

Internship Report On
[Customer satisfaction of UCBL]

By

Aquib Maksud

**Student ID
15104071**

An internship report defer to to the Brac Business School is a part of the requirements to complete the degree of BACHELORS of Business Administration

Brac Business School
Brac University
[JANUARY] [2021]

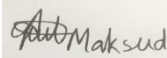
©[2021]. **Brac University**
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:



**Student Full Name Aquib Maksud
Student ID 15104071**

Supervisor's Full Name & Signature:

Syed Mahfuzul Alam

Lecturer,

Brac Business School,

BRAC University

66 Mohakhali, Dhaka-1212

Letter of Transmittal

Syed Mahfuzul Alam

Lecturer,

Brac Business School,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report on **Consumer Satisfaction**

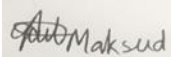
Dear Sir,

This is my pleasure to display my entry level position provide details regarding 'Consumer satisfaction of United Commercial Bank Ltd', which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Aquib Maksud

15104071


BRAC Business School

BRAC University

Date: 7 January, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between United Commercial Bank Ltd and the undersigned student at BRAC University 

Acknowledgement

Most importantly, I am appreciative to the Almighty for giving me sound wellbeing to complete my temporary job and achieve the report. I might want to show my appreciation towards my entry level position counsel, **Mr Syed Mahfuzul Alam** for helping me to finish my temporary job report on due time. I offer my most extreme thanks to:

Kazi Muzibul Islam, head of branch, new Eskaton and **Irfan Rahid**, Executive of advance office for going about as tutors and managing me all through these 3 months time span. Their direction have assisted me with adjusting to the corporate culture rapidly and persuaded me to get familiar with the functionalities of land office. Additionally, I might want to thank the Finance and Legal division for helping out me in different undertakings and duties. At last, I might want to thank my loved ones for their consistent help all through this entry level position period, without their help I wouldn't have the option to arrive at this phase of my life.

Executive Summary

Internship in a reputed business organization is a must to Graduate from a Business School. In the wake of finishing the BBA at advertising in Brac University, I amassed the information on BBA alongside functional expertise. This report is about Consumer Satisfaction of UCBL and how to improve it.

United Commercial Bank Limited began its excursion at 1983. Since then the bank proceeded with its method of progress and opened more than 205 or more branches everywhere on the nation. As a pioneer of private financial area, UCBL served 1,000,000 of customers and a lot more individuals will be served soon. To hold the current piece of the overall industry and to draw in new shopper, consumer loyalty is must.

Chapter 1: Overview of Internship		
Serial	Topic	page no
1.1	Student Information: Name, ID, Program and Major/Specialization	08
1.2	Internship Information:	09
1.2.1	Period, Company Name, Department/Division, Address	09
1.2.2	Internship Company Supervisor's Information: Name and Position	09
1.2.3	Job Scope – Job Description/Duties/Responsibilities	10
1.3	Internship Outcomes:	13
1.3.1	Student's contribution to the company	13
1.3.2	Benefits to the student	13
1.3.3	Problems/Difficulties (if any faced during the internship period)	14
1.3.4	Recommendations (for and suggestions to the company on future internships)	14
2.1	Introduction (Objective, Methodology, Scope, Limitation and Significance	15
2.2	Overview of the Company	20
2.3	Management Practices	22
2.4	Marketing Practices	25
2.5	Financial Performance & Accounting Practices	28
2.6	Operations Management and Information System Practices	31
2.7	Industry and Competitive Analysis (add sub-chapters, including one on SWOT analysis)	33
2.8	Summary and Conclusions	36
2.9	Recommendations	36
3.1	Introduction (Background, Objective(s) and Significance –	37
3.2	Methodology	38
3.3	Findings and Analysis	41
3.4	Summary and Conclusions	47
3.5	Recommendations	48

Chapter 1: Overview of Internship

In this competitive era, especially in the banking sector there are no room for making error and efficiency where production is playing a very significant part. In banking sector ones work need to be perfect and there is a little room of creativity here. The works are routine and conventional and almost all the private banks are using specialised software to run their routine activity.

Machines are the tool here but human can make differences in the most effective way.

Marketing department plays a vital role in the financial corporation in Bangladesh. In this study, I shared my first-hand experiences about working with a renowned financial company named United Commercial Bank, New Eskaton Branch, Dhaka. Here I assisted the front desk which can be counted as general banking, general advance which can be considered as loan department and foreign exchange advance, which can be counted as the bridge between exporters and importers. As an intern, I worked in a rotation basis but most of the time I had worked in the front desk.

1.1 Student Information

I have been assigned as an intern at United Commercial Bank Limited for 14 weeks to fulfill my academic requirement from Brac Business School. The duration of my Internship program was 14 weeks which started on October 7 and finished on January 7, 2020. I am Aquib Maksud, student id-15104071 did my major at marketing and minor at finance.

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

My internship duration was twelve week which started from 7 October, 2020 and lasted to 7 January, 2021. United Commercial Bank Limited, a leading bank of Bangladesh gave the internship opportunity at their New Eskaton Branch. I was allocated to work mostly at front desk but I also assisted General Advance and Foreign Exchange Advance.

1.2.2 Internship Company Supervisor's Information:

I worked under Irfan Rahid, Senior Executive Officer of UCBL. Actually I had to switch the job responsibilities according to the working demand and majority of time I worked at the front desk.

1.2.3 Job Scope

I have performed the following activities in the United Commercial Bank Ltd.

General Banking

Account opening section

There are different kinds of account like savings account, current account, loan account, specialized account for women, Islami account etc. To open an account, one needs to perform the following steps-

1st Step: One need to decide what types of account one want to open. There are varies type of accounts according to consumer priority. Like to save money, one needs to open a saving account.

2nd Step: There is certain information which is required to open a bank account. For so the applicant needs to fill up the forms and submit those to bank authority.

3rd Step: Photograph, signature, voter identity card and utility bills are necessary to open a bank account. Photo and signature help the bank to identify the consumer and secure his bank account. On the other hand, voter id and utility bills help the bank to identify the specific address of the account holder which helps to prevent further miss-happening like money laundering, black money and funding terrorism as every individual gets a unique CIF (customer Identification Number).

4th Step: The information collected from customer may not be true. For authentic information bank need to verify all the given information and save it for further use and verification.

5th Step: To open an account, minimum balance for students and women are taka 500 and for others, a thousand is required.

6th Step: After all the procedure, one can have his acting account. For operation purpose, one gets an ATM card and cheque-book.

Cheque clearing

Cheque containing the amount more than a lac are transferred through BEFTN (Bangladesh Electronic Fund Transfer Network). Cheque containing the regular value is transferred through regular system.

- Crossing the cheque.
 - Positioning the cheque in the system.
 - Clearing and confirmation of the cheque.
 - Split-up of cheque from the payment slip and printing
 - Arranging the cheque according to issuing bank and then on branch wise.
 - Printing the cheque
 - Examining the system endorsement slip with the deposit slip
-

Loan Section

Sanctioning loan is little bit complicated during the covid 19. The bank only sanction loan for people who already have an establish business with tin and low risk. Covid 19 has made the loan scenario more complicated.

- Meet the people who are eligible to get the loan. Provide them information likes terms and conditions and answer their questions.
- To eligibility to get loan requires paper work. Bank simply analysis the financial capability of the applicants. Beside that they calculate the industry average and monthly turnover of the business. Also the bank predicts the future turnover of the business. These evaluations determine if the applicant is eligible to get the loan or not.
- There are different kinds of interest repayment and an applicant can eligible to different kinds of loan according to their business structure. The bank explains the consumer about these terms and condition.
- The bank cheque the loan repayment system as well as the business and financial power of the applicants. If necessary bank took the paper, documents or property as mortgage.
- Finally bank completes the procedure with the repayment agreement.

Foreign Exchange

Foreign exchange plays the role of cross border trading. When trading took place between two entities from different countries, bank functions as intermediaries to guarantee the product and payment.

- Opening letter of credit against commission for importing industrial agricultural and other permissible items under council board.
 - Opening letter of credit on the principle of sale, on the principle of under wage earner scheme.
 - Handling of export /import document.
 - Handling inward and outward remittance.
-

1.3 Internship Outcomes:

Performance of the job depends on many elements like accountability, working elements, having sufficient knowledge and expertise on the work accomplishments and also job satisfaction. The particular everyday jobs were not that tough to do. UCBL has made working friendly environment and that makes the life easier for others. For this working environment at UCBL, I consider myself as a part of my jobs with greater satisfaction. Cordial assistance from the employees helped me to boost and enrich my performance and learn a lot from them. The internship duration was 12 weeks at UCBL. During these 12 weeks, I have taught practically lots of things that I have learned in theoretical courses. Though there I got differences sometimes but there were also some similar things. Really this practical experience helped me a lot to learn more new things. In my future life, all these will be a valuable experience for me.

1.3.1 Students Contribution to the Company

Though banking activity largely depends on special software and most of the works are done by the automated software but I had the opportunity to assist the bank in many ways. When I was in the front desk, I helped the customers to open their bank account by providing them the valuable information. I verified their documents and saved those in a special drive where all the data are saved at a specific way for banking purpose. Furthermore while working at cheque cleaning section I helped to print the cheque and learnt about the way of cheque confirmation. While working at foreign exchange I helped my supervisor to open L/C. Furthermore, I helped the bank to do more generic task like email writing, other works at Microsoft word, Excel, Scanning, Mailing and Printing.

1.3.2 Benefits to the Student

Here I had first hand work experience and got the idea about real life dealing. I also learnt how to handle the consumers as well working under pressure which specifically helped to utilize my time in the most effective way. Furthermore, I grew up my negotiation skills

and also develop the idea of using big data. Also, UCBL helps me to build up networking. I also gathered the idea of cross border trade. In a nutshell, I learnt about the function of the financial sector.

1.3.3 Difficulties

While working in the bank, most of the task was being performed by specialized software which is mainly operated by the employee. So as the software was not generic and need special training to operate it, so an intern without any training will face difficulties. The computers are well protected as there is security issue. Furthermore, during the COVID-19, the cyber-attack and cyber threat increases a lot. So, the bank had to take some precautionary measure like keeping the banking sector safe. So, the bank had to be careful about the handing over the password and so I had to depend on other while working in the pc.

1.3.4 Recommendations

After working fourteen weeks in UCBL Bank I have found something really very impressive about the company. On the other hand, from my observation of last three months I would like to recommend them something that can give them another thought. Here is some recommendation in my point of view –

- The bank has the provision of internship program but there is no organized structure for the internship program. The bank can properly utilize the internees at minimum cost.
 - Intern can be given more generic work to function like email writing or working in excel.
-

United Commercial Bank Ltd

2.1 Introduction

2.1.1 Objective

Internship is a part of graduation and Brac Business School add internship programme to give the graduate a real-life job filed scenario. Main objective of internship is having an idea about real job scenario and to pass the undergrade. Beside to reflect the theoretical knowledge at the real working condition is one of the other goals of internship.

The objective of the report can be viewed in two forms:

- Primary Objective
- Specific Objective

Primary Objective:

This internship report is prepared primarily to find the level of “Customer satisfaction of UCBL.” Beside that, to pass the undergrade and to have a real-life job filed scenario are other primary objective of this report.

Specific Objective:

- To experience the real Banking world.
- To get and organize detail knowledge on the job responsibility.
- To compare the real scenario with the knowledge gained in BRAC University
- To fulfill the requirement of BBA Program.
- To apply theoretical knowledge in the practical field.
- To find out the overall features of UCB.

2.1.2 Methodology

This research is an experimental research to gain the overall idea about the customer satisfaction of United Commercial Bank Limited. This can be tagged as one-shot case study where the satisfaction of customer is dependent variable and other factors are independent variable.

Nature of Data

The quality of a research depends on quality of data. For that data collection from primary source is paramount and many people were interviewed to gather primary data. Beside that people were observed closely to predict their mental condition. Observing people also removes biasness of the data as people act natural way and these show the true nature of the data. Furthermore, some of the data were collected from secondary sources. Data collected were up to date so that data remains valid and reflect the true scenario.

Primary data collection

The essential information is those which are gathered new and unexpectedly and, in this way, end up being unique in character. I have utilized three procedures of Primary Resources for my examination and they are as followed Nonstop surveillance while doing internship.

- Nonstop surveillance
- Direct Interviews
- Working at the front desk
- Take the view of the officers
- Informal Interview

Nonstop surveillance while doing internship

Non stop observation and surveillance is the way toward perceiving and noticing individuals' and events instead of requesting data. These kind of observations and perceptions eliminate the biasness and does not impact of response from research as the people act natural way.

Direct Interviews

I prepared a questionnaire and asked people what they think about the services of United Commercial Bank. These data were collected from the mouth of clients and data remain unchanged. As the field of study is restricted inside UCB, it was concluded that data will be gathered by direct up close and personal meetings. Interviews were held for certain customers and furthermore Bank Manager, chiefs and junior officials.

Working at the front desk

While working at the front desk, I gathered the data about general banking sector. UCBL only serves the customer holding an account in their banks and almost all customers visit the front desk and so different kinds of customer were interviewed in this way.

Take the view of the officials

While doing the internship, I had to work in different desks and work with different employees. All of them has different working method as well as different thinking. While switching desk, I came to close to different employees and asked them the view of clients. While doing intern the employees helped to understand the working procedure as well as helped me to complete my internship report.

Informal Interview

While working with the clients, I had a chit- chat about banking sector and how UCBL is performing in the banking filed. People share their thought and I made some notes about their perception.

Secondary data collection

- Internship reports published previously
- Report published by UCBL
- Papers and documents sent to clients
- Files, balance sheet and various documents
- Websites
- Thesis papers, newspapers, books, reports

Above all the storehouse of knowledge, “the internet” will also be a big part of the literature review.

2.2.3 Scope of the Study

To complete the Bachelor of Business Administration (BBA) each student has to complete the 12 weeks Internship Program. My location of internship was once “United Commercial Bank”, one

of the main Bank of Bangladesh. I have completed the 14 weeks internship at General Banking department, Loan Section and Foreign Exchange Department. I had to work one desk to another desk. From working UCBL, I gained the first-hand working experience as well as the view of real working world. As it is compulsory to undertake internship program for the college students for efficiently end-up their BBA degree. This additionally presents a chance to the college students to limit the hole between theoretical and realistic knowledge. During the internship the instructors of the branch are connected to actively and continuously guide the students. Students are required to work on a precise subject matter primarily based on their theoretical and realistic information received throughout the duration of the internship software and then post it to the teacher. That is why this report has been organized. The scope of the find out about is constrained to the New Eskaton Branch only. The document covers the organizational structure; background, features and the overall performance of the bank.

2.2.4 Limitations

While preparing the report I have faced some limitations which are mentioned here:

Time-period

Time remains constrain during the working period in UCBL. Within Three-month time, I had to gather every data and surely this is not enough for such an extensive study. Covid-19 also effected the banking sector this time and these collecting data.

Lack Of Information

Lacking of information remains another issue and sometimes people act sensitively while sharing data. Website and vlogs don't contain enough data and annual report of the bank sometimes hard to find.

Security Issue

The fundamental compel of the investigation was deficiency of data, which was needed for the examination. There is different data the bank representative can't give because of security and other corporate commitments. Because of some legitimate commitment and business mystery banks hesitant to gave information. Consequently, as far as possible just on the accessible

Published information and certain degree formal and casual and casual meeting.

Place

Data were collected from New Eskaton branch and this indicates the limitations of biasness of a particular place.

2.2 Overview of the Company

United Commercial Bank Ltd. (UCB) is a Bangladesh based monetary establishment that gives banking administrations. The administrations incorporate individual and business banking, advances, charge cards, web-based banking and cash move administrations. The bank works in Bangladesh, where it is head quarter in Dhaka. With its solid obligation to the monetary advancement of the nation, the Bank has just made an unmistakable imprint in the territory of Private Sector Banking through customized administration, creative practices, dynamic methodology and proficient Management. The Bank, planning to assume a main job in the monetary exercises of the nation, is immovably occupied with the advancement of exchange, trade and industry exhaustive an imaginative credit strategy. UCB Sponsored by some unique and rumored business people and famous industrialists of the nation and furthermore partook by the Government, UCB began its activity in mid-1983 and has since had the option to set up probably the biggest organization of 205 branches among the original banks in the private area.

Vision

To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

Mission

- To build United Commercial Bank Limited into an efficient, market driven, customer focused institution with good corporate governance structure.
 - Continuous improvement in our business policies, procedure and efficiency through integration of technology at all levels.
-

Strategic Statement

To have upheld advancement, extend and improve extent of things and organizations in each part of banking exercise with the arrangement to build the estimation of speculators' endeavor and offer most raised possible focal points to our customers.

Objectives

To create strong backbone of capital, to propel trade, exchange and industry growth, to discover techniques for achieving precise turn of events, to improve and grow the extent of thing and organizations, to make human resource by extending work openings, to overhaul asset of speculators, to offer standard money related organizations to the people, to keep business moral quality, to make government help masterminded monetary assistance, to offer most raised possible favorable position to customers.

Corporate Culture of UCBL

The United Commercial Bank full motto is (**United we grow**).

They need to guarantee the glad financial framework in the financial business. It set up itself one of the original banks in the financial business. In the private area of banking, they offer the best support with their imaginative practice, dynamic methodologies and effective group the executives. They keep up corporate social obligation. As a mindful corporate body UCBL embraced CSR rehearses in a formal, organized way in accordance with their association vision to help the hindered populace of the nation by showing social drive. UCBL keep up professional workplace. All the officials and the staffs wear formal dress in the workplace. The bank which is keeping up corporate culture can make great relationship and client devotion with their client. Corporate culture is significant for keeping up great connection with the partners. UCBL give the higher need to their workers so representative and high level can accomplish their corporate

objective together. It likewise urges representatives to try sincerely and give the best for the association. It assists with creating hierarchical procedures, values, morals, objectives, financial specialists and more noteworthy local area.

2.3 Management Practices

Governing Body

People at the very top of the hierarchy level who own the majority of the bank shares remain in this group.

Chairman

Mrs. Rukhmila Zaman, a young woman entrepreneur of the Country, is the Chairman of United Commercial Bank Limited and also the Managing Director of Aramit Group, a leading manufacturing Conglomerate of the Country. She is the wife of Mr. Saifuzzaman Chowdhury, MP and Honourable Minister for land, GOB.

She is also involved with different Socio-Economic organizations and contributing for upbringing the young women in the main stream of economy.

Vice-Chairman

Mr. Bazal Ahmed is the Vice-Chairman of the Board of Directors and a member of Executive Committee of United Commercial Bank Limited.

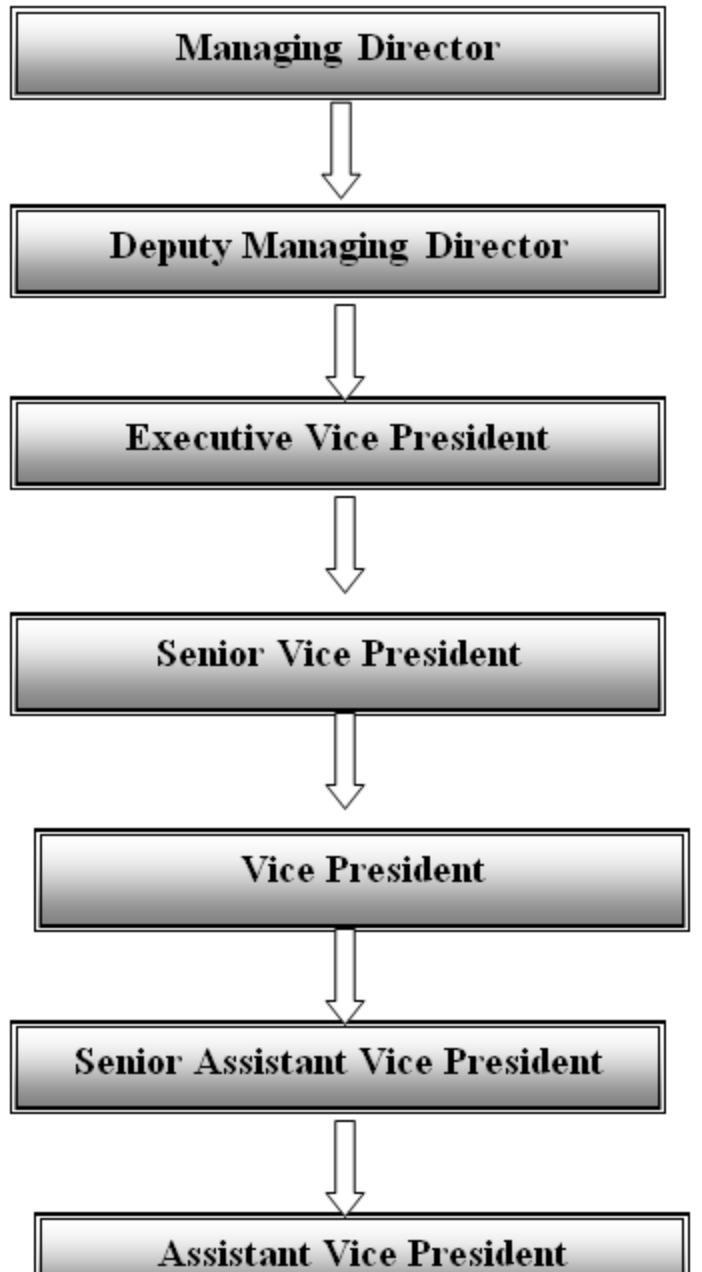
He is the son of Late Mr. M. A. Bari, a Sponsor Director of the Bank. This spectacular entrepreneur is also the Managing Director of Taj Accessories (Pvt.) Ltd. and Saikat Textile Ind. Limited, one of the leading enterprises in the garment/textile sector of Bangladesh. At the same time, he is the proprietor of Taj Trading. Mr. Ahmed was born in a respectable Muslim family of Sylhet. He is allied with lots of social & educational organizations to accelerate the benefit of the community.

Director

There is several other people acting as the director or the independent director to lead the bank from the front.

Top Level Hierarchy

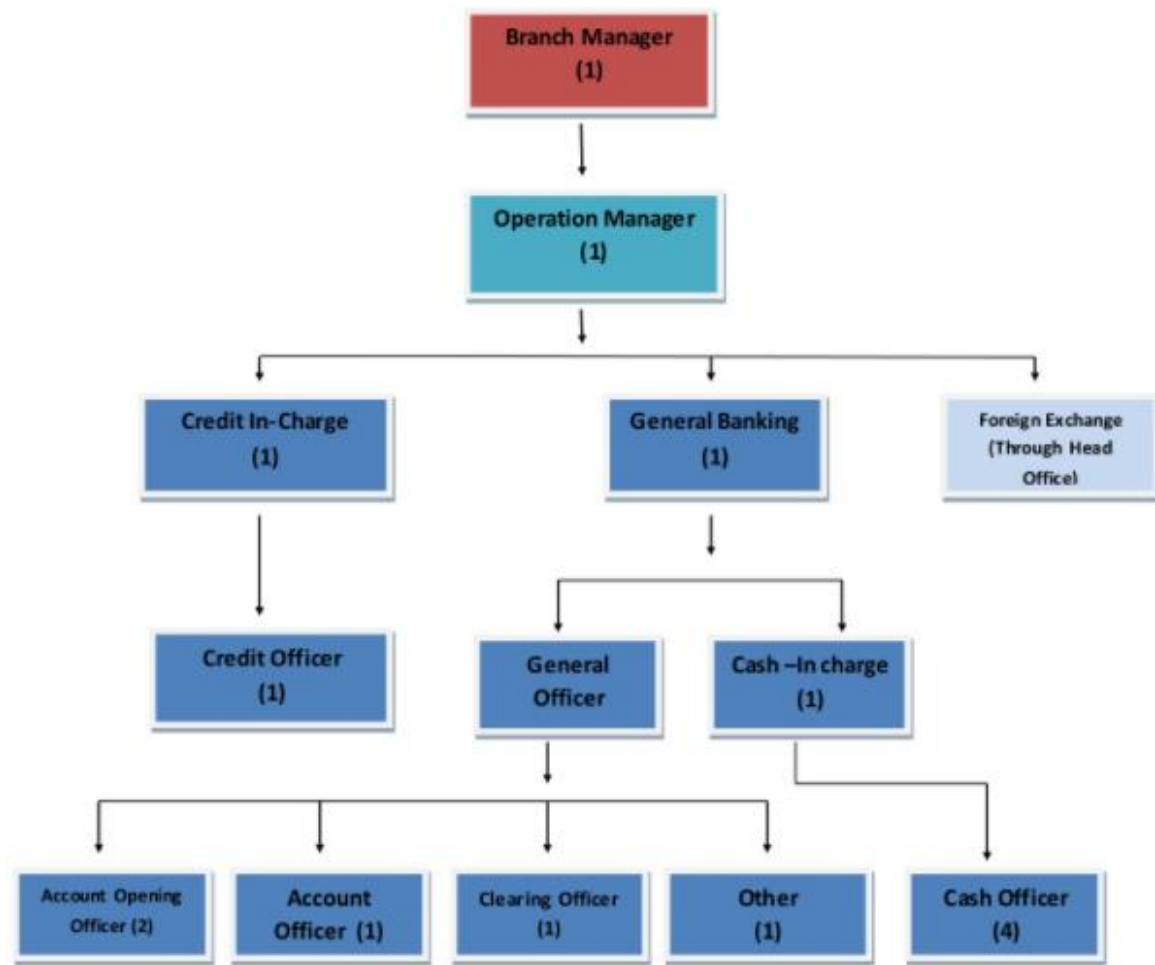
The Bank has in its Management a mix of exceptionally gifted and prominent brokers of the nation of differed insight and mastery effectively lead by Mr. Shawkat Jamil, a dynamic broker, as its Managing Director and accomplished, enthusiastic and devoted officials working who strolls all the distinctive division of banking area and can lead from the front.



The top-level hierarchy take all the managerial decision and assist the board for decision making.

UCBL has young and dedicated managers who has experienced in banking sector.

Branch



The branch manager remains at charge to manage the activity of the branch. There are several other departments as general banking, cash, foreign exchange and check clearance. The branch communicates with the head office and also sends the documentation and also made the works through specialized software.

2.4 Marketing Practices

Loan Product	Deposit Products	Other services
Trade Loan	Current Deposit	Western Union Money
Industrial Finance	Savings Deposit	Transfer
Import Finance	Women Saving Deposit	SMS Banking Service
Export Finance	Women DPS PLUS	Online Service
Loan Syndication	Non Residential	Inward & Outward
Working Capital Finance	Bangladeshi Deposit	Remittances
Finance	Special Notice Deposit	Travelers Cheques
Packing Credit	Fixed Deposit	Underwriting & Bridge
Transport Loan	Foreign Currency	Financing
Lease Finance	Deposit A/C	Locker Service
Hire Purchase Loan	UCB Imperial Savings	Offshore Banking
House Building Loan	UCB Money Maximizer	
Home Loan	UCB Multi-Millionaire	
Customer Credit Scheme	UCB Earning Plus	
Auto Loan	UCB DPS Plus	
Doctors Loan	UCB Youngsters	
Marriage Loan	Savings	
Education Loan	UCB Youngsters DPS	
Hospitalization Loan	UCB Savings Plus	
Travel Loan		
CNG Conversion Loan		

UCBL has large number of product varieties designed according to the consumer demands. To promote their products, UCBL depends on different kinds of marketing strategies, mostly direct marketing.

Direct Marketing Channels



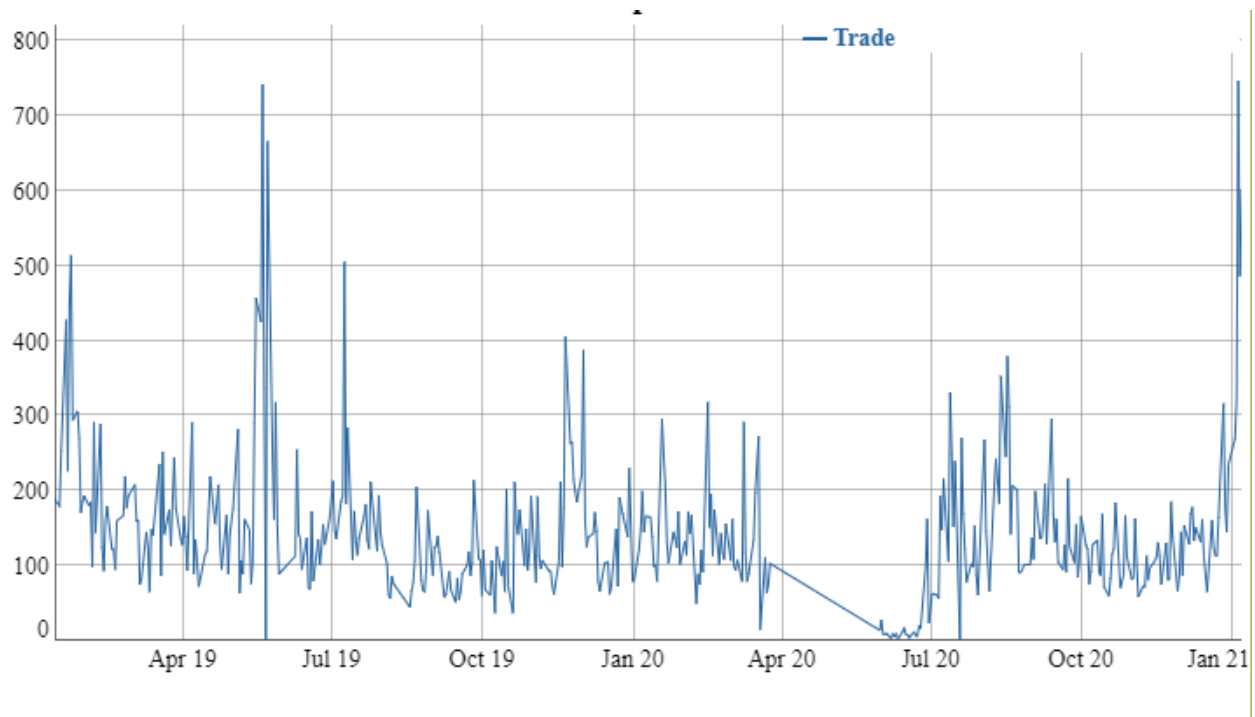
To advance different sorts of advance, UCBL really takes the push advertising system. They set the objective for their workers to get together and grade them appropriately. As the advancement and pay climbs rely upon selling these items, the representatives played out a favorable to dynamic activity to sell these plans.

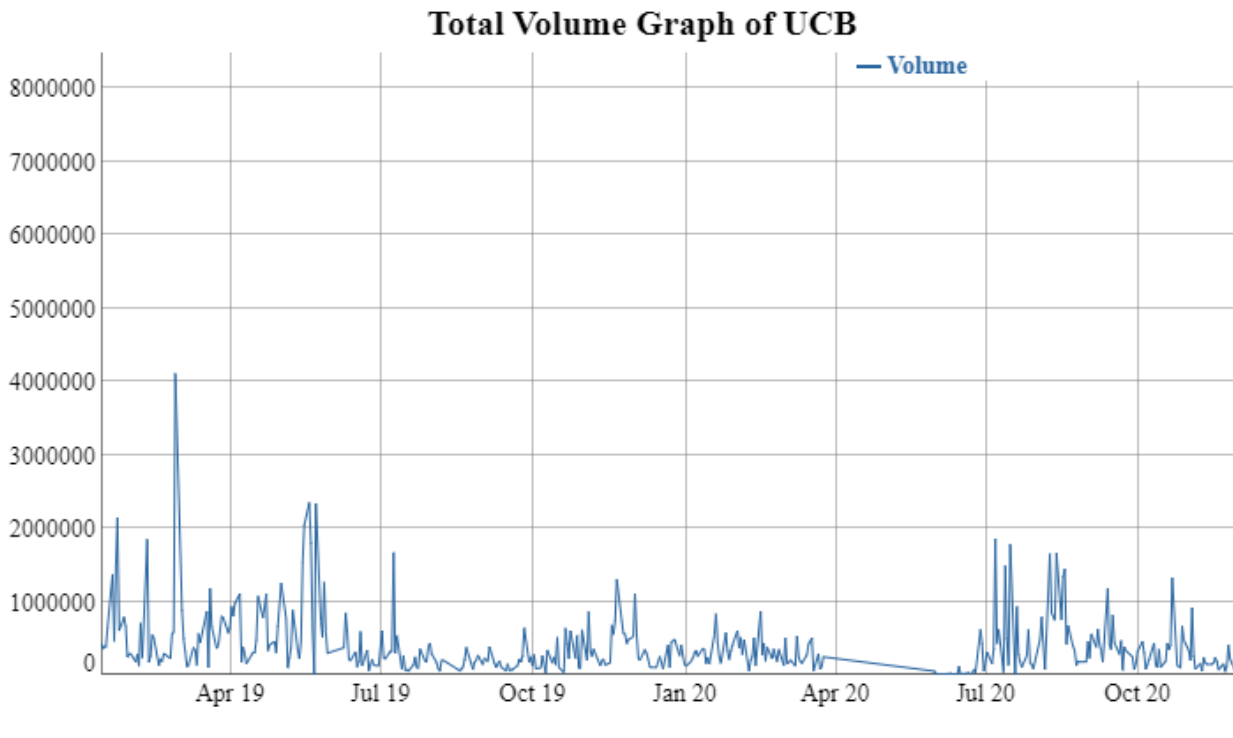
Direct ad in online media generally paid commercial in YouTube to their objective portions and utilizing huge announcements, brushes, call, mailing, sending writings and more straightforward methodology is the vital variables for UCBL. Alongside that linkage of the installments with different administrations is the key for their advancement and brand affiliation.

2.5 Financial Analysis

Trade per day

Trade per day of UCBL reached its peak during the month of July 2019. Trade per day decreases during the March 20 when the covid 19 outbreak and many other share prices collapse in that way. After that the market seemed recovering gradually after July 20 after the opening of Dhaka stock exchange and Chittagong stock exchange. Seemed the economy will recover, the trade volume expected to rise during January 21.





Total Volume of UCBL

Total volume graph represents the share available in the market. It seems during the first quarter of 2019, a bulk sum of shares were available in the market. It gradually decreases over the time.



Decline of the Price

The price per share was quite high during the first quarter of 2019. The share price drastically dropped during the outbreak of COVID-19. But gradually the price seems to be normalized by the market performance of UCBL.

2.6 OPERATIONS MANAGEMENT AND INFORMATION SYSTEM PRACTICES

Linkage between branch and the head office

All the information are collected by the branches and sent to the head office in a regular basis. The head office verifies the documents and secures it for the future uses. Furthermore the head office sent the instruction to the branch. A branch cannot hold the cash more than 20 lacs and the remaining amount need to be sent to the head office in a special protocol. Beside the branch has to communicate with the other branches to send the cheque book and ATM cards.

ATM Booth

ATM booth makes the way easier to deposit money or credit it. More than 500 ATM booths are established by the bank to function the transaction. One can simply find an ATM booth at their location.

Upay

Upay is a specialized mobile banking system designed by UCBL for fasten the online transaction. For that one need to open a bank account with a specific email which holds the key of Upay.

16419

For emergency or any kind of support to their consumer, UCBL have the best customer care center which are profoundly assisting the consumers to make their life easier. If one lost their card or if the card stuck in the machine or if any massacre happens one can simply call 16419 and fix it.

UCBL and Other Banks

A bank need to communicate with other banks as cheque transfer between two banks is a common phenomenon. Bangladesh Electric Fund Transfer Network connects all the bank within a tied bond and all the cheque clearance are happened this way. Beside that when an

international trade occurs between two parties, the bank function as an intermediary to boost the trade.

Traditional Communication

Banks also do traditional communication like sending mail to the consumers about their service or mobile message about their new banking system. Bank also depends on courier to send their documents and cards through one branch to another branch. Beside that all the branches of UCBL has the traditional front row which exclusively assist the consumers. Beside that files and documents are sent to one branch to another with the help of messenger.

Internal Linkage Software

Ucbl staffs mostly depend on specialized software. The whole networking of Ucbl is interconnected within internal networking system. The security system is quite up graded to prevent the threat of cyber-attack and also the internal leakage of information. They use another mass-customized mailing system to remain interconnected between them. A mail is always limited to 3 mb only to prevent data transfer threat. Beside that one simply cannot connect any outer device with the system. An internal database is used to store all the data and got those data when needed.

Software Linkage with Election Commission and other Govt. Organization

To prevent the money laundering and corruption, to ensure the customer security and to block the threat of terrorism, every bank is verifying information and authentication of the consumers. So election commission gather the big data and like every other bank, UCBL also using that. Beside that TIN number, unique CIF number given by BANGLADESH BANK, passport endorsement for international trading all are done by the unique banking system of UCBL.

2.7 Industry and Competitive Analysis

Porter's Five Forces Model

United Commercial Bank Limited is one of the top private banks of Bangladesh and holds its place strong in the banking sector. Though there are threats and competition in the upcoming future but it is expected that UCBL will stand firm in the banking sector for many years to come.

i. Competition from Existing Rivals:

In comparison with other bank services, UCBL will remain its peak. As a commercial bank, UCBL goals are simply dominating the trading sector, making the trade and commerce easier for its consumers. BRAC Bank Standard Chartered Bank, Prime Bank and IFIC Bank can give UCBL a tough time in this regard. As a result, for UCBL, the threat from the existing rivals moderate to high and can be rated 4 out of 5.

ii. Threat of Potential New Entrants:

To enter in the market, a bank in Bangladesh needs to have a minimum capital of 400 corers and a bank can raise 10 percent of the capital from initial public offering. Though the capital amount is not that high but, government rules and regulations make the entrance more complicated. Beside covid 19 makes the situation worsen for the new competitors. So, the threat of new entrance is moderately low currently and it can be marked as 2 out of 5.

iii. Threat of Substitute Products/ Services:

For UCBL, it is moderate to high as there are many options of the substitutes in the industry. There are 58 banks operating in the market and so the threat of substitute can be marked as 4 out of 5.

iv. Bargaining Power of Supplier:

The supplier power of is low to moderate UCBL. The supply of the capital is mostly dependent by the sponsorship of the owner. Only 10 percent of the capital can be raised through the share market. On the other hand, a person who creates saving account or current account or deposit money are the other supplier of capital. But as the government fixed the interest amount and

UCBL as one of the top banks they have the competitive edge. So, the bargaining power of the supplier can be marked as 1 out of 5.

v. Bargaining Power of Customer:

The customers' power to bargain is moderate as many rival industries are there serving similar to UCBL. So the threat can be marked as 3 out of 5.

Total Competitiveness:

The total competition can be marked as 14/25. So competitiveness can mark as moderate.

SWOT is an abbreviation for the inside Strength and Weakness of the firm and the natural Opportunity and Threat confronting that firm. Along these lines, in the event that we consider UCBL as a business firm and examine its solidarity, shortcoming, opportunity and dangers the situation will be as per the following

Strength	WEAKNESS
Loyal Customer based	No advertisement in mainstream media
Marinating the big clients	Not enough the branches
Special service for special client-based	Less Atm booths
Upay & Unet (Online service)	Interest rate
Brand name	Loan drop
Opportunity	Threat
Booming economy	Emerging of new banks
More investment in Bangladesh	Interest ceiling
Mobile Banking	Other economic Entity
Vaccine for Covid-19	Money Laundering

2.8 Summary and Conclusions

The UCBL holds an uncompromising stance in the financial area of Bangladesh. There are numerous different banks as well however as a pioneer UCBL stay in the public brain and will keep on overwhelming the market of banking area as a safe and a sound financial organization for the individuals.

2.9 Recommendations

After the Coronavirus, as different organizations and business substances will turn out to be more digitalized and dynamic. The bank also ought to receive the arrangement of digitalization just as give the computerized item and administration direction to the buyers. For that reason, they can teach the shoppers just as their representatives.

3.1 Introduction

Background

Satisfying consumers is the key goal of any organizations as satisfied consumers gradually become the loyal customer and being used to about using the product and less likely to switch and becomes one of the part of the business entity. Consumer satisfaction is a psychological term which can hardly define and can be varied from person to person. Different factors may play an important part about the level of satisfaction. When the perceived quality of a product matches the consumer expectation level or even exceeds it, consumer feels accompanied with the product and become a satisfied loyal customer. When the consumer demands more and the marketers cannot satisfy the consumers with their existing products, the marketers need to improve their product's quality to retain the consumer.

Rather than a single definition, it is appropriate to provide several definitions because a single definition gives the impression that there can be only one, which is certainly not true.”

“Customer satisfaction is equivalent to making sure that product and service performance meets customer expectations”.

“Customer satisfaction is the perception of the customer that the outcome of a business transaction is equal to or greater than his/her expectation.”

“Customer satisfaction occurs when acquisition of products and/or services provides a minimum negative departure from expectations when compared with other acquisitions.”

As a leading bank, UCBL need to give more attention to the consumer and exceed the service quality to retain the existing consumer as well as to perceive the future customers. Beside the banking world are going to be more competitive and the banks are offering more competition. Beside that there are a large number of banks in the existing market and all of them trying to do their best to retain their existing customers as well as attracting the new target market.

Objective-

Objective of the study is retaining existing customers as well gain the new customers by improving service level.

Significance-

Modern world every product is going to be consumer based. The tech joint Nokia failed to up the market in the recent times as the failed to read the market and keep producing goods which fail to keep the pace of customer satisfaction. Beside that a business entity needs to know what the rivals are offering as that offer is directly related with customer satisfaction.

Consumer loyalty and backing the business is one of the key factors of business to progress. To make an extra ordinary loyal customer base and retain them for a long time, every modern business entity does research on its consumer satisfaction. The organization needs to know what the consumer demands, what products or services dominating the present market field. The organization needs to design their product according to consumer's demand and need to educate their employees on the base of consumer satisfaction. In a research, it has been found that more than 20% of consumer switch their products because of lack of care from the customer service. Furthermore, a little client assistance makes a huge call-in community, the significance of building up an esteemed relationship with clients utilizing CRM is basic to help client and long-haul business development.

3.2 Methodology

This research is an experimental research to gain the overall idea about the customer satisfaction of United Commercial Bank Limited. This can be tagged as one-shot case study where the satisfaction of customer is dependent variable and other factors are independent variable.

Nature of Data

The quality of a research depends on quality of data. For that data collection from primary source is paramount and many people were interviewed to gather primary data. Beside that people were observed closely to predict their mental condition. Observing people also removes biasness of the data as people act natural way and these show the true nature of the data. Furthermore, some of the data were collected from secondary sources. Data collected were up to date so that data remains valid and reflect the true scenario.

Primary data collection

The essential information is those which are gathered new and unexpectedly and, in this way, end up being unique in character. I have utilized three procedures of Primary Resources for my examination and they are as followed Nonstop surveillance while doing internship.

- Nonstop surveillance
- Direct Interviews
- Working at the front desk
- Take the view of the officers
- Informal Interview

Nonstop surveillance while doing internship

Non stop observation and surveillance is the way toward perceiving and noticing individuals' and events instead of requesting data. These kind of observations and

perceptions eliminate the biasness and does not impact of response from research as the people act natural way.

Direct Interviews

I prepared a questionnaire and asked people what they think about the services of United Commercial Bank. These data were collected from the mouth of clients and data remain unchanged. As the field of study is restricted inside UCB, it was concluded that data will be gathered by direct up close and personal meetings. Interviews were held for certain customers and furthermore Bank Manager, chiefs and junior officials.

Working at the front desk

While working at the front desk, I gathered the data about general banking sector. UCBL only serves the customer holding an account in their banks and almost all customers visit the front desk and so different kinds of customer were interviewed in this way.

Take the view of the officials

While doing the internship, I had to work in different desks and work with different employees. All of them has different working method as well as different thinking. While switching desk, I came to close to different employees and asked them the view of clients. While doing intern the employees helped to understand the working procedure as well as helped me to complete my internship report.

Informal Interview

While working with the clients, I had a chit- chat about banking sector and how UCBL is performing in the banking filed. People share their thought and I made some notes about their perception.

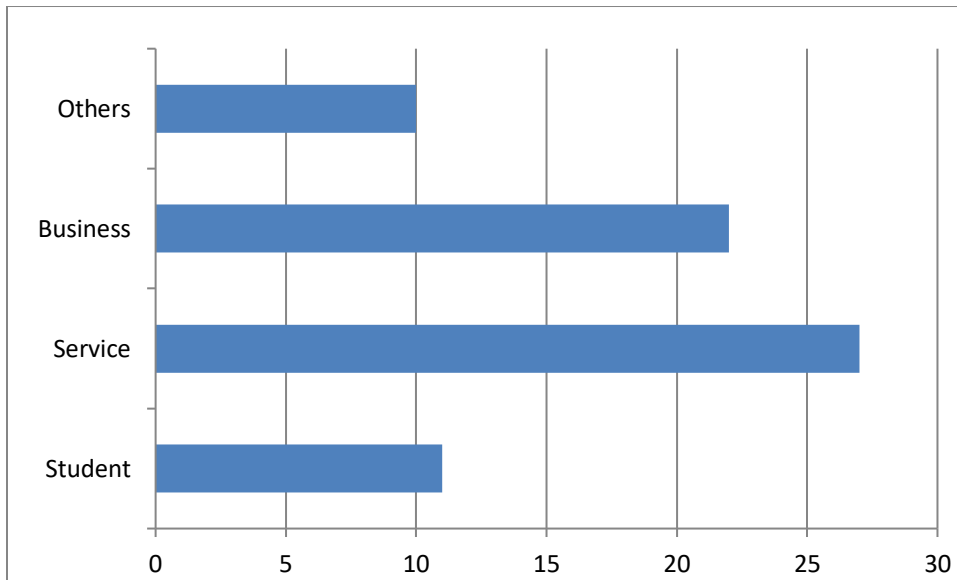
Secondary data collection

- Internship reports published previously
 - Report published by UCBL
 - Papers and documents sent to clients
 - Files, balance sheet and various documents
 - Websites
 - Thesis papers, newspapers, books, reports
-

Above all the storehouse of knowledge, “the internet” will also be a big part of the literature review.

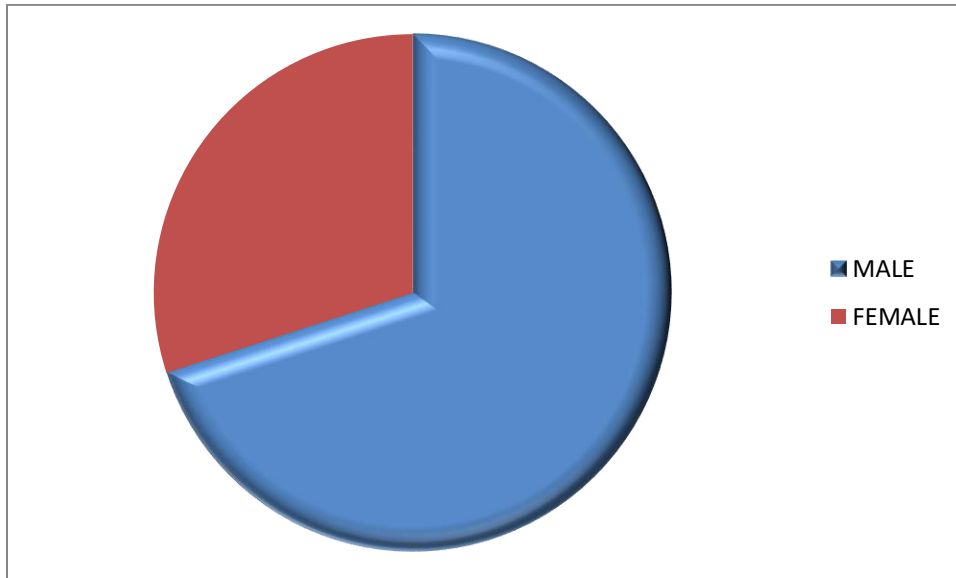
3.3 Findings and analysis

Occupation



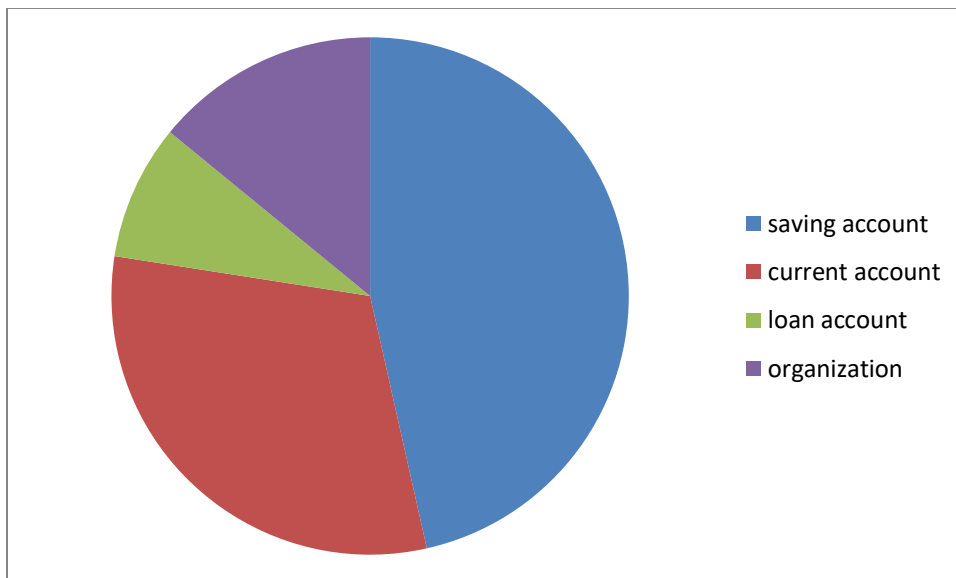
Most of the service receivers are doing job or performing business activities. On the other hand there are some students' accounts as well as women account as the bank gives specific facilities for those accounts.

Gender



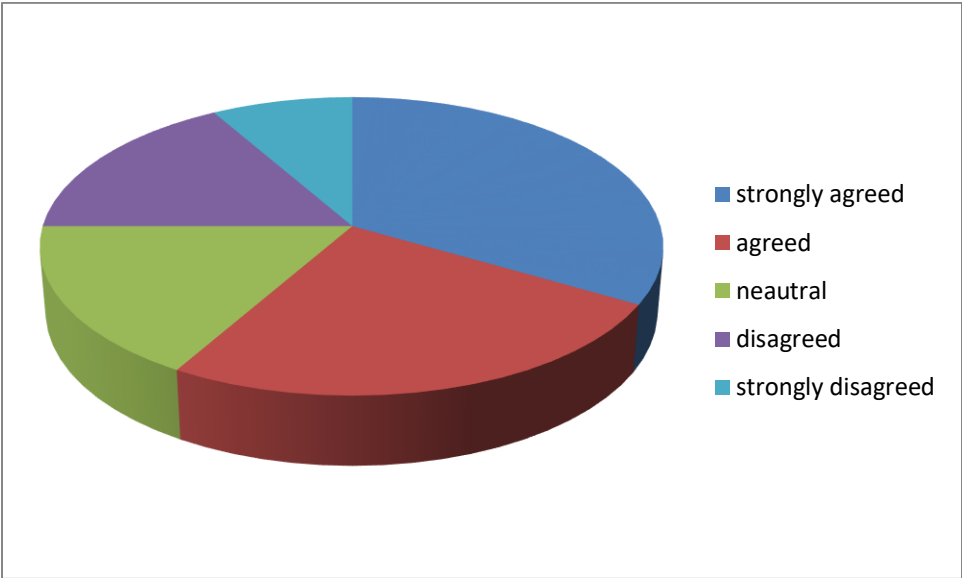
Most of the account's holders are male and it's almost 65%.

Types of account



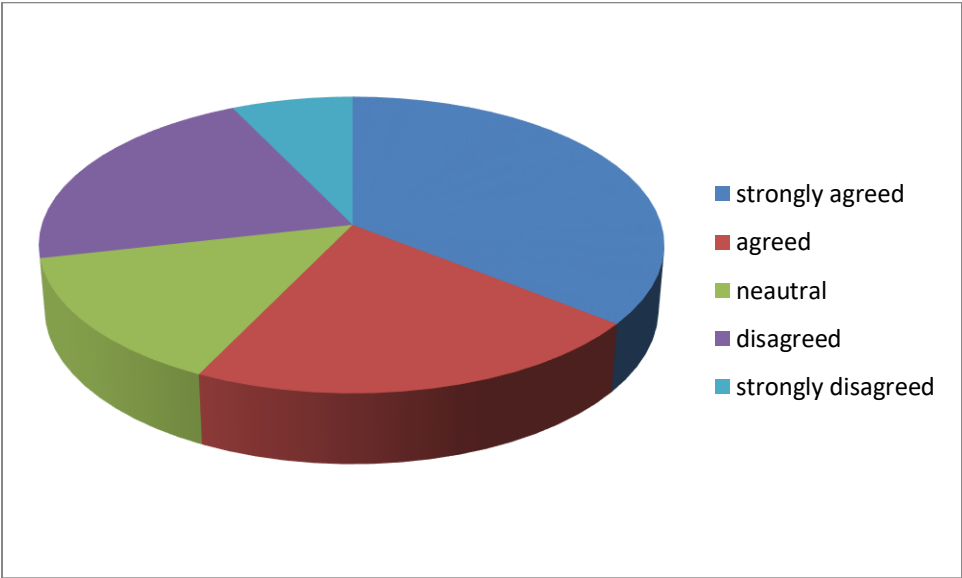
Savings accounts are dominating the chart as well as there are significant numbers of current account as well. Though business account is less in number, those account get specialized treatment from the bank.

Behaviour



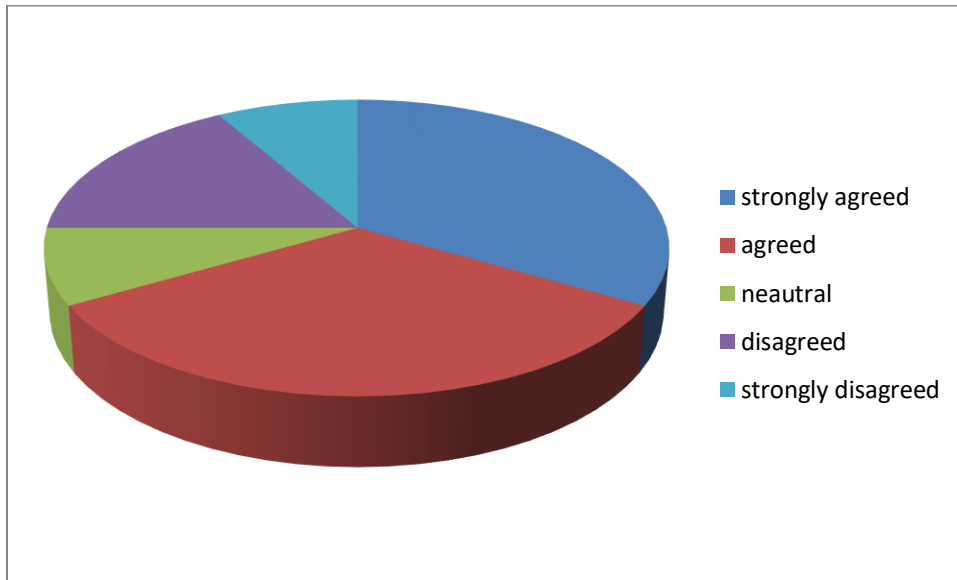
Behaviour of the employees is on a satisfactory level though when the working pressure increases, employees become impatient and decrease their service level.

Waiting time



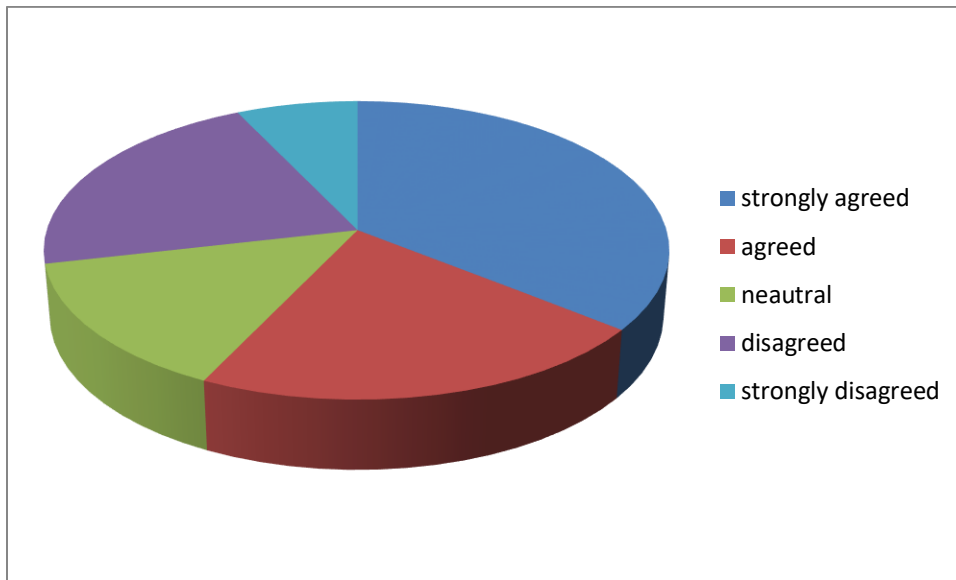
60% of the consumers are okay with the waiting time where 30% seemed impatient.

Knowledge



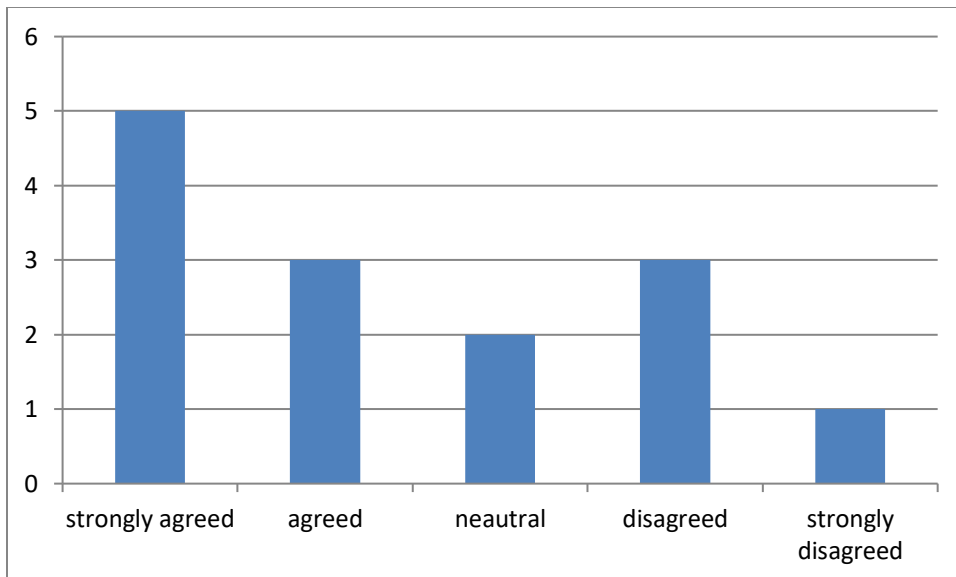
To provide a service, employee needs some knowledge and consumers think 70% of service provider has adequate knowledge and 30% don't have enough learnings about the service.

Equipment



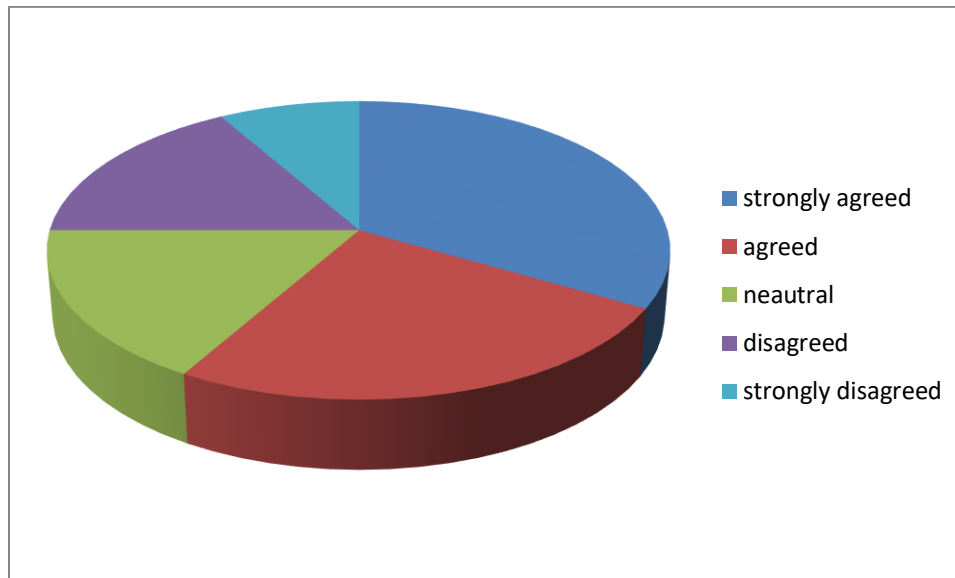
Almost 40% service receiver think the bank don't have sufficient equipment to provide enough service.

Purchased product



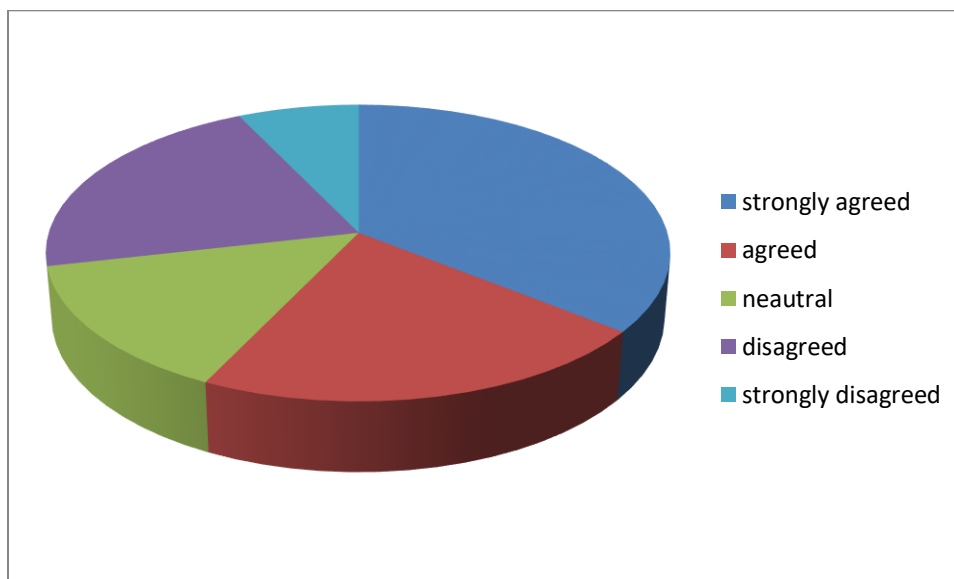
Majority of the service receiver thinks the bank provides their service according to their need but the people who are saving their money think the bank is not paying them adequate interest.

Secret Charge



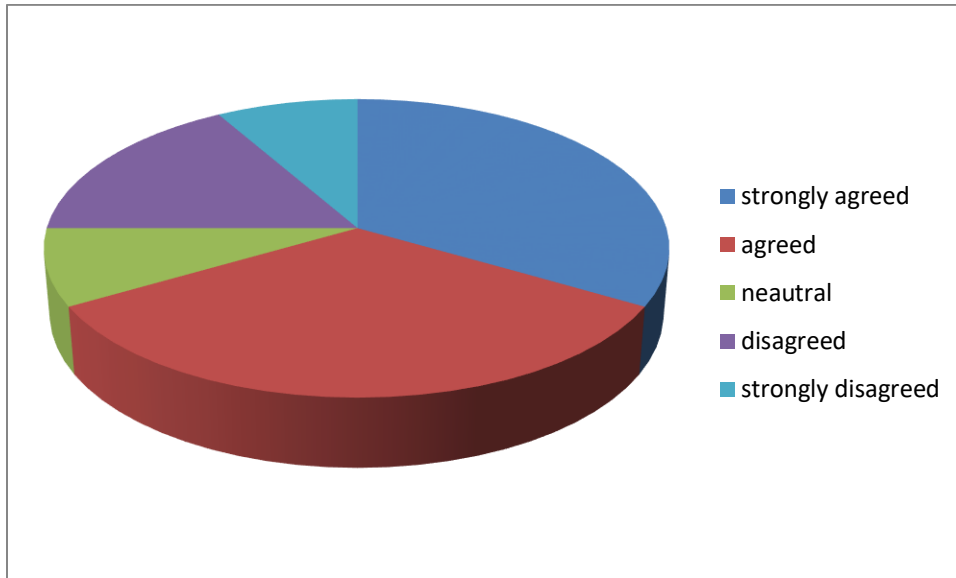
70% of the consumer thinks banks are charging extra money where as other bank give them more service without the hidden charge.

Customer Care



Customer care is not that efficient and so the bank needs to fix it. 40% consumer remain dissatisfied through the customer care.

Service



Overall 70% agreed that the providing service of the bank is in satisfactory level.

3.4 Summary and Conclusion

"United Commercial Bank Limited has well standing being fulfilling their client through offering distinctive support. None the less, they have dispatched new innovation to give quickest support of their clients known as CBS (Core Banking System). On the hand, impending years banking area will turn out to be more serious". The test is to keep a professional submitted corporate culture that coordinates UCBL's central goal. In such manner they have been more serious. Association achievement relies upon the aptitude labor and expertise labor gave by the HR division. It is significant for HR experts to pass on with HR best practices to assemble hierarchical capacities in conveying economical and nonstop outcomes. The United Commercial Bank Limited is a bank that guarantees the best support of the clients just as to the workers by Human Resource Division. The United Commercial Bank Limited is the quickest developing Bank in Bangladesh where associations all through the world are rapidly changing and improving the quality. For practical development, by actualizing new innovation and advancement they need to stroll with the time. In this reason, they need to recognize their solidarity and need to recuperate their feeble sides. Clients are the imperative for each business. It is absurd to expect to make a beneficial business without

concerning the client's advantage. To accomplish the ideal situation on the lookout, convenient improvement in help is basic and UCBL need to care for their clients.

3.5 Recommendation

Clients are key elements of any business element. They assist the association with developing hold their position. From the discoveries, consumer loyalty is moderately low for current records, understudy record and low saving record. UCBL can give close consideration to that. Besides UCBL can add unmistakable element to draw in more buyers to hold the current clients. UCBL can setup with other business substance and increment their business limits. Close to that UCBL can make their installment more advanced and recruit additionally boss to up bring the organization picture.

Reference

- Karolina Ilieska (2013), Customer Satisfaction Index –as a Base for Strategic Marketing Management, Macedonia, TEM Journal

https://www.temjournal.com/documents/vol2no4/Customer%20Satisfaction%20Index%20%E2%80%93%20as%20a%20Base%20for%20Strategic%20Marketing%20Management.pdf?fbclid=IwAR05zY8cfLHYq_sckKOxu7srGaugAtBKNZCw9zssHHj4c0vuDzuFFSWZCnk

- Belás, J., Cipovová, E., & Demjan, V. (2014). Current trends in area of satisfaction of banks' clients in the Czech Republic and Slovakia. Transformation in Business & Economics.

https://www.temjournal.com/documents/vol2no4/Customer%20Satisfaction%20Index%20%E2%80%93%20as%20a%20Base%20for%20Strategic%20Marketing%20Management.pdf?fbclid=IwAR05zY8cfLHYq_sckKOxu7srGaugAtBKNZCw9zssHHj4c0vuDzuFFSWZCnk

- Official website of United Commercial Bank limited

<https://www.ucb.com.bd/>

- Dhaka Stock Exchange

<https://dsebd.org/displayCompany.php?name=UCB>

- Balance sheet of United Commercial Bank

[https://www.ucb.com.bd/reports/financial-reports/Quarterly%20Financial%20Statements%20\(unaudited\)%20Third%20Quarter,%202015.pdf](https://www.ucb.com.bd/reports/financial-reports/Quarterly%20Financial%20Statements%20(unaudited)%20Third%20Quarter,%202015.pdf)

Questionnaire

- 1) Clients Occupation**
 - a) Business b) Service c) Other d) Student**
 - 2) Clients Gender**
 - a) male b) female**
 - 3) Client holding which types of account?**
 - a) Savings account**
 - b) Loan account**
 - c) Salary account**
 - d) Current account**
 - 4) Employees behaviour while taking the service-**
 - a) Satisfactory**
 - b) Good**
 - c) Neutral**
 - d) Bad**
 - 5) Waiting time to get a service**
 - a) Satisfactory**
 - b) Good**
 - c) Neutral**
 - d) Bad**
 - 6) If the employee have sufficient knowledge to deliver the service?**
 - a) Satisfactory**
 - b) Good**
 - c) Neutral**
 - d) Bad**
 - 7) If the bank have updated software and technology to serve the clients?**
 - a) Strongly agreed**
 - b) Agreed**
 - c) Neutral**
 - d) Disagreed**
-

e) **Strongly disagreed**

8) **Is the purchased service is good enough compared to other bank?**

a) **Strongly agreed**

b) **Agreed**

c) **Neutral**

d) **Disagreed**

e) **Strongly disagreed**

9) **Do the clients know about the hidden service charge of the bank?**

a) **Strongly agreed**

b) **Agreed**

c) **Neutral**

d) **Disagreed**

e) **Strongly disagreed**

10) **Is the customer care efficient or not?**

a) **Strongly agreed**

b) **Agreed**

c) **Neutral**

d) **Disagreed**

e) **Strongly disagreed**

11) **What's the satisfactory level of digital service of ucbl?**

a) **Strongly agreed**

b) **Agreed**

c) **Neutral**

d) **Disagreed**

e) **Strongly disagreed**

12) Overall satisfactory level of ucbl- Strongly agreed

a) Agreed

b) Neutral

c) Disagreed

d) Strongly disagreed

