



**Internship Report On
Transaction banking Of SCB
(BUS 400)**

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**Submitted To:
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To,

Suman Paul Chowdhury

Senior lecturer

BRAC Business School

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Sir,

I hope you will be pleased to know that I have completed my Internship in Standard Chartered Bank in the Transaction Banking Department. It gives me immense pleasure to complete my Internship successfully and submit this report on the analysis I have conducted during my internship period. At every segment of making this report, I tried to enhance my knowledge about the system or work flow of Standard Chartered Bank. This report will try to give the picture of my efforts and ability.

It would be very kind of you for examine my report work and give me further suggestions and enhanced my clarification due to future prospects.

Sincerely yours,

Syeda Sirajum Munira

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BBS dept,

BRAC University.

Acknowledgement

I am grateful to many individuals for the completion of the report successfully. BRAC University and Standard Chartered Bank both provided enormous support and guidance for my Internship program worth full. First of all, I would gladly like to thank the School of Business of BRAC University and Standard Chartered Bank for giving the opportunity of having an Internship program and allow me to submit my report based on the Transaction Banking of Standard Chartered Bank. I have gathered an enormous deal of experience while going through the intern period and preparation of this report.

I would like to thank to my Internship Supervisor of BRAC University, Mr. Suman Paul Chowdhury for his excellent guidance and support during the preparation of the report. A special thanks goes to my Internship Organization Supervisor in Standard Chartered Bank, Mr. Istiaque Ahmed for providing me support and courage throughout my Internship program and helping me to accumulate necessary information. I also like to extend my gratitude to Mr. Maruf Ahmed, Mr. Muraad Pasha, Asif Rasool from Transaction banking Department for helping me by giving the valuable information and on behalf of their company and give me time to understand banking concept. And special thanks go to Mr. Mirza Aminur Rahman Head Transaction Banking of SCB, for his support this internship program became achievable for me. Lastly, my heartiest thanks go to others who were involved and helped directly and indirectly in completion of internship and preparing this report. Without them all these wouldn't be made possible.

TABLE OF CONTENT

<u>Chapter</u>	<u>Topic name</u>	<u>Page No.</u>
1	<u>INTRODUCTION</u>	0 – 1
2	<u>ORIGIN OF THE REPORT</u> <ul style="list-style-type: none"> - Objective - Methodology - History - Limitations - Product and Services. 	2 – 15
3	<u>MY WORK AREA</u> <ul style="list-style-type: none"> - SCB Organ gram - Applied Fact Finding Techniques - My work chart. 	16 – 22
4	<u>TRANSACTION BANKING OF SCB</u> <ul style="list-style-type: none"> - Operational Structure - Chain of Command - Services of TB - Descriptive Analysis of Products of TB - Vision of SCB. 	23 – 44
5	<u>PROBLEM IDENTIFICATION</u> <ul style="list-style-type: none"> - Recommendation - Conclusion 	45 – 50
6	<u>BIBLIOGRAPHY</u>	51
END		

Executive Summary



In this report I'm going to discuss about the Transaction banking of SCB, as I was working in that department.

Transaction Banking is a very important unit of Standard Chartered bank under the wholesale banking division with the objective of fulfilling the need of banking products of customers. As part of Standard Chartered local transaction solutions to Corporate (both global and local) and Institutions, they provide Cash Management, Securities Services and Trade Services through their strong market networks countrywide. Standard Chartered is a major player in transaction banking, combining deep local knowledge and global capability to offer the full scope of innovative and customized solutions for customers.

They are committed to providing the customer with

-  Integrated , superior cross-border and local services
-  Efficient transaction processing
-  Reliable financial information
-  Innovative products
-  World-class clearing services

In this way this unit of Standard Chartered bank ensures a full suite of transactional products for customers needs. Constructive focus on customers' problem related to cash management, trade and securities for fund are made through this unit of SCB and on the basis of problem creative, feasible and unique solution are provided to the clients.



Chapter 1

Introduction

In Bangladesh the number of banks in all now stands at 52, among them Standard Chartered Bank (SCB) is the leading multinational bank. SCB enjoys the number one position in Cash Management, and Trade activities, and is primarily corporate driven. Corporate banking generates more than 40% of its revenue group while Treasury contributes more than 20% to the overall revenue. The goal of SCB is to be the "Bankers of First Choice." Standard Chartered has over 600 offices in 56 countries with a strategic focus on the Emerging Markets of Asia, Africa, the Middle East and Latin America.

It is safe to say that Standard Chartered Bank in Bangladesh has come a long since it started its operation over a century ago. Standard Chartered Bank is the market leader in all aspects of the banking industry, with the exception of their competitive position in Lending due to its conservative stance on taking too large an exposure on the comparatively volatile Bangladeshi market. As a result, the bank has shifted its portfolio from lower to higher quality lending. The Value Addition Framework has been developed and adopted to serve this purpose exactly. It is inevitable that better approaches and frameworks will come up in the future because of Standard Chartered Banks relentless determination to lead the way in the banking sector in Asia, Africa and the Middle East.

Chapter 2

Origin of the Report

The BBA internship program is a mandatory requirement for the students who are graduating from the BBA program under the School of Business of BRAC University, Bangladesh.

In the internship program, I was attached to a host organization named 'Standard Chartered Bank' at Transaction Banking for 12 weeks. During this period I learned how the Transaction Banking department works with the help of the internal supervisor. As a result I have decided to write a report on **"Transaction Banking of Standard Chartered Bank"**.

During the three months of work experience with Standard Chartered Bank on this internship program, I was mainly placed in the Transaction Banking department of the bank. This department is a very important unit of Standard Chartered bank under the wholesale banking division with the objective of fulfilling the need of banking products of customers. As part of Standard Chartered local transaction solutions to Corporate (both global and local) and Institutions, they provide Cash Management, Securities Services and Trade Services through their strong market networks countrywide. Standard Chartered is a major player in transaction banking, combining deep local knowledge and global capability to offer the full scope of innovative and customized solutions for customers.

Objectives



- To make everyone understand, what the Transaction banking is and it's activities.
- How TB product can help us.
- Make recommendations to improve some service areas where the organization is lacking on customer perception and to meet customer satisfaction.

Methodology



Primary Data:

Primary data was collected form the Corporate Deal Analyzer i.e. product Managers and respective unit heads in particular were interviewed as well. Formal questionnaire were used in order to collect data from the Managers. Interviews were conducted on the managers of the bank for insights and clarification. Information was also collected through informal discussions with associate director, managers & respective Unit Heads of SCB.

Secondary Data:

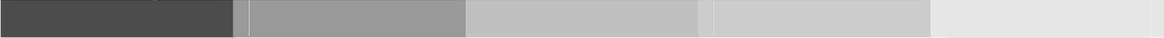
In the case of secondary data I used relevant journals and various publications of Standard Chartered Bank Limited. I have also collected data from the SCB-employees, web site, annual reports, Internet and some of the published article by the Bangladesh Bank. For the organization part information has been collected through annual report, websites of Standard Chartered Bank

Limitations

- ***Lack of comprehension*** of the respondents was the major problem that created many confusions regarding verification of conceptual question.
- ***Limitation of time*** was one of the most important factors that shortened the present study. Due to time limitation many aspects could not discussed in the present study. Due to time constraints, the sample size had to be restricted to 200 only.
- ***Confidentiality of data*** was another important barrier that was faced during the conduct of this study. Every organization has their own secrecy that in not revealed to others. While collecting data on Standard Chartered Bank, personnel did not disclose enough information for the sake of confidentiality of the organization.
- ***Rush hours and business*** was another reason that acts as an obstacle while gathering data.

The findings of the survey are based on customers' response in Standard Chartered Bank credit card services located in Dhaka City only. The results may not reflect the same for other branches of Standard Chartered Bank outside Dhaka.

History



The Standard Chartered Group was formed in 1969 through a merger of two banks: The Standard Bank of British South Africa founded in 1863, and the Chartered Bank of India, Australia and China, founded in 1853.

Both companies were keen to capitalize on the huge expansion of trade and to earn the handsome profits to be made from financing the movement of goods from Europe to the East and to Africa.

The Chartered Bank

- Funded by James Wilson following the grant of a Royal Charter by Queen Victoria in 1853
- Chartered opened its first branches in Mumbai (Bombay), Calcutta and Shanghai in 1858, followed by Hong Kong and Singapore in 1859
- Traditional business was in cotton from Mumbai (Bombay), indigo and tea from Calcutta, rice in Burma, sugar from Java, tobacco from Sumatra, hemp in Manila and silk from Yokohama
- Played a major role in the development of trade with the East which followed the opening of the Suez Canal in 1869, and the extension of the telegraph to China in 1871
- In 1957 Chartered Bank bought the Eastern Bank together with the Ionian Bank's Cyprus Branches. This established a presence in the Gulf

The Standard Bank

- Founded in the Cape Province of South Africa in 1862 by John Paterson. Commenced business in Port Elizabeth, South Africa, in January 1863
- Was prominent in financing the development of the diamond fields of Kimberley from 1867 and later extended its network further north to the new town of Johannesburg when gold was discovered there in 1885
- Expanded in Southern, Central and Eastern Africa and by 1953 had 600 offices
- In 1965, it merged with the Bank of West Africa expanding its operations into Cameroon, Gambia, Ghana, Nigeria and Sierra Leone

In 1969, the decision was made by Chartered and by Standard to undergo a friendly merger. All was going well until 1986, when a hostile takeover bid was made for the Group by Lloyds Bank of the United Kingdom. When the bid was defeated, Standard Chartered entered a period of change. Provisions had to be made against third world debt exposure and loans to corporations and entrepreneurs who could not meet their commitments. Standard Chartered began a series of divestments notably in the United States and South Africa, and also entered into a number of asset sales.

From the early 90s, Standard Chartered has focused on developing its strong franchises in Asia, the Middle East and Africa using its operations in the United Kingdom and North America to provide customers with a bridge between these markets. Secondly, it would focus on consumer, corporate and institutional banking, and on the provision of treasury services – areas in which the Group had particular strength and expertise.

In the new millennium Standard Chartered acquired Grindlays Bank from the ANZ Group and the Chase Consumer Banking operations in Hong Kong in 2000.

ESTABLISHMENT OF STANDARD CHARTERED BANK AROUND THE WORLD

Country	Year Established	Country	Year Established
United Kingdom	1853	Australia	1964
China, India, Sri Lanka	1858	Mexico, Oman	1968
Hong Kong, Singapore	1859	Peru	1973
Indonesia, Pakistan	1863	Jersey	1978
Philippines	1872	Brazil	1979
Malaysia	1875	Venezuela	1980
Japan	1880	Falkland Islands, Macau	1983
Zimbabwe	1892	Taiwan	1985
The Gambia, Sierra Leone, Thailand	1894	Cameroon	1986
Ghana	1896	Nepal	1987
Botswana	1897	Vietnam	1990
USA	1902	Cambodia, South Africa	1992
Bangladesh	1905	Iran	1993
Zambia	1906	Colombia	1995
Kenya	1911	Laos, Argentina	1996
Uganda	1912	Nigeria	1999
Tanzania	1917	Lebanon	2000
Bahrain	1920	Cote d'Ivoire	2001
Jordan	1925	Mauritius	2002
Korea	1929	Turkey	2003
Qatar	1950	Afghanistan	2004
Brunei, UAE	1958		

BANGLADESH HISTORY

The Chartered Bank started operating in Bangladesh in 1948, opening a branch in Chittagong. The branch was opened mainly to facilitate the post-war re-establishment and expansion of South and Southeast Asia. The Chartered Bank opened another branch in Dhaka in 1966, where it is still headquartered. After the merger of the Chartered Bank with the Standard Bank in 1969, the Standard Chartered Bank took up a program of expansion. It increasingly invested in people; technology and premises as its business grew in relation to the country's economy.

In 1993, there was an organizational re-structuring, which led to a substantial expansion of the Bank's business. Today the bank has in total four branches in Dhaka apart from the Chittagong branch, including an offshore branch at the Savar Export Processing Zone. Bangladesh is under the Middle East and South Asia (MESA) region, with the controlling office in Dubai. Its correspondent relationship with Sonali Bank, the largest bank in Bangladesh, gives its customers access to all major centers in the country. Standard Chartered Bank's worldwide network facilitates convenient connections with foreign trade and remittance business. Standard Chartered Bank's branch banking license in Bangladesh allows it to offer a full range of banking services. At present the Bank has ten branches in Dhaka, it also have one offshore banking unit inside the Dhaka Export Processing Zone at Savar, one branch in Narayanganj, three branches in Chittagong, one branch in Khulna, one branch in Sylhet, one branch in Bogra. In the year 1999, Standard Chartered has acquired the operation of Grindlays Bank in the Middle East and South East Asian countries. Former Grindlays Bank started its journey in Bangladesh in 1905 under the name of Grindlays Bank

Standard Chartered Bank took-over the operation of ANZ Grindlays Bank in Bangladesh as a part of acquisition of the South East Asian and Middle East operation of the Australia and New Zealand Banking Group. SCB with its 18 branches and booths across Bangladesh has employed more than 600 people. The acquisition of ANZ has enabled

Standard Chartered Bank (SCB) to access 500,000 new customer and 40 branches in India, and this made them one of the biggest banks in this region and of in Bangladesh it is the largest foreign bank.

After acquisition, Grindlays Bank is a part of Standard Chartered Group. The Bank presently has 18 outlets in 5 cities serving over 1, 25,000 customers in the country. The network of SCB Bank in Bangladesh includes:

- 10 Branches in Dhaka city
- 1 Branch in Savar EPZ (recently started with full banking operations)
- 1 Branch in Narayanganj
- 3 Branches in Chittagong
- 1 Branch in Khulna
- 1 Branch in Sylhet.
- 1 Branch in Bogra



Standard Chartered Today

Standard Chartered employs 38,000 people in 950 locations in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. Standard Chartered is one of the world's most international banks, with employees representing 80 nationalities. Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is in the top 25 FTSE-100 companies, by market capitalization. The most recent news is this that the Bank is in the process to move forward into a bigger strategic breakthrough. By Establishing this plan will change total Bank's functional structure. As previously the bank was having their structure like corporate branch and consumer banking. But for implying this new strategy the Bank is having this new sector called the Transaction Banking. And the major change is that like all the other bank's the liability or the assets sector won't be separated. These two major sectors will merge. By changing this major strategy the bank is making a revolution within the banking sector in Bangladesh and the rest of the World.

Standard Chartered is well-established in growth markets and aims to be the right partner for its customers. The Bank combines deep local knowledge with global capability. The Bank is trusted across its network for its standard of governance and its commitment to making a difference in the communities in which it operates.

Five Values of Standard Chartered Bank

Standard Chartered Bank has five values, which are critical to their success. These values determine how the employees achieve their goals, the way they work together and how it feels to be a part of Standard Chartered Bank. In brief these values are:

1. Courageous

Being courageous is about confidently doing what is right. Often the task may seem insurmountable but with courage and tenacity, the odds can be overcome. A truly courageous act both inspires and builds character.

2. Responsive

How SCB responds to customers and how it will influence customer's belief in their commitment towards them. A proactive response is often unexpected and more effective in such case. It clearly demonstrates organization's willingness to go beyond the unexpected.

3. International

As a member of global village SCB views the world from the widest perspective. They consider themselves to be global citizens and the world is full of new opportunities and exciting possibilities. SCB also delivers world-class products and services.

4. Creative

Creativity belongs to those who are excited by challenges and engage themselves in fresh thinking and an open mindedness. Creative thinkers are not limited by convention but are those allow their minds to soar beyond predictable solutions. SCB believes that they are a creative organization as well.

5. Trustworthy

Trust is the foundation of every successful relationship. SCB trusts because the organization believes in the sincerity of their promise. They also believe that building trust can take forever, but losing it takes only a moment.

KEY SUCCESS FACTORS OF STANDARD CHARTERED BANK

-  It is the second largest private bank of the country having a market dominance of roughly 67% among foreign banks.
-  Provider of the highest range of products and strategic points of delivery
-  It has one of the largest capital bases.
-  Its portfolio includes the biggest names.
-  Long standing presence in the Asia, Africa and the Middle East and therefore longest standing relationships.
-  It has a technological edge over its competitors.
-  It has the widest distribution network among foreign banks through its own branches and correspondent banks.

The leading bank for Development Organizations in Bangladesh

Standard Chartered maintains banking relationships with major development organizations, embassies and high commission in Bangladesh:

-  UNICEF
-  World Bank
-  Asian Development Bank (ADB)
-  Japan International Corporation Agency (JICA)
-  Japan Bank for International Corporation (JBIC)
-  British Council
-  CIDA
-  SIDA
-  Delegation of European Commission

-  World Vision
-  Win rock International
-  Action Aid
-  Terre Des Hommes
-  Proshika
-  Grameen

Product / Services

Consumer and Corporate Banking Services

The bank serves both Consumer and Wholesale Banking for customers or corporate clients. A list of Consumer and Corporate Banking is given below:

Serial no.	Services
1.	ATM
2.	Branch Office
3.	Remote Branches
4.	Call Center
5.	Card Center
6.	Cards Help line
7.	Cash Offline
8.	Consumer Banking
9.	Corporate investor relational contracts
10.	Credit Card service
11.	Personal Banking
12.	Offsite ATM

13.	Off Shore Banking Personal Banking
14.	Treasury Room
15.	Phone Banking
16	International Banking

Corporate products

Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance. In the following the corporate products descriptions are given:

Serial	Product Name	Description
1.	Web Banking	Online service; where a corporate customer can check his current account balance updated in every half-an-hour. This is very convenient as a customer can have opportunity to hold multiple accounts and at same time they can get the cash report trade report and everyday transaction detailed report.
2.	STS	Straight through service. This is an upgraded version of E-Banking, with more facilities. This is still in the process for developing
3.	E-Banking	By having high security off-line banking system a customer can transfer money round the clock and standing any parts of the world.
4.	i-Payment	This is a new module under the internet Banking. by this module using SMART card an authorized user can transfer the payment or issuing draft from any time and any corner of the world via

		Internet.
5.	CheqWriter	Making sure that all the cheque is being preformed and serially numbered, a corporate customer now having a better security checking in terms of issuing cheaques.

In the following a diagram for the Customers product using ratio is being given:

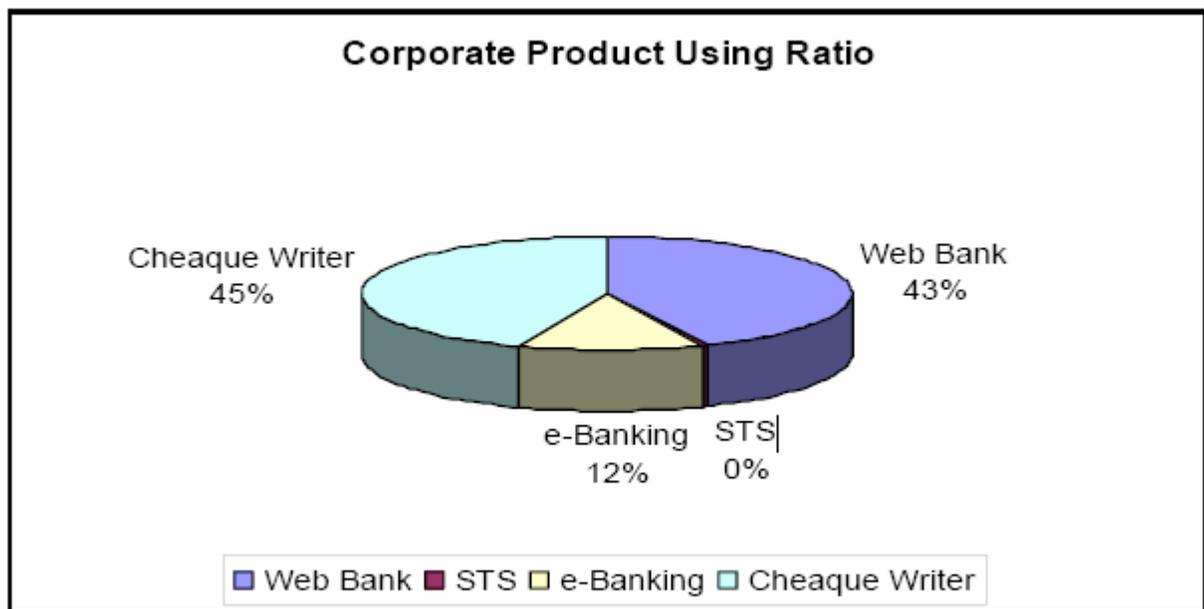


Figure: Product Using Ratio

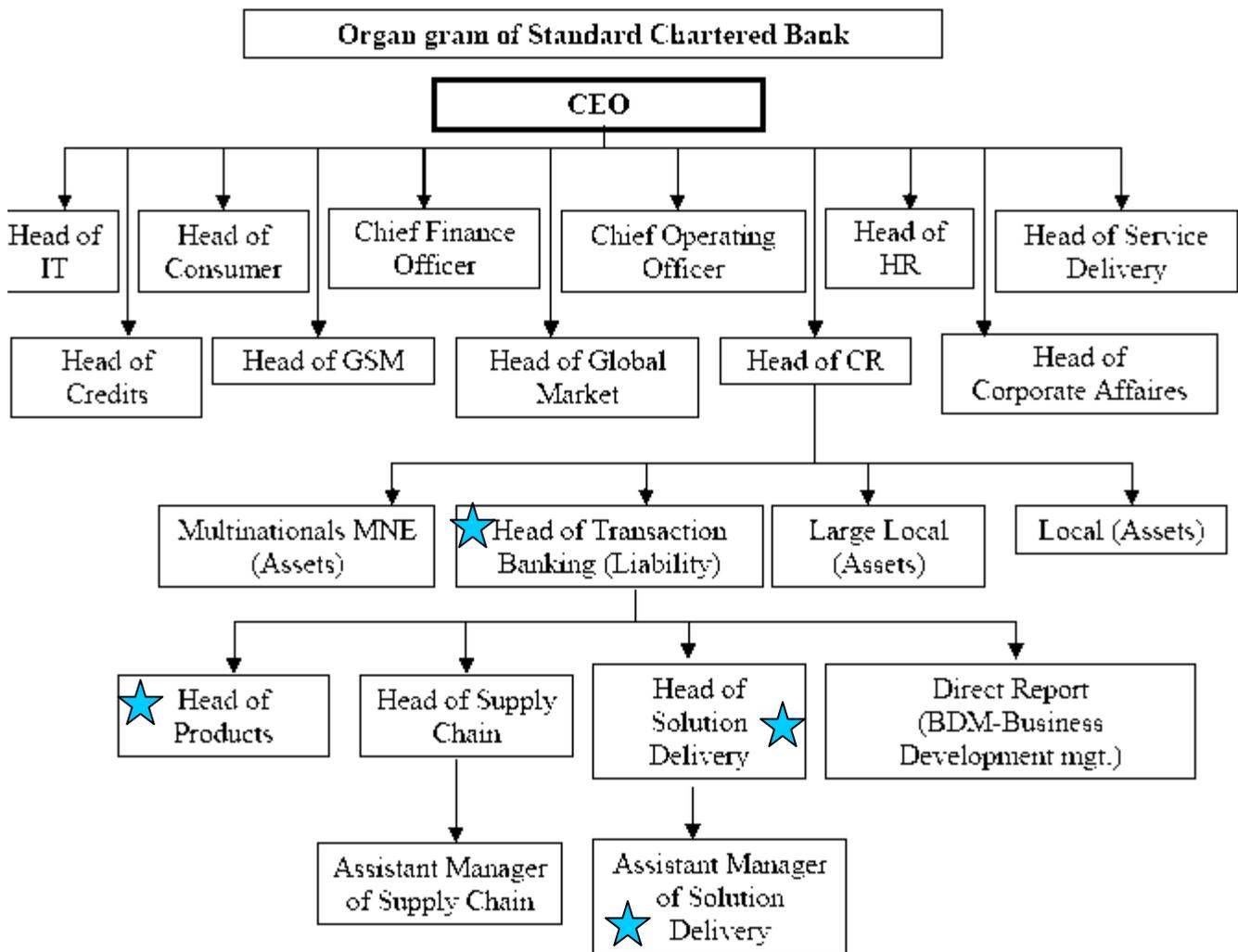
Foreign Exchange Products and Services:

- Money Market Products
- Interest Rate and Cross Currency Derivatives
- Foreign Exchange, Forwards and Swaps
- Money Market Funds
- Online Electronic Trading Services
- Global FX and Economic Research

Chapter 3

My Work Area

To go through the task or operations, I've done, let's check the organ gram first.



Cash management Department

Standard Chartered is highly recognized as a leading cash management supplier across the emerging markets. Our Cash Management Services cover local and cross border

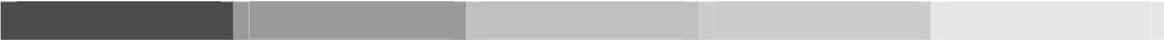
payments, collections, information management, account services and liquidity management for both corporate and institutional customers.

Some Features are given below:

- Manage the availability of client's funds efficiently
- Monitor and control the movement of funds
- Settle payments to client's suppliers in a timely and cost-effective manner.
- Capture every investment opportunity to increase your income

Here from this above Organ gram we can analyze my work area. If we just follow the star marked box then Under the Associate director of products and Solution Delivery Manager I started my work. This department is particularly being responsible for delivering products and gives services to its customer. And give up-to date information to the management department.

Applied Fact Finding Techniques



For gathering necessary information and understand the system I have applied several fact finding techniques at different point of time whenever I need to require information.

The mechanisms or techniques used in this project are,

- Interviewing
- Observing
- Document Reviewing
- Questionnaire Survey (In a limited Basis)

Interview

Interviews are much more productive than any other techniques applied to understand a system. It provides face-to-face communication and gathering of sample data. The interviews were conducted at transaction banking, Head Office, Bangladesh. Several interviews took place at different times through the internship periods. As it was my workplace so arranging an interview at any convenient time was possible without any appointment. Most often the interviews were conducted between the times 10:00 am to 3:00 am and 5:00 pm to 3:00 pm. These interviews were arranged with the Manager,

Assistant Manager of Transaction Banking Department, Department CMO and of HRD.
Here is an interview agenda given that I have used during the interview with the Associate director of TB.

Interviewee: Istiaque Ahmed, Associate director of TB

Subject: Analysis of the categories of Products of TB

Time and Date: 2.00 to 2:45 pm, April 25, 2010

Duration: 50 minutes (App.)

Venue: seminar room of TB, Head Office, Standard Chartered Bank.

Questions:	Estimated Time
1. A brief Idea about the Products and its uses?	4 min
2. What type of customer uses these products?	4 min
3. How do you Track Customers?	3 min
4. Do you conduct any analysis on the information?	3 min
5. What types of routine instructions do you usually gives on the basis of daily customer requirements?	4 min
6. What information helps you in this case?	3 min
7. Whom do you give all these instructions?	2 min
8. Do you generate any further report on the basis of daily sales information?	2 min
9. How do you compare the actual sale with the target?	4 min
10. What do you do when you need any instant sales information?	5 min
12. Briefly narrate the activities of TB.	4 min
13. Any further queries from both sides.	2 min
14. Thank you session.	1 min

Observation

Observation took place at the Transaction Banking Department (level 4) and also the HR Department (level 5) of Head Office of Standard Chartered Bank. I had the opportunity of observing during the peak period of sales that is at the month of April- May. That's why it was easy to understand the whole process and to identify the problems. Generally the observations took place at Head Office after 2:00 pm.

Here is a sample observation plan of sales reporting system from the bank.

Sample Observation Plan

Who (The role): CMO Manager (1), Computer Operators (2)

When (Time & Date): 1:00 to 5:00 pm, June 7, 2010

Where (Location): level 6 CMO, Head Office, Dhaka, Standard Chartered Bank

Why (Rationale): To know that how NCS is being collected

How (Technique): Simply stayed in the CMO Department

Document Review

Documents represent formal information flow within the functional departments within the organization. The purpose of the document review is to examine information that has been recorded about the system and the users of NCS. While going through the analysis I have reviewed several documents. A list of the reviewed documents is presented below.

Documents created *in NCS are*

- ✓ daily collected NCS
- ✓ Identify the cheque type (LC/UCC)
- ✓ Corporate Customer Files
- ✓ Contract forms
- ✓ Fax records
- ✓ Summery slips.
- ✓ Time seal.

- ✓ Counting total

While reviewing the documents I have also asked to know, by whom, how and for what purpose the documents are prepared, by whom the documents are used, how these are stored and for how long etc.

IPO

As we all know IPO stands for Initial Public Offerings. Standard Chartered always does a great job during the IPO session. These jobs are done by the TB (Transaction Banking) department. After our joining to the Bank, the first task we have to do was IPO of RAK ceramic. Bank had distributed us in different branches, and I was working in Motijheel, ALICO Branch of Standard Chartered Bank. We had to distribute the forms among the customers, and after receiving the cash, we have to keep record of the customers, their address and account numbers on behalf of RAK Ceramics. We had to make a record using MS Excel. After that we count the forms, and also keep records of the cheques. Then we calculated the total money and adjust it. After about one month, we had done another IPO named, Malek spinning mills. And I had to go motijheel branch again for it.

Visa Fee collection:

Standard Chartered is highly recommended for the visa fees collection for different countries. I was shifted to Gulshan North branch for DV visa fees collection. There I had to instruct the customers, how to fill up the deposit forms and keep a record of it. And end of the day, I had to mail it to my manager, Mr. Muraad Pasha, so that he can mail it to the US embassy.

Mapping:

After finishing my work in visa fees collection center, I came back to my own place, SCB house of Gulshan Avenue, in my own department, TB. There I had to do a mapping for our corporate customers who are outside of Dhaka. For them we do a mapping where they can deposit their bills/money, and we locate the area which is nearer for them.

NCS

National Collection Services provides a variety of informative and timely reports to make sure that NCS account holder knows what funds are being collected, when, and how – to make the most effective decisions regarding company’s finances.

NCS informative reports will

- Help to make better plan for cash flows
- Support customer credit control process
- Help to reconcile receivables quickly and efficiently

In short, National Collection Services is a simple and reliable solution for countrywide receivable collection requirements.

Here I had to collect the NCS deposits and my supervisor “Ishtiaque Ahmed” divided 1 day as 3 time slot. So that I can fax him the number deposit slips time by time.

The time slots are-

- At 1.30 pm
- At 2.30 pm
- At 4.30 pm

I collected the deposit slips and fax it to my supervisor and to NCS department 3times a day and keep the record. And End of the day, around 5.30pm I made a summary slip of the total collection of NCS and mail it to my supervisor and to NCS department. So that they can make a record and adjust the amount.

My work-Chart

I made a time like for making this project and continue it more in an appropriate manner. The time line for my each task is being given below:

Task Name	Duration	Start	Finish	Months
IPO of RAK Ceramic	7 days	22/04/2010	29/04/2010	April
Mapping	14 days	2/05/2010	16/05/2010	May
Visa Fee collection	18 days	17/05/2010	05/06/2010	May - June
IPO of Malek Spinning Mills	5 days	06/06/2010	11/06/2010	June
NCS collection	15 days	12/06/2010	27/06/2010	June

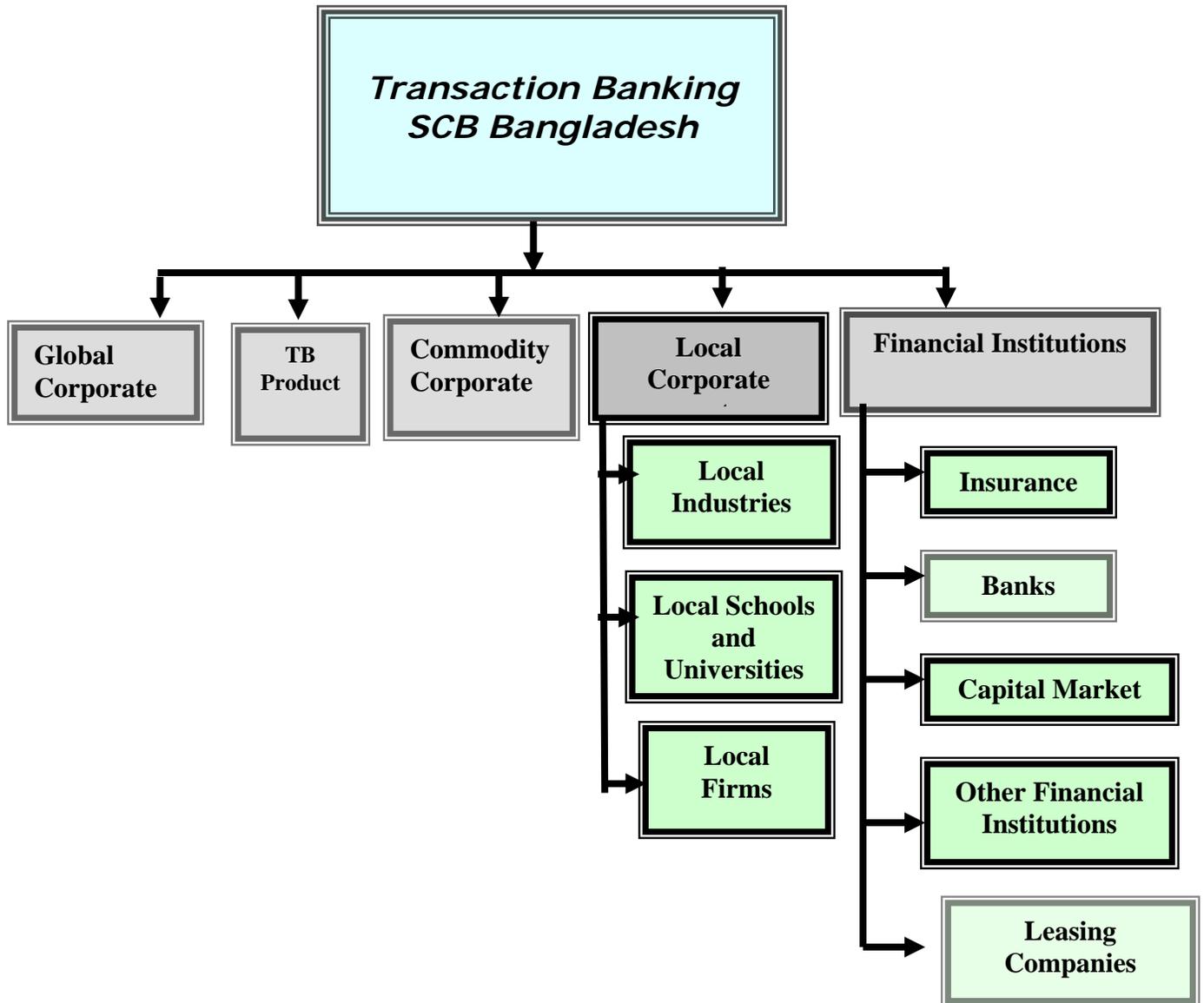
Chapter 4

Transaction Banking Of SCB



According to my project, my topic is “Transaction Banking of SCB”. Before going through the topic, let’s have a look over the operational structure of SCB.

Operational Structure of Transaction Banking



Transaction Banking of SCB Bangladesh has 5 different segments, which are:

- ✦ Local Corporate (LC).
- ✦ Global Corporate (GC).
- ✦ Commodity Corporate (CC).
- ✦ Financial Institutions (FI).

The functional areas of these segments are described below:

Local Corporate

The local corporate segment of Transaction Banking focuses on the local corporate clients and tries to fulfill their banking needs. Local industries, consultancy firms, schools, colleges, firms etc are the customers of this segment. Different enterprises belong to pharmaceutical industries, Technology, Chemical, Toiletries, shipping, steel, Car dealers, Distributors, Hospitals, private firms are provided with SCB banking products through this segment. Renata limited, Square Group, Incepta, Opsonin, Abul Khair, Pacific motors, ACME etc well known business enterprises are client of this segment.

Global Corporate

The global corporate segment of transaction banking is responsible for providing services to multinational enterprises. They provide cash management, trade finance and security services to multinational customers like British American Tobacco, Zullieg pharma, Grameen Phone, Telecom Malaysia International, Aventis, Chevron, and BOC limited etc.

Commodity Corporate

Commodity corporate segment of Transaction Banking deals with Oil Marketing company, and divisional traders countrywide like Chittagong, Khulna, Rajshahi,, Sylhet etc. PetroBangla, Zamuna Oil Company, Padma Oil Company, Kazi Farms and various consultancy firms and trader are the customers of this segment.

Financial Institutions

Standard Chartered bank has an aim to be the preferred bank for banks and other financial institutions. Thus the Financial institution segment of Transaction Banking deals with Banks both local and Foreign commercial, Leasing Companies, Insurance

Companies, Non-government organization (NGO) and other financial institutions are client of this segment.

TB Product

Transaction Product deals with modification, coding, differentiation, customization of Transaction Banking, so that these products can offer solutions to the customer problems.

Thus the segments of transaction banking are made not on the basis of products offered to the customers rather on the basis of area of coverage, so that each customer's need can be fulfilled by a specialized team. Bangladesh Transaction Banking Team successfully manages a very large relationship team and it is one of the major relationship revenue contributors. Their core knowledge and expertise in understanding customer's needs and problems and quick resolution formula enabling them to become the 'Right Partner' to their valued clients. TB is the core banker and market leader in managing business with Development Organizations (DOs), Airline Relationships, Shipping Industry. They enjoy 82% of DO business amongst the Foreign Bank and 92% market share in the Airlines Industry. Currently they are holding 72% market share amongst foreign shipping lines.

Chain of Command of Transaction Banking

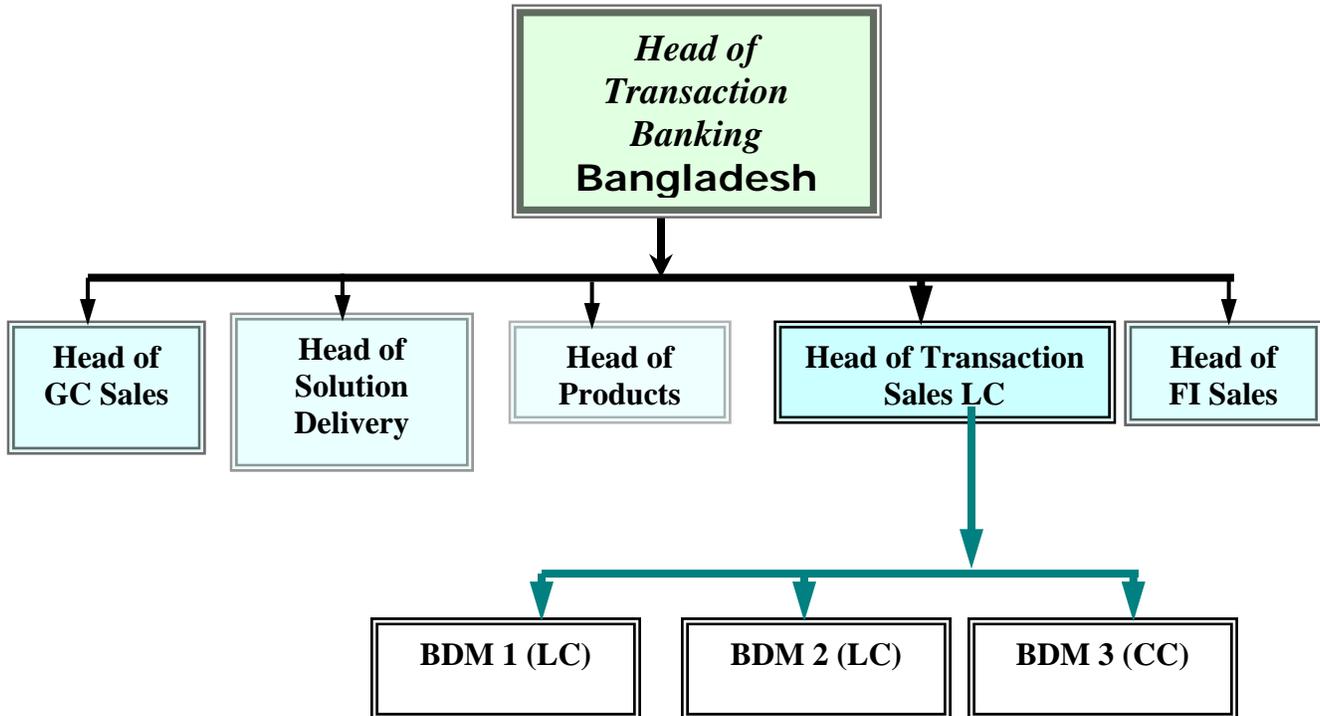


Figure: Chain of Command of Transaction Banking

The chain of command shows that head of Transaction Banking has the highest authority regarding sales approval and implementation. The head of different segments are named Director and have to report to Head of Transaction Sales for all their activities like, proposal preparation, customize TB products, modification of TB products etc. The Business Development Manager (BDM) are responsible for reporting to their correspondent segment's Head and have to maintain direct connection with corporate customers and respond to customer problems and needs.

The Services of SCB Transaction Banking

Transaction banking cash Management Services cover local and cross border Payments, Collections, Information Management, Account Services and Liquidity Management for both corporate and institutional customers. Standard Chartered is highly recognized as a leading cash management supplier across the emerging markets. Its Cash Management Services cover local and cross border collections, liquidity management, Payment services, information management, and account services for both corporate and institutional customers.

It will help each customer to:

- ✘ Manage the availability of funds efficiently
- ✘ Monitor and control the movement of funds
- ✘ Settle payments to suppliers in a timely and cost-effective manner.
- ✘ Capture every investment opportunity to increase income

The features of each service are described below:

Collections Services

Standard Chartered understands that operating and sustaining a profitable business these days is extremely tough. In an environment of constant changes and uncertainties, most businesses face challenges of costs and efficiency.

Key concerns include:

- ✘ **Receivables Management** – ensuring receivables are collected in an efficient and timely manner to optimize utilization of funds.
- ✘ **Risk Management** – ensuring effective management of debtors to eliminate risk of returns and losses caused by defaulters and delayed payments.
- ✘ **Inventory Management** - ensuring efficient and quick turnaround of inventory to maximize returns.
- ✘ **Cost Management** – reducing interest costs through optimal utilization of funds.

The Standard Chartered Collections Solution leverages the Bank's extensive regional knowledge and widespread branch network across our key markets to specially tailor solutions for your regional and local collection needs. Under these services NCS- National Collection Service is very popular among corporate clients in our country.

This Collections Solution, delivered through a standardized international platform, has the flexibility to cater to customers' local needs, thus enabling SCB to meet clients' objectives of reducing costs and increasing efficiency and profitability through better receivables and risk management. The key components of their solution include the following:

- ✦ Extensive Clearing Network
- ✦ Guaranteed Credit
- ✦ Comprehensive MIS
- ✦ System Integration
- ✦ Outsourcing of Collection

Liquidity Management services

A corporate treasurer's main challenge often revolves round ensuring that the company's cash resources are utilized to its maximum advantage. A businessman needs a partner bank that can help him to:

- ✦ .Maximize interest income on surplus balances.
- ✦ Minimize interest expense on deficit balances for domestic, regional and global account.
- ✦ Minimize FX conversion for cross-currency cash concentration.
- ✦ Customize liquidity management solutions for different entities in different countries.
- ✦ Centralize information management of consolidated account balances.

With SCBs' global experience and on-the-ground market knowledge, it will help customers define an overall cash management strategy which incorporates a liquidity management solution that best meets customers' needs. E-banking, Premium service Banking (PSB), Cash Pick-up and Delivery (CPD) etc are offered under this service category to the corporate clients.

Based on customers' needs and the regulatory environment that he is in, he can choose any of the following features:

- ✦ Physical Sweeping
- ✦ Notional Pooling
- ✦ Interest Reallocation
- ✦ Investment

Payments Services

SCB offers its customers global payments solution for efficient transaction processing and objective of this solution are:

- ✦ Efficient processing of all payables in the most cost effective way
- ✦ Straight through processing both at customer end as well as his bank's back-end
- ✦ Efficient payables reconciliation with minimal effort and delay
- ✦ Quick approval of payments from any location
- ✦ Minimum hindrance to automation due to local language difficulties
- ✦ Centralized management of payables across departments, subsidiaries and countries

Standard Chartered's Straight Through Services (STS) Payments Solution can be tailored to the different payment needs of companies, whatever industry, size or country the customer may be in. With a comprehensive End-to-end Payment Processing Cycle, STS allows companies to process a variety of payment types, whether they be domestic or international, local or central in different countries, all in a single system file.

Cash Management for Financial Institution

Clearing Services

With increasing business globalization, it is very possible that banking network of customers may not have sufficient reach. The customer may not want to put in the extra infrastructure or resources to expand his network but still want to ensure his clients' transactions are serviced efficiently. Clearing is one of the important services through which customer's bank would get support to facilitate smooth international trade and cross-border transactions.

Standard Chartered's international network and multi-currency capabilities are well placed to provide customers with a seamless service for all clearing requirements of them worldwide. SCBs' network extends across Africa, the Middle East, South Asia, Latin America, the USA and the UK. Standard Chartered offers "Best in Class" technology and processes in clearing services regardless the place, the time, and the currency:

- ✦ Emerging Markets - Asia-Pacific, South Asia, the Middle East and Africa
- ✦ USD
- ✦ Euro - includes Sterling.

Continuous Linked Settlement

Continuous Linked Settlement (CLS) is the new private sector response to increasing regulatory pressure to reduce foreign exchange settlement risk exposures. The initiative has been live since the end of 2002 and is endorsed by the G10 central banks and lead regulators.

The primary objectives of CLS are to eliminate the inherent settlement risk from the current foreign currency settlement processes and to provide a mechanism for containing any systemic risk arising from the failure of a major market participant.

Standard Chartered Bank has been deeply committed to this industry initiative since its inception in 1997 and holds full shareholder status in the new Bank. Standard Chartered

operates as a full Settlement Member within CLSB and extends comprehensive Third Party services to customers, enabling them to take full advantage of the settlement risk benefits associated with FX settlement through CLS.

In Bangladesh S2B- Straight to Bank services are very much popular among corporate clients for getting continuous linked Statements.

With Standard Chartered's Cash Management services a customer will be able:

- ✦ To know exact financial position.
- ✦ To have the flexibility to manage company's complete financial position directly from his computer workstation.
- ✦ To take advantage of SCBs' outstanding range of Payments, Collections, Liquidity and Investment Services and receive comprehensive reports detailing all transactions.
- ✦ To manage cash flow more accurately.

Accounts Services

In Bangladesh, Standard Chartered customers have access to 22-branch, 6-city, and 35-ATM banking network. Customers can operate their accounts through any of fully automated offices in Dhaka, Chittagong, Sylhet, Bogra, Khulna and Narayanganj. They can perform Cash deposits and withdrawals, Cheque Deposits, Fund Transfers, make transactional queries, give cheque book requisitions, ask for account statement and pay utility bills.

Standard Chartered provide a wide range of account services for Corporate Customers, managed by dedicated **Account Relationship Managers**, who maintain regular and close contact with clients in order to understand their requirements and service them better.

SCB offer the following types of accounts to our corporate clients:

- **Current Accounts**— These are checking Taka accounts through which funds can be freely deposited and withdrawn. Corporate clients typically use them for most of their transactional requirements which includes collections as well as payments. Collections may be in the form of cash, cheques, pay-orders/demand drafts and even inward remittances from abroad. Similarly, payments may be in the form of cash, cheques and other available mechanisms.
- **Short Term Deposits (STD)** — These are similar to current accounts in operation except that they do not have checking facilities and they earn interest, which is calculated on a daily balance basis and credited at periodic intervals. The STD account is a useful mechanism to earn interest on idle funds for companies that can not commit fund for longer period of times in Fixed Deposits.
- **Fixed Deposit Accounts**— Fixed Deposits are for varying tenors; current offerings range from 1 month to 5 years and the interest rate also vary correspondingly. Fixed deposit accounts can not be used for transactional purposes and interest can only be earned upon the maturity of the deposit.
- **Savings Accounts**— These accounts are mainly aimed at the individual and are usually offered for corporate employees. However, Corporate Provident Fund accounts, Gratuity Funds, etc. can also use such accounts, provided statutory appropriate approvals are held.
- **Convertible Accounts**— The Convertible Account is a checking current account with balances denominated in Taka. Payments or withdrawals from this account can be made in both Taka and Foreign Currencies; however funds deposited must have a foreign currency source. Strict Exchange Control Regulations govern the opening and

operation of Convertible Accounts and discussion on opening this account with the Bank in detail I s must before opening such accounts.

- **Foreign Currency Accounts**— In addition to the various local currency accounts, there are two types of Foreign Currency accounts available: a USD/GBP checking Current Account or a USD/GBP Fixed Deposit which is also called a Non-resident Foreign Currency Deposit (NFCD) and which earn attractive interest rates. Strict Exchange Control Regulations govern the opening and operation of Foreign Currency Accounts.

Descriptive Analysis of Popular products of Transaction Banking

E-Banking

E-Banking provides customers with a full range of reporting capabilities, and a comprehensive range of transaction initiation options. Whether it is cash or trade related, the user-friendly e-Banking customer workstation will provide a secure, reliable and effective link between customer and his accounts anywhere across the Standard Chartered network with more than 500 offices in more than 50 countries.

Once customers have defined required reporting data into the system, he can visualize it on the e-Banking workstation or print it. The embedded report generator customizes report formats to suit particular requirements. E-Banking also incorporates an “events scheduler” which automatically executes tasks for corporate clients. Moreover, e-

Banking offers Data Export/Import capability to/from other widely used Windows-based software (e.g. text, MS Excel, MS Access etc.).

The following are the key features of e-Banking:

Cash Reporting

With e-Banking, not only access to accounts throughout the Bank's network is possible but also information about movements through accounts with other banks via the SWIFT multi-bank reporting capability is possible. The user friendly design of e-Banking enables to view account details quickly and easily – account balance details, statements, and history information are all available at the touch of a button.

Cash Initiation

A full range of domestic and cross-border transaction initiation capabilities including electronic funds transfer as well as paper based payment options such as drafts is offered through e-banking. e-Banking simplifies the cash input initiation process by providing features that improve accuracy and efficiency. These include templates for commonly used transactions; “look-up” tables for frequently used information such as bank, beneficiary and account details; and a “create from previous” capability that allows customer to select one of earlier instructions as a template for his current input.

Trade Initiation

E-Banking provides a full range of trade transaction capabilities including, LC applications, issue, amendments, funds withdrawals, import collections and reimbursement authorizations.

Security & Control

.Standard Chartered's e-Banking includes a series of features such as User Authorization, Password Protection, Authentication & Encryption and Tracking transactions through an Audit Trail to ensure data integrity and meet security needs of corporate clients

National Collection Services-NCS

In today's business climate, it is more important to turn receivables into funds so that actual utilization of money can be made. Standard Chartered's **National Collection Services (NCS)** is designed to help corporate clients in the collection of receivables across Bangladesh. It provides faster funds availability in a cost-effective manner and improves the company's liquidity.

NCS offers a centralized system where a customer can maintain a single concentration account with Standard Chartered for all countrywide collections.

Comprehensive coverage

There are Correspondent Bank branches (currently 70 locations) in addition to the eighteen (18) Standard Chartered branches in Dhaka, Chittagong, Sylhet, Narayanganj, Khulna, and Bogra for fastening the receivable collections of corporate clients.

Cheque Pick up

Alternatively, SCB can arrange for a courier to collect the cheques from Clients' offices at pre-agreed times. SCB has dedicated support at each location who will maintain close contact with customers' offices, dealers and distributors to collect cheques from these places and deposit them at SCBs' correspondent bank branches.

Improve cash flow

Customers' single concentration account in Standard Chartered is credited on a pre-agreed value date for locations where local clearing exists. So there is no more guessing

when funds will become available for use. Moreover, for non-clearing locations, SCB ensures funds are realized in the shortest possible time.

Since NCS quickens the speed of collections compared to the normal clearing/collection process, any corporate customer can take the advantage of investment opportunities and reduce borrowing costs – instead of waiting.

Simplify reconciliation and reduce idle balances

National Collection Services is designed in such a way that all funds for collection directly deposited into clients' concentration account. There is no need for multiple local accounts with idle balances, and there is no need to handle multiple, time-consuming reconciliation tasks.

Receive better information

Managing the business effectively is dependent on the quality and timeliness of the information receives. Customer will promptly receive deposit acknowledgements and his Standard Chartered Concentration Account will be credited on the pre-agreed date (based on the cheque type deposited at the designated branches). A comprehensive statement, detailing the deposits made at each of the designated branches and the funds due from them will also be made.

National Collection Services provides a variety of informative and timely reports to make sure that NCS account holder knows what funds are being collected, when, and how – to make the most effective decisions regarding company's finances.

NCS informative reports will

- Help to make better plan for cash flows
- Support customer credit control process
- Help to reconcile receivables quickly and efficiently

In short, National Collection Services is a simple and reliable solution for countrywide receivable collection requirements.

Advantages of NCS

Sl No	With NCS	Without NCS
1	SCB is charging .10% with a minimum processing fee of BDT 100 for processing any deposit (including cash, cheques, DDs,POs) through NCS	.25% with minimum BDT 300 and maximum BDT 1,000 charges for processing any collection cheques.
2	No return charges in NCS	Return charges of BDT 100 for any dishonored collection cheque.
3	A flexibility of having the network Coverage at 50 Core bank Locations and 6 SCB locations. Customer can deposit Cash, any kind of instrument in these branches. Guaranteed credit if the cheque is drawn on clearing area and faster collection (maximum 1 week) if the cheque is drawn on non-clearing locations.	There is no such arrangement exists, any cheques drawn on outside SCB branches sent for collection and usually it takes 2/3 weeks to realize the cheques.
4	Guaranteed turnaround time. For SCB it is next day and, in Corr bank clearing locations it is Day 3.	If the cheques sent for collection normally there is absolutely no guaranteed turnaround time. It may even take months to realize the cheque.
5	A comprehensive MIS provided for all the transactions through NCS. Separate reports for Cheques & Cash, showing respective deposit locations, also consolidated total for a particular location and depositor's name are provided.	No such MIS available in normal procedure.

6	Return reports showing all the details including Return Reason, Return Date, individual Cheque Amount, Cheque number, Cheque Date, Drawee bank's name are provided so that the cheque can be easily marked and reconciled.	No such facilities are available.
7	A separate report called list of Realized transaction showing details of honored/dishonored collection cheques are also provided.	No such MIS is available.
8	A comprehensive charges report showing complete break-up including individual deposit's break-up of charges levied in a particular month are given to the customers.s	No such MIS is available.
9	Cash flow forecast & Reconciliation report for easier reconciliation purpose are made.	No such MIS is available.
10	Dedicated customer service supports are ensured.	No such dedicated service.
11.	All in all a one point collection solution for a single customer like, New Zealand Milk products (BD) Ltd.	There is not customized dedicated service for any specific customer.

Thus NCS is such a product of Transaction Banking that compelled banking industry to think about the customer services in a different way.

Premium Service-Banking

Premium Service-Banking offers a choice of service improvements which can be tailored to individual business needs. These service enhancements collectively allow customers to manage business finances and cash resources more effectively and conveniently. It comprises of the following six modules:

Courier

The Bank will provide corporate clients with a daily courier pick-up and delivery service at business premises for routine-banking transactions. This service is available for non-cash transactions like cheque deposits, trade finance documents, payment instructions, statements and cheque book requests.

Auto-Fax Reports

A comprehensive Daily Account Statement covering detailed transaction information will be made available to customers via fax every morning. It will contain complete transaction details up to the close of business of the previous day to facilitate better financial management of precious cash resources.

Hotline (A Single Point of Contact)

Under this facility dedicated personnel are available to handle a full range of transactional banking enquiry relating to balances, account statements, cheque payment status and other transactions.

Inward Remittance Information Service

The bank will pro-actively provide customer with a fax report detailing all Inward SWIFT payment messages received by the Bank for corresponding accounts with SCB. Information about the receipt of such remittances even before they are processed in the bank will be provided to the customers including complete remittance details of amount and remitter information.

Express Payments

In case if PSB daily courier is missed or customer urgently need to send a telex or draft, SCB offers an alternative measure is that customer can initiate request for a payment via fax machine.

Foreign Exchange & Money Market Information

The Bank will arrange to provide information on Foreign Exchange and Money Market rates on a daily basis by fax. SCB Daily Treasury News provides information on Foreign

Exchange rates, key stock, bond, and interest rate indices, highlights from international financial markets and information on technical chart points.

In addition, the Bank will provide a clear and concise market commentary, in the form of a Weekly Treasury Newsletter, which covers the major financial events of the week and provides information on movements in major currencies, stock indices, commodities and USD Money Market rates.

Payment Plus

Payments Plus is user friendly software which is offered to corporate customers of Standard Chartered Bank to facilitate the payments that they wish to make through its electronic platform, e-Banking.

What Payments Plus essentially does is create a bridge between the customer's own accounts payable system and Standard Chartered's e-Banking. Typically the customer has to maintain a database from which payments are periodically made. For example, if the accounts payable system is maintained in a simple pre-determined format (typically in MS Excel file), then Payments Plus uploads the information from the file to e-Banking.

Benefits of Payments Plus

-  Increased efficiency
-  Greater control
-  Enhanced security
-  Improved vendor relations
-  Lower all-in-all cost

Trade Reports

SCBs' innovative information service enables corporate clients to get an up-to date and easy –to read summary of his outstanding Import, Export and Shipping Guarantee positions.

Benefits of Trade Reports:

-  Monitor out standings at a glance
-  Take control of bills status and cash flow
-  Optimally utilize trade credit facilities

-  Proactively act on problems relating to unaccepted or unpaid bills
-  Control over the expiry dates for import and export Letters of Credit

Customer can make choice of the level of reporting that best meets company needs and he can change this selection as business grows. SCB offer six types of report categories

1. **Trade out standings Report** summarizing all trade finance out standings in the report.
2. **Export Trade Maturity Report** includes the following information:
 - **Export Letters of Credit Report** details unexpired export letters of credit transactions
 - **Export Drawings/Bills Report** details outstanding export drawings/bills transactions
3. **Import Trade Maturity Report** includes the following information:
 - **Import Letters of Credits Report** details outstanding import letters of credit transactions
 - **Trust Receipts Maturity Report** details outstanding trust receipt transactions
 - **Acceptances Report** details outstanding acceptances and their maturities
4. **Guarantee Report** details outstanding from copy document endorsement for air, sea and road, Bid Bond and Performance Bond issuance.

All reports can be delivered by fax, mail, or held for collection. They can be delivered on a daily, weekly, fortnightly, monthly basis or on demand.

Web Bank

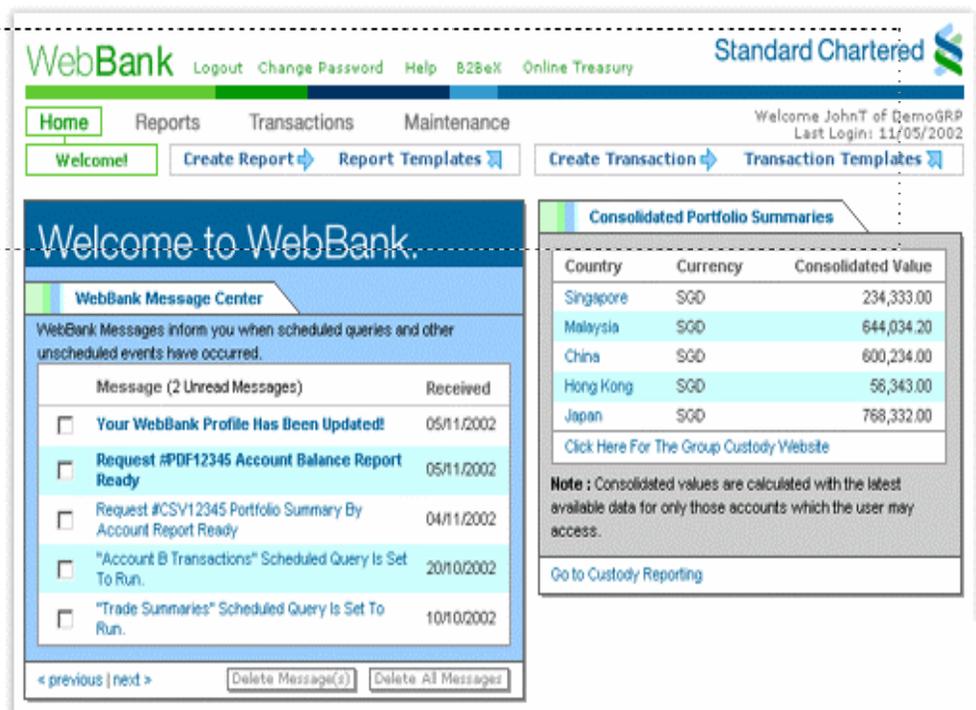
Web Bank can significantly play a pivotal role in the future of customers' business. SCBs' corporate and institutional web-site offers comprehensive information on customer's accounts and a number of value-added features.

The customer only need to have internet to be able to use Web Bank and he will be given a specific user ID and a confidential password. The following information will be available through online:

-  Cash Account Statement
-  Cash Account Balances
-  Cash Balance History

A major advantage of Web Bank is that user can access this web-site from any location through an internet connection only.

Balances and Message Center on Web bank



The screenshot shows the Standard Chartered WebBank interface. At the top, there is a navigation bar with links for Home, Reports, Transactions, and Maintenance. A user is logged in as John T of DemoGRP, with a last login of 11/05/2002. The main content area is divided into two sections:

WebBank Message Center

WebBank Messages inform you when scheduled queries and other unscheduled events have occurred.

Message (2 Unread Messages)	Received
<input type="checkbox"/> Your WebBank Profile Has Been Updated!	05/11/2002
<input type="checkbox"/> Request #PDF12345 Account Balance Report Ready	05/11/2002
<input type="checkbox"/> Request #CSV12345 Portfolio Summary By Account Report Ready	04/11/2002
<input type="checkbox"/> "Account B Transactions" Scheduled Query Is Set To Run.	20/10/2002
<input type="checkbox"/> "Trade Summaries" Scheduled Query Is Set To Run.	10/10/2002

At the bottom of the message center, there are navigation links: < previous | next >, Delete Message(s), and Delete All Messages.

Consolidated Portfolio Summaries

Country	Currency	Consolidated Value
Singapore	SGD	234,333.00
Malaysia	SGD	644,034.20
China	SGD	600,234.00
Hong Kong	SGD	56,343.00
Japan	SGD	768,332.00

Below the table, there is a link: [Click Here For The Group Custody Website](#). A note states: "Note : Consolidated values are calculated with the latest available data for only those accounts which the user may access." At the bottom, there is a link: [Go to Custody Reporting](#).

Cheqwriter

CheqWriter is user-friendly software developed and owned by Standard Chartered Group, which is offered to corporate customers to facilitate the preparation, printing, and

recording of Standard Chartered cheques. CheqWriter also provides different types of MIS for a better control on cheque payments.

The Bank will supply the cheque printing stationary as and when requested by the customer. This is a pre-printed A4-size cheque form with two sections separated by a perforation. The top part is the counter foil of the cheque that can be used as a paper-record of the transaction and can also evidence the payee's receipt. The bottom part is the cheque that contains all regular input fields of a conventional cheque leaf. An optional "Account Payee Only" marking for crossed cheques can be printed on the cheque leaf by CheqWriter.

Benefit from CheqWriter:

The CheqWriter:

-  Allows customizing cheques with company details, logo and counterfoil.
-  Saves time by automating the cheque preparation.
-  Maintains a history of all cheque payments and can provide a wide range of information extraction capabilities through various reports.
-  Has the ability to interface with other applications.
-  Provides full audit trail of all transactions.

Billspay

SCB introduced Billspay which is the most convenient way to settle monthly utility bills. Billspay provide convenience and flexibility to pay bills as and when required. Once anybody sign up for this will no longer need to pay bills for electricity, mobile phones, internet, etc., by himself every month. Billspay provides one-stop payment solution Customers accounts will be debited for payment of bills. There are three types of Billspay:

-  **Auto Billspay** where the bank will collect bills directly from the billing company and debit customers account to pay them according to their billing cycle.

- ✦ **Billspay Regular** where customer can send bills to SCB at any day of the month by a messenger and SCB will pay off his bills and stamp “PAID” on receipts.
- ✦ **Billspay Express** where customer will decide when to pay and Bank send people to collect bills from his premise(s). Bank will pay off these bills, stamp “PAID” and send them back to customers’ office.

Straight2Bank (S2B)

Straight2Bank is a streamlined and fully integrated working capital platform available through any route that best suits customer’s business structures and needs. It provided corporate clients with a fully integrated, end-to-end electronic platform across cash, trade, foreign exchange and security services.

Benefits of S2B:

S2B provides the customers with:

- ✦ An accurate and robust information structure that increases the ability of the customers’ to maintain full control and compliance for the business.
- ✦ Comprehensive security across all channels.
- ✦ A more flexible authorization matrix.
- ✦ Stronger reporting for risk management and MIS.

VISION OF SCB

Vision of SCB is – “Their vision is leading the way by providing best customer services. Their Brand Promise is to be the right partner”.

Chapter 5

Problem Identification

From the above discussion about customer satisfaction and requirement, the following recommendation can be made:

➤ **No systematic way for targeting the potential customer**

From different department; different relational managers are giving the customers information. As these products are only for the corporate customers and there is no advertisement for it, so it is very necessary for the solution department to get the right customer information. More of a fact there are some sales target that the department should meet, but if this sort of customer tracking is going on then it is almost impossible to maintain the sales target.

➤ **Incompetent for tracing customer Payment**

The payment is being calculated by the back office or the accounts department. But the charges are being decided by the solution delivery department. So for making different charges for different categories of product, there is just an EXCEL file to entry those data, which is very much incompetent for analyzing these payments.

➤ **No specific time limit for placing the Order**

When a requisition is being set for a particular customer, then solution delivery department analyze the customer status and there is no time limit to check for the customer status. Then again in case of set up or CSO authorization it took almost 7 working days, but most times this time limit exit.

➤ **Delay for generating instant Report**

All the processing for set up is being done manually by using EXCEL, so it is almost impossible to prepare any sort of instant report. It takes hours for making any report.

Analyzing these facts, I can say that, these problems cause some damages, which are-

Major Problems	Problems caused Damages
1. Delay for establishing Customer Work Satiation.	<i>Customer Dissatisfaction</i>
2. Miscommunication with the RM and the Solution Deliver Department.	<i>Losing Customers.</i>
3. As repetitive data needs to be recorded.	<i>Inaccuracy level has been increased. Rework level enhanced.</i>
4. Employees have to maintain different files for the same customer who is occupied with Multiple products.	<i>Employees Working late hours.</i>

The Reason for which the Problem needs to be dissolved

This is very obvious that this problem need to be dissolved right away. The basic purposes are:

(a) The Bank’s employees are getting confused that which relationship manager is handling which customers. Sometimes miscommunication accurse and which lead to a grater mismanagement.

(b) Which customer is using what product, for this purpose their need to be a data storage procedure but as the data are only entering by using EXCEL file so this is very much obvious that to get the sales ratio the employees need to face a bigger hassle. They can’t actually receive any instant report. Sometimes single customer is uses multiple products,

for this sort of case the solution delivery department is facing a lot of trouble as they can't retrieve customer information right away.

(c) There are different categories of payment. Some customer pays the installation price in monthly installment, some customer are getting waivers so for these purposes their need to be a record which have to be updated regularly. Though these are the works for the accounts department but the solution delivery department is the one who sets the payment type and product price. More of a fact if the payment if not given by due time then the Solution Delivery Department will deactivate the whole service. So for this purpose there solution delivery department also keep record for the payment. But in current situation, as the record is being kept manually, so the employees failed to take appropriate action according to the customer status.

(d) Again sometimes the customer requires what is their status condition then it is very obvious that the employees failed to give any sort of instant report under the circumstances.

Recommendation

■ **Handle complaints effectively**

SCB actively manage the complaints of various customers and encourages customers to give feedback about the services. The management is able to collect and document complains and uses that information to identify dissatisfied customers. Also correct individual problems where possible and identify common service failure points. Research showed that this strategy will radically improve the overall customer satisfaction.

■ **Focus on segmentation strategies**

The bank might concentrate on the various demographic segments that are currently not very satisfied with the bank's services. New products and services might be designed to find out the requirements of these dissatisfied segments. On the other hand, the bank might capitalize on the segments that are currently very satisfied with the services.

■ **Do more relationship marketing**

The bank might focus more on existing customers in order to build strong and loyal relationship with them as the survey showed that satisfied customers more aptly or certainly recommends the bank to friend and relatives. Thus the power of relationship will foster positive word of oral communication and will attract new customers at a lower cost.

■ **Establish more ATM booths**

From the survey, it is clear that customers are not very happy regarding ATM's locations. Therefore, sufficient number of ATM booths might be established in different location to reach out the customers even further and thereby satisfying their demand.

■ Increase bank branches

Although expanding new branches are very expensive, but as the number of customers are increasing, very soon the need for establishing new branches would become a necessity and thus it could be under consideration.

■ Reduce manual works to minimum

Although SCB does automation, still there are many things which are done manually in order to track any errors or transaction, especially in emergency such as system failure etc. As a result, so much time is spent on this type manual maintenance, which reduces 'value' on delivering services. Thus, it hampers efficiency on delivering faster services.

■ Clarify the statements in simpler form

The bank might redesign the format of its account statement into a clearer and easily understandable format. The survey showed a huge amount of dissatisfaction towards the current format of statement. It might be redesigned with inputs from customers and satisfying their requirements.

■ Improve customer service

Though SCB is a multinational financial institute but the level of customer handling is not quite satisfactory. The consumer always deserved a multinational customer care flavor from bank like SCB. As per recommendation from few customers the employees of customer care might get a hands-on training on "Customer Management".

■ Increase manpower

SCB should increase their manpower. Because they have very few FT (Full Time) employees, who have to do a huge works. As a result, they feel bored, or over loaded. And they have to work till late night.

Conclusion

Now a day business does not mean just selling and purchasing the products or services. This is very important to conduct the business in an organized and effective manner. Now questions arise that how we can make this business process effective. Advertising can be a bigger solution in this sector. More then that maintaining a satisfactory level of customer satisfaction might make the whole selling process a lot more progressive. As we all know in the business world things move on the will of Impression. Standard Chartered is the world's one of the best leading Bank's. And it the duty of this Bangladesh corporate office to hold that same image and continue with the Business. To enrich and maintain a better reputation is the only solution to make a business more progressive. As this is a global Bank and more appropriate to say these entire Bank's product is being sold globally, so this should be very much likely that Bangladesh Corporate office should also maintain the same image and continue with the Business. Standard Chartered Bank definitely satisfies their corporate customers and to maintain this scenario in a more efficient and prospective manner the Bank can surely accept this project in a cordial manner.

Chapter 6

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