



Inspiring Excellence

INTERNSHIP REPORT

“Product and Customer Development (General Banking & Mobile Financial Services-UCash): A Study on United Commercial Bank”

Submitted to

Nusrat Hafiz

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Submitted by

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LETTER OF TRANSMITTAL

To,

Nusrat Hafiz,

BRAC Business School,

BRAC University.

Subject: Submission of internship report

Dear Madam,

With all due respect and honor, I would like to inform you that I am submitting my Internee Report on General Banking and U-cash Customer satisfaction and development at **“United Commercial Bank LTD”**.

This internship opportunity at **“United Commercial Bank LTD”** has taught me about the banking sector of our system and has helped me to earn experiences and gather vast knowledge about how the banking industry operates.

I have tried my best to incorporate as much reliable data as possible and given a lot of efforts to accomplish the report. I have thoroughly enjoyed preparing this report as a requirement of the internee Report of “Bachelor of Business Administration (BBA)”.

I will be highly encouraged if you receive my report and grateful to you for your relentless guidance which helped for completion of my report. Grateful for your kind and helpful cooperation in guiding me as to how to prepare this report.

Md. Preyanker Syed Babai

Id: 13104250

Acknowledgement

As I believe, Individual efforts alone never can contribute into a successful completion of any venture. I would be fail in my duty if I did not state my gratitude and appreciate to the following individuals who have made valuable contribution toward this report.

First of all, I thank Almighty ALLAH for the internship opportunity at a reputed organization and giving me enough will to work and learn from there, by the blessings of my teachers

During this tenure of three months I have gathered a lot of practical experiences which now I can relate to my theoretical understanding and all this would not have been possible without the proper guidance of my honorable supervisor **Nusrat Hafiz**. I show my sincerest gratitude to her for being patient with me and guiding me throughout my internship program which helped me in making this report.

I would also like to express my thankfulness to **Md Monzurul Islam (Vice President, Corporate Branch)** for helping me throughout my internship at UCBL motivating to think critically and practically on an organizational perspective.

In the end I would like to thank all the other people involved, both at BRAC University and UCBL, for their kind and patient assistance provided to me. It would have been really difficult for me to prepare this report without their by heart cooperation.

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EXECUTIVE SUMMARY

United Commercial Bank LTD is one of the oldest private limited commercial bank in the country. UCBL started its journey to achieve its vision and mission on the mid of 1983. Since then UCBL has been able to prove itself as one of the first generation banks in the market. With a large network of more than 187 branches the Bank has already made a positive mark in the Private Sector Banking through customized service, innovativeness, dynamic approach and efficient Management system.

In this report I have tried and described about the main aspect of my work experience during my internship. I have worked on general banking section for half of my intern and other half I worked in their Mobile Financial services as a product development intern.

The main objectives of this study are to give a brief idea about customer service at UCBL's general banking activities and U-Cash customer satisfaction and development, and retail loan product and explain my duties and responsibilities in United Commercial Bank LTD over these three months.

In this report I begin the overview of general banking of United Commercial Bank LTD and the mission and vision of UCBL. Also my job responsibilities. Part two is about the MFS description, such as UCash, UPay. The third part is consist of findings of the study, recommendation and conclusion

I have used both primary and mostly secondary sources for collection of data. I collected my data from observation and informal discussion with the employees of United Commercial Bank LTD. Guslhan Corporate branch and my other sources were UCBL's annual reports, published documents on the internet, etc.

Lastly it contains an analysis regarding few other services provided by the general banking. MFS division which gives a picture about the success of the general banking and MFS division of United Commercial Bank LTD.

Organization: United Commercial Bank Limited

UCBL (United Commercial Bank Ltd) started its banking journey in the year of 1983. From the very beginning, they are trying to achieve the depth of customer and customer satisfaction and mostly their target is to become the leading commercial bank in the country. In that goal at present, they are having 170+ branches all over the country with in last 35 years.

The bank has expanded its banking in different and diverse segments of banking, such as Retail Banking, SME services, Corporate Banking, Off-shore Banking services, and Remittance etc. Other than there are various deposit and loan products for Retail Banking, the Bank also provides services on export and import to appropriate candidates which in return helps the overall economy of the country through increased earning in past 3 decades. Products like diverse Account ATM Cards have been known to gain tremendous success and growth since its inception in 2006 and soon became the leader in local market. Clients are also provided with both inward and outward remittance services. UCBL also find an easy way to send money through proper channel.

With the main goal to develop SME the sector, UCBL also assesses and monitors business loans, managing business financing risks, pricing products and working for further development of SME.

Corporate banking of UCBL consists of issuing loans to more complex financial matters, such as minimizing taxes paid by overseas business, managing changes in foreign remittance rates or working out the details of financing packages necessary for building of a new office, industry or other facility. Its area of expertise is in deep knowledge in financial analysis with financing large project including RMG and also infrastructure development projects.

The Bank, has already put itself in a leading role in the economy of the country. UCBL is also engaged in the development of trade, commerce and industry.

UCBL offers diverse new services, practicing more client-oriented products and packages to cover all types of clients. Also we have seen and noticed as their dynamic approach Different segments, like UCash, UPay etc. UCBL Product and Services: UCB has versatile product and services. Such as;

- Multi-millionaire
- Money Maximizer
- Earning Plus+
- DPS Plus+
- Youngster saving
- Youngster DPS
- Saving Plus
- Women's saving
- Women DPS plus
- NRB Saving
- NRB DPS plus
- RMG DPS plus
- Current Deposit
- Service Deposit
- Notice deposit

- Fixed Deposit
- Foreign Currency Deposit

Loan Products-

- Trade Loan
- Industrial Loan
- Import loan
- Export loan
- Finance Syndication
- Working Capital loan
- Credit on packaging
- Transport finance
- Lease loan
- Hire Purchase
- House Building finance
- Home Loan
- Credit Scheme
- Auto finance
- Medical finance
- Marriage finance
- Education finance
- Hospitalization finance
- Travel finance
- CNG Conversion finance
- Home Mortgage
- House Hold Durable Loan
- Credit Card

Other Services-

- Inward & outward Remittances
- Online services
- Western Union Money Transfer
- Travelers Cheques
- Underwriting and bridge Financing
- Locker Services
- Offshore Banking
- Loan syndication SMS banking service
- U-Cash (Mobile Financial service)

With more than 40000 cardholders and increasing, indicates they are approaching clients positively. But in future we can measure & assume some real time banking challenges are upcoming.

More positive and diversify banking and services could be introduced but continuously uninterrupted services are hard to provide. If UCBL does not overcome this otherwise they can lose the competition, after all economy is the most vital part of a country and these organization (Banks) are directly involve with that.

Vision of United Commercial Bank Limited:

UCBL aims to be the leading Private Commercial Bank in Bangladesh. Their aim is to achieve efficiency, large capital assets, quality, effective management and profitability having strong liquidity. Their main vision is to satisfy consumers in such a way that their services are best in the country.

Mission of United Commercial Bank Limited:

To build United Commercial Bank Limited into the best bank service provider with market driven, consumer focused with good corporate governance and efficiency. UCBL missions to continuous improvement of their business policies, procedure and efficiency through integration of technology at all sectors of banking.

CSR (Corporate Social Responsibility) – UCBL:

UCBL's accountability to the society reflects through their CSR activity. In a larger view financial services, mainly the banks should have some major liabilities to the society's welfare because they are dealing and nurturing the mass people's earning/savings/transactions.

Minority or neglected people gets financial assistance with relaxed collateral or relaxed interests factors, for an example- farmers of root levels (assistance required for having their primary and major supplies of farming to harvesting peak hours) physically disabled & orphans of extra merits needs some special care.

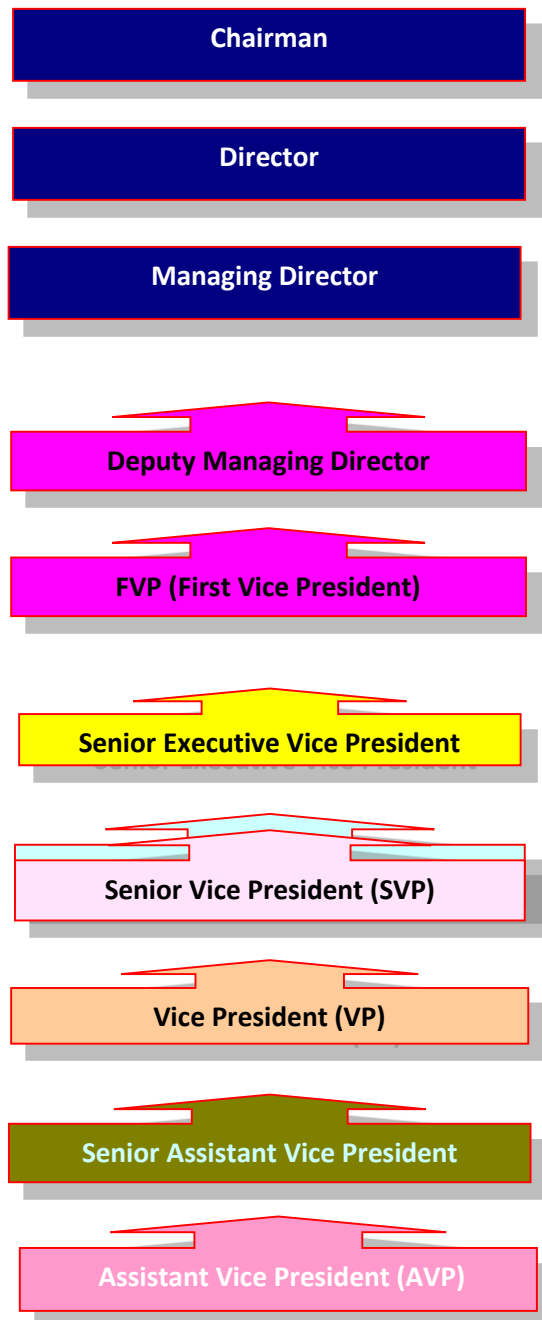
As per the CSR activities, UCBL is doing some kinds of activities on a regular basis.

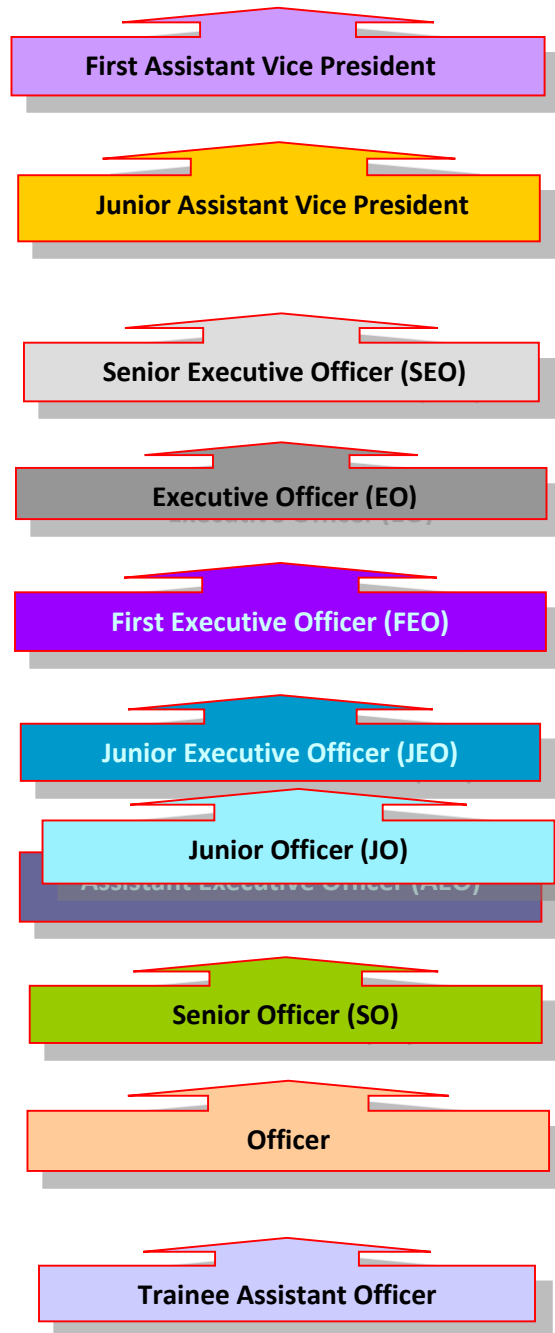
However, I have mention some portions that UCBL are participating with their CSR.

- Education
- Health
- Public awareness
- Eco friendly / Environmental safety

- Sports (National & International)
- Cultural activities

Operational network organogram of UCBL





Objectives of this report:

Day by day Commercial banks are facing an increasing amount in competition for their business, like other market but the banking sectors are directly involved with economic growth of a country. But banking business are no longer remaining easy as they previous.

The changes in the banking business has already started to come with the government's decision to allow the business to grow in the private sectors. This report is an effort to have a clear idea about the major challenges that UCBL are currently facing and future challenges that are coming nearby. As a business student I have chosen UCBL for my research on banking sector and Mobile financial services.

Origin of this content:

To acquire some practical experiences I have chosen to work within a financial institute, UCBL Bank is the best option on that purposes. I was selected to work as an Intern in United Commercial Bank Limited, period of 3 months from July 09, 2018 to October 09, 2018. After discussion and getting consent from all, I started to work on Future challenges of general banking and MFS (Mobile Financial Services) in Bangladesh. Without practical approach, theory can never be fruitful. This internship report is generated under the supervision of honorable teacher Nusrat Hafiz

Objectives & area of concentration:

The primary and major objective of the report is to explore & identify the Future challenges in general banking sector and Mobile Banking (U-Cash) concentrated study for UCBL.

The report was prepared with some other objectives:

1. Identify the challenges in future that leads from present days.
2. How UCBL maximizing company's value for the society and stakeholder
3. Create awareness about the company and build its public profile.

4. Determine the challenges of MFS for UCBL

Methodology:

This report is made of conventional & practical overview based. Conventional in a sense that is related with theoretically on going and scenario is visible generally.

Practical overview consists of real time experiences as an intern & directly interacting with the clients and stakeholders. Also collect information on UCBL's MFS and for fulfilling the objectives & having this work method I need to use primary & secondary data collection next annual reports and followed by financial reports and journals published from Bangladesh. On general banking I gathered experience from working practically.

Primary data sources:

1. Personal observation, procedure of general banking activities followed by two departments.
2. Practical exposures on different areas of the branch front.
3. Informal conversation with the clients or customers.
4. Conducting one informal interview on MFS (Questionnaire- Major side; as a direct interaction to clients & general views)

Secondary sources:

1. Annual report 2016 of United Commercial Bank.
2. Periodicals Published by Bangladesh Bank.
3. Following the CSR (corporate social responsibilities) activities.
4. Internet as a theoretical source of information.

5. Official documents,
6. Relevant books
7. Journals, and other publications

Scope:

There is a vast and large matter to cover up at any financial sector activities & gathering knowledge. There is many constant and variations, layers and not all the time it depends on company activities. Basically government policies which gives one demo reflection to its stock market presence; so that stockholders and stakeholders are involving directly.

I am working on to determine the upcoming challenges on MFS, the scope of this study is not limited but there is predictive calculation that we need to measure regarding the clients motive and interests on a certain Bank and its services.

Limitations of the Report:

1. Difficult to collect the information from different personnel, not all of them are present all time in one location.
2. Determine the challenges are not depends on one banks or other competitor's activities, moreover on the country's monetary policy and laws that are certainly changes and varies.
3. Some information are confidential to the bank itself; there is no way to get that confidential information & tough to determine the actual challenges in this short period

General Banking

The center pillar of all banking activities is General banking department. The busiest and most important department of a branch, because of here funds are moved, gathered, cash transactions; clearing, remittance and accounting activities are every day work here.

Bank provides these services every day. General banking is also known as 'retail banking'. In UCBL Principal Branch, the following departments are under general banking section:

- Account opening/closing
- Deposit
- Cash
- Remittance
- Clearing

Account opening

The beginning for clients to enter into bank business starts with account opening. It is the beginning of consumer-banker relationship. Accounts are the most important part of a branch. By opening accounts bank moves funds for investment. Various strict rules and regulations are maintained and various documents are taken while opening an account.

A customer can open different types of accounts through this department. Such as:

1. Current Ac
2. Savings (SB) Ac
3. Short Term Deposit (STD Ac)

Other than these, there are 50 Types of Accounts with Terms and Conditions

Current (CD) Account:

This is a natural demand deposit account. Without any restriction on withdrawing money from the account. Some Important Points are as follows-

- Minimum of TK.1000/- is required when opening
- No withdrawal limit.
- No interest is given on the deposit
- Minimum balance of Tk.1000/= always needed to be maintained.

Savings (SB) Account:

UCBL offers both personal and corporate Savings Account to its clients in every branch. There is a restriction on withdrawals in a month, also Heavy withdrawals are permitted only against prior notice. Some Important Points are as follows-

- Minimum deposit of Tk.5000/
- Tk. 1000/= balance must always be maintained
- Not more than 1/4th of the total balance can be withdrawable at a time and limit twice in a month.
- No interest is given When withdrawal amount exceed 1/4th of the total balance at a time
- Present rate on deposit amount is 6%.
- Closing of accounts will cost 300tk minimum depending on the account type.

STD -Short Term Deposit:

Usually large companies, organizations, Government Departments keep money in STD account. Often withdrawal is discouraged and requires prior notice. The deposits has to be kept for at least

seven days to get interest. The interest offered for STD is less than that of savings deposit. Interest is calculated based on daily minimum product and paid two times in a year. Interest rate is 4.50%.

Call Deposits (Money at Call):

Sometime the banker secures funds from the money markets usually from other bankers against receipt to meet his purely temporary shortage of funds. These debts are repayable immediately at call. When the money market is tight such deposits attract higher rate of interest and then to be treated as banker's borrowings as call loans.

Account Opening:

To deal with the bank individuals need to have an account first. Information's are essential for identification of the account individual so that the bank can discharge his obligation. Required documents for opening account.

Individual / Joint Account:

- ❖ Introducer.
- ❖ Two photographs of the signatories duly attested by the introducer.
- ❖ Identification (copy of passport).
- ❖ Joint Declaration Form (Joint a/c only).
- ❖ Workplace Certificate (in case of service holder).

Partnership account:

- ❖ Introduction
- ❖ Two photographs of the signatories duly attested by the introducer.
- ❖ Partnership letter duly signed by all partners (Sign should be similar as stated in

- ❖ Partnership Deed.
- ❖ Partnership Deed duly certified by Notary public.
- ❖ Registration (If any).
- ❖ Updated Trade license.

Proprietorship account:

- ❖ Introduction.
- ❖ Two photographs of the signatories duly attested by the introducer.
- ❖ Valid copy of Trade License.
- ❖ Rubber stamp.
- ❖ TIN number certificate.
- ❖ Identity (Copy of passport).
- ❖ Permission letter from DC/ Magistrate (in case of newspaper)

Limited company:

- ❖ Introduction of the account.
- ❖ Rubber Stamp (Seal with designation of each person)
- ❖ Two photographs of the signatories duly attested by the Introducer.
- ❖ Valid copy of Trade License.
- ❖ Certificate of Incorporation.
- ❖ Certificate of Commencement (In case of Public limited company).
- ❖ Certificate of registration (In case of Insurance Company – Obtained from department of Insurance from the Peoples Republic of BD).
- ❖ Certified (joint stock) true copy of the Memorandum and Article of Association of the Company duly attested by Chairman or Managing Director.
- ❖ Board resolution of opening A/C duly certified by the Chairman/Managing Director.
- ❖ List of directors along with designation & specimen signature.

- ❖ Latest certified copy of Form – xii (to be certified by register of joint stock companies) (In case of Directorship change).

Savings Scheme;

- ❖ Hajj offer
- ❖ Monthly Salary Scheme
- ❖ Multi plus Savings offer
- ❖ Smart offer
- ❖ Super Saving offer
- ❖ Monthly Savings (Money Grower)

Finance/Loans:

- ❖ Corporate
- ❖ Industrial
- ❖ Syndicate Finance
- ❖ Lease Services
- ❖ Retail Loans
- ❖ Hire Purchase Finance
- ❖ Finance against Share and Securities
- ❖ Commercial Loans
- ❖ Project Loans
- ❖ Mortgage Loans

Account Opening Procedures:

Phase - 1

The account should be introduced by any one of the following:

- ❖ Present Account holder of UCBL.
- ❖ Employee of the Bank. (Not below the rank - Assistant officer.)
- ❖ A respectable person, known to the Branch and society.

Phase - 2

- ❖ Receiving filled up application in bank's prescribed form mentioning what type of account is desired to be opened.

Phase - 3

- ❖ The form is filled up by the applicant himself / herself
- ❖ Two copies of passport size photographs from individual are taken, in case of firms photographs of all partners are taken
- ❖ Applicants must submit required documents
- ❖ Application must sign specimen signature sheet and give mandate
- ❖ Verified Introducer's signature and accounts number

Phase - 4

- ❖ Acceptance of the application
- ❖ Minimum balance is deposited when cash is accepted
- ❖ Account is opened and a Cheques book and pay-in-slip book and ATM card is issued

Foreign Exchange:

Foreign exchange Steps:

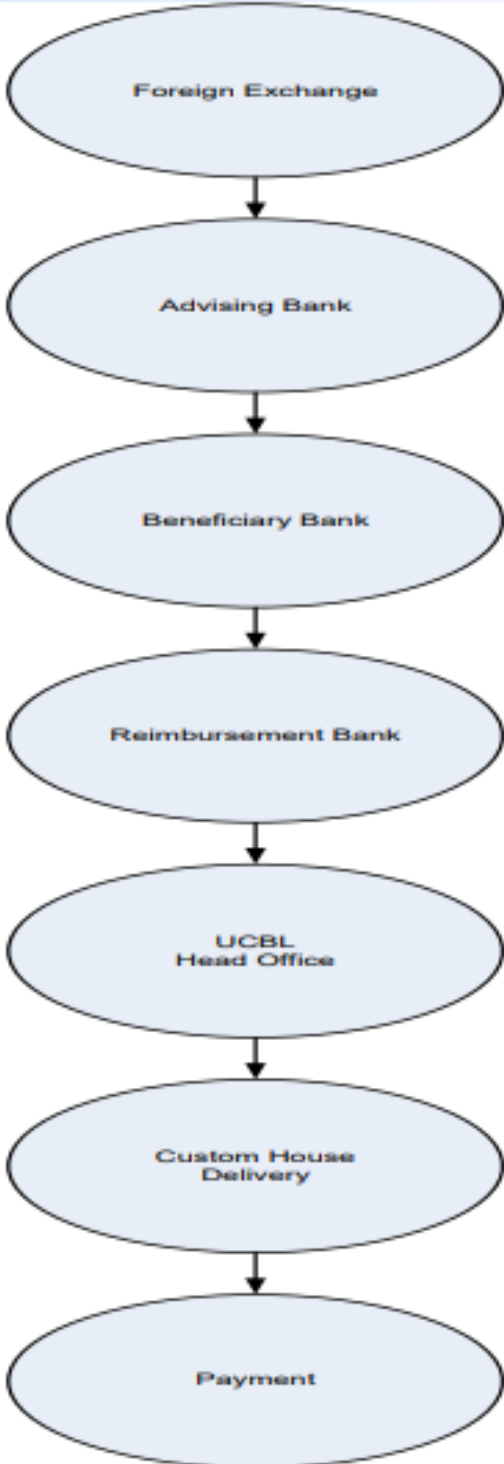
Financial institute's foreign exchange job is to convert wealth in a country's money are exchanged into wealth in another country's money by their. When it comes about banks, The general mechanism by which a bank converts currency of one country into the other currency. License are issued to scheduled banks to deal with foreign exchange from Bangladesh Bank, which known as the licensed agents. When a bank's branch is authorized dealer in foreign exchange market, it can get foreign exchange from local country to foreign countries. So UCBL, Corporate branch is an authorized dealer. There are three kinds of foreign exchange transaction:

- 1) Import
- 2) Export
- 3) Remittance.

IMPORT:

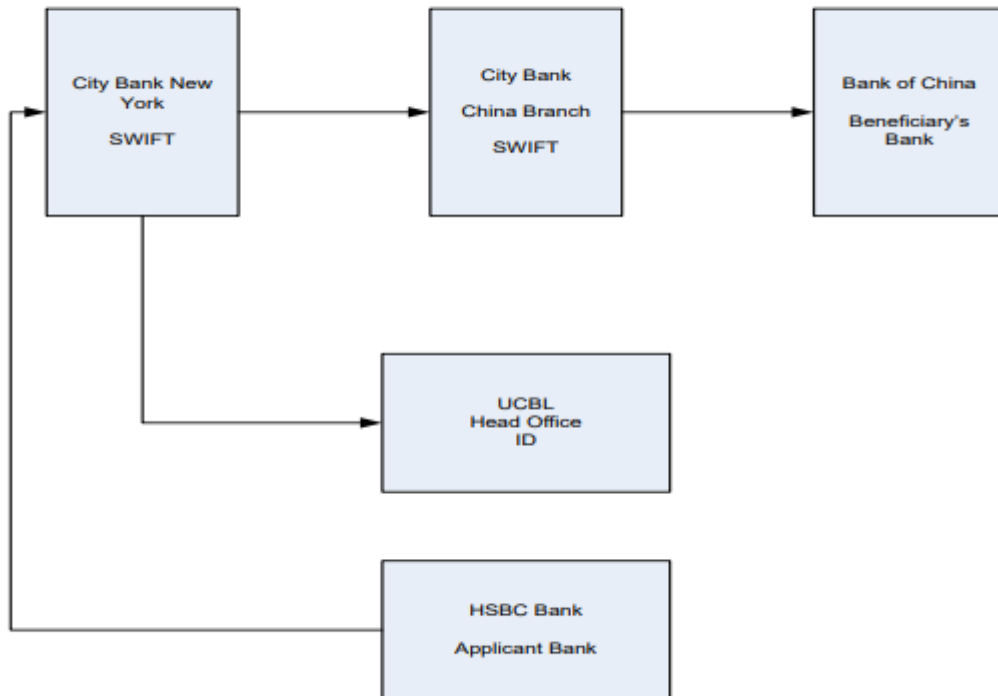
The person with a license to bring products or services from another country is known as an importer. *According to Import and Export Control Act, 1950, the Office of Chief Controller of Import and Export provides the registration (IRC) to the importer. In an international business environment, buyers and sellers are usually connected to each other. Seller of goods always seeks security for the payment of his exported goods, this is where Bank gives export assurance that it will pay for the goods if the buyer does not pay. This assurance is known as Letter of Credit. This is how the contract between bank, importer and exporter is given legality by the bank.

Process of Foreign Exchange



Payment Procedure of Import Documents:

This is the most sensitive task of the Import Department. The officials have to be careful while making payment. This task constitutes the following:



Export:

Now when we sell goods and products to households, businessmen and Government overseas are called export. Our countries export and import is regulated by the Imports and Exports (control) Act, 1950. An exporter has to fulfill a number of formalities before and after shipment of goods. Ministry Of Commerce through Chief Controller of Imports and Exports CCI & Export trade control exercised. No exporter is allowed to export any commodity permissible for export from

Formalities and procedure are as follows:

- ❖ Get export LC form exporter issued by the importer.
- ❖ All necessary documents to the collecting bank after shipping of goods has to be collected by exporter.
- ❖ After getting the documents banker used to check the documents as per LC terms.
- ❖ After the bank accepts the document and pays the value draft to the exporter and forward the document to issuing bank that is called a negotiating bank. If the bank does buy the LC then the bank normally acts as collecting bank.
- ❖ Realization of proceeds is the period when the issuing bank has realized the payment

Foreign Remittance:

As an authorized dealer of Bangladesh Bank, UCBL must provide services to the clients regarding foreign exchange. This provides consumers services as an authorized dealer, Outward and inward remittance of foreign exchange from one country to another country is there basic operation. In the process sells and buys foreign currency. The exchange of one currency into another currency takes place at a market rate of exchange, one for buying and another for selling.

Remittance procedures:

There are two types of remittance:

1. Inward remittance
2. Outward remittance.

Inward Foreign Remittance:

Purchasing of international currency are covered by inward remittance. Purchase of any foreign exchange has to be reported to of Bangladesh bank. Overseas T.T., D.D, and bills, T.C. etc. sent from abroad favoring a beneficiary in Bangladesh are also an example of inward remittance.

Outward Foreign Remittance:

Selling of foreign currency as well as sell of foreign exchange under L/C and against import bills are out wart remittance. T.T. Drafts, Travelers Check etc.

My duties at General Banking:

I worked as an intern in General banking department at UCBL corporate branch from where I have earned my practical experience about primary banking procedure. Most of my work experience is a result of working under the supervision of Customer Service Officers.

Duties:

- ❖ General banking duties.
- ❖ Helping Transfer section
- ❖ Working at the Clearance section
- ❖ Working at the Foreign exchange department
- ❖ Providing information to customers
- ❖ Assisting in issuance of payment orders
- ❖ Communicating with customers on outward mail register for sending letters to customers
- ❖ Assisting in marking and checking each day's transaction supplementary with the debit and credit vouchers

- ❖ Opening LC at Bangladesh Bank website.
- ❖ Check on Export/Import files
- ❖ Issuing foreign remittance
- ❖ Issuance of TC, Cash Dollar /Pound
- ❖ Issuance of FDD, FTT & purchasing, Payment of the same.
- ❖ Passport endorsement.
- ❖ Encashment certificate.
- ❖ Account opening &filing

Mobile Financial Services (MFS)

Introduction MFS:

Bangladesh is the fastest developing economy in Asia. In the past few years in many segments of economy many mile-stones have been accomplished. Somehow, with massive effort and hard work, we have been able to reach such a point where we could be really taking pride on. Despite much advancement, we have been yet to explore some of the most significantly beneficial areas of our economy. A substantial amount of the population is hitherto being included in the financial structure. There are certain challenges in order to accomplish that, however the most efficient procedure to involve them under financial insertion is **Mobile Financial Service (MFS)**.

It is the way to reuse the unused property especially of our underprivileged segment by storing, maintaining, recycling their money in a proper way. For this purpose, DBBL launched MFS service

officially in 2010 for the first time in Bangladesh. Afterwards in 2011, bKash and DBBL commercially started its operation. Over time, many other service providers launched their services in market, but among them most popular service provider is bKash till now. UCBL got in to the market a little bit late at the year 2014 but with good product and great team they are starting to gain market share on MFS.

Overview U-Cash

U-Cash is United Commercial Bank Limited's complete mobile financial service. UCBL received permission to operate and offer Mobile Financial Services (MFS) from Bangladesh Bank. U-Cash is the mobile financial services offered by UCBL. They strongly believes of "financial inclusion". They believe in the idea of banking facilities should be accessible to all. UCBL has launched U-Cash services all over Bangladesh. Their intention is to provide banking facilities to the majority of non-banking population of the country. U-Cash intends to familiarize banking facilities to those who previously were not able to access banking services. U-Cash will act as a catalyst for economic development of the non-banking population by providing prompt, fast and safe banking products and services.

Users can access U-Cash's menu by dialing *268# from their mobile phone. U-Cash also has a dedicated call center (16268) to respond to customer queries.

Setting up a corporate account: Organizations can open a corporate account with U-Cash by providing a completed Know Your Customer (KYC) form, certificate of incorporation, tax identification number (TIN), and a copy of the national identity card, passport, or driving license and a photograph of the account signatory.

After that, an agreement between U-Cash and the organization is signed. Process for making bulk disbursement payments: Corporate account users can make bulk disbursement payments through their UCBL designated account by sharing the recipient list along with their U-Cash account number via email. Once the disbursement is complete, U-Cash shares a detailed report with the corporate account holder.

Pricing structure and limitations:				
Action type	Corporate MM Accounts	Limitations	End-user (P2P)	Limitations
Opening an account	Free	A bank account with UCBL is required	Free	N/A
Cash-in	Free	None	From Agent: Free From Bank branch: Free	<ul style="list-style-type: none"> • BDT 25,000/day • 5 times/day • BDT 150,000/month • 20 times/month
Business to Person (B2P) payment	Free	N/A	N/A	N/A
Collection*	0.35% to 0.80% (negotiable)	N/A	N/A	N/A
Cash-out from agent**	N/A	N/A	<ul style="list-style-type: none"> ▪ First two cash-outs per month are free ▪ From third cash-out on, the charge is 1% 	<ul style="list-style-type: none"> • BDT 25,000/daily • 3 times/day • 10 times/month
Cash-out from ATM**	N/A	N/A	N/A	N/A
Cash-out from bank branch**	N/A	N/A	N/A	N/A
Person to Person (P2P) transfer	N/A	N/A	BDT 5 per transfer	<ul style="list-style-type: none"> ▪ BDT 10,000/day ▪ 20 times/day ▪ BDT 25,000/month ▪ 50 times/month
Merchant payments	1% to 2% (negotiable)	N/A	Free	None
Mobile top-up	N/A	N/A	N/A	N/A
MM account statement	Free	Provided as per agreement	N/A	N/A

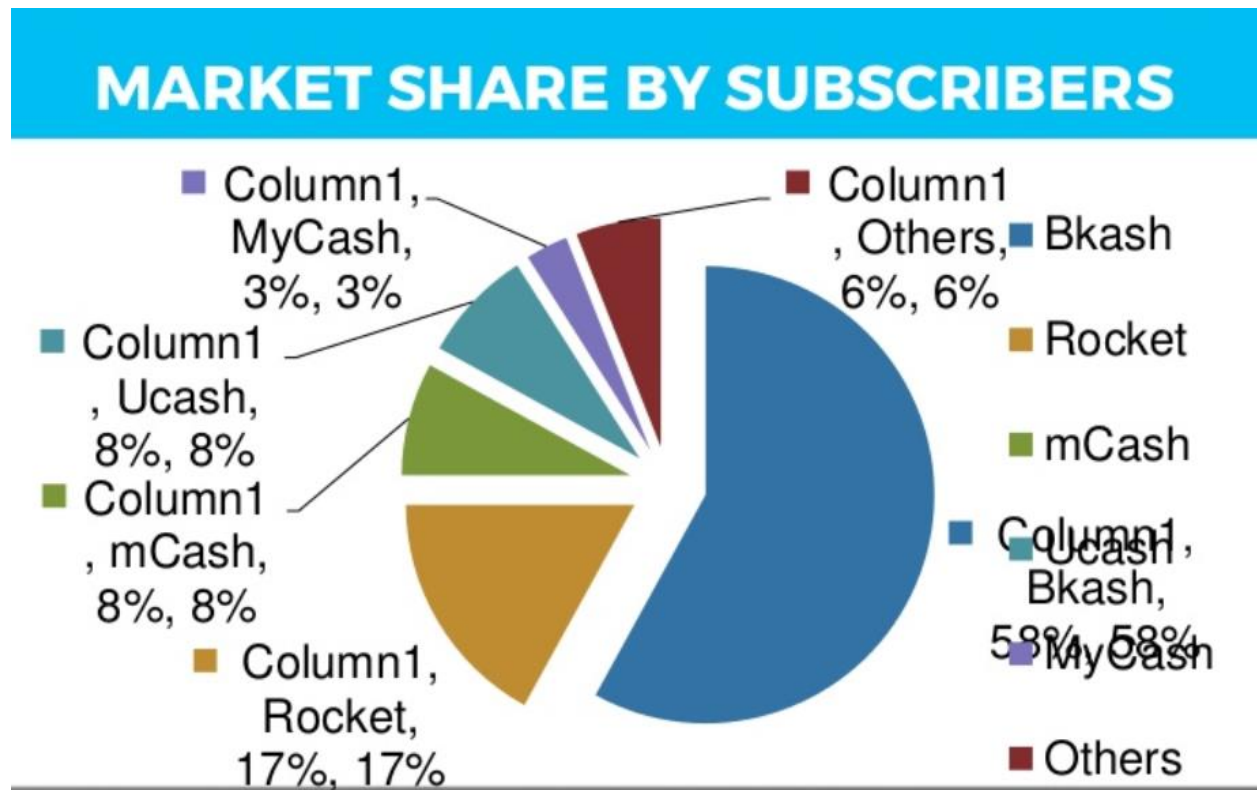
* Collection refers to the cost to transfer funds from a corporate mobile money account to a bank account

** Maximum cash-out in any mode in total is BDT 150,000 per month

Coverage profile:		
Type	Number nationwide	Additional details
Subscribers	2,000,000+	
Agents	105,000+	Includes 40,000+ of their own agents and 65,000 MobiCash agents
ATMs	N/A	UCash users currently cannot use UCBL's ATMs for transactions
Full service branches	N/A	UCash users currently cannot cash out from UCBL bank branches
Partial service offices	None	
Merchants	500+	Located across Bangladesh

U-Cash is used by UNICEF, in partnership with Ministry of Women and Children Affairs and Grameen Phone, is disbursing stipend payments to vulnerable children under the government's social safety net program. U-Cash is offering free cash-out facilities to beneficiaries under this program.

Also in Collection of Loan Instalment, The government under its 'Ekti Bari Ekti Khamar' (EBEK) program is disbursing loans and collecting monthly repayment using U-Cash to people residing in rural and hard to-reach areas.



Mobile Financial Services of Bangladesh (Survey Form)

Name: _____ Age: _____

Occupation: _____ Sex: _____

1. Are you doing regular Mobile banking activities?

- Yes
- No

2. Which provider are you using for Mobile Financial Services?

- Rocket
- B-Kash
- U-Cash
- Others.....

3. What is the most disturbing experience you with your MFS provider?

(Describe in short)

4. Your MFS services are easy accessible?

- Yes
- No

5. Are you interested into using multiple MFS services?

- Yes
- No

6. U-Cash security system is overall satisfactory?

- Yes
- Moderate
- No

7. Can you rely your bank services or U-Cash agents for any kind of swift transactions or services?

- Yes
- Sometimes by bound
- Moderate
- No

8. Is U-cash processing system easy accessible?

- Yes
- No

9. For which purposes you use MFS?

.....

10. Which part of your U-cash service you want to improve?

.....

Questionnaire conduct module:

Personal interactions with the clients from UCBL; students and current U-cash and other MFS users with few others were my sample for conducting the survey. Besides the clients of UCBL I have a great opportunity to take some information from other banks clients as well with my samples, so that I was trying to put one diagram what people are actually thinking about the overall banking system & what kind of challenges the banks are going to face. Interviewed people=50 Age group: 30 years+ mostly (Job & business)

Age group: 20+ years

UCBL Client: 20

Other MFS users: 30

Alarming sound I have seen by overviewing the survey. Most of them are not satisfy with the U-Cash banking systems and regulations from the Governments as U-cash holds the contracts for government public services.

50% people are saying U-Cash or the services are not easy accessible by location, by branches, by services or by agents.

Clients are mostly annoyed with the problematic server and other charges systems from the U-Cash, they are asking for that with more variations and be specifically.

Good news is clients are highly interested into MFS banking and transactions.

Though international swift transactions are not reliable much from them.

All kinds of other online transactions are popular day by day and clients are looking for more like real time transaction to any banks any moment etc.

There is predictive risk of legal and laws, moreover lobbying and proper marketing promotion is highly required to get all of those services at quicker.

So these are all my questionnaire general findings and their review

My Duties at UCash:

- ❖ Work with UCBL's Potential MFS products, such as UCash, UPay
- ❖ Research for new markets
- ❖ Communicate with customers via mail, phone and meetings
- ❖ Find out the reasons for consumers complains
- ❖ Communicate with assigned UCash agents
- ❖ Report to my line manager

Critical Observation:

- Customer satisfaction is a major issue in a service orientated business so consumer satisfactions is a major issue
- As my supervisor was very supportive towards me and showed appreciation towards my work it gave me a sense of gratitude, so I think employee appreciation plays a vital part in performance of an employee.
- Proper promotional communication plays an important role for the sustainable future of any MFS products.

SWOT Analysis of UCBL

During my intern and after working with the bank I found out these as there; strength, weakness, opportunity and threat.

Strengths

- 185+ Branches.
- Consumer friendly environment.
- 286 atm's around the country.
- Has a good name in the market
- Has a diverse and well trained administration.
- Good relationship with the government

Weakness

- High rate on common loans.
- ATM Booths server malfunction.
- Less Branches outside major areas.
- Not affective promotion and marketing.
- Internet banking is not available in all the branches in Bangladesh.

Opportunities

- Innovativeness with good investment back up.
- Because they have a good reputation increasing import export and LC
- Finding new market and opening new branches in overseas countries.

Threats

- Increasing competition by foreign and local banks and especially private bank.
- Political involvement in decision making and also internal politics.
- Not able to collect back many large profiled loan which is effecting banks assets.

Findings of the study:

- ❖ UCBL should completely make their banking online. Even there are a few branches with online banking facilities, but still many of the branches around the country does not have that privilege.
- ❖ There should be more and sufficient training for the employees, especially on consumer services. This will bring more professionalism.

- ❖ Individual attention should be given to customers in order to better understand their needs and better satisfy them.
- ❖ UCBL has a large investment in marketing but in my experience their marketing department is not effective. Slow growth of UCash or any other UCBL MFS products is proof for that. UCBL should pursue advertising campaign with a positive message towards the society.
- ❖ Foreign Exchange department should have their own workshop to improve their service and to communicate with Bangladesh bank properly. This workshop will bring in quality within the employees.

Head office administration of UCBL should be more sincere towards the organization and avail necessary training about the information.

Recommendations:

Day By day popularity and usage of MFS are increasing. In Retail Product Management UCBL has always introduced new dimensions. But in the complex and extremely competitive market UCBL needs to level up their game play. Today customer classes are vibrant and it is difficult to keep the customers if the product is not appropriately designed and also not properly market driven. Developing a consumer friendly and market driven product management system is essential for any company. If UCBL would like to win in the competitive market condition and would like to survive in future business world In this regard, following specific recommendations are forwarded for the development of product management of United Commercial Bank LTD.

- ❖ Customer Services should be trained properly. Though they try to give their best, still they do not have the proper adequate training
- ❖ Customer service section should have a proper every training session before starting their shift
- ❖ Relationship between Customer Service Officer's and Customer Service Manager should be easier
- ❖ Number UCash agents needed to increase
- ❖ Also there should be training sessions for UCash agents once a week at list
- ❖ Relationship between Bank and customer should be increased
- ❖ Charges and fees may be reduced for more customer satisfaction
- ❖ There should be trading materials handy for the UCBL officials, which should be followed

- ❖ Most importantly The online and cellular server of UCBL should be upgraded regularly
- ❖ Decision making and operation should be decentralized to make decision taking can be less complex
- ❖ Performance appraisal and assurance of promotion will motivate employees to work hard and will stop them from switching jobs.
- ❖ Inadequate space in few departments, such as marketing should be increased
- ❖ United Commercial Bank LTD now should expand their branches to the nearest neighbor countries, such as India, China.

Last but not the list, the employees must be motivated when they do something good and creative

Conclusion:

Banks has always played a vital role for countries economy. Bangladesh is worlds one of the fastest growing economy. On this verge of development every financial institution has their role to play. Given banks economic potential, they have a far effecting impact on the progress and welfare development of the country. Banking depends, in acquiring their financial assets, which is the main inflow of deposits.

Dependency of any commercial banks relies in their deposits and interest rate, as the main factor, which creates all the banking profits. Bangladesh is a developing country. Banking business is here is extremely competitive. For a smoothen operation every bank must have the capability of managing asset/liability, liquidity.

To be in profit banks now days have to break the barrier of traditional banking. Profitability is an indicator of a bank's capacity to carry risk and / or to increase its capital. The income statement, a key source of information on a bank's profitability, as well as the analysis reveals that United Commercial Bank Ltd. has - attained significant amount of profitability over the years. With a limited number of branch network, it has recorded positive growth in net profit because of proper management and right selection of investment criteria. The bank has strong core deposit signifying sound liquidity position and maintaining an ideal scenario in advance-deposit ratio. Overall financial picture of UCBL. Has positively set its root in the financial arena of Bangladesh.

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