

AN INTERNSHIP REPORT

ON

General Banking Of Bank Asia Ltd

(Shyamoli Branch)



Supervised By:

Syed Mahfujul Alam

Lecturer, Brac Business School

Submitted By:

Fatima Ahammed

ID: 15104117

Major: HR

Semester: Spring'19



Inspiring Excellence

Department of Business Administration

BRAC

1 Letter of Transmittal

May 28, 2019

To

Syed Mahfujul Alam

Lecturer, Brac Business School

BRAC University

Subject: Submission of the Internship report

Honorable sir,

With greater appreciation, I would like to present my Internship paper on the topic “General Banking of - Bank Asia Limited: A Study on Shyamoli Branch”. I followed your guidelines and instruction as well as those given by my Bank supervisor while preparing this report. My report has been concluded based on the experiences I have gathered while doing my Internship at Bank Asia Limited, Shyamoli Branch. I hope my contribution on this report will meet your level of expectation.

My greater acknowledgement to you for committing your worth time, expert guidance and assistance. I gave my best effort to complete the report accurately as much as possible. I take pride to answer any sort of inquiries you may have concerning this report.

Sincerely yours,

Fatima Ahammed

ID: 15104117

Department: BBS (BRAC)

Semester: Spring'19

1.1 Acknowledgement:

Initially, I'm grateful to the almighty Allah for giving me the soundness to finish the report completely. Except his profound benefits, it would have been so tough for me to finish both internship period along with the internship report correctly. A unique thank you and appreciation goes to internship manager, **Mr. Shobuz Ahmed**. Without his treasured supervision and guidelines, it wouldn't be viable to complete this record. My over whelmed recognition to the **Bank Asia limited**, Shyamoli branch for allowing me the opportunity to complete my internship at their subdivision, for permitting me to collect information and assisting me in feasible manner for making it ready the internship file. I was blessed to have a trainer like **Mrs. Sharmin Haque**, Senior officer & **Mrs. Sharmin Mohammad**, govt. officer. Without their guidance, I might not be capable to understand about preferred banking and offer records on the report. All the employees of my division were very cooperative and my internship period full of fun and action-packed because of them. In the end, my honest appreciation is going to BRAC university authority for organizing this internship software for us. It helps students to be efficient of doing reputable jobs while stepping into the corporate world.

Contents

Title Page	1
1 Letter of Transmittal	2
1.1 Acknowledgement:.....	3
1.2 Executive Summary:	6
1.3 Overview of the organization	7
1.4 Objectives of the internship programs	7
1.5 Scope of the study	7
1.6 Limitations of the study.....	8
1.7 The Company Overview:	8
1.8 Mission, vision and strategy statement	9
1.9 Strategies	9
1.10 The Objectives of Bank Asia Limited	10
2 Chapter two (Review of Related Literature)	11
2.1 Literature Review	11
2.2 Origin of the Study	12
3 Chapter Three (Methodology of the report)	13
3.1 Methodology	13
3.2 Customer Satisfaction	13
3.3 Accounts opening section.....	14
3.4 Various Types of special Scheme	18
4 Chapter Four (Analysis and Interpretation of the Data)	24
5 Chapter Five (Challenges and Possible Course of Action for Development.	25
5.1 Challenges and Possible way of Action for Development.....	25
5.2 Internship Position, Duties and responsibilities	26
6 Chapter Six (Lesson Learnt from the Internship Period)	29
6.1 Lesson Learn from the Internship Period.....	29
7 Chapter Seven (Findings of the Study)	30
7.1 Findings from the customer's perception.....	30
7.2 Other Findings of the study	33
8 Chapter eight (Recommendations)	35
9 Chapter Nine (Conclusion).....	37
9.1.....	37
10 Bibliographie.....	39

11 Appendix..... 41

1.2 Executive Summary:

Bank sector is always regarded one of the most foundational sectors for the economy to be accomplished to operate. In this remunerative era, for the purpose of achieving success in the industrial and commercial division, banking system must be sound to support the economy along with the society. This report mainly focusses on customer satisfaction & employee service of Bank Asia Limited, Shyamoli Branch. Customer service share out customer service, deals with remittance, any type of cash flow and accounts related activities. This unit maintain the very crucial role for delivering the quality service to its customers. Handling the cash department is one of the most tough part and this department is the major department of a bank. All around this section it institutes Banker-Customer affections, accumulates bills for the customers, dispatch customer's funds from one bank to another. General banking delivers these services in speedy and superior manner. In this report, firstly, I spoke about the outline of the bank then I wrote about the mission, vision and core values of Bank Asia Limited. Secondly, I introduced the report rationale, scope and objectives of the report, methodology of the report and the study of limitations. Afterwards, the main part of the report comes which is about General Banking besides services and products of Bank Asia Limited. To a certain extent, I indicated and discussed all the activities those are accepted in CS department. Furthermore, I also mentioned the responsibilities and tasks what I performed in the bank and some evaluative and analytical inspections. Lastly, I wrote the conclusion part. Over here, I mentioned some findings of the Shyamoli branch what I have noticed and then put some recommendations for the solutions of those findings. Finally, I have given all the information's of sources from where I collected.

1.3 Overview of the organization

Bank Asia is a business enterprise enlisted under the corporation's act, 1994 with its head office at Rangs Tower Purana Paltan Dhaka in banking industry. The financial institution commenced its operation from 27 November 1999. The entire equity of the financial institution stood up to tk. 6,444.33 million as on December 31, 2018. Recently the financial institution has 127(a hundred twenty-seven) branches. The financial institution tackles all kinds of banking agreement to help the progress of alternate and trade of the country. Bank Asia's offerings are also to be had for the marketers to build up innovative ventures and support of business sections. The donors are well known personalities with in the subject of change, commerce and industries. A collection of noticeably talented and professional group with diversified people form finance and banking the is controlling and operating the bank. The administrative system of the bank continuously makes a specialty of information and anticipating purchaser's desires. The working hour of the financial institution is 9:30 a.m. to 7:00 p.m. from Sunday to Thursday with banking hour from 10:00 a.m. to 4:00 p.m. and the bank is closed at Friday and Saturday consisting of authority's holidays.

1.4 Objectives of the internship programs

Broad Objective: The specific objectives of the internship programs are:

- Identifying whether the staff behavior satisfaction rate is over 80%
- To determine whether the internet banking app “**i-steller**” has acceptance rate of over 60%
- To analyze the ease of access of internet banking initiatives of Bank Asia and discover whether it's over 70%

1.5 Scope of the study

Bank Asia Limited is now well growing and it's containing forty-three Branches in Dhaka. The extent of the study will be restricted within the bank's setup, task and operations. This report mostly surrounds the activity of Bank Asia Limited in contrast with the Customer Satisfaction. For the motive of my internship program, I was allocated in the Shyamoli division at Bank Asia and it

proved me the path to get myself known with banking industry for the beginning indeed. I got the chance to explore the banking activities by working in different departments of the division.

1.6 Limitations of the study

This internship report was assigned as our outside course curriculum before stepping towards the practical life. I am from business administration department and just have completed the stage of formal education. After finishing the Practical experience, institutional performances, it became tough in the formal stages. While preparing this report my flaws of accurate knowledge had a great influenced in this performance. Besides above, must face other barriers are:

- Language proficiency is limited.
- Lack of experience on preparing this sort of report.
- Unwilling to give information for compliance issue of the bank.

1.7 The Company Overview:

Under the organization's demonstrations- 1994, the Bank Asia Limited was considered as an open constraint organization. In 1999 on November with an agreed capital of TK-800 million and discharged capital of TK-218 million, the Bank Asia start its business operation. On 31st December 2006, the paid capital of the bank endured at TK-116 million.

Bank Asia has built up itself as one of the speedily evolving neighborhood private banks. Presently, Bank Asia have 26 branches serving a notable number of the principal corporate hours and is and step by step operating in the direction of retail remaining money. Its other vast devolution channel is the reciprocal ATM system. Besides eleven divergent banks, Bank Asia has 25 ATM as a discrete from ETN.

Bank Asia has been surprising by the asset and obligation enlargement. The aggregate resources of the bank development to TK-30479 million by December 2006. Increase of every particularly 31% differing strikingly with 2005. The store enlarged to TK 22226 million on December

2006 and the growth is more than 38% in 2005 and TK 22226 million advances attained, and expansion is more than 26% of the year of 2005.

For the best capability, Bank Asia has effectively resolved a straightforward method of enlisting.

1.8 Mission, vision and strategy statement

VISION

For becoming a prime banking phenomenon and to play a vital role in the progress of Bangladesh.

MISSION

The Bank promises to satisfy multiple demands of its clients by assembling of goods at a lower price by using proper technology and providing on time service so that a long-lasting growth, reasonable return and output to the welfare of the country can be made sure with a drive and professional workforce.

1.9 Strategies

- Managing and operating the Bank in the most effective manner to increase financial outcome and to maintain the cost of reserve.
- Attempting consumer satisfaction by ensuring quality and timely delivery of services
- Finding out customers' credit and other banking demands and observing their overview towards the performance in meeting the outcomes.
- Updating and reviewing their policies, processes and practices to increase the ability to give better service to their clients.
- Training and developing the workforces and provide them enough resources so that customers can be satisfied reasonably.

- Improving organizational usefulness by openly informing about company plans, practices, policies and process to employees when its required
- Ensuring a working environment that brings up positive enthusiasm for better performance.
- Diversifying portfolio both in the retail and wholesale market.
- To enhance direct communication with customers for ensuring a closer relationship between the bank and its clients.

1.10 The Objectives of Bank Asia Limited

The main motive of study is to find out the "*Employee Behavior & Customer Service: Bank Asia Limited*". And the specific objectives are:

- To appraise the primary activities and monitor performance of the Bank Asia Limited.
- Finding out how its present strategy is working.
- To observe the working environment.
- To find out the SWOT of the Bank Asia Limited.
- To find out the potential of future growth of the bank.

The operations of Human Resources Department are deliberate, organizing and policy articulation for recruitment compensation, promotion, training, appraisal and development. This section also grants to employees' performance by providing quality training.

- ❖ Ensures security of the organization.
- ❖ Managing the performance appraisal.
- ❖ Conduct novice alignment.

2 Chapter two (Review of Related Literature)

2.1 Literature Review

Customer gratification is an assessment of contrast in the middle of advance expectations about goods and its authentic assessment. Customer satisfaction is the reaction of the customers towards the position of satisfaction, and how customers evaluate their degree of satisfaction. (Hanif, Hafez & Riaz, 2010). Customer satisfaction is the response of the customer towards state of the requirement and acumen of customer about the fulfilled state (Khayat & Heshmati, 2012). Customer satisfaction is the presumption before purchasing a good concerning quality or it is a pre-purchase desire or wish (Bae, 2012). Satisfaction is a result of buying the products which customer compares rewards and expenses with the expected consequences (Maxham, 2001). Customer satisfaction and profit maximization are positively linked with each other. (Bowen & Chen, 2001). Customers are the most prioritized and fulfilling their needs is the chief motive which any organization seeks by the development in services regarding competitiveness and it also secure the future revenue and be the reason of cost depletion. (Yuan Hu, Ching-Chan & Cheng, Hong, 2010). Customer satisfaction is the recognized accumulated point of view of a customer for which he or she sets the degree if his assumptions are equal to the standard than he will be satisfied (Eggert & Ulaga, 2002). Various number of royal, definitive study on precise relationship of employees satisfaction. Sometimes the relationship quality is determined with the satisfaction reflection which gives the idea to be successful in the business is from the employee satisfaction which is the mirror regarding customer satisfaction. Quality service obtained from employee satisfaction. For example, when employees are satisfied with the organization then they give their best service towards their customers and this also satisfies the customers. (Madern, Maull, Smart & Baker, 2005).

2.2 Origin of the Study

- For the completion of the 4 years long Bachelor of Business Administration (BBA), preparation and submission of the internship report is a must requirement. This report is the output of the whole internship period directed in Bank Asia Limited, one of the renowned private banks in the industry. I chose to perform on the employee behavior and customer service of the Bank Asia Limited. The report also focuses on this. In today's world only, academic education does not make a student perfect to become competitive with the outside world. It is required for every professional degree to have a practical knowledge of the separate field. Without understanding theory, there is no point of practicing because it is meaningless and vice versa. An internship is designed to connect the dots between the theoretical knowledge and actual life application. Any academic course of study has a great value when it has practical application in real life. The internship program is an opportunity for the students of internship program get the chance to understand the real business world closely. It provides the opportunity to grow the analytical ability.
- The internship report focuses on employee behavior and customer service of the Bank Asia Limited and this internship report is prepared under the supervision of Syed **Mahfujul Alam**, BRAC University.

3 Chapter Three (Methodology of the report)

3.1 Methodology

Bank Asia Limited is a banking organization enlisted under the company Act. 1994 and the Head Office is located at Rangs Tower (Level 2 to Level 8) 68, Purana Paltan Dhaka - 1000, Bangladesh. Bank Asia initiated its journey from 3rd June 2001. A collection of noticeably talented and professional group with diversified people form finance and banking the is controlling and operating the bank. The bank's duty is to launch new strategy and innovative products to cope with the changing environment as the scenario of banking business changes rapidly. The management of the bank concentrates on understanding and aiming at customer's preferences. Bank Asia Ltd. has already achieved tremendous progress within only eleven years. The bank has already ranked as one of top-quality service providers & is known for its reputation. The working hour of the financial institution is 9:30 a.m. to 7:00 p.m. from Sunday to Thursday with banking hour from 10:00 a.m. to 4:00 p.m. and the bank is closed at Friday and Saturday consisting of authority's holidays

3.2 Customer Satisfaction

Customer Satisfaction is the main target of all banking operation. It is a combination of activities of different sections.

Customer Satisfaction has some section in the bank. These sections are as follows:

- ❖ Account Opening division.
- ❖ Cash Collection booth.
- ❖ Cheque Clearing House.
- ❖ Foreign Remittance division.
- ❖ Account handling Department.
- ❖ Others.

3.3 Accounts opening section

The key customer service section starts with accounts opening. In the bank, 3 employees of the bank are always active to provide serve to the customers. In this department, clients come to open various kinds of accounts, and banking schemes. They advise their clients that how can they (clients) open an account and a locker. The employees are very much customer oriented and serve them in a friendly manner. Moreover, the employees additionally give new cheque books, assist clients to open multiple forms of accounts, and assist clients about multiple styles of deposit scheme.

Objectives or Essentiality of Holding Bank Account:

- Security measure
- Generating savings attitude
- Simplification of risk less earning
- Formation of national capital
- Economic progress
- Organizing social safety
- Getting banking services

Payment the Interest:

Bank Asia is offering 5.5% interest on all the Savings account.

Characteristics of saving deposit account:

- Unlimited number of withdrawals
- No minimum balance fee
- Frequency in getting account statement
- No fee cheque book
- Q-Cash Round the Clock Banking
- Various types of customer service facilities

Restriction on withdrawals and deposits:

- The clients can deposit any amount in their savings account with a minimum of Taka 1000/- in the account.

Opening a Saving Account and necessary Documentation:

For issuing a Savings Deposit Account, the documentation that are mentioned below is necessary:

- 2 copies of passport size photo.
- Reference of the introducer.
- The Chairman Certificate.
- National ID card.

Common cautiousness of opening a Savings Deposit Account (SDA):

In terms of opening an account and issuing a cheque book the designated officer should verify the account opening form for the authentic information mentioned by the customers which is given below:

- Account holder's name.
- Account holder's photo attested by the introducer.
- Account opening date.
- Several accounts type.
- Clearly mentioned address (Present and permanent).
- Name of nominee, photographs and their residence.
- Primary amount to be deposited.
- Sample sign in the A\C form and in the 'specimen signature card'.
- Details of the introducer.

Current Account:

Saving accounts do not usually give importance into any interest on total balance as business persons and organizations use such kind of account as this account gives the facility of unlimited times of withdrawal of money. The current account is denoted as CD/CA. The bank provides 7 kinds of current accounts. Every individual account requires different types of documents. There are also some duties from both the clients and bankers.

a) For Single Client:

- Photocopy of the passport, it available or Employer's Certificate of Commissioner's Certificate or Letter of introduction by a person acceptable to the bank.
- Taxpayer Identification Number Certificate.
- Recently taken 2 passport size photographs with the introducer's sign in the back.

(b) Sole Proprietorship Account:

- Trade License photocopy.
- Current passport length snap shots of the owner which is signed by the introducer.
- Photocopy of the passport of the owner, commissioner's certificates or letter of advent with the aid of a person suitable to the financial institution.
- Taxpayer Identification Number certificate.

(c) Partnership Account:

- Submitting Partnership Deed's copy of the Firm.
- Enlisted partners names with their address and phone number.
- Replication of Trade License.
- Select the Resolution of the Partners of the Firm while opening the account and permission for its operation duly certified by all the Partners of the Firm.
- Recently taken 2 passport size photographs of each Partner duly attested by the Introducer.
- Passport's photocopy of each Partner, if available or Chairman Certificate or Letter of Introduction by a person acceptable to the Bank.

- Taxpayer Identification Number Certificate.

(d) Public & Private Limited Company:

- Verified copy of the Memorandum and Article of Association of the Company.
- Authorized true copy of Certificate of Incorporation of the Company.
- Certified real copy of Certificate of Commencement of business of the Company for any Public Limited Company.
- Updated list of the Directors with their address and phone number along with Form.
- Extracts of the duly adopted Resolution of the Board of Directors of the Company open the account and permission for its operation duly certified by the Managing Director of the Company.
- 1 copy of the Trade License.
- Recently taken 2 passport size photographs of each Signatory duly attested by the Introducer. `
- Photocopy of the passport of every single Signatory.
- Taxpayer Identification Number certificate.

☐SHORT TERM DEPOSIT ACCOUNT:

Clients also provide the short-term deposit to the Bank Asia. The interest-based banks are divergent from The STD account. It is also known as time Deposit account. The conventions for opening Saving Account and opening this account are same. The only difference between these two is that seven days' notice is needed for withdrawal of any sum and profit is fully paid. For this account the charge of profit for this account is 5.00%. It may be paid subject for the attribute of profit for the duration of notice or the lapsed of notice, If the withdrawal on demand is required.

☐Fixed Deposit Account (FDR)

The updated rate of interest on deposits and IBTA as mentioned below:

SL No.	Types of Deposit	Interest Rate
1.	Fixed Deposit for 1(one) month	8%
2.	Fixed Deposit for 3(three) months	8.5%
3.	Fixed Deposit for 6(six) months	9%
4.	Fixed Deposit for 12(twelve) months or more	9.5%

3.4 Various Types of special Scheme

The Bank Asia offers some Special Deposit Scheme, which are lucrative for its customers. The Bank manages the services with its clients by the various Scheme this are:

- ✓ Marriage Deposit Scheme
- ✓ Lakhopati Deposit Receipt
- ✓ Millionaire Deposit System
- ✓ Kotipati Deposit Scheme
- ✓ Education Savings Scheme
- ✓ Monthly Savings Scheme

Marriage Deposit Scheme

Parent are greatly concerned about their daughter's future esp. marriage. Children's marriage includes expense of huge amount. Careful guardians ensure to start funding as per their capacity to fulfil the matrimonial expense of their children. After gathering the necessary fund for marriage of their children parents get released and can sit peacefully as they have reduced huge responsibility.

It is quite helpful for the parents if there is any objective of deposit of a lump sum amount according to their financial capacity, which increases rapidly at an extremely high rate of interest yielding at the maturity.

For the reasoned discussed above, Bank Asia has introduced Marriage Deposit Scheme, to offer an opportunity to construct a fund by monthly deposit of tiny amount at affordable capacity.

Eligibility:

- In the name of children below the age of 18-years, this account can be opened along with their legal guardian.
- It is mandatory to have a savings account for the maintenance of this account.

Requirements & Conditions:

- If any customers fail to deposit 3 continuous installments, bank reserves the right to close that scheme.
- No profit will be given for the Scheme if the Scheme is closed within 6-months, and so customer will get the deposited amount only. However, if it is closed after 6-months, customers will get the deposited amount at the normal savings rate.
- As per government rules, duties and taxes are payable by the customers.
- The issues mentioned above are applicable only and subject to change when its required.
- As per rules of Bangladesh Bank, the Money Laundering Prevention Act will be exercised.

Installment	Tk.1,000	Tk.1,500	Tk.2,000	Tk.2,500
Period				
4 Years	58,420	87,630	1,16,840	1,46,050
6Years	97,640	1,46,460	1,95,280	2,44,100
8 Years	1,45,860	2,18,790	2,91,720	1,38,220
12Years	2,76,440	4,14,660	5,52,875	6,91,095

Lakhpati Deposit Scheme

For most of the people of Bangladesh especially to the lower and lower middle-class income group, becoming a lakhpati is a dream this day. To follow the dream, there must be an active plan behind. For them, Bank Asia has launched “Lakhopati Scheme” with a flexibility in reporting of maturity and monthly payment as per affordable capacity.

Terms & Conditions:

- During the time of deposit tenure to change the rate of profit, bank reserves the right.
- Loan facility will not be allowed from any other Bank or Financial foundation against the deposited amount except.
- Before maturity, the opening deposited amount and term shall not be changed.
- No interest will be paid for the Scheme and customer will get the deposited amount only if the scheme remains closed within 6 months. Besides customers will get the deposited amount with the interest at the normal savings rate up to the time of closure, if it is closed after 6-months.
- Maintaining government policies, customer has to pay for duties and taxes on the deposit, if any.
- Following the rules of Bangladesh Bank, Money Laundering Prevention Act shall be practiced.

Online Banking

Bank Asia Limited has recently launched problem solving time in branch banking from April 05, 2011. Nowadays, customers can deposit and withdraw cash from any branches situated all over the Country.

Our respected client is also offered 24 hours banking service over ATM card from any branch of Bank Asia Limited.

In different location all over the Country, Q-cash ATMs can be found.

The current customers of any branch of Bank Asia can relish the service. Later, the bank has launched a new app named i-STELLER. It's highly renowned for the enhanced & accessible UI/UX.

Key features:

- Centralized Database
- Platform Independent
- Real time any branch banking
- Internet Banking Interface
- ATM Service
- Corporate Management Information System facility

Delivery Channels:

- Branch Channel
- ATM Network
- Point of Sales Network
- Internet Banking Channel

Corporate Banking

The main motive of any Corporate Banking services is to arrange an illustrated and permanent solutions to our customers need. The Bank categorizes and spot the corporate customers' demands and designs custom-fit solutions in accordance. For its corporate client groups connecting trade, treasury, investment and transactional banking actions in one package, Bank Asia Ltd offers a entire range of advisory, financing in service. The Corporate Banking Managers will publicize the proper solution even if it is a project finance, import or export deal, term loan, a working capital obligation or a forward cover for a foreign remittance transaction. The associated Banking professionals will deliver a grand service for quick approvals and adequate processing to appease the clients wants. Moreover, Corporate Banking business surrounds a wide range of businesses and industries. We can take advantage from our knowledge and skills in the following sectors mainly:

- ✚ Horticultural industry
- ✚ Export and Import industry
- Garments product with export qualified.
- Food & Beverages
- Products made from paper
- Steel Industry, Engineering sector
- Chemical products.
- Textile Spinning, Dyeing / Printing
 - ✚ Field of Telecommunications.
 - ✚ Information Technology consultants.
 - ✚ Real Estate business & Construction management.
 - ✚ Economic indicator wholesale trade.
 - ✚ Transportations, accommodations, Restaurants facilities.
 - ✚ Non-Bank Financial organizations.
 - ✚ Loan Syndication manner.
 - ✚ Project Finance, Investment in Banking sector.
 - ✚ Hire Purchase, Lease Finance, International Banking system.
 - ✚ Export Finance policy.

✚ Import Financial system.

Personal Banking

A well-diversified products and services are offered by Personal Banking department of Bank Asia matching the obligations of each clients. Transactional accounts, savings layouts or ease in taking loan from Bank Asia Ltd. ensures availability for you an uncommon mixture of easy and accomplished service quality. The bank aims at ensuring the clients' satisfaction. The coordinated & welcoming professionals serving in the branches will ensure a visit to an enjoyable experience for the clients.

4 Chapter Four (Analysis and Interpretation of the Data)

Table: SWOT Analysis of Bank Asia Limited

S	<ul style="list-style-type: none"> ▶ Stability towards profit and good internal capital generation growth. ▶ Greater corporate client foundation. ▶ Skilled and proefficient human resource and management team. ▶ Quaity products and services. ▶ greater infrastructural eases. ▶ Renowned Company with goodwill.
W	<ul style="list-style-type: none"> ▶ Tiny scale of market share. ▶ Limited branch network. ▶ High priority on largescale dept and fixed deposits. ▶ Deficiency in large scale automation.
O	<ul style="list-style-type: none"> ▶ Opportunity of market penetration through various products and services. ▶ Online branch banking and automatic of transaction program. ▶ Government’s continuous of motivation towards heavy foreign investment. ▶ serving favourable environment for the private sector welfare. ▶ Adding value towards existing products and services. ▶ Increment of buying power of customers. ▶ Developing trend in global business. ▶ It is a great Phenomenon is that Bank Asia Limited goes ahead in future and they done their corporate social responsibility.
T	<ul style="list-style-type: none"> ▶ Intense competition in existing market share with in the industry. ▶ Rapid changes in banking regulation by the Central Bank. ▶ Increase pressure for reducind of lending rate by the market. ▶ Political instablity of national and global affairs. ▶ Problem in culture of credit.

5 Chapter Five (Challenges and Possible Course of Action for Development. Internship Position, Duties and Responsibilities)

5.1 Challenges and Possible way of Action for Development

- There is a noticeable lack in work force. Consequently, the amount of work is awfully huge compared to other branches as it is main branch of Bank Asia. Compared to work pressure work force is very low.
- Bank Asia provide employee grooming and training to its current employee. With this less workforce compared to its work pressure when an employee is sent for any training program the branch has to work with even less employee. This put more pressure on other employee.
- The internet facility and the system is not up-to-date. Sometimes because of system failure customer cannot get desired service with in their desire time.
- The customer is not encouraged enough to use Bank Asia Internet banking apps by which they can check their balance. Therefore, every time a client needs to know his/her account balance, s/he calls at the customer service to know about it and this wastes time of customer service officer.
- For lack of promotional activities Bank Asia is not popular in rural area.
- FDR, DPS rate is not enough to encourage more customers and give the bank a competitive advantage.

5.2 Internship Position, Duties and responsibilities

From the beginning of my three months internship program, Manager Operation Mr. Md. assigned me under MD. Shobuz Ahmed, GB in Charge (Shyamoli Branch). Within the time, I had the opportunity to experience and work under multiple division. It was an enjoyable and educative experience for me. The most entertaining part of working for Bank Asia is their Job rotation program. Though I was allocated for Customer Service department, I had to work with cash section and credit department for sometimes. My duties and responsibilities are given below: Customer Service department: From the very beginning of my Internship program I was assigned to customer service section under supervision of MD. Shobuz Ahmed & Mrs. Sharmin Haque. Customer service department is the first opportunity to know about the customer and customer gets to know about the bank. Customers come to the bank to get several services. It started with opening Savings, FDR, Deposit, Current accounts. They request cheque book requisition and collect cheque book from customer service section. Customer service helps the customers to know about all the information about the bank. From the very first day I had to help customer with their cheque book requisition, cheque book delivers and had to help them with account opening form. When customers came to open a savings account, I had to collect some papers from them which is regulated by Bangladesh Bank. Without these information and paperwork no ones can open a bank account. Before opening an account, I had to ask for the documents from clients: For Individual: The customer should showcase the valid documentation formalities while opening an account in the Bank. Each account holder requires to have the following:

- 2 recently taken passport size photograph of the applicant authorized by the introducer
- Single copy of passport size photograph of the Nominee signed by the applicant.
- Must signed the Signature Card.
- Properly filled A/C opening form
- Copy of passport/National Identity Card/ Voter ID Card/ Nationality Certificate from Ward Commissioner or Union Perished Chairman.
- Properly filled Transaction Profile Form with signature.
- Declaration form on Money Laundering duly signed.

- Other Documents required by the Bank within shortest possible time.

It should be noted that some important documentation and formalities has to be verified at the time of opening the account for the following entities:

For Limited Company:

- Verified true copy of Article of Association and memorandum.
- Showcase the real papers of certificate of Incorporation
- Proper photocopy of Certificate of Commencement of Business
- For opening account and specimen Signatures for maintenance of the account duly authorized by the Chairperson, photocopy of the Resolution of the Board of Directors is required.
- Updated version of Balance Sheet
- Submitting proper Trade License
- for Partnership Enterprise, Tin Certificate is needed
- Authorized copy of the structure of the firm.
- Authorized Partnership Deed at will (for the unauthorized firm)

For Associate/Club/Charity etc.:

- For opening of an account with the Bank verified by the Secretary and the Chairman, Minutes of the Committee meeting is authorized.
- Proper authorization of a copy of Laws and Bye-Laws/Constitution must be attested
- For operating the account, a copy of the resolution of the Committee authorizing Signatories is must
- Registration Certificate is needed.

For Proprietorship Enterprise:

- Trade License
- Tin Certificate

So, after checking those documents I had to give customers an account opening form where they used to fill up their information and put their signature on. This form was consists of Personal

Information page, Information about Nominee, Know Your Customer Profile Form and FATCA . I had to check if they filled up that information or not. After this I used to update their Transaction Profile where I mainly setup a limit for their monthly transaction depending on their income. However, customers can change that limit any time they want by giving proper cause. After opening the account, they used to request for cheque book and ATM card through an application form. Clients normally gets their ATM card and Cheque book with in the 4 working days after placing an order. At the time of delivery, I used to check whether the cheque book or ATM card belongs to this client or not. If it is not, then we used to want an authorization letter from the real owner with a signature on it. Credit department: I had to serve credit department for few days. As I was an intern and was not authorized to do same works as an employee, so I got some minor works in my bag to be done with. One of these was to call the clients who took loan from the bank and now is paying it through installments. Sometimes clients forget willingly to pay off these installments. I had to make them remember by calling them and asked nicely for the money. Sometimes it was not that easy and pleasant as it sounds. I had some bitter experience. Cash section: I did not work for cash section on a permanent basis. Cash in charge, Md. Aftab Uddin used to call me in some urgent hour when there was lack of man support due to absence of other employee. I used to carry cash from Principal office branch to other branches as Principal office branch is the feeding branch of Dhaka region. That was the most risky but unforgettable experience of my professional life.

6 Chapter Six (Lesson Learnt from the Internship Period)

6.1 *Lesson Learn from the Internship Period*

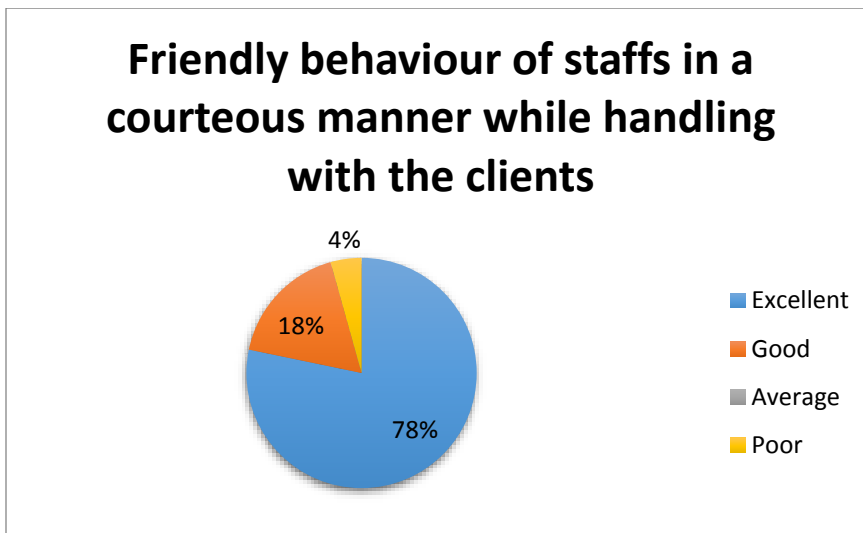
- In our Academic years we learn about theories. In my “Bank Management and Electronic Banking” course I got some Ideas of Bank activities. But all of these were theoretical knowledge which gave me a head start about bank activities. But in my three months internship program I was able to learn and work for bank which gave me practical knowledge. Moreover, it gave me a clear Idea about professional life. On the very first day, I remember of getting a call from HR department and they told me clearly that Punctuality and formal attire is the most important thing to work for Bank. I was at the Head office at sharp 10.00 A.M. and from that day I was never late for a single day. To be very honest I had never done any transaction in Bank I had no Bank account also. This program helped me to learn from practical situation about banking activities. Another tremendous lesson I learned from this program is that an employee should be ready to take any kind of challenge while working for any organization. For example, I started my Internship program in customer service but during this three month I had to work for Credit department, foreign trade and Cash Section. So, I will be ready for any kind of job rotation situation in my future career.

7 Chapter Seven (Findings of the Study)

7.1 Findings from the customer's perception

Bank Asia is well known for maintaining satisfactory customer relationship. They always try to satisfy their customer with new offers and pleases the customer with good behavior. The performance of Bank Asia's general banking department is getting better day by day. This indicates that they are performing better than previous and then the competitors. It is well known for its CSR activity and it benefits the overall organization as DBL doesn't give advertisement to social media. But there are also some flaws for what customers are dissatisfied with the banking service.

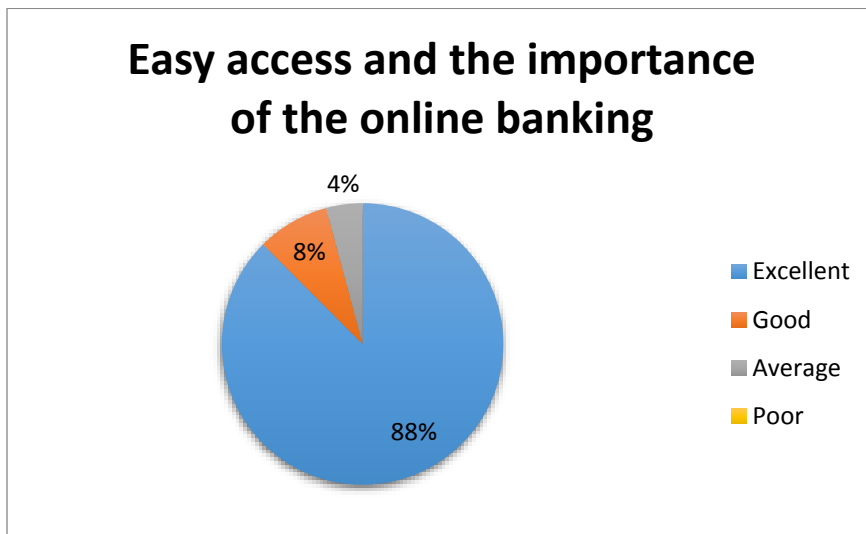
So, a survey of 30 respondents was done to know the actual perception and customer satisfaction of the customers of Bank Asia. The survey question and their responses are given below, and the findings are shown by the help of graphical representation:



- ✚ Among the respondent, 78% accepts that, the staffs had a friendly behavior and courteous manner. This shows that, Bank Asia maintains a good customer service. 22% customers are not satisfied with the staff's behavior because some Employees are not polite among

themselves and do not pay attention to the customers. Few employees create more hassle than the clients do which has to be changed.

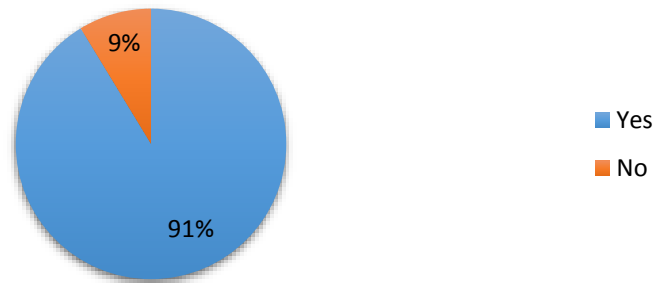
We can conclude, Bank Asia is almost at the right path and must maintain to do impeccable customer service to ameliorate this situation.



✚ Among the respondent, 78% accepts that, the bank has the easy access and the importance towards the online banking/channels. It shows that Bank Asia has a very good access and usage of online banking service which helps them with quicker customer service provider. But 12% clients were not satisfied highly from the online service. The e-banking facility of Bank Asia has become a major problem because it is a must by Bangladesh Bank IMP and L\C information online sooner they get registered. Steady internet connections have added to customer dissatisfaction.

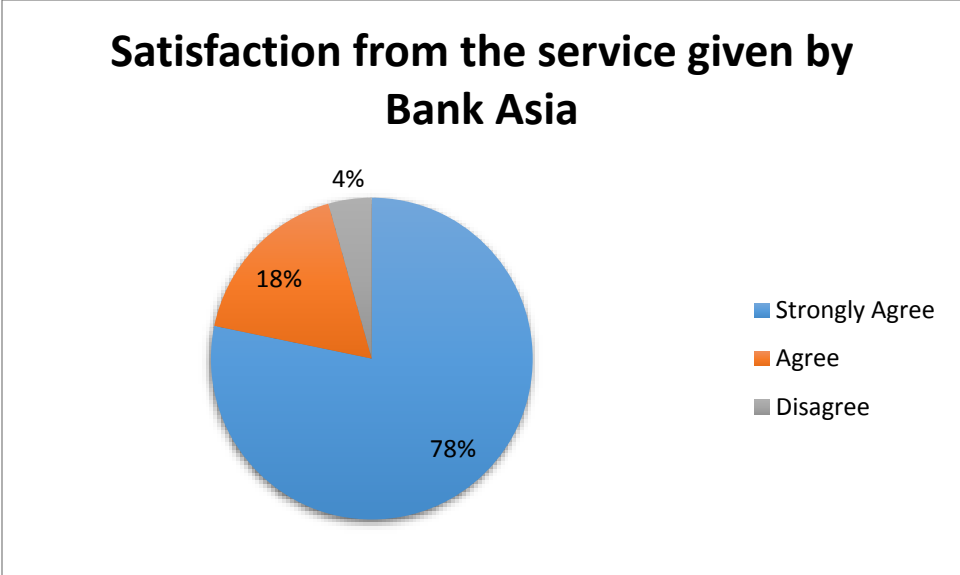
We can conclude, Bank Asia has a versatile online banking system and these systems is easy, useful and loved by the customers.

Overall satisfaction on online banking service



- ✚ In the above graph, it is shown that 91% customers are satisfied with their online banking platform. Moreover, recently Bank Asia has merged with Bkash for faster money transfer service. But 9% of customers are not satisfied because In Bank Asia, employees use a software is named- iSteller. However, I found the software which was not so fast. Therefore, the initiatives must take by the authority to update the software so that it can run faster.

We can conclude, Bank Asia “i-Steller” app is absolutely loved by most of the users. However, there are still provisions of improvement.



✚ In the above graph, it is shown that 78% customers Strongly Agree and satisfied with the service quality of Bank Asia. It proves that, Bank Asia has placed itself to its customer’s mind and is also able to provide significant customer satisfaction. But 22% customers are not highly satisfied because Due to slow internet connections, this also adds to customer dissatisfaction.

We can conclude, Bank Asia still has provisions of improvement in terms of service quality. Though there are many uncontrollable factors related with this parameter still I believe there are always provisions of improvements.

7.2 Other Findings of the study

While I was analyzing the data for my report, I have figured out some major issues. As I worked at Corporate Branch of Bank Asia Limited therefore, if the policies and corporate culture of Bank Asia is seen to be exactly like the Corporate Branch, then some findings of my report is discussed below:

- ✦ Shortage of promotional activities initiated by Bank Asia which made the Bank's image unknown towards the rural people. It can be the reason of hampering its long-term goals in to reach its large number of clients.
- ✦ In the bank, there is lack of workforce to serve the clients for example, there are shortage of people in the customer service division.
- ✦ Bank Asia organizes training program but sometimes the trainer trains with irrelevant topics that put the trainees in dilemma. They should provide proper training required to the employees.
- ✦ Bank Asia has recently launched a 100-car software but due to lack of proper manpower, they can't install the software. As a result, sometimes it fails to give quick customer service.
- ✦ There are some problems in the bank's lending customers. Bank Asia has minimal amount of default customer, but it may harm the overall organization and its reputation.
- ✦ Bank Asia lacks with proper promotional activities. Now days, there are many modes of advertisement that can broadcast new offers to the customers and can grab new customers as well.
- ✦ They should promote centralized software system.
- ✦ The poor connection of internet while serving the clients.
- ✦ It's found that customers are satisfied with the profit given to them, because Bank Asia is giving higher profit.
- ✦ The internal decoration of this branch is very good.
- ✦ The bank maintains good relationship with the customer.
- ✦ The motto of Bank Asia Ltd. is giving service and they are ready to give prompt or in time service.
- ✦ The bank employees are always concentrating or giving individual attention to the customers.
- ✦ Understanding of customer's specific needs by the employee of this bank is very good.
- ✦ The banks use modern banking system and technologies.
- ✦ The banking hour of Bank Asia Ltd. is convenient to the customers.
- ✦ There is a lacking sufficient ATM booth.
- ✦ Branch gives emphasis on big clients like large amount depositors or creditors.
- ✦ All branches are depended on head office, so the individual branch cannot give prompt services to the customers.

8 Chapter eight (Recommendations)

My possible experience in the Bank Asia with huge and compound banking system is only for three months. So, with this little experience, this is very tough for me to recommend anyone. I have noticed some drawbacks in respect of operative activities of the bank. I have established some recommendations from my observations those are given below:

- The general customer service is up to the mark, but their all employees are not properly trained. Expert human resources needed in the department to provide quality customer service, that organization can achieve the goals and to improve efficacy of the bank's action.
- As it is mass banking, the bank must establish general enquire desk to release customers rush & roaming at all the counters or desk for a simple query.
- To maximize the service quality, the bank can provide separate customer care service for foreign as well as local account holders to know the balance or any kinds of enquiry by phone only.
- Online banking can be further improved through improved UI/UX research & implementation.
- The integrated branch banking software (IBBS) should be introduced & user friendly to the bank staff for smooth and fastest customer services.
- All counter & desk should be synchronized for smooth & fastest service to the customer.

- Better ATM service should be introduced so that customer can avail all kinds of modern facilities.
- The bank should modernize its internal decoration.
- The bank should upgrade its on-line banking system.
- The bank should make easier in banking procedure & more customization is needed.
- The employees should be given necessary training & modern technologies to improve service of Bank Asia Ltd.
- The bank should have to set up more and more ATM booth all over the country so that customers can avail better and prompt service.

9 Chapter Nine (Conclusion)

9.1

During the entire period of my physical orientation in Bank Asia Limited, From the practical execution customer dealing strategy I have reached a firm and concrete conclusion in a very assured way. I strongly believe that my understanding will be in consonance with almost of the banking thinkers. It is obvious that to make up an effectual and planned will reflect on as early as possible. Apart from all the obstacles and challenges a bank must survive somehow with existing bank in the industry such as local and foreign bank. So, if we want to keep balance with the expected profit line and want to see the future success, a bank has to try their best to satisfy their customers in every possible way. However, it is very painful to mention that almost every bank in this industry must go through the phase of decreasing profit trend as a result of switch over of their loyal customers who migrate with higher customer satisfaction activities. Moreover, it is high time to launch sophisticated banking policies and practices for the betterment. For reaching the desired success with high profit and productivity, Bank Asia Limited should take fruitful measures regarding efficient workforce and instruments that will help the local office. Being a latest and updated bank, they have to be stronger in term of financial aspects as there is huge competition and emerging banks are rising up. Now the time for Bank Asia Limited to fabricate in success they have achieved and go on with its operation. So, the Economic Development is not only facilitated but its swiftness is quickened by the appropriate development of the Investment Management system of financial mediators in the country.

On the basis of the above discussion and findings it may draw conclusions which are mentioned below:

- **Offer innovative product:** Bank Asia should provide their customers with innovative products with fewer formalities. It'll help the customers to get attached with the bank.
- **More advertisement:** There should be adequate advertisement for the new business scheme in order to influence customer and all the new features and offers should be broadcasted to attract them.

- **Easy and organized lending procedure:** Bank Asia should offer organize and easy lending procedure to reduce the loan defaulter. They should monitor the collateral also minimize the defaulter.
- **Provide up to date technology:** The newly bought software should be installed for providing better service and can get the customer satisfaction.
- **Recruit manpower in the required sector:** Sometimes, Bank Asia recruits manpower in the department where there is no need of any but the department where it is required; they don't actually recruit any eligible one.
- **Provide more training facility:** More training facilities should be broadening in this area of Banking. The employee of credit department and customer service department need more training for providing better customer service and attain customer satisfaction.
- **Open New Branches:** Bank Asia Limited should open more branches in the sub urban and rural areas all over Bangladesh. They should pick up the most profitable area for banking and open a new branch with experienced officers.
- **Need customer complain desk:** Customer is always right in the mind of business. All the customers are not same and different customers may have different issues Bank Asia need customer complain desk in every branch so that they can give the prominent service to its customers.

10 Bibliographie

Journal References:

- # Hanif ,M. , Hafeez ,A. & Riaz , A.(2010) journal name(*factors affecting customer satisfaction*)p45
- # khayyat,N,T.& Heshmati, a(2012) journal name(Determinants Of Mobile Phone Customer Satisfaction In The Kurdistan Region)p3
- # Bae, Y,H.(2012) journal name(Three essays on the customer satisfaction-customer loyalty association)p23
- # Maxham,J , G. (2001) journal name(
- # Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions)p1
- # Bowen,J,T.& Chen,S,L.(2001) journal name(The relationship between customer loyalty and customer satisfaction)p1
- # Hu,H,Y.,Cheng,C,C.,Chiu,S,I.,Hong,F,I.(2011) journal name (A study of customer satisfaction, customer loyalty and quality attributes in Taiwan's medical service industry)p1(187)
- # Egger,A. & Ulaga,W.(2002) journal name(Customer perceived value:a substitute for satisfaction in business markets)P2,17, (2/3)
- # Maddaren,H. ,Maul,R,S.,Smart,P,A.&Baker,P.(2005) journal name(Customer satisfaction and service quality in uk financial services) p3&5
- # O'SULLIVAN,D.&McCalling,J. (2010) journal name(Customer satisfaction, earnings and firm value)p1
- # Campbell,L.& Finch,E.(2004) journal name (Customer satisfaction and organisational justice) p1

- # Bhattacharya, D.K (2019). Management Information System.(First Edition) India: Himalaya Publishing House.

- ✚ Hossain, M.M @ Lina A.M.(2016). Management Information System (First Edition) Dhaka: Prominence Publication.
- ✚ Joshi, M. (2013). Management Information System.(First Edition) Bookboon.
- ✚ Pattanayak, B. (1998). Management Information System. India: S.Chand @ Company Ltd.
- ✚ Kenneth C.Laudon Jane P. Laudon “Management Information System” Ninth Edition.

Web References:

- ✚ Office website of Bank Asia Limited, retrieved from <http://www.jamunabankbd.com>
- ✚ Office website of Bangladesh Bank, retrieved from <http://www.bangladesh-bank.org>
- ✚ Annual report of Bank Asia Limited form web site.

11 Appendix

Customer Perception of Dhaka Bank

Account no:

Contact no:

Branch name:

Email:

- The friendly behavior of branch staff while dealing with you:
 - Outstanding
 - Good
 - Average
 - Poor

- The branch has enough workforce to serve in your needs:
 - Yes
 - No

- The branches have enough working hours and has easy locations for the customers to serve:
 - Yes

 - No

- Rate the ease of access and the fruitfulness of the E-Banking/channels?
 - Outstanding
 - Good
 - Average
 - Low

- Perception about the satisfaction with the number of services provided through our E-Banking platforms?
 - Yes
 - No

- Are the calls received time to time by the call center personnel?
 - Yes
 - No

- Are the call center staff skilled and have a professional attitude while serving the clients?
 - Yes
 - No

- Would you refer Bank Asia as a preferable banking choice to your Friends, colleagues and Family Members?
 - Yes
 - No

- Overall, I am very satisfied with the service quality offered by Bank Asia:
 - Strongly Believe
 - Agree
 - Disagree

- My overall satisfied towards the branch staffs:
 - Yes
 - No