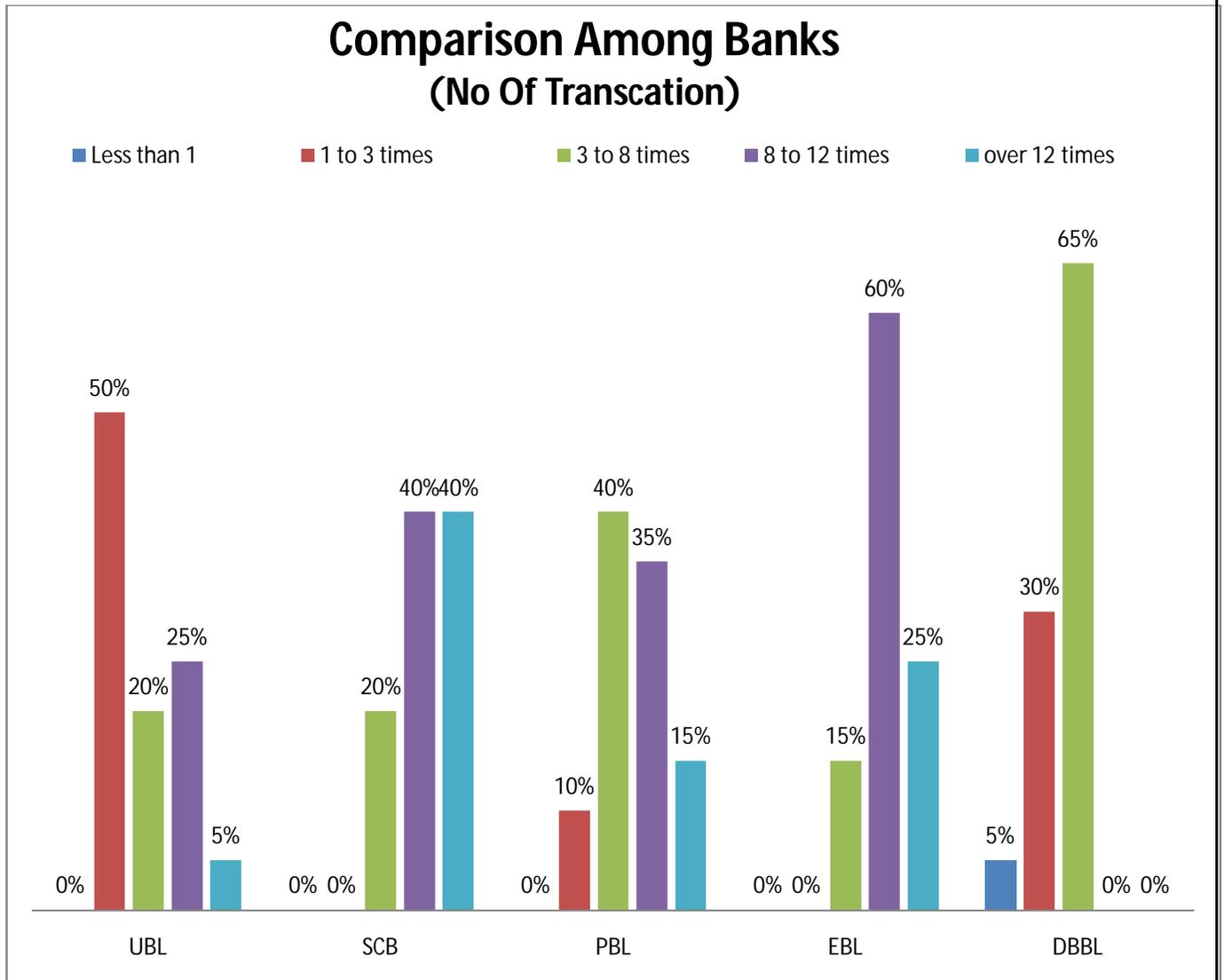


Figure: 5

The graph represents customer's number of transaction per month. Most of the customer done their online transaction more than 3 times. In both case 32% customer done their transaction 3 to 8 time or 8 to 12 time and 17% over 12 times. It means they need to go to bank more than 12 times in a month for their transaction which is reduced by online banking transaction's hassle is also reduced.



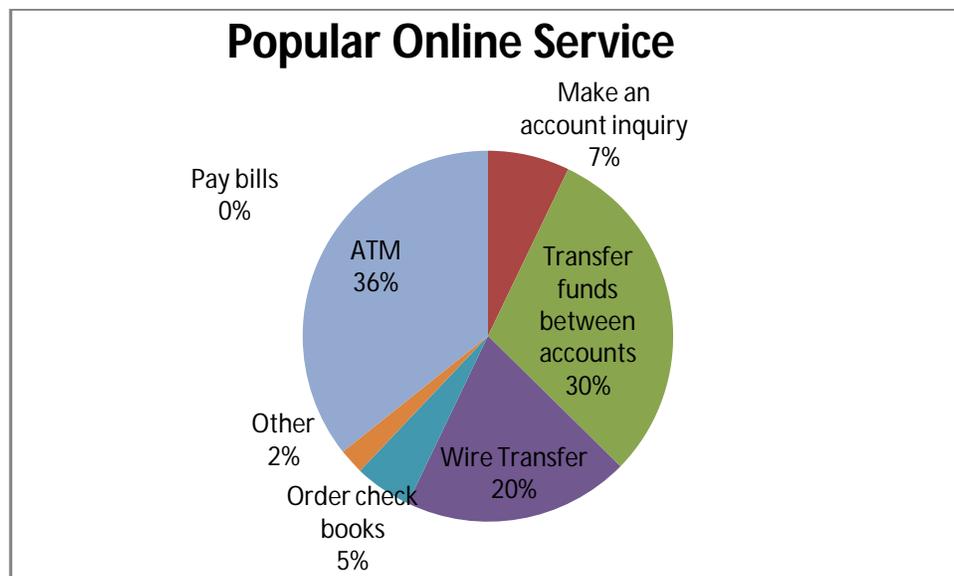
**Figure: 6**

In case of Uttara bank %50 customer done their transaction 1 to 3 times where %40 standard chartered banks customer done their transaction 8 to 12 or over 8 to 12 time .In case of prime bank%40 and customer from %65 Dutch Bangla Bank done their transaction in 3 to 8 time per month. .time per month 12-8 customer from EBL done their transaction in %60 So in case of transaction matter Standard Chartered Bank is in top position as%80 of their customer done transaction much frequently.

**4) Which online features do you use regularly? Please select all that apply.**

This will help me to find out the most popular online banking services among the customer. The respondent's opinion about this matter is given bellow.

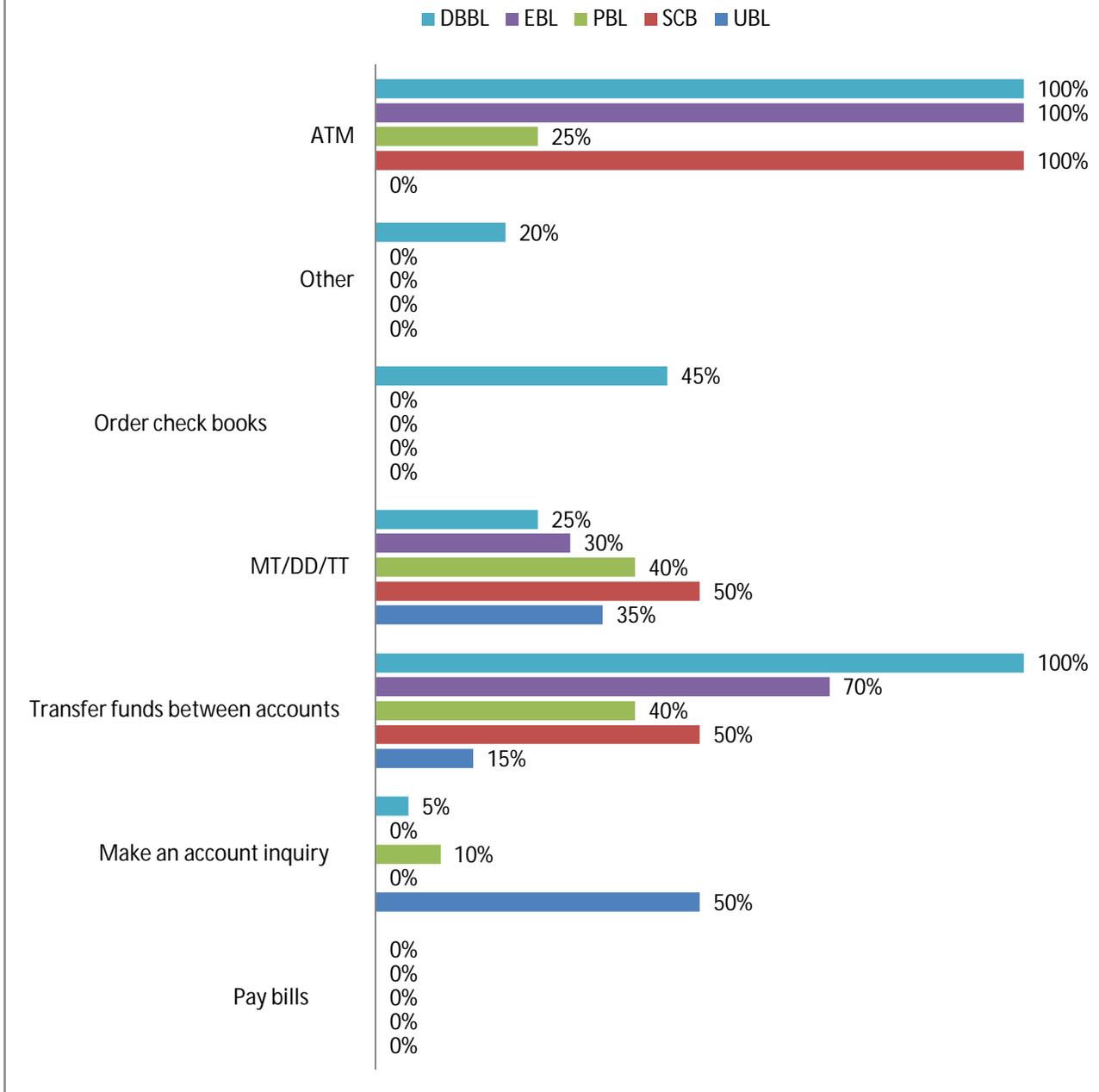
Option	UBL	SCB	PBL	EBL	DBBL	Total
Pay bills	0	0	0	0	0	0
Make an account inquiry	10	0	2	0	1	13
Transfer funds between accounts	3	10	8	14	20	55
MT/DD/TT	7	10	8	6	5	36
Order check books	0	0	0	0	9	9
Other	0	0	0	0	4	4
ATM	0	20	5	20	20	65



**Figure: 7**

This graph represents the popular online banking service. From the graph it can be seen that ATM is the most popular online feature. As 36% customer depends on ATM. The second important service can be the transfer of funds between accounts. Among 100 customer 30 person use the online services for transferring their fund between accounts. Wire transfers are also a popular service as 20 % customer relies on that.

## Comparison Among Banks (Popular Online Feature)



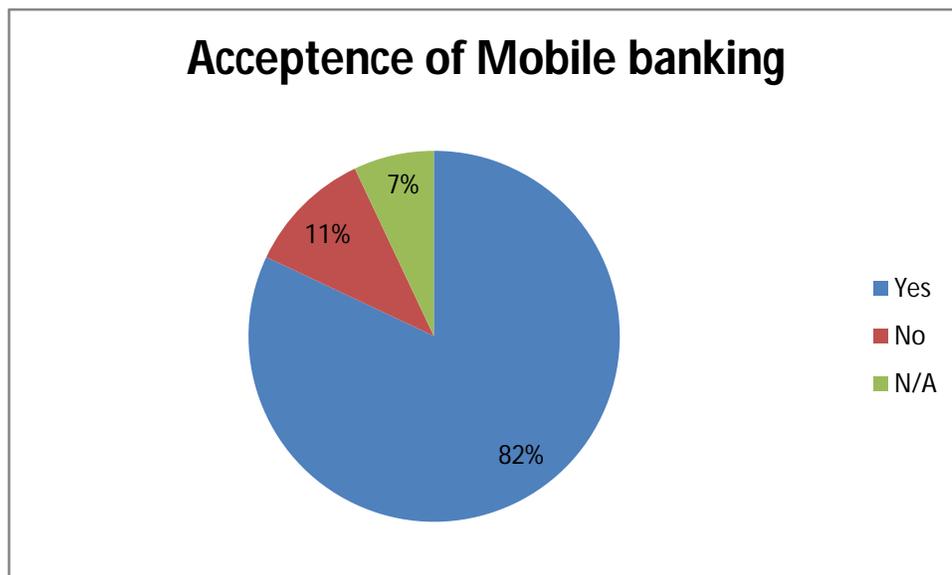
**Figure: 8**

ATM is the most popular online feature for each and every bank except Uttara Bank and prime Bank. I found that most of the customers are unknown about the service provided by Uttara bank but in their bank website they claim that they provide ATM service. Transfer of Fund and wire transfer is also important feature.

### 5) Would you use your mobile phone to do your mobile banking?

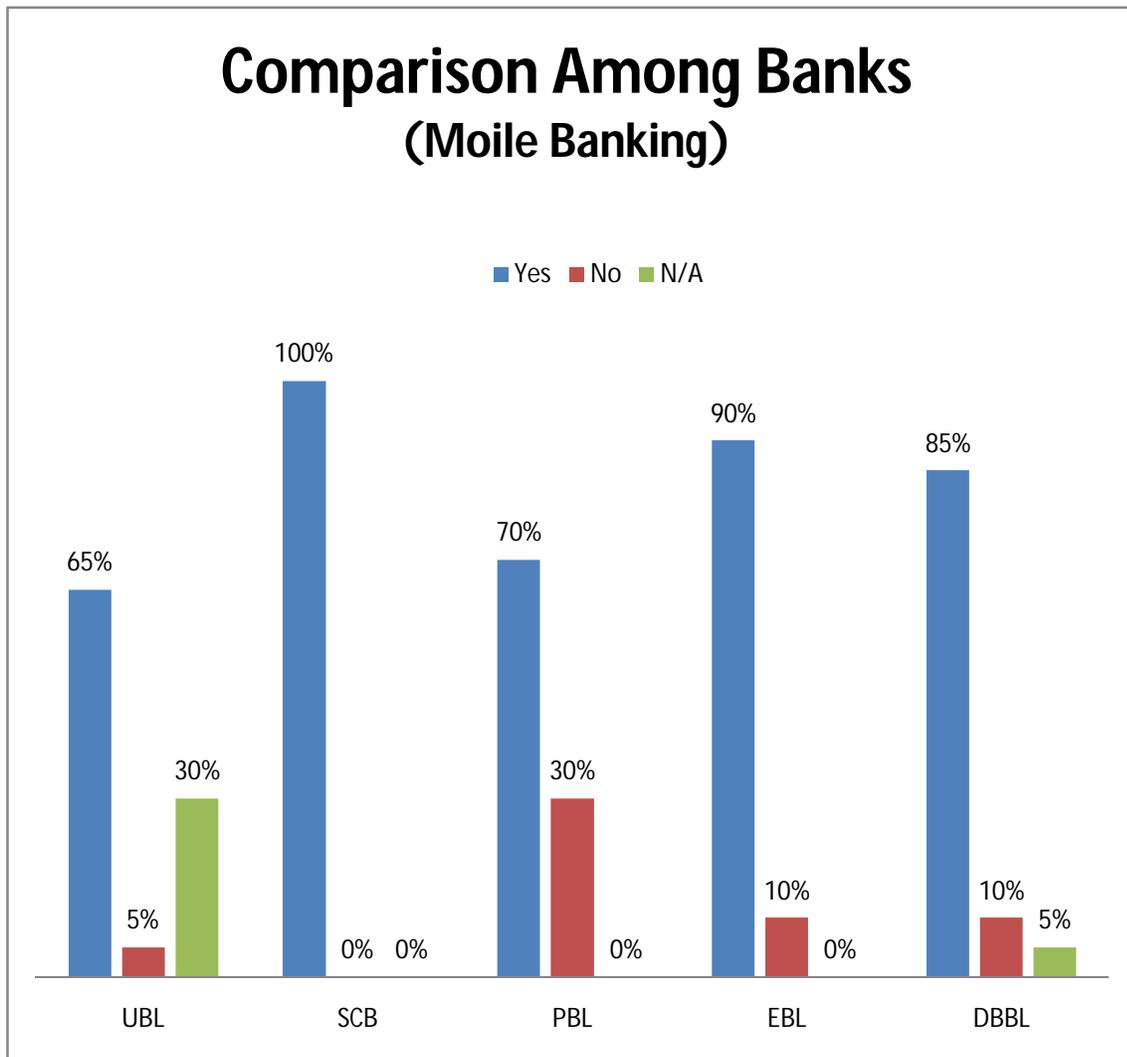
Mobile banking is a new online feature which is offered by some specific bank. The table reflects the respondent opinion about the acceptance of mobile banking-

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Yes	13	20	14	18	17	82	82%
No	1	0	6	2	2	11	11%
N/A	6	0	0	0	1	7	7%



**Figure: 9**

From this graph we can see this 82% of customer are agree to use their mobile phone for their banking service .Among 100 respondent 82 will use their mobile for banking service but 11 are not interested to use their mobile and another 7% do not want to give their opinion. So it's clear from graph that mobile banking will be helpful as most of the customer will take the service.



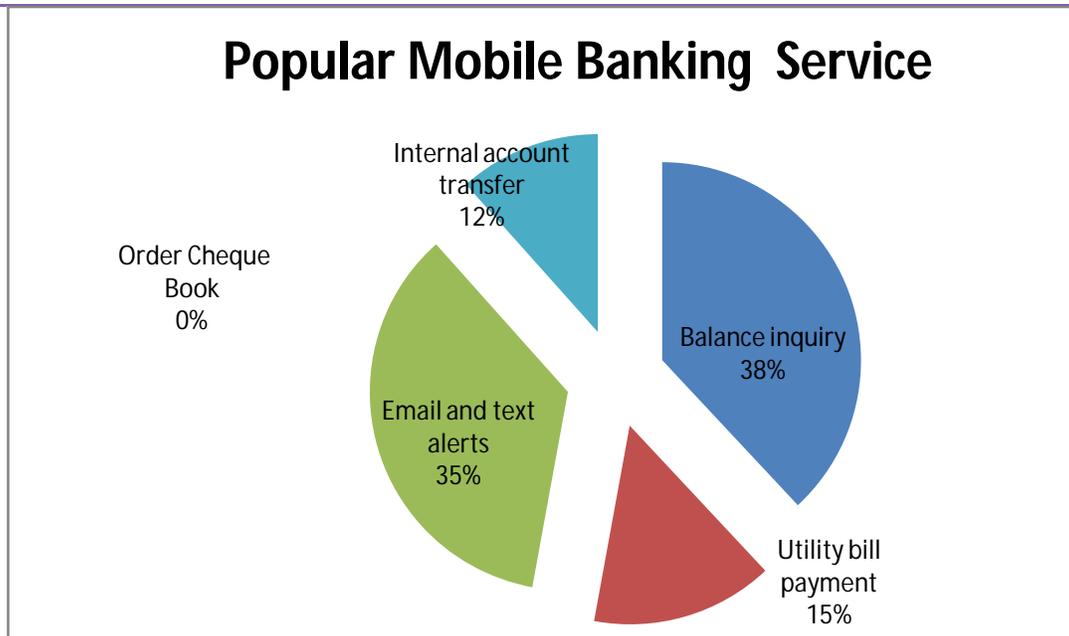
**Figure: 10**

From the graph we can see that in Standard Chartered Bank among 20 respondents all are agree to use their mobile phone for banking services. Most of the Customer from Eastern Bank and Dutch Bangle Bank are also wanted to accept mobile banking service. from %85from EBL %90 DBBL and .from PBL agrres to use their mobile phone %70 Some banks like Dutch Bangle Bank and Prime Bank are already using some specific mobile banking services.

**6) Which of the following mobile banking features would you use?**

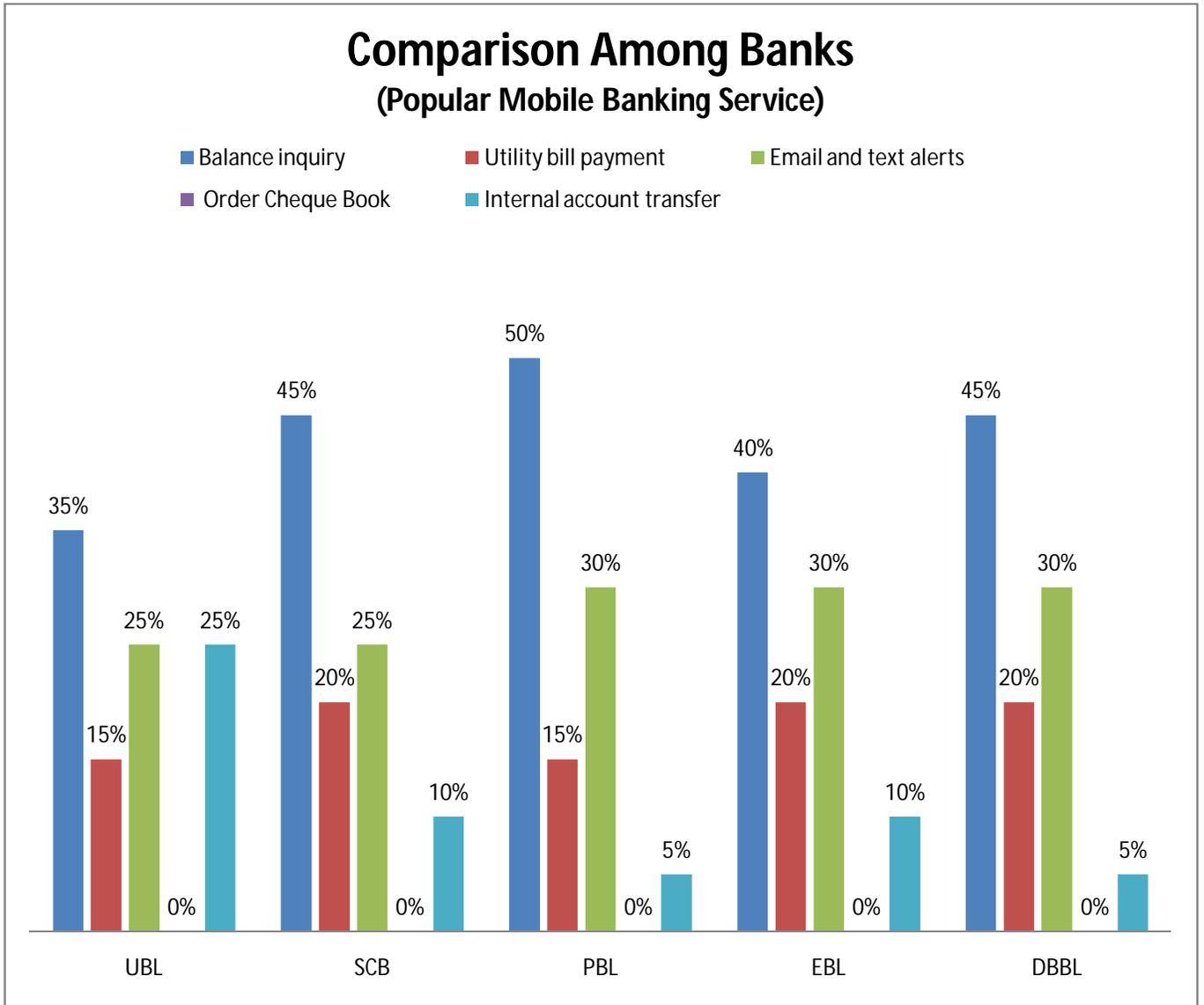
The table given below shows the popular mobile banking services which are already provided by several banks or about to provide by other.

Option	UBL	SCB	PBL	EBL	DBBL	Percentage
Balance inquiry	9%	12%	10%	8%	20%	59%
Utility bill payment	2%	4%	3%	6%	8%	23%
Email and text alerts	11%	6%	6%	12%	20%	55%
Order Cheque Book	0%	0%	0%	0%	0%	0%
Internal account transfer	0%	2%	1%	0%	15%	18%



**Figure: 11**

From this graph it can be identified which will be the popular online banking services. Most of the customer will try to get their balance information from mobile banking. 38% will take this service and 35% will take email and text alert service which is already existing in most of the bank. 15% will use it for utility bill payment and 12% for internal account Transfer.



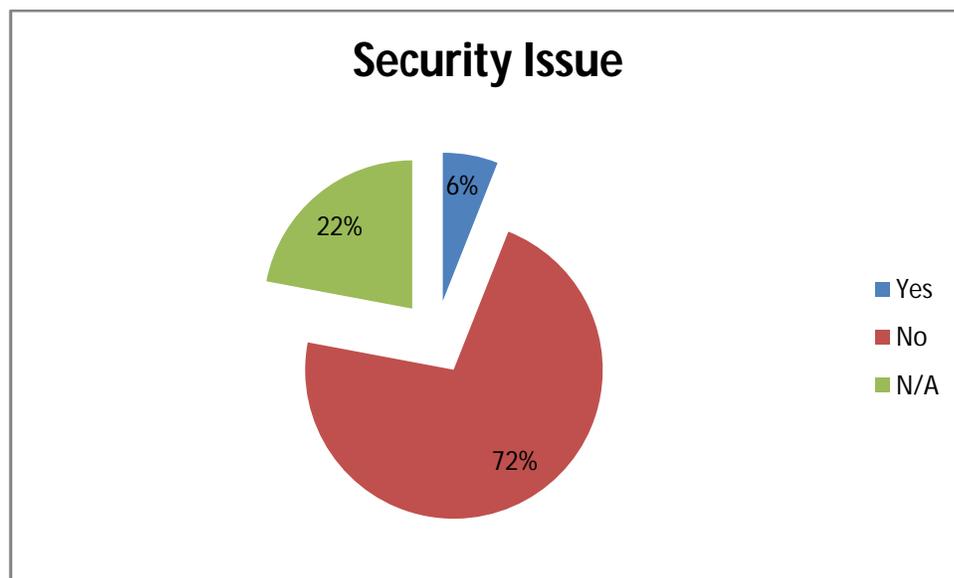
**Figure: 12**

This graph shows is showing the popular mobile banking service among the banks. In case of DBBL 45% respondent will take balance inquiry and 30% Email and text alert service. 50% From PBL ,40% from EBL45% from SCB want balance inquiry service in their mobile phone.30% Customer from PBL&EBL want email and text alert service. More or less 20% customer want utility bill service.so from the graph it indicate that Balance inquiry and text alert is the most popular service.

### 7) Do you suffer any security and privacy threat in accessing online banking?

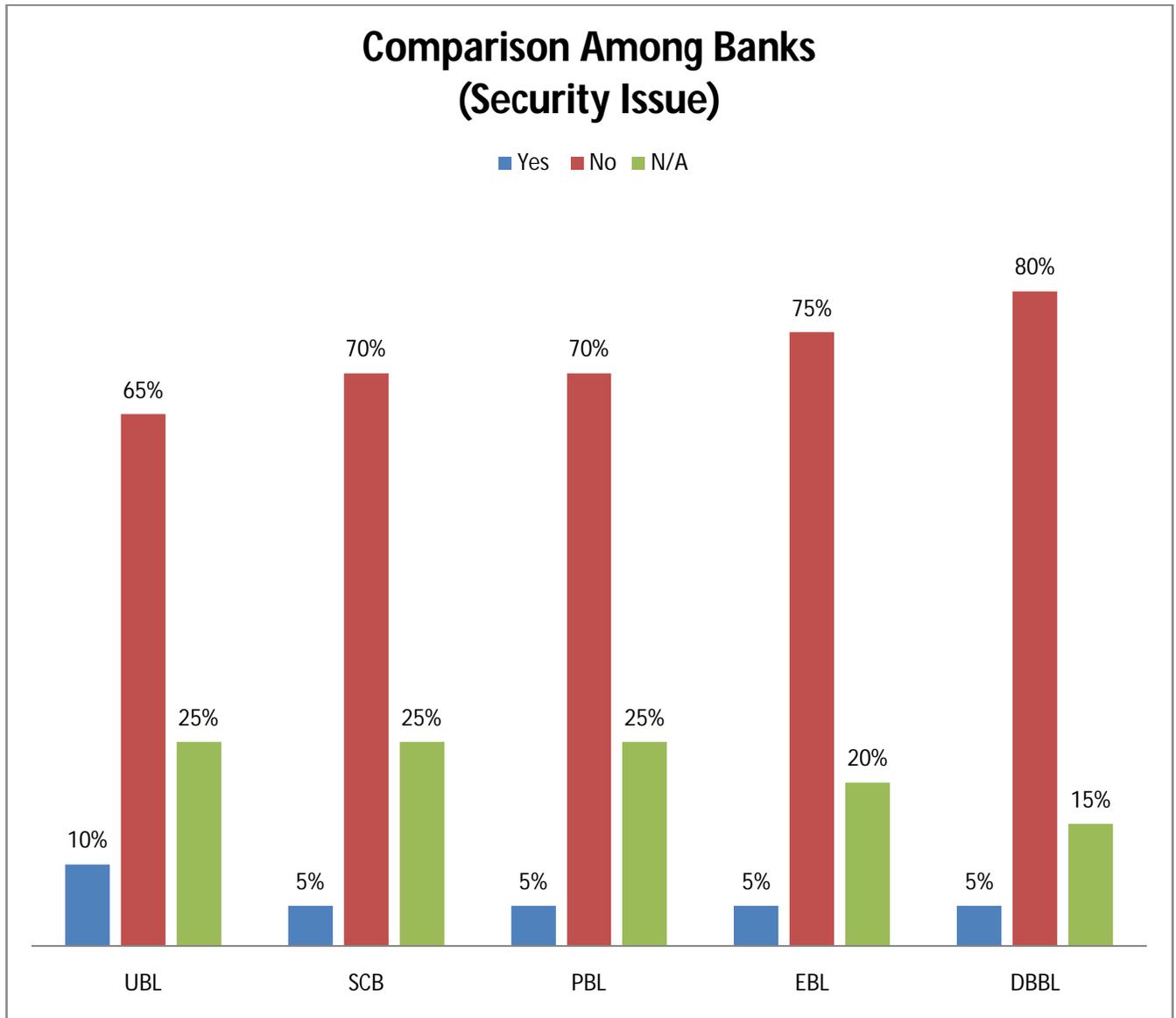
Online banking transactions are conducting through more secured way which is the most significant advantage for the customer. Customers opinion about the security matter of online banking are given bellow.

Option	UBL	SCB	PBL	EBL	DBBL	Total
Yes	2	1	1	1	1	6
No	13	14	14	15	16	72
N/A	5	5	5	4	3	22



**Figure: 13**

This graph shows whether the customer face any security or safety threat. In this case 72% customer feel secured about the online banking service where only 6% says they have face problem. 22% customer doesn't want to give their opinion about this matter.



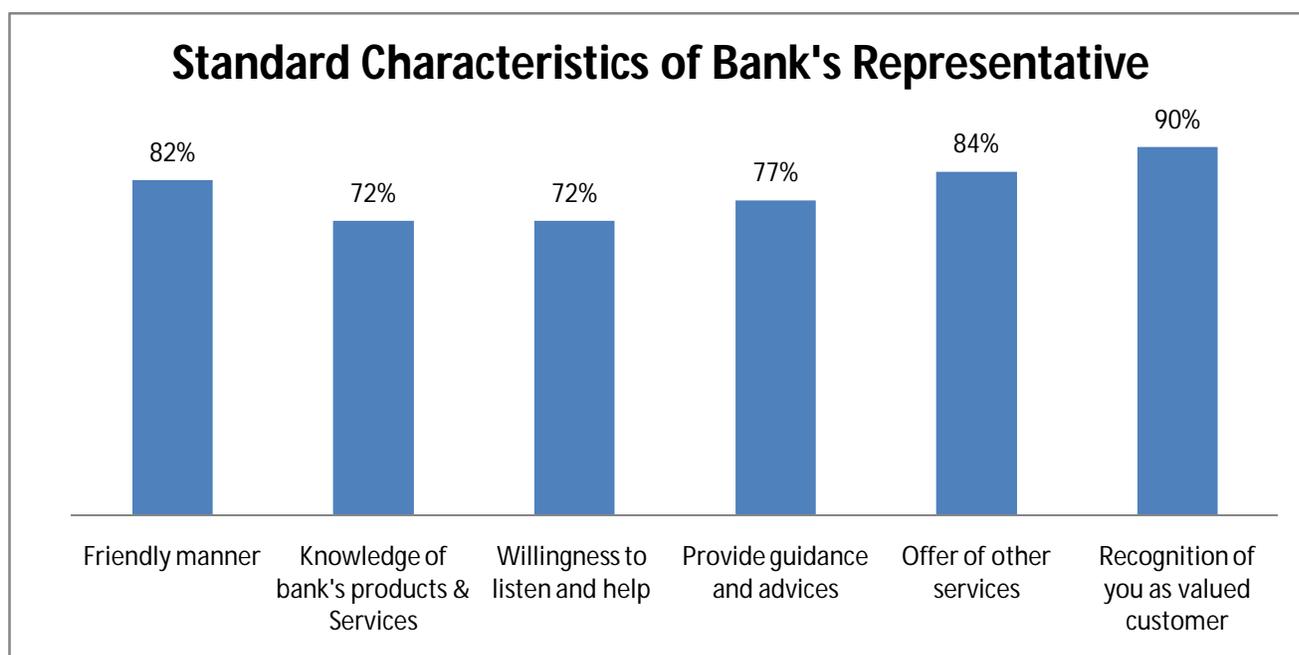
**Figure: 14**

This graph discloses the security factor among 5 banks. In this case we can see that most of the DBBL customers are much more secured than other but the percentage is closer to each other. Customer from SCB and PBL give same opinion about this matter. From this graph it reflect that DBBL is much more secure than EBL and other Bank %70,from EBL %75,from DBBL %80as .customer have not face any security threat yet %65from SCB and PBL and

### 8) Types of characteristics you want to see in a bank's representative?

Banks representative reflects the image of that particular bank and customer satisfaction is directly related to him or her. Customer wants to see some particular characteristics within an employee which is shown in the table given bellow.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Friendly and courteous manner	14	18	17	16	17	82	82%
Knowledge about products & Services	9	17	14	16	16	72	72%
Willingness to listen and help	12	15	16	14	15	72	72%
Provide guidance and advices	13	18	15	15	16	77	77%
Offer of other services	17	18	17	16	16	84	84%
Recognition of you as valued customer	18	18	17	18	19	90	90%



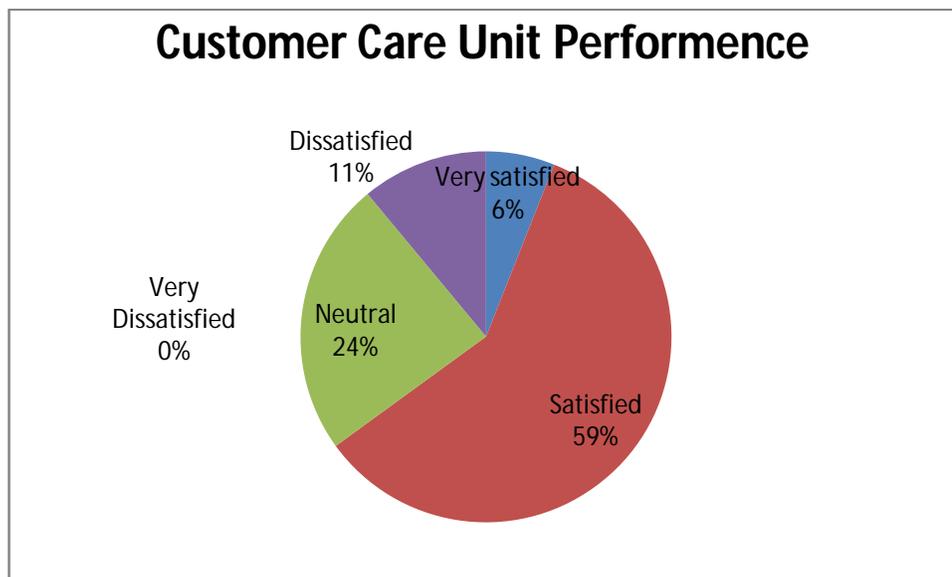
**Figure-15**

This graph depicted what types of characteristics customer want to see in a bank representative. 90% customer wants to see him or her as a valued customer. They like to see that they are considered with proper value. 82% wants friendly and courteous manner. Proper service with proper guidance should be present in a representative.

### 9) Rate Customer Care Unit Performance-

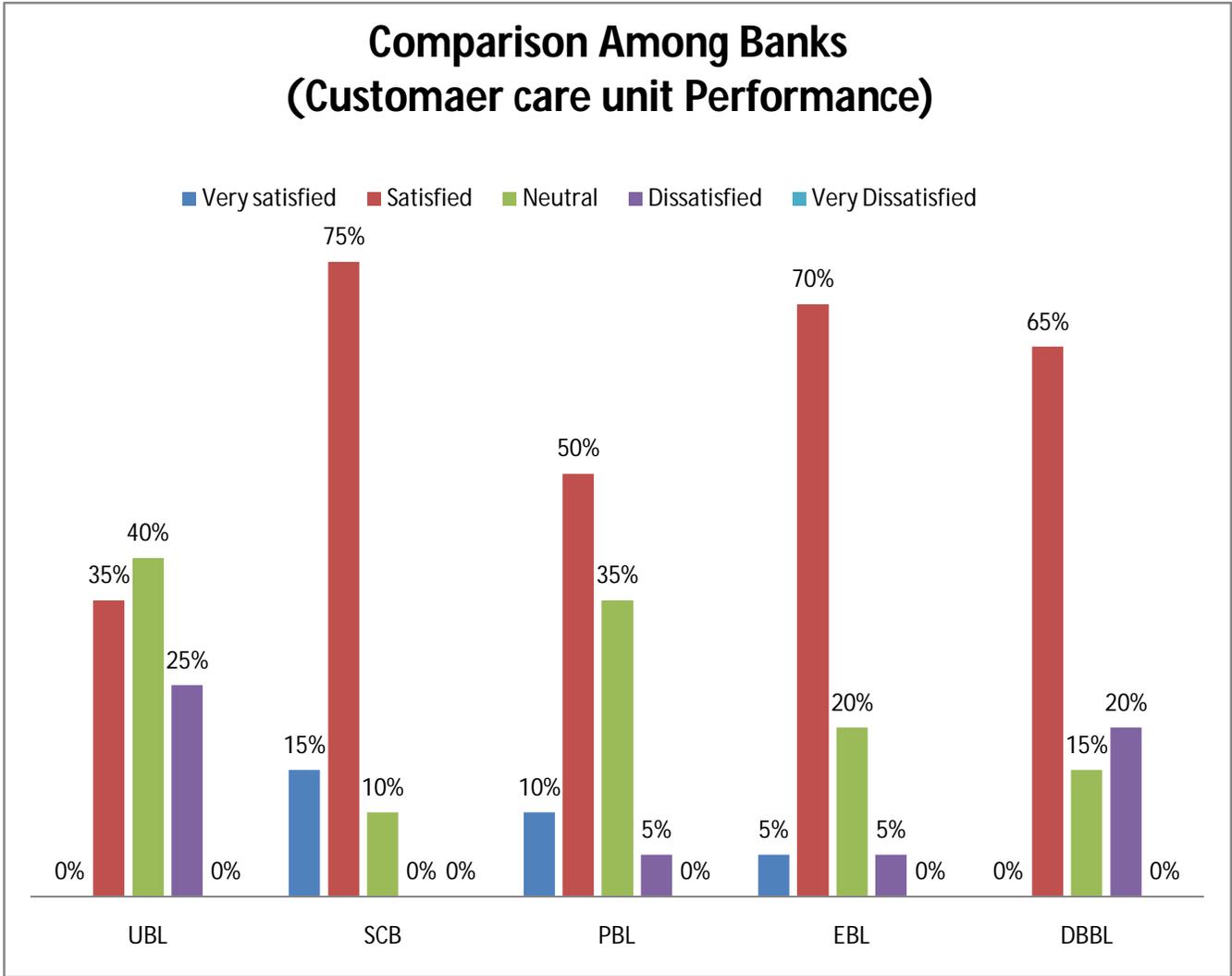
Customers are in the driving position of any kind of organization .So banks need to deal with customers' errors and problem very wisely. Customer care unit are dedicated to solve customer problem .The table given below figure out the respondent's satisfaction level about customer care unit.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Very satisfied	0	3	2	1	0	6	6%
Satisfied	7	15	10	14	13	59	59%
Neutral	8	2	7	4	3	24	24%
Dissatisfied	5	0	1	1	4	11	11%
Very Dissatisfied	0	0	0	0	0	0	0%



**Figure: 16**

This graph discloses the customer reflection about the customer care unit. 59% customers are satisfied with the service where 11% are dissatisfied and only 6% are very satisfied. 24% customers are in neutral position .So overall customer care unit performance is good enough and satisfactory.



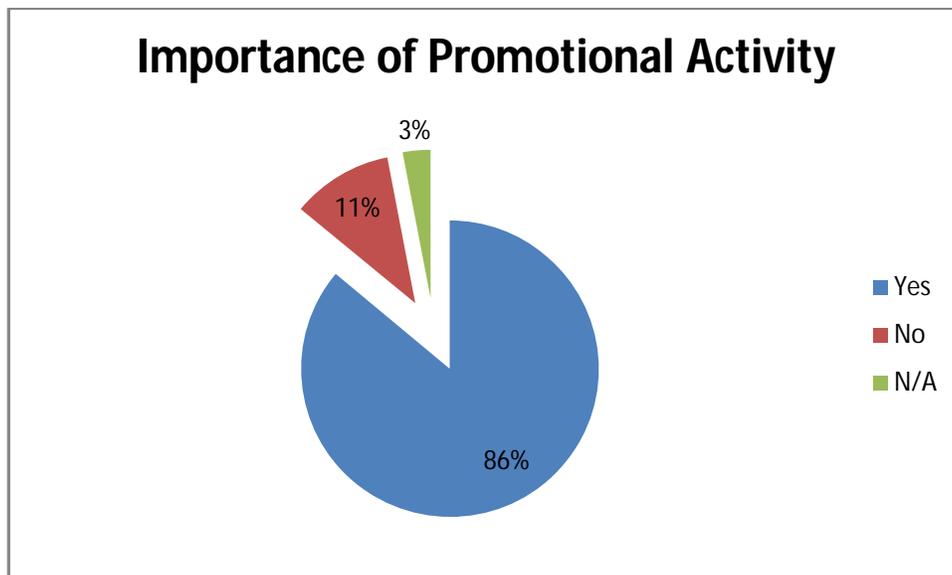
**Figure: 17**

From the graph it indicates that Standard Chartered Bank Banks performance is higher than other four banks and Uttar Bank gives the poor performance. Most of the UBL customer doesn't want to give their opinion .and 5% are dissatisfied with the customer care unit performance. Eastern Bank also provide better service according to their customer. DBBL also provide good service.

**10) Do you think bank need to increase their promotional activity to attract more customers for internet banking?**

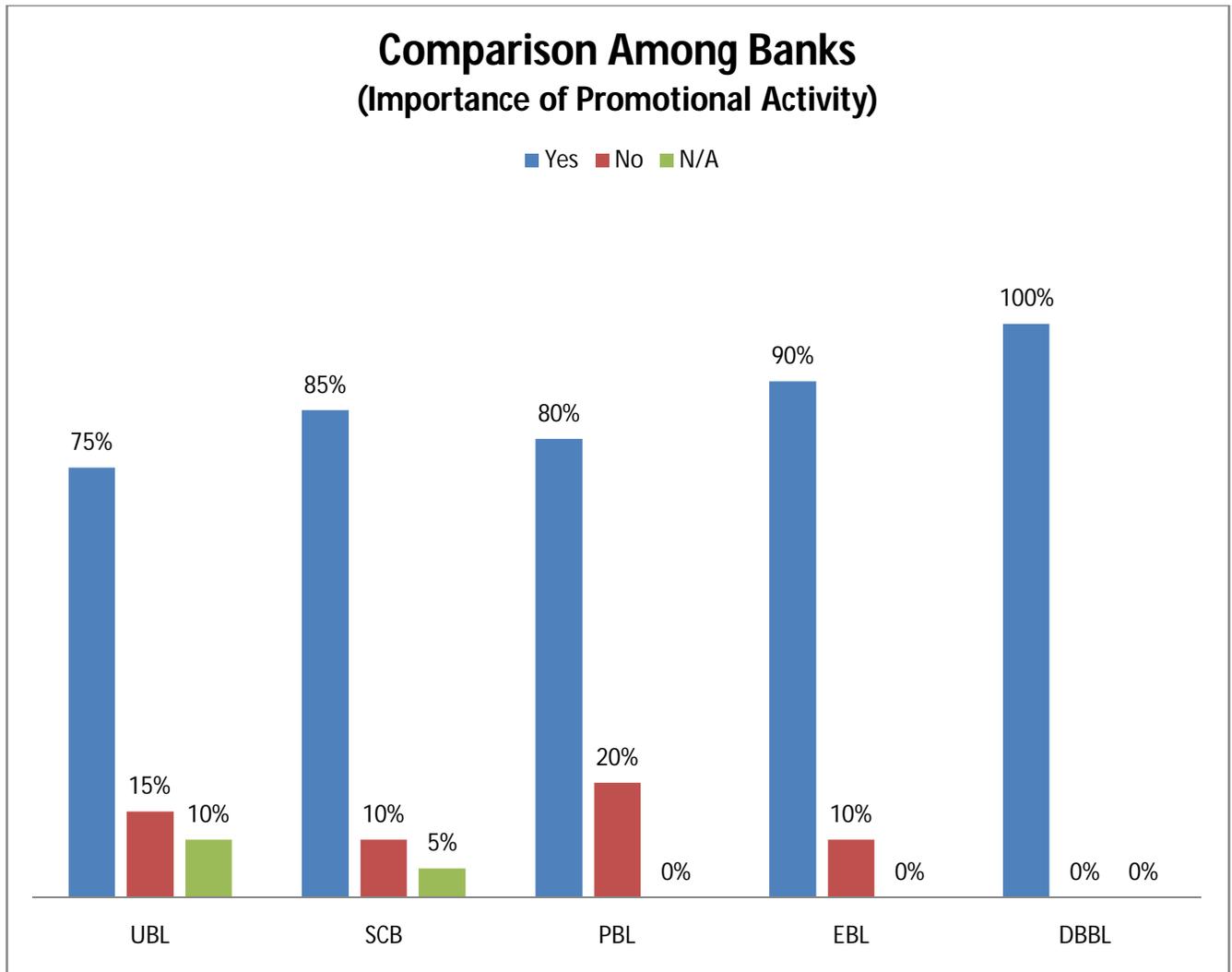
Customer need to know about the service provided by the bank. If they are well known about different service and their advantage then they can be interested to take those particular services. So promotion is an important factor. The table given bellow represents the respondent opinion about this matter.

Option	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Yes	15	17	16	18	20	86	86%
No	3	2	4	2	0	11	11%
N/A	2	1	0	0	0	3	3%



**Figure: 18**

The graph represents that 86% customer think every banks need to increase their promotional activity to attract more customer. Most of the customers are unknown about the service provided by UBL bank. They ask for specific promotional activity to know about the service provided by the bank. Only 11% give negative opinion about this matter.



**Figure: 19**

It is shown in the graph that every DBBL customer agrees to increase the promotional activity to attract more customers. Among 20 respondents all of them think DBBL need to increase more promotional activity as they are already investing to promote their service. EBL and PBL need to follow this procedure. customer have same opinion %85 and %90 as But UBL need to do this because they are transforming their branches from traditional to online which need more promotion to gain popularity. customer from UBL think they need to increase their %75 .promotional activity

**11) Overall, how satisfied are you with the online banking service?**

This will help to find out the customer satisfaction level which is very important factor to retain customer in a long run. If a bank wants to compete in the market they have to provide quality service and satisfy their customer. The table given below shows the customer satisfaction level of different bank.

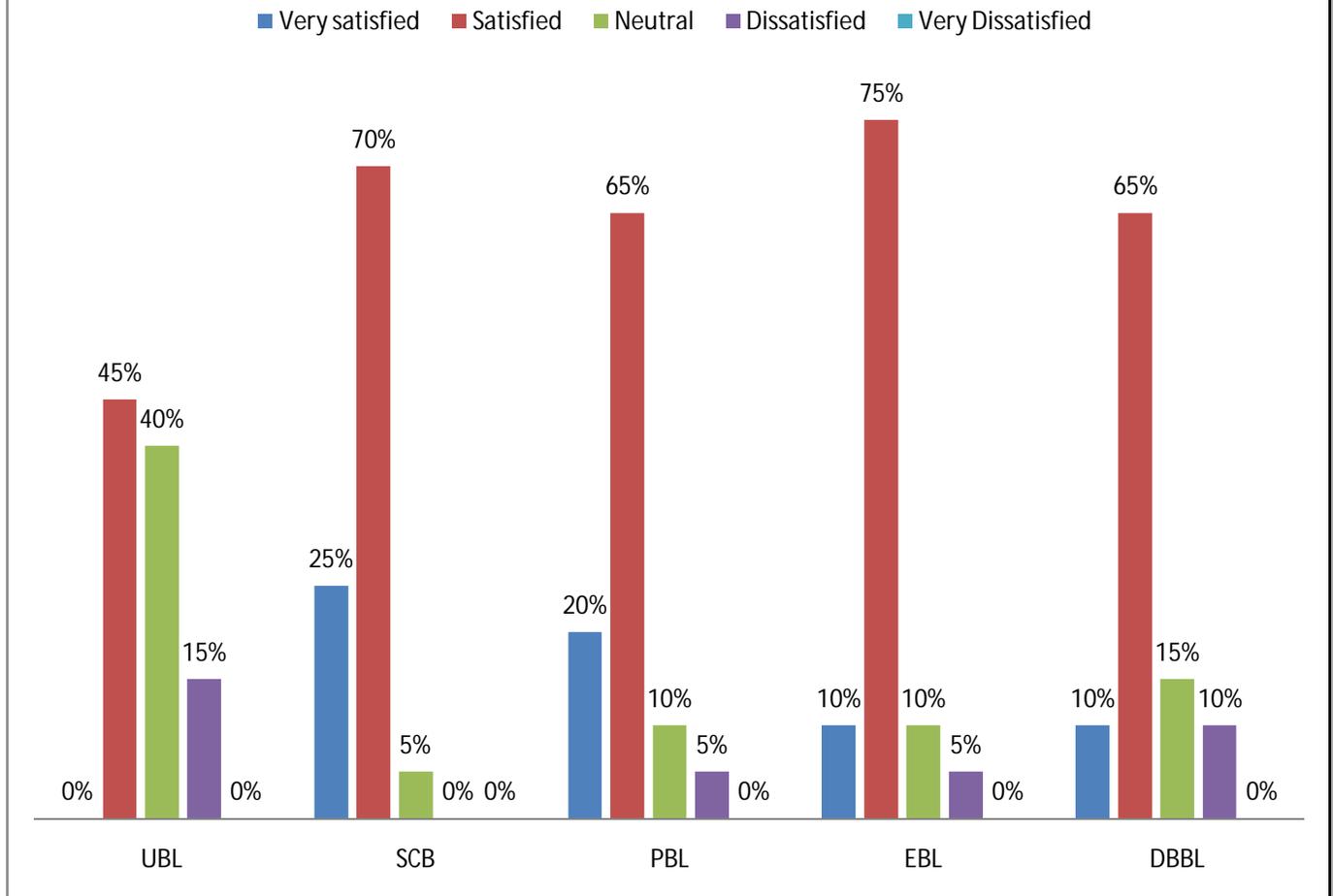
Field	UBL	SCB	PBL	EBL	DBBL	Total	Percentage
Very satisfied	0	5	4	2	2	13	13%
Satisfied	9	14	13	15	13	64	64%
Neutral	8	1	2	2	3	16	16%
Dissatisfied	3	0	1	1	2	7	7%
Very Dissatisfied	0	0	0	0	0	0	0%



**Figure: 20**

This is the final outcome of the survey to find out the satisfaction level of customer. The most positive thing is those 64% customers are satisfied with the online service provided by several bank and 13% are very satisfied. So overall 77% customer have positive result about the online banking service where only 7% are dissatisfied and 16% have neutral view about this matter.

## Comparison Among Banks (Customer Satisfaction)



**Figure: 21**

The graph reflects that customer satisfaction level is high in Eastern Bank and Standard Chartered Bank. Among 20 respondents, %75 respondent from EBL and %70 from SCB are satisfied with the online banking service. 25% respondents from SCB claim that they are very satisfied with the online banking service. 4 respondents from PBL are very satisfied with the online banking service. But UBL performance is poor comparing to other banks. The satisfaction level is only 45% and 40% give neutral opinion and 15% are dissatisfied.

**12) How frequently do your customers get response from you when they complain about banking service?**

Customer care unit are available to solve any problem of customer and provide guidance. Customer satisfaction level depends how quickly and promptly the agent responds to their problem.

<b>UBL</b>	<b>SCB</b>	<b>PBL</b>	<b>EBL</b>	<b>DBBL</b>
<b>As per requirement</b>	<b>Within 24 Hour</b>	<b>Within 24 Hour</b>	<b>Within 48 Hour</b>	<b>Within 48 Hour</b>

Here the table shows us the how promptly the banks response to their customer while they make any complain about banks' online banking services. Though time requires solving any problem regarding online banking varies on the type of problem. Still among five banks Prime Bank Limited and Standard Chartered Bank does the quickest response and they respond to their customer's complain within 24hours. Whereas Eastern Bank Limited and Dutch-Bangla Bank Limited respond to customer's complain within 48 hours. But in this matter Uttara Bank has their own complain cell .They rely on the depth of the problem and response as per requirement.

**13) What type of response are you getting from your customer and Employee about online banking system?**

When a bank change from traditional banking to online banking huge change is occurring and both customer and employee have to follow some extra rules to take the advantage. The table given bellow shows the reflection of employee about this matter.

<b>UBL</b>	<b>SCB</b>	<b>PBL</b>	<b>EBL</b>	<b>DBBL</b>
<b>Appreciated</b>	<b>Highly Appreciated</b>	<b>Appreciated</b>	<b>Highly Appreciated</b>	<b>Highly Appreciated</b>

To figure out how the customers and Employees of the bank are evaluating online banking system the above table has been represented. Uttara Bank Limited, Prime Bank Limited considers that their customer will appreciate Online Banking system .Whereas the customers and employees of Eastern Bank Limited, Standard Chartered Bank Limited and Dutch Bangla Bank Limited have already highly appreciated this operation system.

**14) What type of IT operation system does your organization is following now?**

For providing online transaction activity and other banking staff banks need to depend on IT operation system. The table given bellow shows the IT operation system used by different bank

UBL	SCB	PBL	EBL	DBBL
Centralized	Centralized	Partially Centralized	Centralized	Centralized

Among five banks four of them have centralized IT operation system and one of them is partially centralized. Prime Bank Limited is partially centralized. Uttara Bank LTD, Eastern Bank Limited, Dutch Bangla Bank Limited, Standard Chartered Bank Ltd is fully centralized.

**15) What are the problems faced by both customer and employee when transformation occurred?**

- Some customers said that traditional banking is easy to carry out. Some internet banking users also support that traditional banking is easy to carry out than online banking because they are not much familiar with these services.
- One of the main problems is lack of awareness. People still think that their money is safer in their hand than online. When I described the benefit of online PSS A/c to some client, I found different point of view of them. Online PSS A/C has many advantages including: a customer need not to come to bank every month. One customer who was a housewife said that she loved to come to bank every month. She also felt secure to deposit her money

physically. This is not her point of view only; many customers shared the same statement. It is very hard to change such mentality.

- A huge number of customers taking banking services does not capable to bear the cost of additional equipments like computer, computer accessories , Internet etc. from their own organization or at home. Using Internet facility still very costly and people has little knowledge in operating computers. A few numbers of cyber café is available but for banking purpose customers do not feel safe to use these facilities. As a result total numbers of customers who are habituated in on line banking systems are limited.
- Some customers come and asked the bank staff to write the deposit slip for them because they can't write properly. It is very difficult to take those customers under the umbrella of online banking.
- Another problem is with internet connectivity and network. Sometime network is unavailable to make transaction activity.
- Employee are also facing problem
  1. The bank has to invest a lot of money for technology and investment. So at primary level it needs a lot of money for total setup.
  2. Proper training is necessary but I experienced proper employee training is not available. When I was in intern at UBL Siddeswari brunch only two or three employee took part in training session and the brunch got migration on 25<sup>th</sup> July .After that only two trainer are available for three days to solve the queries of employee. Then when any employee faces any problem they have to communicate with trainer over mobile phone. Sometime they are not available so employees are not able to give proper service to the customer.
  3. Employees are not used to with new technology and software which need to follow more step than before and ultimately it lessens their working speed.

**16) What kind of additional online products/services would you wish were provided by your bank?**

Respondents wish they could carry out full transactions with their online banking with adequate security and also cross transaction with other financial institution. They felt that the present services provided by their bank is limited compared to what pertained in other parts of the world.

**17) Do you have any message to your bank regarding online banking?**

Most of the customers run account in more than one bank. They complained that they get more online services facility in another bank than Uttara Bank.

In case of ATM, some customers complain about unavailability and some customers about network.

After any kind of transaction, customers want sms notification. But their banks sms notification alert is irregular. Some feel insecurity for that.

Some customers mentioned that in case of balance transfer to some branches of the bank out of Dhaka city, the bank takes online charge, it should be free.

Introducing new rule after opening an account is also disliked by most of the customers. They think in case of introducing any new rule the bank should consider about old customers.

## Chapter 6

### Findings & Analysis

#### 6.1 Findings:

In this project I have chosen five private commercial banks and select 100 respondent, 20 from each bank and consider their opinion to evaluate the online banking performance of Uttara bank.

First of all I try to figure out why people open online banking account rather than traditional banking account. Safety and security with convenience facility is the most important reason for open online banking account. 80% customer believe that SCB provide the most safe and secure service where EBL and DBBL is the most convenient bank.

There are more than 57 banks operating in Bangladesh. So people have a lot of option to open account in different bank. In this matter they prefer to open account where excellent service is available. 90% UBL customer open their online banking account because they have traditional banking account in that particular bank. Customers are doing transaction several times per month. Most of the customers do it 8 to 12 or more than 12 times. So online banking reduces the hassle of present in a bank physically. It also reduces their cost and increase service productivity.

Then I have to figure out the popular online services among the respondent. 65% customer says they are using ATM services regularly except UBL customer as they are not much familiar with this service. 55% customer are using transfer fund service which is one of the most popular service provided by each and every bank.

After that the most update service mobile banking which is already provided by DBBL and some other bank. People have positive opinion about this service. 82% want to use this service and the most popular service is balance inquiry and email and text alert when any transaction happen.

As people give much preference on security issue so banks are conscious about this matter. 72% does not face any security threat where very few portion has positive opinion. Except PBL other four banks operate with centralized IT system which gives them better control with better service quality. But they need to conduct huge campaign about their product and service to make people

familiar .Both the employee and customer face some difficulty when online banking introduced but it is highly appreciated by them.

Employees are the representatives of any bank. Banks performance is directly affected by them 90% customer want to be considered as valued customer. They want they will be friendly, knowledgeable and provide proper guidance. Customer care unit should provide better service and respond to their problem as early as possible .Although 59% customer are happy with their service. Overall 64 % customers are satisfied with the service provided by their bank.

## .6.2 Analysis:

### Evaluation of Uttara Bank's Online Banking Service

Uttara Bank is one of the very first commercial banks who introduced online banking services. From the beginning they are striving to provide with better quality service. Based on collected data Uttara Bank's Online Banking services are being evaluated while comparing with other four banks.

- **Centralized IT System:** Uttara Bank Ltd uses their centralized IT operation system which is under the control of their IT department and use Bank Ultimus Software. This enables them to –
  1. **Control:** One of the major advantages of centralized operation system is control. A centralized approach to information systems provides organizational focus for learning and for control. This is likely to produce higher quality information systems. It also enables the banks to solve decentralization problems of inadequate security, maintenance and documentation.
- **Safety and Security:** Price is a major factor that influences consumer adoption of any product but customer considers availability with safety and security as most important reason. Though all four consider that the customer are pleased with the online charges but Uttara Bank Limited is charging very minimum amount for online services. In some cases like Savings account and other services they don't charge extra amount. Standard Chartered Bank, Prime Bank Limited, Dutch Bangla Bank Ltd, Eastern Bank Ltd charges for their

services. But the real scenario says people are ready to pay for security and better quality service.

- **Customer interest to change:** Uttara Bank Limited receive customer who shows interest for internet banking service every day. Customer wants mobile banking services and other staff which other banks are offering. So they need to change if they want to compete with other bank which is enriched with more technology and facilities.
  
- **Customer Service Quality:** Customer open their bank account as they have traditional bank account in Uttara bank but most of the customer want excellent service quality which force customer to change their bank in the long run. Standard Chartered Bank attracts most of their customer because of their excellent service quality. Performance of Uttara Bank is not satisfactory in this case comparing to other four banks.
  1. **Customer Care Unit:** All other four banks have individual customer care unit except Uttara Bank Ltd. They have complain cell but customer are not satisfied with the performance of this complain cell.
  
- **Lack of Promotional Activity:** Promotional activity of Uttara Bank is very few. People are unaware about the product and services offered by Uttara Bank Ltd l. For example-
  1. **ATM Services:** ATM is the most popular online service which is offered by several banks. But this service is not much convenience in Uttara Bank. Even lots of people don't know that Uttara bank has this ATM service.
  2. **Locker Service:** Uttara Bank offer locker services to their customer. But this service is available in some specific brunch. But most of the customer doesn't know that Uttara Bank has this locker service.
  
- **Lack of training:** When any brunch transforms from traditional banking to online banking the employee need proper training. But I experienced that the training facility is not proper in Uttara bank. So they have to contact over phone which devaluate their customer quality.

## Chapter 7

### Recommendation & Conclusion

#### 7.1 Recommendation

Though Uttara Bank's online Banking Service is not much satisfactory while comparing with the other four banks. To cope up with the competition and keep them ready with the changing trend they should always keep upgrading their online services. Some proposals for improving their Online Services:

- Increasing the number of ATM booth
- Heavy marketing and promotional campaign should be conducted to popularize the internet banking service
- In order to improve the level of customer service satisfaction is should give more emphasize on processing the task within promised time and give personal attention to each customer
- Increase number of online services
- Improve the website access quality
- Proper training facilities should be provided for employees to be familiar with new software and technology.

## 7.2 Conclusion

Due to technological advancement online banking is getting more popularity more traditional banking. With online banking, customer won't ever have to worry about full access to their account. They will have quick and easy twenty-hour access from anywhere in the world. The online bank won't ever be closed for a holiday .As a leading private commercial bank of Bangladesh Uttara Bank Limited is also serving promising online banking service to its customer. Customers' interest for online banking service is satisfactory. The charges for online banking service are also very reasonable.

Modern electronic banking concept in the banking services is new for Bangladeshi people. Uttara bank does not have any marketing or sales forces to execute the raw and cold business of electronic banking for their own organization but some banks are already introduced their marketing activities over their targeted customers for specialized products like electronic products which is found very effective. They are coming up towards people with variety of highly technical products, which can solve the people's problem and can able to modernize their lifestyle. The growth of electronic banking users increasing is a significant manner. However, last 10 years it has got tremendous importance over the bank customer and hopefully it will increase day by day after nurture the product by the professional bankers.

**Chapter 8**  
**Questionnaire**

Good Morning/afternoon / evening, Sir /Madam. I am Nawreen Fahmida Zaman, student of BRAC University. I am conducting a survey on "Customer Perception on E-Banking and Evaluate the Performance of UBL" It will take 15-20 minutes of your time. Your response would be of great help in accomplishing the study. However, the study is for the organizational and of academic purpose and will not be disclosed elsewhere, keeping in mind the sensitivity of the topic. Would you please be able to give me the time now?

**Organization's Name:**

**Questions**

- 1) What are the most important reasons you opened an Internet bank account?
  - a) Convenience (24 hours service, anywhere connectivity)
  - b) Curiosity
  - c) Safe and secure
  - d) Low service charge
  - e) Easy to maintain my banking transaction activity
- 2) What was the single most important reason that you chose this particular bank as your Internet bank? (Please choose one)
  - a) I have a traditional bank account with the same bank
  - b) The brand name of the bank
  - c) The excellent service offered by this bank
  - d) others
- 3) How frequently do you use online banking services per month (for example, balance inquiry, fund transfer between accounts, ATM, mobile banking)?
  - a) Less than 1
  - b) 1 to 3 times
  - c) 3 to 8 times
  - d) 8 to 12 times
  - e) over 12 times
- 4) Which online features do you use regularly? Please select all that apply.
  - a) Pay bills
  - b) Make an account inquiry
  - c) Transfer funds between accounts
  - d) MT/DD/TT
  - e) Order check books
  - f) ATM
  - g) Other

5) Would you use your mobile phone to do your banking?

- a) Yes                      b) No                      c) N/A

6) Which of the following mobile banking features would you use? Please select all that apply.

- a) Balance inquiry              b) Utility bill payment              c) Email and text alerts              d) Order  
e) Check books              f) internal account transfer

7) Do you suffer any security and privacy threat in accessing online banking?

- a) Yes                      b) No                      c) N/A

8) Types of characteristics you want to see in a bank's representative?

Option	
Friendly and courteous manner	
Knowledge of bank's mutual fund products & Services	
Willingness to listen and help identify your need	
Provide guidance and advices	
Offer of other services or alternative means to meet your needs	
Recognition of you as valued customer	

9) Rate Customer Care Unit Performance-

- a)Very satisfied              b)Satisfied              c)Neutral              d)Dissatisfied              e)Very dissatisfied

10) Do you think bank need to increase their promotional activity to attract more customers for internet banking?

- a) Yes                      b) No                      c) N/A

11) Overall, how satisfied are you with the online banking service?

- A) Very Satisfied              b) Satisfied              c) Neutral              d) Unsatisfied              e) Very Unsatisfied

- 12) How frequently do your customers get response from you when they complain about banking service?
- 13) What type of response are you getting from your customer and Employee about online banking system?
- 14) What are the problems faced by both customer and employee when transformation occurred?
- 15) What type of IT operation system does your organization is following now?
- 16) What kind of additional online products/ Services would you wish were provided by your bank?
- 17) If you have any other comments or suggestions please feel free to say

Thank You

## *Chapter 9*

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