

Report On

**Establishing Rapport and Maintaining Communication with
customers in General Banking of Dhaka Bank Limited**

Submitted By

Fariha Mahbub
16204022

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
February, 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own 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:

Fariha Mahbub

Fariha Mahbub

16204022

Supervisor's Full Name & Signature:

Feihan Ahsan

Lecturer

BRAC University

Letter of Transmittal

Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Date: February, 2022

Subject: Internship report on “Establishing Rapport and Maintaining Communication with customers in General Banking of Dhaka Bank Limited”

Dear Sir,

I am grateful to submit my internship report that I have done for 3 months at Dhaka Bank Limited with the topic “Establishing Rapport and Maintaining Communication with customers in General Banking of Dhaka Bank Limited”

The main objective of my report is to accomplish my internship-(BUS 400) which is a requirement for fulfillment of my Bachelor of Business Administration Degree. I have put full effort in completing my internship report and hope that this report will meet your expectations. I have shared my whole work experience in Dhaka Bank Limited which will add value to my future career.

It is a great honor that you have supervised me in my internship period, guiding me all through the report and giving me the opportunity to rectify my mistake. I am forever thankful for your consideration.

Regards,

Fariha Mahbub

16204022

BRAC Business School

Non-Disclosure Agreement

This agreement is made and entered into by and between Dhaka Bank Limited and the undersigned student at BRAC University Fariha Mahbub.

Acknowledgment

First of all, I am really thankful to Almighty Allah that He has given me the opportunity to complete this report. The report came out because of the effort of few people to whom I am very thankful. Especially the personnel of a few of the Dhaka Bank employee who supported me in this endeavor. Also, my gratitude goes towards my onsite supervisor **Rashed-Ul-Momen (First Assistant Vice President & Manager Operations)**. He guided me through this whole internship. Again, my thanks to the **branch manager** who motivated me, gave me corporate advice and created the sense of belongingness with his team. To conclude with, I want to offer my whole gratitude towards my internship supervisor, **Feihan Ahsan (Lecturer)** whose constant support assisted me to complete this report during this whole pandemic situation.

Executive Summary

I have prepared my internship report on Establishing Rapport and Maintaining Communication with customers in General Banking of Dhaka Bank Limited. The purpose of this report is to highlight my overall work experience in Dhaka Bank as a part of my internship. Building customer relationship and maintaining communication is one of the core practices of general banking of DBL. I have learned about KYC (Know Your Customer) standards which are designed to understand the customers nature and their personal details in order to maintain a good relationship with customers. This report is consists of all of my work experiences that I have gathered from my organization. Firstly, I have shared what I have learned during this three month, know about their work culture and shared my views and thoughts with recommendations along with the problems I have faced during this period. Secondly, I have included the Overview of Dhaka Bank, discussed in details about their marketing strategies, their managerial activities, operational sections, financial scenario, types of products and services they offer to their customers. lastly, Project part, where the objectives of my report, significance, methodology and findings are given including data and surveys conducted on customers. Lastly, I have stated the significance of satisfying customer and effective communication in order to gain customer loyalty of DBL.

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List of Acronyms

DBL-Dhaka Bank Limited

MANCOM-Management Committee

FDR-Fixed deposit

CSR-Corporate social responsibility

DPS-Deposit Pension Scheme

ATM-Automatic Teller Machine

ADM-Application Data Management

SME-Small Medium Enterprise

KYC-Know Your Customers

RTGS-Real Time Gross Settlement.

TNA-Training Need Assessment

DBTI-Dhaka Bank Training Institute

Chapter 1

1.1 Student information

Name: Fariha Proma

ID:16204022

Program: BBA

Major: Human Resource Management

Minor: Marketing

1.2 Internship information

Period: 3 months

Company: Dhaka Bank LTD.

Department: General Banking

Address: Plot # 1, Road # 5, Block # A, Section # 10, Mirpur, Dhaka

1.3 Internship supervisor's Information:

Supervisor: Feihan Ahsan

Co-supervisor: Zaheed Husein Mohammad Al-Din

1.4 Job description

- Initially I had to know about the customers through KYC(Know Your Customers) and help them filling out savings\ current account forms and collected their phone numbers to run their transaction alert service.
- Assisting clients to fill up account forms.
- Attending customers through phones about their queries and issues, informing them to collect their debit cards and cheque books.

- Take part in the whole process of delivering debit cards and cheque books and keeping day to day records.
- Providing bank statement to the customers
- Balancing Pay order and FDR blocks
- Filling out mandate forms and calling them to provide their necessary documents.
- Assist senior employees in Microsoft excel and words
- Issuing number of cheques from other banks or other branches of Dhaka Bank.
- Searching IRBA (Information Regarding Bank account) through their portal
- Providing assistance to customers in opening Dhaka bank easy account through their ezy bank app
- Filling up remittance forms for customers
- NID verification through Government website

1.5 Benefits of students

I have managed to get a grasp about the ins and outs of banking during my internship period at DBL . I have learned many new things and I am sure that I will be able to implement it in my professional life.

- **Gained knowledge about different accounts and deposit schemes:** Since I have to work with so many accounts opening forms, I have managed to learn about varieties of bank accounts and their functions. Such as, savings account, current account or institutional account, student accounts, salary account, etc. Savings account are probably used by general publics who wants to deposit their money for savings and withdraw for emergencies. Also, Current account which is used by industrialists and businessmen for maintaining their day-to-day business and production activities. My bank gets new customers everyday who come to know more about accounts and interest rates offered by the bank. Dhaka Bank also offers
- varieties of deposit services. Such as, deposit pension scheme, EZY bank account, Shopnojatra account (For foreign students) and more.
- **Learned about how to attend customers via phone:** It was my duty to communicate customers via phone calls and informing them that their debit cards and cheque books have arrived. Also to let them know about their DPS installment dues and maturity status and giving the instructions which they need to do to close their DPS accounts. Moreover, congratulating the valuable customers for winning prizes and free credit cards over phone and inform to collect them at their convenience time.
- **Assisting Customers to fill out Foreign Remittance form:** Sometimes there are some customers who have no idea about remittance, they just come to the bank to collect money from their relatives who lives in abroad. In that case I helped them to fill out the form on

their behalf. Also, I have come to know about different remittance exchange houses like SUNMAN, RIA, WESTERN UNION, and others.

- **Learned to prepare Mandate forms:** There are some scenarios when account holders are not in a situation to operate their account because they are going abroad for study or other purposes. So, they declare a mandate who can operate their account on behalf of them. It is my responsibility to take necessary information about the mandate and prepare a whole form which consists of information regarding account holder, nominee and mandate.
- **Determined Balancing Debit cards and Cheque books:** As many account transfers and withdrawal happens every day, I have to record these transactions and balance them using excel.
- **Learned to open Ezy bank account by using Dhaka Bank line:** Dhaka bank has an account which can be easily accessed using an app and can be used in everyday small transactions. I was informed about this service and also helped the customers open these accounts through their phones.
- **Learned to work under pressure:** As I have worked in the General Banking department of Dhaka Bank, it was truly a busy place where I have to work in a rush hour. I have a day-to-day schedule of attending customers queries and giving them solutions. Besides, there are some times when a lot of people arrives simultaneously and it is difficult to attend them without standing them in a long queue. But however, I managed to deal customers without any hassles and asked them politely to wait so that no one gets any anger issues.
- **Learned to improve my Communication Skills:** While working in Dhaka bank it has drastically changed my communication and interpersonal skills. Before that I faced difficulties with communicating people and hesitate to give any solutions. But now I am expert in handling people don't hesitate to give any suggestions and boldly handle if any problem arise.
- **It has improved my Time management skills:** Particularly when I was a student of BRACU I faced many difficulties in arriving at the university premises. Also faced problems in managing deadlines of assignments. But after joining Dhaka Bank I learned their corporate culture i.e. strictly arriving at 10 am as they maintain punctuality. Learned to meet up deadlines and others.
- **It helped me to determine my growth:** personal growth and development is a very serious issue if anyone wants to be successful in their life. Here Dhaka Bank plays a great role in developing my career goal.

1.6 Limitation of internship

There are some limitations too which has built barriers in my learning. Such as: In my opinion three months is not enough to learn extensively about a company culture and its operations. It needs time to understand a banking culture, its activities and working environment. Besides, they have some confidentialities which they don't want to disclose or discuss with outside people. So within this short period of time, I have managed to gain some limited information which I have included in my internship report. But I am very grateful that they have taught me new things and helpful to me despite of having a busy schedule. However, many things have been restricted to interns during this pandemic period.

1.7 Recommendation

Though I am very grateful to Dhaka Bank as they have given me the opportunity to work with them. But there are some things which I wanted to include so that they can provide those facilities in future. For example: They should provide an extra desktop or laptop to the interns so that they can work peacefully. Besides, they should first teach the interns about basic knowledge of banking and how it works through arranging a seminar. Providing transportation and lunch facilities for interns should also be my recommendation to them.

Chapter 2: Organization Part

2.1 Overview of Dhaka Bank Limited

Dhaka Bank Ltd. is one of the few topmost banks in performance and customer service in Bangladesh. Besides with the authorized of 1000 million taka it has initiated its first journey on July 05, 1995, of which Paid-up Capital of 100 million taka. Currently DBL boasts more than 107 branches all over Bangladesh including 2 Islamic banking branches, 4 SME centers, offshore banks and a huge number of ADMs and ATMs. It provides facilities including current account, savings account, student's account (Shopno Jatra account for foreign students), DPS scheme and FDR. Each has different interest rates starting from lower to higher such as FDR has higher interest than saving accounts which has lower interest. It has several Management committees (MANCOM) including Asset Liability committee, CSR committee, Management credit, HR committee, Executive Risk management committee, Basel Implementation committee and supervisory review process team. Besides its notable credit facilities are in peak in banking industry for its highly trained and organized management. As a result, DBL is a highly competitive bank in Bangladesh.

2.2 Mission and Vision of DBL

- **Vision:**

Their team has a motto to assure the highest quality of service which ensures every transaction with us to be a satisfying experience. We aspire to provide you the zenith of performance through honesty, punctuality, efficiency and most innovative technology which are customized to provide solution for business demands reach every corner of the world through international trade and commerce

Products & Services are provided using the most innovative technology and there is a team of highly skilled personnel who provides excellent performance in banking

- **Mission:**

Their mission is to be the topmost financial organization by providing high standard of product and a team of inspired personnel is maintained who provides services in banking.

Their corporate values are sincerity, high standard of services, team coherence and customer focused and respect for all individuals and responsible citizenship.

2.3 Corporate Division of DBL

International Division

International Division of Dhaka bank plays a vital role in trade business. But previously it was known as Global Trade services Division. This division boasts of 550 tech-savvy, skilled and dedicated correspondence around the globe which ensures huge international gains using the finest international tactics.

Human resource division

Dhaka Bank has excellent employees thanks to its superior HR Division. Their main task is to Hire employees, train, motivate and compensate them for their work. HR Division has excellent personnel to choose right people for the correct job position.

Research and development

This is the most major unit of DBL. Bank is very dependent on R&D to provide new ways of conducting operations which will enable Dhaka Bank to be ahead of the curve of its rivals. Because of this division, Dhaka Bank can predict the future needs of the customers, innovate new products, redesign and repackage the current product and discover future prospects of Banking sector

Treasury operations

This outstanding treasury team in Dhaka Bank LTD. has made treasury products which are market accessible. In this treasury division currently four teams which are working efficiently to provide cost effective products to the customers. Treasury division includes foreign exchange, corporate desk, asset and liability management and money market

SME business branches

The full form of SME is Small Medium Enterprise. This enterprise has a limited number of personnel. Dhaka Banks has 3 SME service centers which has a major contribution in the economic growth of Bangladesh and plans to expand forward.

Central processing centers

This is responsible for the smooth flow of various process in the DBL. As DBL has multiple Banking services, this division is necessary to improve overall customer involvement.

Information Technology

This department controls all the technological aspects Dhaka bank LTD. The core responsibility of this division is to provide innovative ways of using latest softwares, develop new

portal or platform which will deliver new products and services to the customer. For example: Debit cards, credit card, online banking facilities etc.

Risk Management Division

According to the Decree of Bangladesh Bank, DBL established their risk management division on February 26, 2013. In order to fortify the Risk Management activities of the bank. This division is responsible for the smooth flow of core risk management activities & managing the funds of the institution.

2.4 Consumer Banking

Consumer banking is directly involved in dealing with customers. I have worked in this section and my main tasks were developing rapport with customers through analyzing their daily banking issues. There are variety of products and services offered by this section such as current account, savings account, student account, Foreign student account (shopnojatra), Debit card, Credit card, Foreign remittance, personal loan, Home loan, Mortgage, Internet banking and Dhaka Bank EZY account etc.

Products and Service:

1) Card Products

Dhaka bank provides card facilities such as VISA Debit Card, VISA Credit Card, VISA Prepaid Card.

2) Retail Banking Services

- They provide bank account services like current account, savings account, student account, salary account etc.
- They also provide long term deposit schemes, FDR, Mudaraba FD Plus.
- They provide personal and corporate loans such as continuous loan product, demand loan product, Term Loan Product, Non-Funded Facility product, Agricultural Credit Products

3) SME Services

- This service includes long term and short-term SME loans.
- They also provide short term loans which are seasonal.
- Besides they give a unique loan facility for empowering women who are interested in business
- They give loan facility for the first-time borrower.

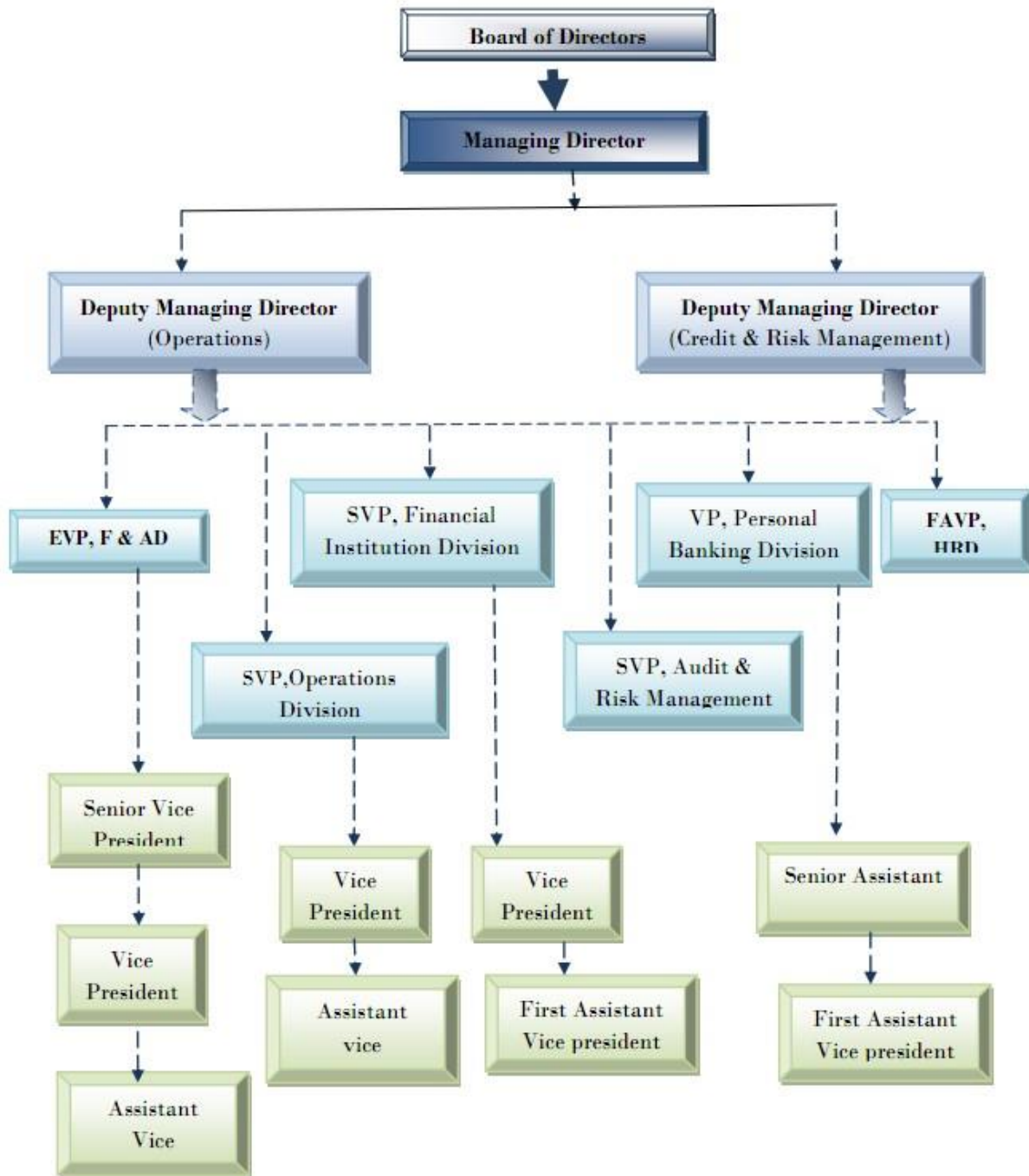
4) Other Services

- They provide locker for jewelries and other important documents
- They provide internet banking facilities (Dhaka Bank EZY app)
- They also provide foreign trade financing

2.5 General Banking Services of Mirpur Branch

- **Account opening section:** First of all, we build KYC with the customers by receiving their personal information such as their correct name appeared in NID, their recent passport size photograph, their nationality, their date of birth in NID, photocopy of TIN or TAX certificate, their present and permanent address in NID, Their Nominee photo declaration form, Utility Bill copy. These information are necessary to verify the customers because there are always some cases of fraudulent activities against or by the customer and we have to prepare for them.
- **Cash section:** This is the most crucial section of the bank. But accessing this section is prohibited for interns because of security reasons. It is responsible for all kinds of transactions
- **Clearing Department:** In this section all types of cheques are received including pay orders from their clients and RTGS are Issued. While receiving cheques few things are considered such as if the bank issuing clearing cheques is inside Dhaka city or from another bank, if the Bank which is issuing payment belongs to their own Branch. Three types of cheques are received from clearing department which are Inward clearing cheque, Outward clearing cheque and transfer cheque.
- **Foreign Remittance Section:** In this section, customers receive money from their family members who reside in foreign countries through different exchange houses such as: RIA, Western Union and Sunman. The foreign members have to pay incentives to the government against their remittance. The first step of receiving remittance is that the customer has to register in our bank through their NID card copies.

2.6 Organizational Structure of DBL



2.7 Management Practices of DBL:

The workforce of Dhaka Bank Limited consists of highly trained skilled employees. Most of them are well-educated people. There are currently 2790 banking offices and executives in DBL. Dhaka Bank Training Institute is responsible for training these employees. They have conducted 78 training regiments covering 50 diverse courses through structured training designed by proper Training Need Assessment (TNA). Besides conventional banking related training programs, DBTI also arrange various Executive Development Programs, Workshops, Meetings etc. It also arranges off-site training programs for officers and executives of branches outside Dhaka. But due to covid19 crisis, management has made a number of new policies such as they have reduced the number of new entrants and limited on taking Interns in all branches, introducing no mask-no service providing hand sanitizer for their employee. And maintaining social by limiting the number of customers.

2.8 Marketing Activities:

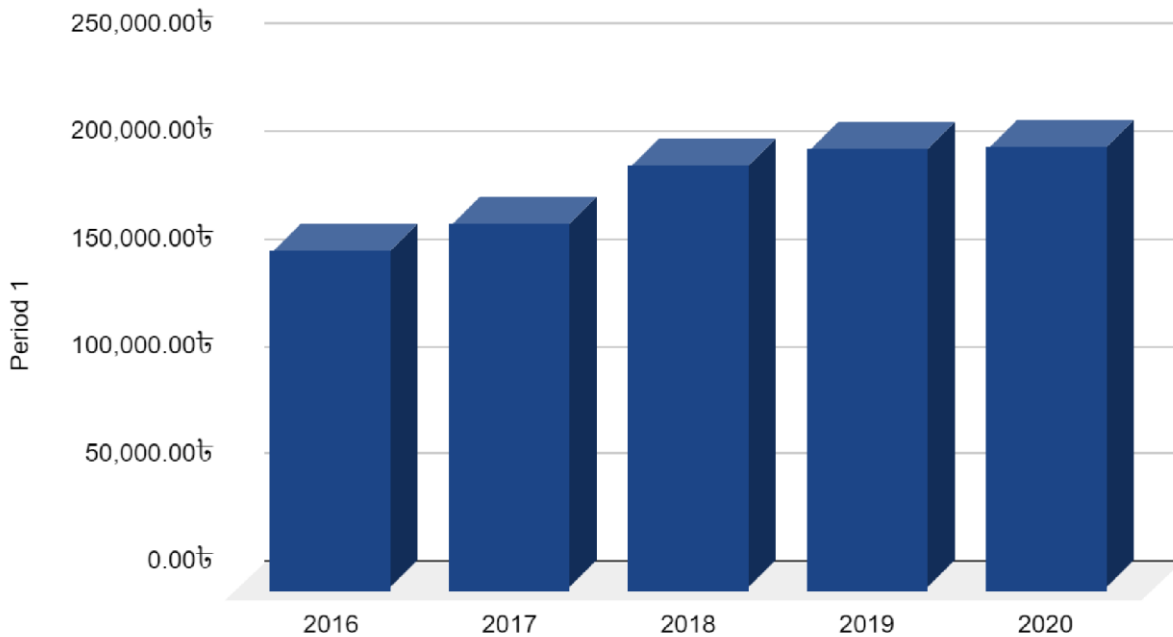
The marketing practice of Dhaka Bank is distinctive than other Banking institutions. The Marketing value DBL focuses on is selling value rather than price. They focus on giving value to their products and services rather than spending much time and resources on advertising them. Other than that the marketing strategy of Dhaka bank is that headquarter work at back end and give target to the branches. Then the branches handle the marketing activities. Besides Dhaka Bank focuses on customer relationship management such as maintaining good relationship with customers and valuable clients. It was my duty to attend valuable clients over calls to inform them about issuing credit card without any charges and also they are winning prizes. In this way they maintain marketing activities.

2.9 Financial Performance and Accounting Practices of DBL:

2.9.1 Deposits

The amount Deposit in DBL was 205,667 million on 31st December,2020 and in 31st December 2019 it was 204,530 million. There was a growth of 0.55 % in the annual deposit of Dhaka Bank. The current strategy in this era to increase deposit is to maintain a competitive interest rate. They also implemented to lower cost to get a better return on investment.

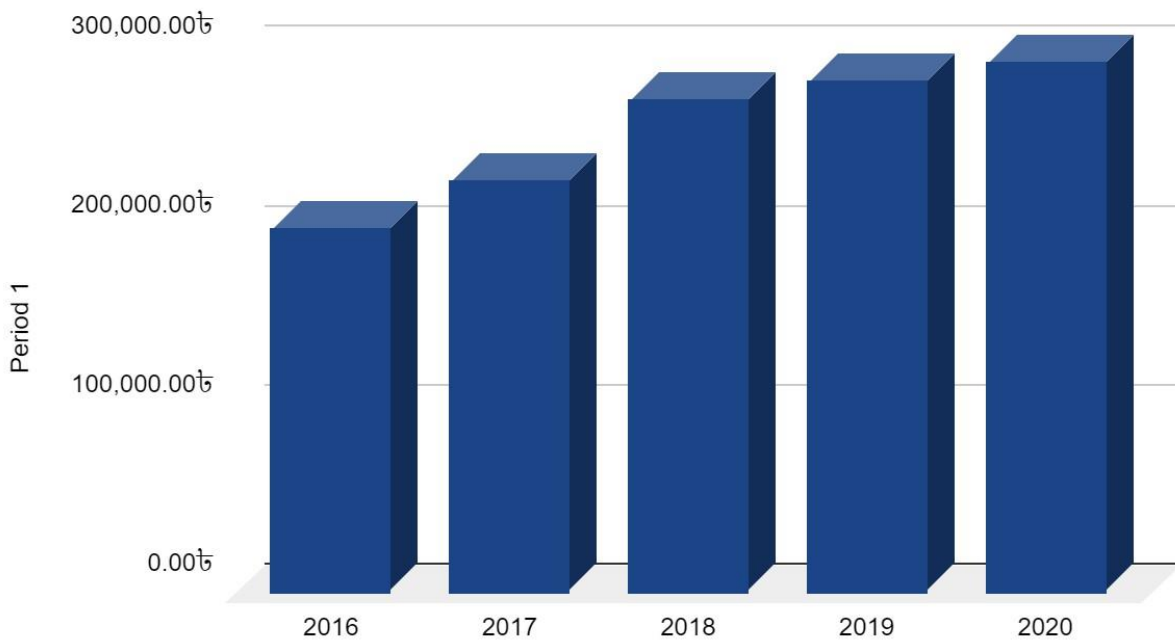
Deposits of DBL(In millions)



2.9.2 Total Assets

A consistent growth of asset is necessary for gaining profit. So, asset is more significant than achieving long term profitability. In 2020 was 295,337 million on 31st December,2020 and in 31st December 2019 it was 285,009 million. There was a growth of 3.62 % in the total assets of Dhaka Bank. (Annual report ,2020).

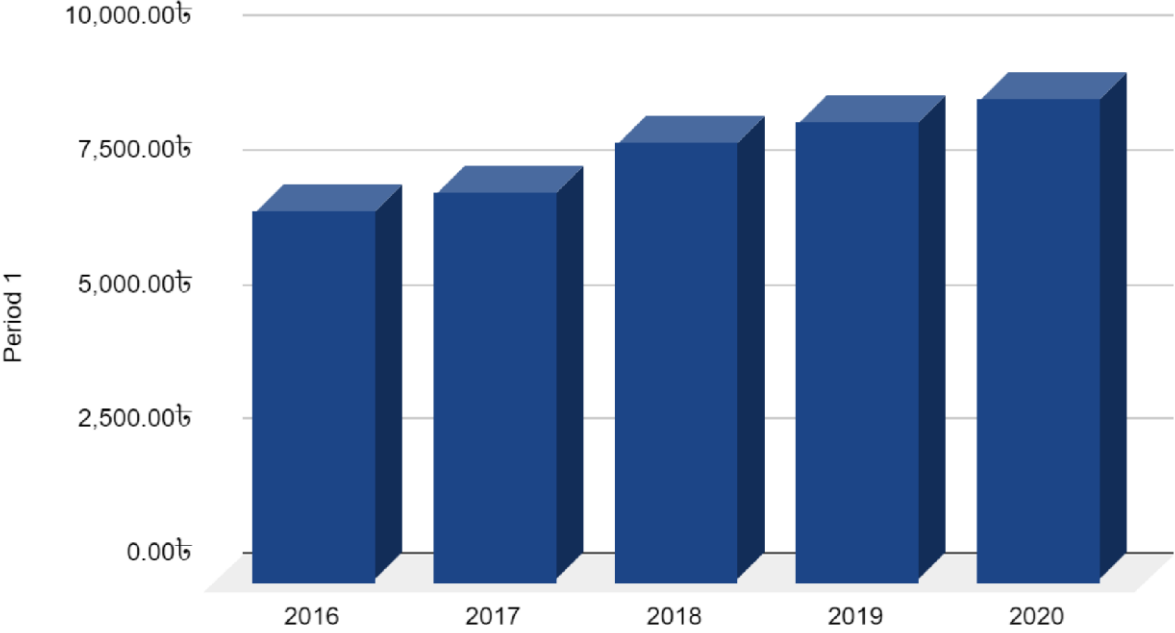
Total assets of DBL(In millions)



2.9.3 Paid up Capital

DBL’s paid-up capital informs us about the extent to which the bank can use its equity to finance its major or day to day operations. The chart can be contrasted with the amount of debt of the bank to get information about if the bank’s capital is healthy enough to finance its projects. As we can see, there is 5% growth compared to 2019 in 2020. This means that bank has healthy capital to fund its operation and financial projects.

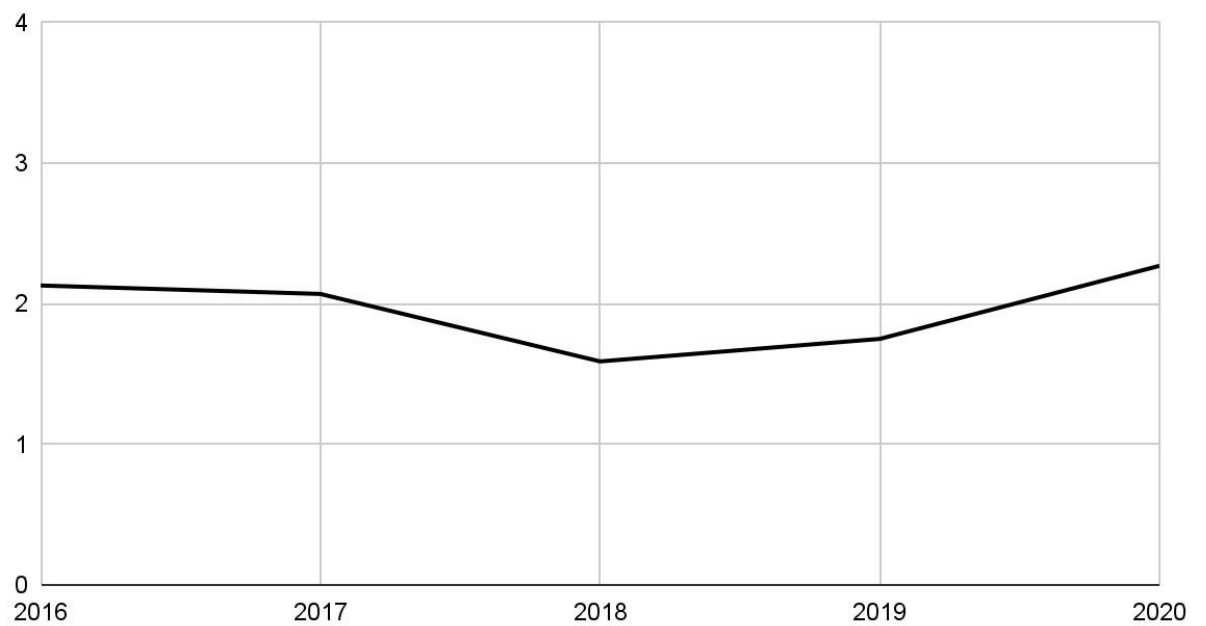
Paid-up Capital of DBL (In millions)



2.9.4 Earnings Per Share (Taka)

EPS is one of the most significant metrics for determining the true price of the share. An investor can scope the value of the stock in terms of market value by dividing a company's total share price with the number of shares. As we can see in the chart, the earnings per share is higher than the previous year due provisional loan

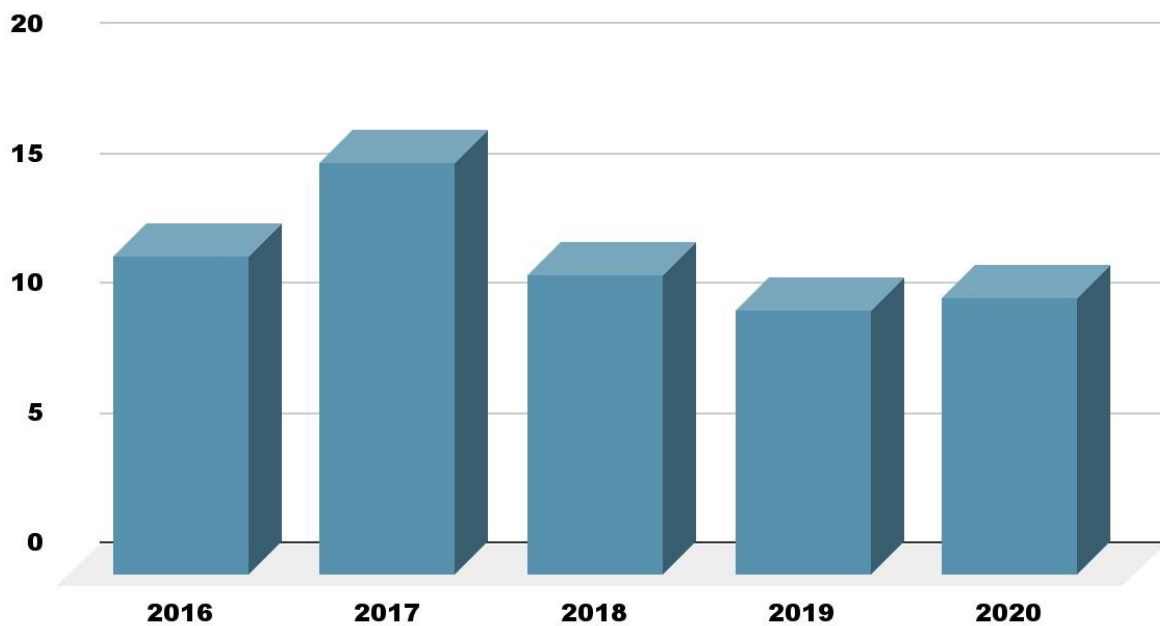
Earnings Per Share



2.9.5 Market Capitalization

We can see the value of the company determined by the stock market using market capitalization. Total market value of all outstanding shares is referred as market capitalization. By using this method, the size of the bank can be shown it is crucial for interested investors to know about this because it portrays the size of the bank .This also includes some risk because sometimes market capilization doesn't show the true value.

Market Capitalization(Taka in Billions)



2.10 Porter's Five forces

- **The threat of new entrant:** We can assume that, in the history of banking, the threat of new entrants is very low as it is really difficult. And if any investor wants to start a bank, he needs a copious amount of capital. Secondly, to start a new bank, an investor required to cross barriers of political issues and tackle with significant amount of official and unofficial paper works. But in a politically unstable, bureaucratically clogged up and corrupted country like Bangladesh, it has become a very expensive and lengthy process taking upto 5-10 years. Also even if a new bank is formed, its journey will be tough because customers prefers brand loyalty rather than taking risk with a new bank. So the new bank have to compete toe to toe with other reputed banks by spending a huge portion of capital in its marketing and promotional discounts. Which can become long and expensive process and the investors may face bankruptcy. Because of these reasons, risk of entrance of new bank is very low.
- **Bargaining power of buyers:** As I know, Dhaka Bank consists of two types of buyers, which includes individual and corporate. An individual customer has no scope of bargaining, because they take very low amount of loan from the bank. But some long-term customer may have a little amount of power to lower the interest. However, a corporate or other banks have some bargaining power than individual customers. As they take a huge amount of loan, the profitability of the bank increases due to more amount of interest. As a result, bank cannot take risk of losing a corporate customer. So, the corporate and other banks have more bargaining power than an individual customer both as a buyer and a supplier.
- **Bargaining power of supplier:** As same as the buyers, there are two types of suppliers i.e., individual and corporate. But an individual has less bargaining power as Dhaka imposes more rules and regulations on them. So, the bank gains more profit from individual suppliers by giving them lower interest rates. But corporate suppliers are less exploitable. Because even if it is very low the bargaining power of a corporate supplier is not as insignificant as an individual. Because Dhaka Bank gets the opportunity to thrive using the huge number of deposits given by the corporate. And as the bank becomes dependent on the investments of corporates, they have to give some financial leeway to make the interest rate higher than normal to attract more prospective corporate suppliers.

- **The threat of substitute:** According to my observation, the threat of substitute for Dhaka Bank is very high. It is because there are some non-banking financial institutions who are working to give people loans with lower interest rates and fruitful opportunities so that they can grab the market. So in this case, Dhaka Bank has a risk to be substituted by other institutions as both have competitive pricing. Moreover, institutions like IDLC, Lanka Bangla, etc. has the ability to substitute the products and services provided by Dhaka Bank, if DBL do not take necessary steps to compete with these financial institutions.
- **Rivalry among established firms:**
In this era, competition is very high in the banking sector. Established banks like City bank, Dutch Bangla Bank, BRAC bank, Prime Asia Bank etc. are the primary competitors of Dhaka bank. These Banks tend to compete with each other to attract and retain more customers through their superior marketing strategies and services. Because of this, Dhaka Bank might face repercussion in the future if they don't change marketing policy. Also, Banks tend to invest significant amount in R&D to innovate and introduce new products and services in the market. This helps them gain significant profit because of having the advantage of being the first initiator of that product or services in the market .Because of this risk of rivalry is very high for Dhaka Bank.

2.11 SWOT Analysis of DBL-

In SWOT analysis S stands for Strength, W stands for Weakness, O stands for Opportunity and Lastly T stands for threat. Here I am doing the SWOT analysis of Dhaka Bank Limited to identify its internal strengths and weaknesses, at the same time, its external opportunities and threats.

Strength of DBL-

- **Good Reputation:** Being one of the topmost banks in Bangladesh, Dhaka Bank is known for its sincerity and goodwill among the general public. For Almost 3 decades, Dhaka Bank maintained a high standard for its products and services which earned the loyalty of its customers. As a result, both old and new customers trust their money to Dhaka Bank.
- **Secured and Enduring Base of Capital:** Unlike other Banks, Dhaka Banks made some brilliant policies which helped them securing significant amount of capital for almost 3 decades. Even if they fall in Debt, DBL has the ability to recover quickly because of its enduring base of capital. Also because of the goodwill earned by the bank, DBL can call upon its loyal customers to help itself overcome any crisis.

- **Team of skilled Management Personnel:** DBL possesses the privilege of calling on the services of highly capable and professional Managers who utilizes resources efficiently and make the most creative plans and corrective regulations which plays a major role in both short- and long-term welfare of the bank. They are the best resource the company has in its hands.
- **Belonging among employees:** I had the privilege to work with the employees of Dhaka who helpful, friendly and made me feel like I am a part of their team. In this month, I have attended a picnic with them which have helped me create a strong bond with them. We have celebrated Pohela Falgun by wearing the same dress. It shows a sign we belongingness among the employees.
- **Productive Employees:** Employees of DBL are highly trained to accomplish their task in a short period of time. They have updated softwares and portal such as Oracle, Flexcube to perform their day-to-day task without any hassle.

Weakness of Dhaka Bank:

- **Backdated IT policies:** The IT policy of DBL is very backdated. Employees cannot perform their task efficiently because of Lack of Varieties of Software. Also, the website server of Dhaka Bank is not well maintained and so they face malfunctions frequently which hampers both employees and customers
- **Provides low compensation to employees:** The Pay grade of Dhaka Bank is comparatively lower than the other reputed Banks like BRAC bank. It leaves the employees unsatisfied with their salaries and it might lead to higher turnover rates in the future.
- **Incomplete Marketing Strategies:** DBL puts less effort on their marketing activities. They would **rather** put more focus on their products than marketing them. And I personally seen Dhaka bank gives more priority to their old customers than gaining new one. Which tends to make the bank less attractive to new customers.
- **High cost for account maintenance:** DBL tends to charge much higher than other banks. They take extra charges to issue new cheque and debit and there is ofcourse a yearly charge for them. So, it become tough for students and low wages people to maintain their accounts. Therefore, they should reduce their rates to compete with other banks on Attracting future prospects.

Opportunity of Dhaka Bank:

- **Opportunity for Expansion:** DBL has an opportunity to expand all over Bangladesh. Until now it has 107 branches and they are still looking for opportunities to expand. It is possible because of their outstanding service quality.
- **Heterogeneity:** DBL believes in diversification. There are diversified products and services offered by DBL which can attract prospective customers. So, it is an opportunity for Dhaka Bank a new base of customers through their new and dynamic products.
- **Knowledgeable Personnel:** All the employees of DBL are highly trained and educated which help them to advice and guide customers who are new to banking. This adds values to the corporate growth of the company.
- **Heavily populated Country:** DBL has the opportunity to grab a significant amount of market as our country is highly populated. I have worked in Mirpur Branch which is the most crowded area of Dhaka City and there is only one main branch in Mirpur. This triggers the customer to visit this branch.

Threats of Dhaka Bank-

- **Establishment of New Bank -** If there are any kind of upcoming banks which are offering new or same kinds products and services as the Dhaka Bank, and if these services are more superior and cheaper than the ones offered by DBL, then DBL will be under the threat of becoming irrelevant and it will decrease their profit.
- **Recession-** If any kind of economic downturn occurs, customers might face financial crisis and will lose confidence and less inclined to invest in Dhaka Bank. And as a result of recession customer will be more willing to withdraw cash from their deposits because of shortage of money.
- **No varieties in products and service-** Despite of being one of the leading bank in Bangladesh, It has no varieties of products and services like other banks. More or less all Banks provide the same products and services which can be a threat to DBL
- **Risk of not complying with the rules-** Bangladesh Bank has set some regulations and policies with are followed by all other banks in Bangladesh. If Dhaka bank does not comply by the rules given by Bangladesh bank and does something illegal, they might be investigated by Bangladesh Bank and face repercussions.

2.12 Recommendation and Conclusion:

Overall, Dhaka bank can attract customers via multiplying their marketing efforts through social media, television and other forms of media. Also gifting new year calendar and diaries can go a long way to improve client rapport. They can also improve upon their software and website and start paying appropriate salaries to the workforce. And providing fair interest rates and expenses can go a long way to grab more customers.

Chapter 3: Project Part

3.1 Background of the Report

The purpose of this report is to understand that how DBL is setting KYC (Know Your Customer) standards and Establishing rapport with their customers through Communication. They focus on their customers through creating superior customer Value and top-notch customer service. Throughout my working experience at Dhaka Bank Limited, I have attended several customers and gathered their personal information, ask about their queries. This basically helped me to understand the nature of customers' activities. The employees of DBL serve their customers promptly and give tremendous efforts to meet customers' expectation. The report is based on qualitative information which will be easily understood. Qualitative data are more effective to analyze Establishing rapport and maintaining communication with customers. Moreover, It was very difficult for me to take necessary information within only three months. But I have managed to acquire some information for my internship report.

3.2 Rationale of the Study

Establishing rapport with customers by understanding their needs and serve them accordingly is an effective way to communicate with the customers. This is done through KYC standards i.e., Know Your Customer, which is an essential part in banking sector. It protects financial institutions against fraud, corruption, money laundering and terrorist financing. The topic of my report is very helpful to gain customer satisfaction and building superior customer relationship with the bank. The Board of Directors and Managing Directors will be benefitted by this report as they will be aware of their employee's hard work to gain customers satisfaction and as a result employee evaluation can be done easily.

3.3 Broad objective

- To find out establishing rapport and maintaining communication with customers in General Banking of DBL.

3.4 Specific Objectives

- Establishing relationship with customers through proper communication channels.
- To determine how to maintain customer satisfaction and loyalty

3.5 Significance

This report illustrates on how a customer can easily communicate with the banking employees through proper channels without any kind of interruption or delay and a bank can maintain a relationship with customers by providing them with top-notch products and services, surprise gifts and discounts which will boost the customer's satisfaction and loyalty towards the bank.

3.6 Literature review on “Establishing rapport and maintaining communication with customers of general banking

After knowing the banking organization, it is necessary for bank to maintain a good rapport with the customers and make the communication go through proper and simple channels which will make it easier for the customers to communicate with the banking employees with any kind of delay. To establish rapport and have proper communication a model is necessary. According to the model of Paul Homan Anderson (which was published in June 1,2001). He develops a model with integrates both marketing relationship and communication. This model requires the employee to see communication as a way to guide a customer through their problems and acquire a way to earn their satisfaction and loyalty through empathy, polite behavior and specific verbal cues. For example: When customers don't understand which account he should open, we communicate with him and find out for what intention he wants to open that account and how much money he wants to get from his investment at what period of time. By hearing their reply, we can guide them through the different accounts and help them pick an account which will be suitable for him.

3.6.1 Finding About How Building Rapport with Customers can lead to their satisfaction and Loyalty:

According to Gemmler and Guiner [2000] The bond which is created between customers and employees during any kind of service interactions can be referred as Rapport. It is a part of CRM which is essential for building trust and commitment among the customers and banks. And satisfaction can be ensured because of good customer-employee relationship. [Fatima ,2020]. Therefore, banking firms should put an emphasis on building good rapport with the customers to gain customer retention and ensure long term profitability. [Fatema , Razzaque2013].

As banking firms are service industries, the main sources of their revenue are personal clients and other corporation i.e. small or medium businesses, industry or other banks. Therefore, Banks should emphasize more on providing good services and experience to their clients rather than marketing their products (Mennon, O'Connor, 2007). Good services lead to more satisfaction. And thus, more customer retention and loyalty [Fatima, 2020]. And the best marketing is customer's word-of-mouth [Gemmler and Guiner, 2020]. If the customer is satisfied with the product and services provided, they are more incline towards that bank to receive those services again.

[Mennon and O'Connor, 2007]. This will lead to them becoming recurring customer and the institution gets the opportunity to acquire more clients through their recommendations.

However, this finding is limited to only developing rapport with the customers. As maintaining long term individual relationship between an employee and customers and providing value by developing high quality goods and services is important for securing long term customers and sustaining a consistent profitability. [Fatima , Razzaque, 2013].Hence, it may be worth noting to discover relation between developing and sustaining customer rapport in the future .

Overall, the objective of these findings is to implicate the need for banks to develop rapport with the customer. As this is the only effective way of gaining customer satisfaction and ensure long term retainability. [Mennon and O'Connor 2007] As the competitiveness arises in the banking industry, satisfaction and loyalty of customers is one of the only ways to be at the top.

3.6.2 Findings on How Maintaining Communication Affects the Performance of Banks:

Communication is a crucial part of building and maintaining human relationships. After thousands of years, communication evolved from simple hand gestures and vocal expressions to digitalized mediums such as telephones, internet, mobiles etc. And as this media is playing a significant role in attracting and retaining attention, while also making information more accessible to prospective consumers, [Bucăța and Rizescu, 2017] banking industries are making huge investments in communication sectors for the last few decades.[Kaur et al. 2021].Nowadays, banking institutions are making huge strides in the industry by digitalizing the banking activities through channels like ATMs, internet banking, mobile banking, digital kiosk which provide the best quality services to customers with the intentions of maximizing profit and reducing operations cost.[Sarel and Marmorstein 2003].Therefore, in today's world, banks are now efficiently communicating among customers through digitalized medium which will help in increasing customer satisfaction and simultaneously attract more prospective customers through the same information.[van stadel et al.2007]

Banking communication is now proven to be important for assessing a bank's performance in relation to meeting its customers' requirement and how the customer are more uptight about the quality of services provided by the banks[Hill and Alexander, 2001].As stated in the studies conducted by Lasser et al.(2000), Due to the competitiveness in the banking industry, bank are now emphasizing on increasing customer satisfaction and loyalty through smooth information flow, exceptional service quality and proper communication pattern.

Communication among employees plays an important factor in increasing the overall productivity of the bank. Proper organizational structures and effective managers is required to increase the teamwork of employees. Effective communication among the employers and employees promotes cooperation and peace among them. It becomes the mediator between the leaders and its subordinates. Last of all, communication plays a crucial role in increasing motivation & morale,

maximizes efficiency in managerial control, increases job satisfaction and ensures democratic management. [Shrestha et al.2020].

Overall, good communication bolsters the relationship between employers, employees, customers, investors and suppliers. At present, A banks need digitalized communication medias and good communication strategies to survive in this competitive environment.

3.7 Methodology:

To execute this internship report, both primary and secondary data is required. Survey is the resource of the primary data. Survey is conducted among 37 participants along with several discussion with Dhaka Bank Limited employees. The source of the secondary information is online research.

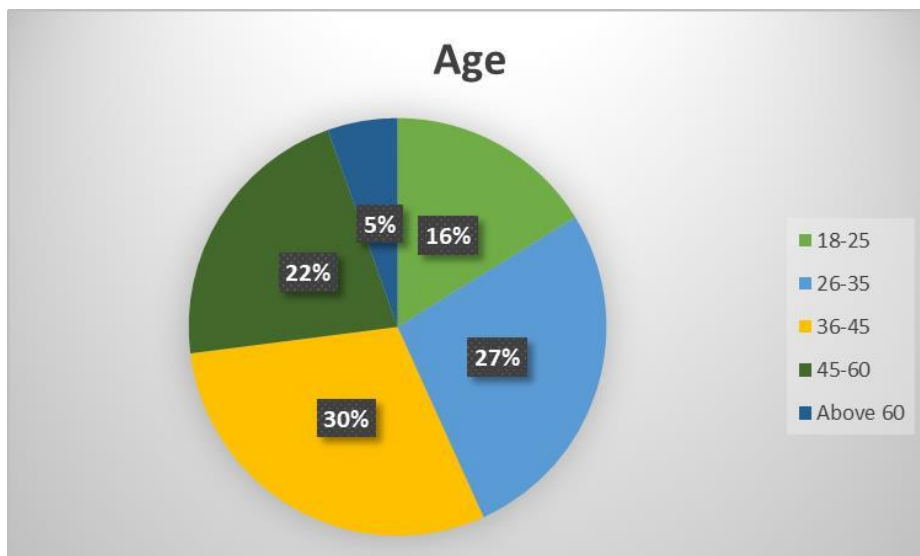
3.8 Findings according to the survey:

To conduct the survey, I have prepared 12 questions and received feedback from 37 participants. The survey helped to me get data and later analyze the status of customer satisfaction and relationship status with the bank. The survey demonstrated the extent of support a customer is getting from the account managers. Apart from that, the survey pulled out data regarding the age, sex, location and financial status of the customers.

3.8.1 Findings on demographic information of the customers

Q1: What age are you?

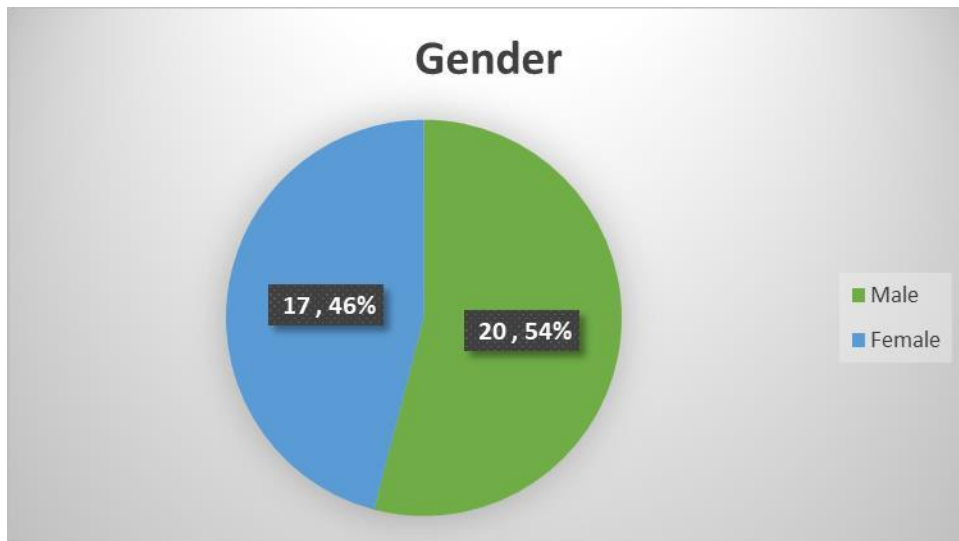
37 Responses



Findings: Majority (30%) of the customers are of the 36-45 age group which is acceptable and normal. We found 27% customers' age ranging 26-35 years. 22% customers age are within 45-60 and 16% aging within 18-25. Only 5% of the customers are of age above 60 years.

Q2: What gender are you?

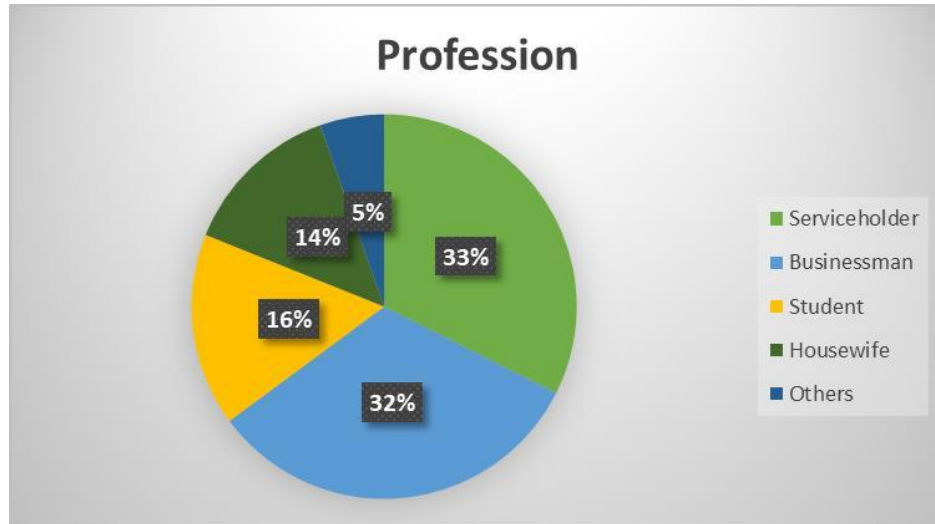
37 Responses:



Findings: We have found 54% male customers and 46% female customers as per our survey.

Q3: What profession are you?

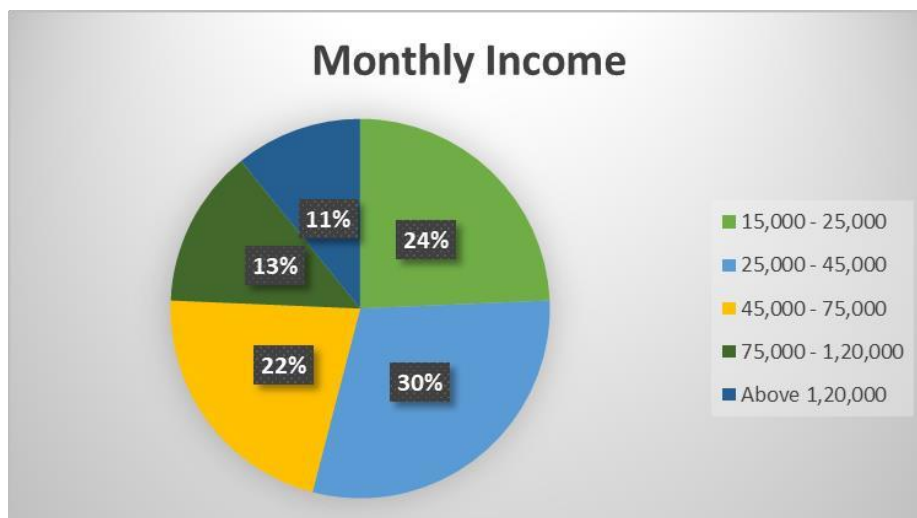
37 Responses



Findings: From this survey we see that among the 37 participants we have 33% service holder and 32% businessmen. Also, we have found 16% of the customers as student, 14% as housewife and only 5% as other professions.

Q4: What is your monthly income?

37 Responses

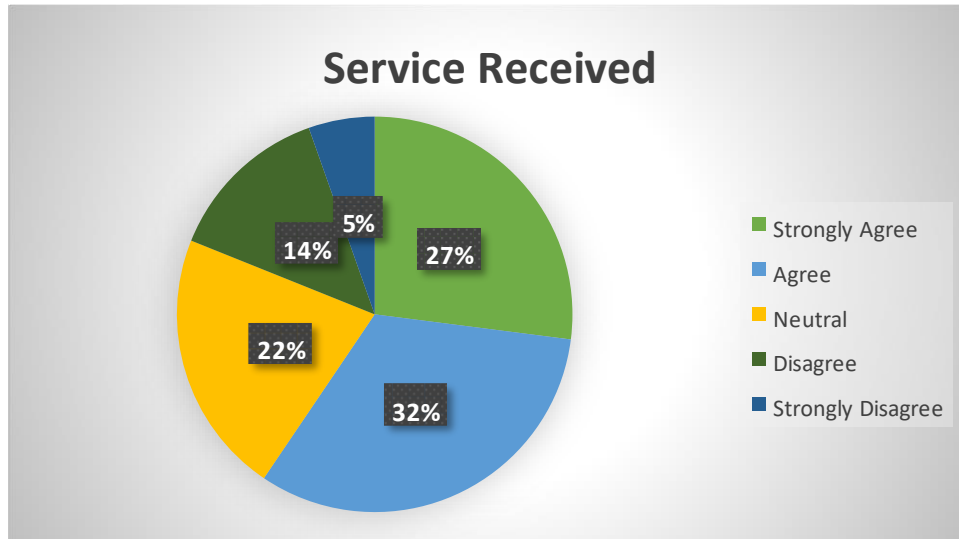


Findings: From the pie chart, we see that most of the customers have a income ranging 25,000 – 45,000 taka per month. As expected, only 11% customers have income more than 1,20,000 taka per month.

3.8.2 Findings on Customer perception about bank and bank's employee

Q5: You have received the required service from the customer service desk. 37

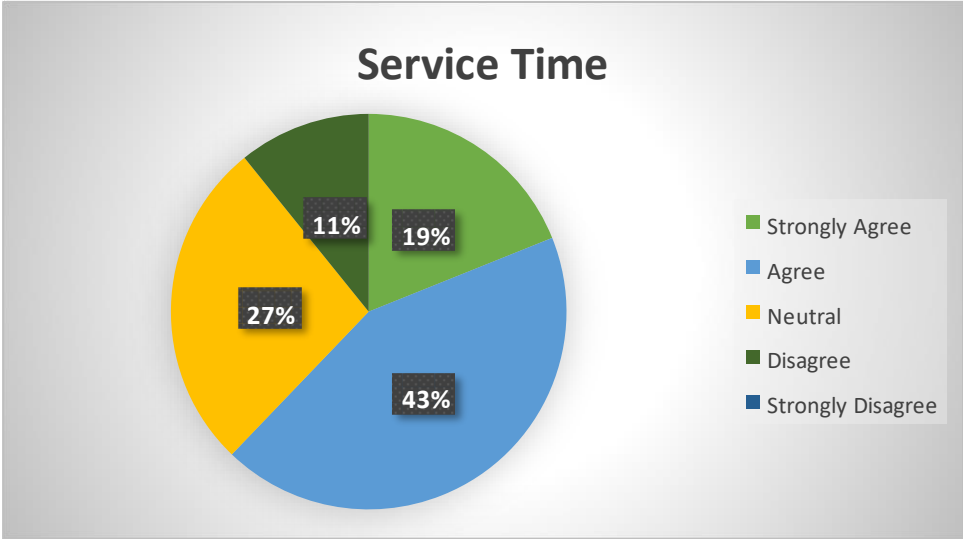
Responses



Findings: From the pie chart, we can understand that, most of the customers has received the service they asked for. However, for 19% of the time they did not receive their desired service from the bank.

Q6: The customer service officer was able to support you within the desired time period.

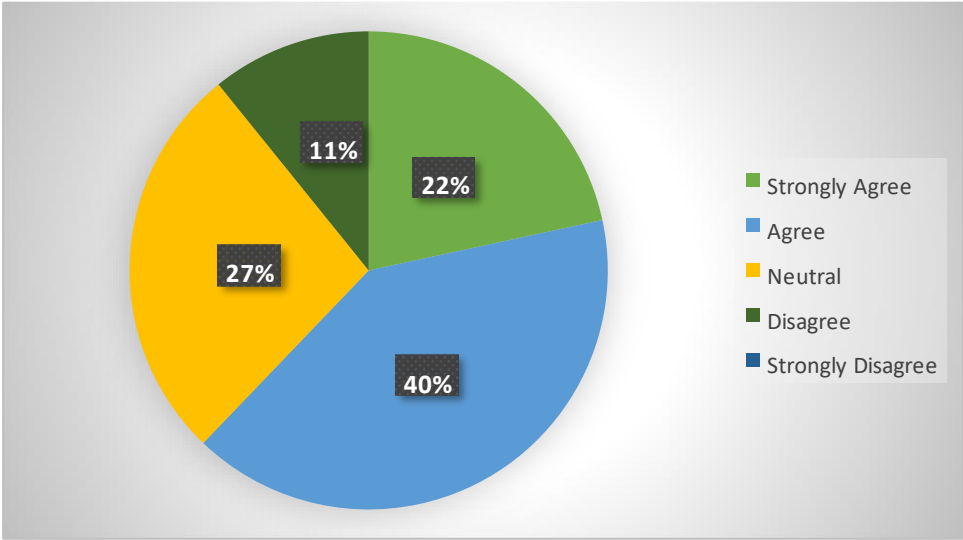
37 Responses



Findings: In service time, we see a satisfaction from the customer end. According to 89% of the customers the customer service office has solved the problem within the desired time period.

Q7: The customer service officer was knowledgeable and Tech friendly.

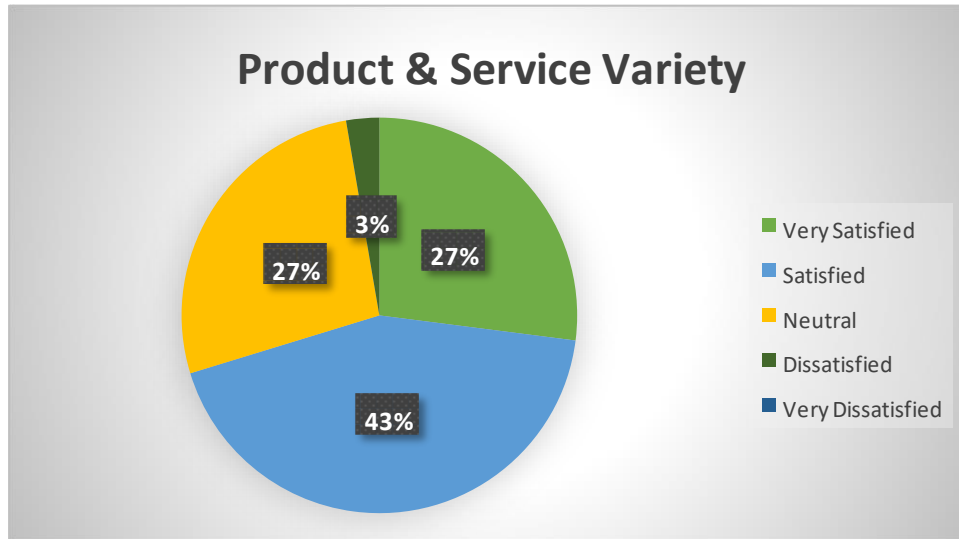
37 Responses



Findings: From the analysis, most of the customers were happy with the knowledge level of the customer support officer. 62% agreed that the customer service officer was knowledgeable and technologically friendly.

Q8: How much satisfied were you with the product and service variety of Dhaka Bank Limited?

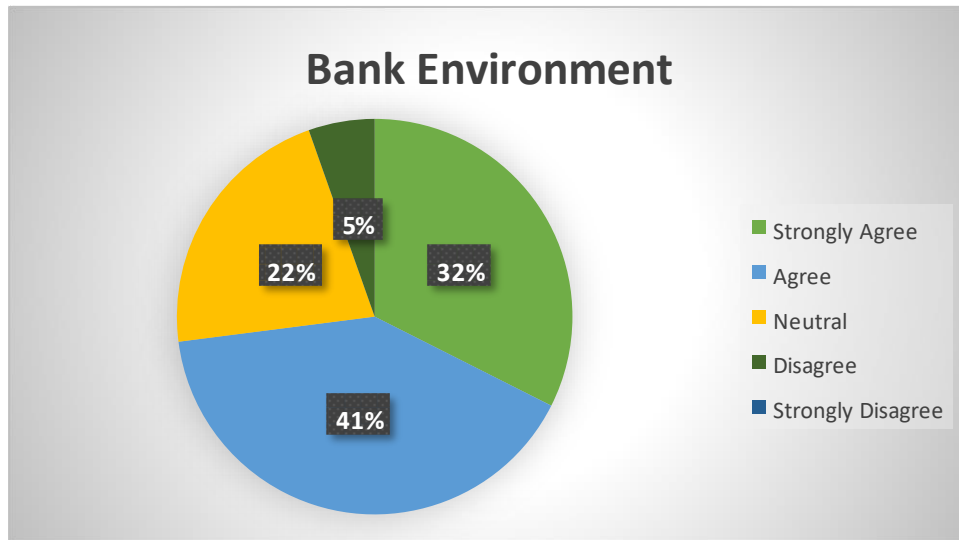
37 Responses



Findings: Dhaka Bank Limited offers a wide range of products and services to the customers, from general banking to savings schemes to internet and digital banking. According to the survey majority customers were satisfied with the service variety they were getting for the bank.

Q9: The overall environment of the Dhaka Bank was excellent.

37 Responses



Findings: For majority of the customers, Dhaka Banks offers a excellent banking and corporate environment. The result of the survey totally goes in line with this statement.

3.9 Building Customer Rapport and Service Quality of DBL:

According to my findings, building customer rapport and service quality include:

- According to my survey, DBL employees have good relationship with their customers. But apart from them some new customers have complaint against DBL that the employees tend to give them less priority.
- DBL has a good reputation in providing prompt services to their customers so that no customer no customers has to wait on a long queue.
- They always surprise customer with new and variety products
- All kind of advanced training facilities are provided to the employees and that why they are highly trained and knowledgeable

3.10 Important Factor for Earning Customer Loyalty:

According to my finding the factors affecting customer loyalty are:

- Customers of DBL are loyal because the employees are helpful and provide top notch service
- Employees help customers in writing cheque books, deposit books and filling out forms so that the customers doesn't face any difficulties.

- Through my experience and personal observation, I have seen that, even in this pandemic situation people are not required to wait in lines. Dhaka bank strictly maintains social distancing.

3.11 Recommendation

I am very grateful that Dhaka bank has given me the opportunity to be part of their team. But there are some recommendations that I need to include which will help DBL to improve their service quality and learning better ways of dealing customer. Those are:

- They should modernize their atmosphere by updating technologies and office facilities so that customer can get prompt service from their employees.
- DBL has to increase their marketing activities so that they can get more customers. For example- They could provide calendars to their regular clients too. As only giving calendars to the valuable clients is not a solution. They can provide brochures and leaflets too along with arranging seminars.
- They should also improve their mobile queries by customers. Sometimes replying customer to come over the branch might dissatisfy them.
- They should improve their ATM booth facilities so they can be in convenient area all over Bangladesh.
- They should improve their IT facilities so that the staff working there are more responsive to the customers. Also, if any kind of technical error arises, that problem should be resolved quickly
- As all bankers are very busy, they should hire more employees who will reply to customer's inquiries and support them while opening new account.
- Daycare facilities should provide for the employees who have children.
- They should maintain their online platform more consistently so that no bugs or errors happen during rush hour.
- They should facilitate more branches in Dhaka city. Especially in Mirpur as it is a densely populated area of Dhaka city.

3.12 Conclusion:

Dhaka Bank limited focuses on excellence in Banking than any other banking institutions in Bangladesh. Every employee of DBL works hard to provide top notch services to the customers to achieve highest highest form of customer satisfaction and loyalty. With implementing some marketing strategies and policies I believe this bank can compete with the other top banking institutions in the country. I am personally proud to be a member of the DBL family and very thankful to the bank for giving me the opportunity to work for them.

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