

Report On
**‘Critical Aspects of general banking and Employee behavior that Improves
Customer Experience’**

By
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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 Fall 2021

Brac Business School
Brac University
June, 2022

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Shihab Kabir Shuvo

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

With due respect, it gives me great pleasure and honor to deliver the internship report titled "Critical Aspects of general banking and Employee behavior that Improves Customer Experience" which was provided to me as a crucial requirement for completion of the program "Bachelor of Business Administration."

It's a great opportunity for me to work in several departments with really dedicated and motivated employees that are dedicated to serving United Commercial Bank (UCB). During my internship, I tried to gain a thorough understanding and direct experience of general banking and staff behavior in order to help the company strengthen its customer relationships. I also tried my hardest to acquire as much information as possible about the entire process and major concerns, and present it thoroughly with key facts, following the wise recommendations and thoughts.

I tried my level best to finish the report with the most important information and recommendations in a compact and thorough manner as feasible. I appreciate your continuous support, advice, and guidance, as well as your kind cooperation in the preparation of this report. I would be grateful if you could take the time to look over my report and evaluate my performance.

Sincerely yours,

Rejwana Zannat Dhera

ID- 173040874

BRAC Business School

BRAC University

Date: June 22, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between National Bank Limited (UCBL) and the undersigned student at BRAC University Rejwana Zannat Dhera (ID: 17304084).

Acknowledgment

First and foremost, I am so thankful to United Commercial Bank (UCB) for giving me the chance to fulfill my internship program at their company for 3 months. In addition, I am grateful to all the officials for their assistance and collaboration in my educational endeavors. They have guided and encouraged me greatly throughout my internship; they have assisted me in identifying my flaws and errors, as well as how to address them properly. They have patiently tried to teach me what I need to know in order to accomplish my internship learning process. Throughout my internship, every single person of different was extremely helpful and supportive.

I'd like to convey my insightful admiration and warm respect to Mr. Shihab Kabir Shuvo Sir, my internship mentor, for his helpful guidance, mentorship, and unwavering assistance throughout my internship. He has provided me with direction, assistance, and support in a number of circumstances, which has aided me in completing my internship report correctly.

I'd like to express my gratitude to Mr. Mohammad Jashim Uddin sir for his timely responses, instruction, support, and motivation during my internship, as well as for providing me with important information regarding the systems and processes of general banking. Other officials also offered me helpful advice on a range of work-related matters at different times, which has helped me better understand the company's standard operating procedures.

Finally, I would like to thank OCSAR at BRAC University for initiating the internship program and allowing us to put our knowledge into practice.

Executive Summary

This internship report is being written to complete a requirement for my BBA degree. This paper is an overview of my research on “Critical Aspects of general banking and Employee behavior that Improves Customer Experience”

This report aims to determine how ideas and concepts covered in my educational program can be applied to general banking and employee behavior that improves customer experience. As well as its flaws, through my everyday actions and responsibilities. Observing my supervisors has also taught me how to overcome my weaknesses. I have learned how to assist with the checkbook record and delivery of the checkbooks to the customers. Also, I have learned how to receive clearing checks and registered the clearing checks in the book. Secondary data was gathered from the staff's experiences, the company website, the annual report, and related documents. I've done my best to make this report as nice as possible by incorporating all the essential and relevant data from primary and secondary sources.

United Commercial Bank (UCB), which began operations in the middle of 1983 with a strong commitment to Bangladesh's economic and social development, has since grown to become one of the biggest first-generation banks in the nation. Through individualized service, cutting-edge procedures, a dynamic attitude, and effective management, the Bank, which has a broad network of 204 branches, has already left its mark on the world of private-sector banking.

According to the internship processes, I was interned at the United Commercial Bank Ltd. Nawabpur Branch. I selected the topic of this bank's general banking activities and client satisfaction for this study. In this section, I will examine the aspects and employee engagement that result enhanced satisfaction of customers at UCB. I've divided up my study into 4 categories for this report. First chapter presents an overview of the work placement. This section explains my 3 month internship opportunity. The 2nd chapter presents a summary of the financial institution. In this section, I will discuss different facets and processes of UCBL. The chapter 3 is more about the research work. This chapter discusses the major article aims to present this research, as well as with research analysis, methodological approach, statistics, and recommendations for improving client satisfaction aspects.

Keywords: Customer satisfaction, E-Banking, SWOT, data, research analysis, performance.

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List of Acronyms

UCBL	United Commercial bank limited
RTGS	Real time gross profit
BEFTIN	Bangladesh Electronic Funds Transfer Network
KYC	Know your customer
HHK	Hybrid Hoffman Kiln
LC	Letter of credit
CIB	Credit information bureau
CC	Cash credit
WOF	Work order finance
NOA	Notification of award
SOD	Secured overdraft

Chapter 1

Overview of Internship

1.1 Students Information

Name: Rejwana Zannat Dhera

ID: 17304084

Program: BBA

Major: Human Resource Management

1.2 Internship Information

1.2.1 Period, Company name, Department, Address

Period: 90 days

Company Name: United Commercial Bank Limited

Department: General Banking, Account opening and customer service

Address: Hazi electric market. 132, Nawabpur Road, Dhaka-1100

1.2.2 Internship Company Supervisor's Information: Name and Position

Supervisor's name: Mohammad Jashim Uddin

Position: Senior vice president and head of branch

1.2.3 Job Scope – Job Description/Duties/Responsibilities

- Assist the senior officers with the account opening and KYC (know your customer) form.
- Assist with customer care service
- Assist with the check book record and delivery the check books to the customers
- Received clearing checks
- Registered the clearing checks in the book

1.2 Internship Outcome

1.3.1 Contribution to the bank (United Commercial Bank Limited):

I have made substantial contributions to United Commercial Bank Limited. To begin with, the bank's per-employee efficacy increased as a result of the assistance. The number of clients they potentially serve has increased since my appointment. In addition, as an intern at United Commercial Bank Limited, I guided a lot of customers through completing the account opening form. Because of this, the officers were able to open the most accounts during my internship days. I also assisted them in keeping up with the daily accounting, such as how many deposits were made, how much money was withdrawn from the bank, and how many checks were demanded or released. As a result, since I started assisting the officers in this area, the time it took to calculate all of those things has decreased. Second, I worked at Unet and Upay E-banking, where I interacted with customers. They demonstrated how to register for Unet and Upay as well as how to use the software. As a result, if they needed further assistance, I was able to assist them and provide solutions to the clients. Using Unet and Upay is particularly beneficial for obtaining a wealth of features as well as managing accounts and cards, moving funds to credit cards or accounts, making payments, recharging cell phones, and performing other activities directly from a smartphone. Furthermore, I assisted clients with remittance and data processing. Even when a client needed help, I was there to help them fill out paperwork and withdraw cash properly. Thus, these were my achievements during my internship at UCBL.

1.3.2 Benefits to Myself:

My internship at United Commercial Bank Limited benefited me in different ways. To begin with, I've learned how to develop myself professionally. They've trained me how to maintain the decorum of a company or organization. Furthermore, I learned how to open accounts, issue cheque books, issue debit cards, issue credit cards, how to do RTGs (Real Time Gross Settlement), how to clear checks, remittance process, check investment paperwork, and credit pursue loan applications. This is how the professional knowledge I've obtained. I've also understood how and where to perform tasks under pressure. Almost all clients, for instance, would like to have their work done on time. Although, maintaining a huge amount of customers while maintaining high-quality task can really be tough at times. This work experience educated me how to handle situations and meet the needs of a large number of consumers while working fast. Besides this, the internship had also helped me to acquire knowledge that will help me develop my professional life. I learned about the types of loans and the requirements that a client must meet in order to become eligible for a loan from the Accounts department. One of the most important things I've learned from this unit is how to create a CIB, LC (letter of credit) and a loan proposal. I had no issues during my internship durations because everyone was extremely welcoming and knowledgeable. With right guidance and effort, they trained me all of these works. My self-esteem and ability to interact with a diverse variety of officers has grown as a result of the internship. It moreover aided in the development and acceleration of my skills and talents. At last, for my

internship, I was paid 2,000 takas per month. So, these are the benefits of doing an internship at UCBL.

1.3.3 Problems and challenges encountered during my Internship:

My internship experience was phenomenal. However, I faced some difficulties during the Internship period.

The most challenging part of the internship was the software operation. UCBL assigns me several tasks that I must complete using computers. I had a challenging time managing any of the desktops because they were all given access to specific employees. I would have to depend on others who were whether at break or available. Also the software's they use are critical to use for the first time and it is hard to remember which software is for which work. I would have to depend on others who were whether at break or available. Unless I had my computer, I could spend more time with the software's and it would have been much smoother for me to understand those tasks.

1.3.4 Suggestions for the bank's future internship program:

The following recommendations for recruiting and retaining talented upcoming interns must be taken into account by United Commercial Bank Limited. Such as-

- They do not allocate interns to specific computers. As a result, the interns required to complete the work assigned to them at home. If they could consider giving each intern a desktop, they would be able to understand more and approach supervisors for help more rapidly.
- Customers often do not recognize the intern, it has been noticed. Therefore as outcome, the intern's Identification card may be the same as the officials', helping to make it easier for customers to recognize.

Chapter 2

Organization Part

2.1 Introduction

A nation's economic progress is heavily reliant on its financial system. The banking sector is critical to a country's economic development because it is a source of capital. Ever since 1990s, or even earlier, capital markets have relied heavily on the banking industry. A state's socioeconomic progress cannot be advanced without the banking industry. In the current era, the marketplace, way of life, food production, industrial growth, and remittances are all totally dependent on the banking industry for survival and prosperity.

Bangladesh's banking system was established shortly after the country's sovereignty in 1971. Bangladesh Bank, the country's only central bank. It is entirely controlled by the government of the People's Republic of Bangladesh. It is the world's first central bank to establish a specialized helpline number for consumer feedback and requests. Bangladesh has 61 banks and among these, there are 49 private banks and others are public bank. All banks seem to be customer friendly and strive to provide decent experience for the benefit of their users. All such banks are extremely lucrative for the nation's economic development. Amongst residential banks in Bangladesh, United Commercial Bank Ltd is one of the best known and ideal in terms of reliability.

2.1.1 Objective-

The Objective of this report is to know about the bank's background, current situation and overall picture. The objectives are described below-

- Investigating UCBL's E-Banking strategies and customer experience and satisfaction.
- Audience will be able to choose which areas that UCBL must specialize on after analyzing the different types of techniques.
- Examining administration, branding, and assets could provide audience and upcoming intellectuals with a comprehensive understanding of UCBL's functions.
- The audience will learn more about UCBL's position in Bangladesh in relation to the competition.

2.1.2 Methodology

I accumulated various information from reliable sources to get an overall picture of my UCB. I have gathered the data's from two source, one is primary data source and other one is secondary data source.

1. Primary data source-

- Conversations with bank staff and employees in person.
- Face-to-face communication with the customers.
- Guidance documents published by National Bank Limited.

2. Secondary data source-
 - UCB official website.
 - Annual reports of UCB.
 - Register books.
 - Different files and accounts.

This report is primarily collected from secondary sources of United Commercial Bank's different departments. Moreover, supplemental data was collected from mainstream papers, noteworthy research papers, articles from Ministry of Finance and from other respective authorities.

2.1.3 Limitations

I faced few limitations while creating this report. I failed to gather some important information for the security purpose.

- There are some rules and regulations for interns. Interns cannot access personal and loan information of any client due to security purpose.
- Every business organization has a private information that is deliberately private from the common people.
- Managers did not reveal many information due to corporate confidentially, and also they could not give me much time for their busy schedules.
- Also it was my first time doing internship so I was not aware of asking some important questions.

2.2 Overview of the company

2.2.1 Organization information

United Commercial Bank (UCB) began its journey in mid-1983 with a strong commitment to Bangladesh's socioeconomic development and has since established itself as the nation's largest 1st generation banks. Through personalization, advanced processes, and user to navigate, and effective management, the Bank has made a remarkable milestone in the realm of Private Banking sector with a large network of 204 branches. The company has established into various and diverse banking segments such as Commercial Banking, Small and medium Banking, Corporate Banking, Adonic Banking, and Disbursement, among others. Aside from the numerous loan and deposit goods of Commercial Banking, the Bank offers shipping loans to eligible applicants, which benefits the nation's economic growth by increasing foreign exchange earnings. Those certain product lines, such as UCB Credit card, have seen phenomenal achievements since their beginnings in 2006, fastly becoming the leader in the market place with about 40000 bank customers.

The bank also offers sending and receiving transactions services to the customers. As an outcome, foreign residents comprehend a simple way of sending money through the proper process. The bank also aims to assess and supervises funding, maintains financing threats, rates goods, and appears to work to support SMEs grow. Its field of expertise is already in business plan with advanced analytics for funding big project such as Textile and apparel and infrastructure building developments.

To gain a competitive advantage and play a leading role in the nation’s economic actions, the Bank is securely involved in the development of international trade, business, and related industries by making an investment in network growth and new technology advancement.

2.2.2 Organizational Structure of UCBL

Name	Designation
Mrs. Rukhmila Zaman	Chairman
Mr. Arif Quadri	Managing Director & CEO
Mr. Bazal Ahmed	Vice-Chairman
Mr. Anisuzzaman Chowdhury	Director & chairman, Executive committee
Mr. Akhter Matin Chaudhury	Independent director & chairman, Audit committee

Table 1: Organizational Structure of UCBL

No. of branches	215
No. of ATM/CRM	580
No. of SME center	2
Off-Shore banking unit	1
No. of employees	4988

Table 2: Table 1: Operational Structure of UCBL

Organization structure
Chairman
Director
Managing Director
Additional Managing Director
Deputy Managing Director
Executive Vice President
Senior Vice President
Vice President
Assistant Vice President
Senior Principal Officer
Assistant officer
Junior Officer
Probationary Officer

2.2.3 Corporate social responsibility of United Commercial Bank Limited

UCB does have a lengthy tradition of associating with various social commitment, so there are countless obvious examples. Throughout the last 30 years, UCB has provided additional economic help for charitable causes. Like a liable private organization, it has adopted corporate social responsibility in such an official, systematic way that conforms to clear objectives to support our nation's economic underprivileged inhabitants through ethical practices.

For United Commercial Bank, the "legal framework" between the company and the society is essential. CSR is deeply entrenched in UCB's workplace culture and is an integral part. UCB had already integrated CSR initiatives itself into the fundamental business strategy and execute new all over the country's various communities. The Corporate sustainability activities of the UCB are mentioned below-

- Awareness intensification on core element through educational development
 - Strategies to improve the ability of school pupils to take part in extracurricular activities.
 - Scholarships available for both unprivileged and marvelous pupils.
 - Additional funding for poor and disadvantaged child's schooling.

- Enlighten our market participants' upcoming group of consumers on how to save, invest, take out loans, and handle resources better.
- Financial support to academic organizations with the aim of academic development.

- Federal aid for unprivileged people with medical conditions
 - Contribution to non-profit companies that work on children's health, handicap, and disadvantaged kids.
 - Donation to Quasi companies who deliver treatment for free towards the disadvantaged.
 - During a Pandemic, Global pandemic, or other extremely infectious spread of diseases, raise public awareness.
 - Child's livelihood and potential growth are being promoted.
 - Proposals to educate people about women's health and issues.
 - Educational campaigns on the importance of leading a healthy lifestyle.

- Maintenance of Catastrophic events and Greenhouse Effect and Environmental Breakdown
 - Federal aid to state and non-relieve and social assistance donations for disaster victims such as tornadoes, storm surges, tsunamis, and severe cold winter etc.
 - Making people aware in Bangladesh for effective emergency treatment and prevention.
 - Make people aware about global warming and climate change (plant cultivation, biodiversity stability seminars, contingency plans etc.).
 - Attempts to create an eco-friendly environment.
 - Bringing awareness to primary and secondary ecological concerns, as well as educating the general public on such problems.
 - Actions to reduce energy consumption and save energy.

2.3 Management Practices:

The management of the bank is divided between the Managerial Chairman and the Panel of Officials. The Chairman is in responsible of day-to-day activities and follows the provisions and instructions of the Management board in this regard. Initiatives that seem to be unique are not included in day-to-day activities. Those changes were made by the executive with unusual official approval from the Panel of Top management except if postpone a decision from the Panel of Top management would significantly harm the bank's operations. In certain circumstances, the management team is notified as soon as possible.

2.3.1 Risk management practices

Risk management committee of UCB.

Name	Designation
Mr. M.A. Sabur	Director & Chairman
Mr. Anisuzzaman chowdhury	Director & Member
Mrs. Roxana Zaman	Director & Member
Mrs. Afroza Zaman	Director & Member
Mr. Kanak Kanti Sen	Director & Member
Mr. ATM Tahmiduzzaman	Company Secretary

Table 3: Risk management committee of UCB.

Risk management includes all the activities that have an effect on financial area. Threats are referred to as a negative effect on the economy affected by a combination of uncertain causes. The amount and risk level that a bank faces are influenced by its length, the unpredictability of its economic activities, the density of software processes, as well as other aspects.

The primary goals of risk management are to make sure that contingency effects are reliable with the bank's schemes and appetite for risk, so there is an acceptable risk amendment to boost returns for investors. The risk management system of the bank must include 3 important components like- Risk Management, Portfolio for Risk, and Financial Planning Technique.

In the financial sector, threat is defined as the possibility results of an activity or task that may have a negative effect. This same consequence might also consequence in both a net reduction of revenues and even the increasing influence of restrictions on financial institutions' capacity to achieve their corporate goals. Risk is the probability of problems caused by an unexpected global recession or lower return levels. To accumulate that kind of economic loss, financial companies must depend on their own assets as a safeguard. The different kinds and intensity of risks to which a company could be revealed probably rely on a mix of reasons including its size, variability of company operations, quantity, and etc. Previously, Government of Bangladesh published guidance on six main exposures, and financial institutions operating in Bangladesh followed suit. The position of United Commercial Bank Limited's successful execution of basic risk mitigation regulations is mentioned below.

- Credit risk management
- Foreign exchange risk management
- Corporate governance and conformity risk management
- Equity debt risk management

- Money laundering risk
- Information technology risk

2.3.2 Human Resource Management Practices

To achieve its objectives and give excellent customer service, UCB employs follow rules of administration and management. In focus on leadership terms, UCB implements a deliberative mechanism. All professionals, from superiors to lower positions, are cooperating together in the organization to give excellent service in a timely manner. Customer care is UCB's main priority and goal. All coworkers must adhere to the code of actions in term of providing better client service and meet customer expectations. United commercial bank has a proficient HR Department that maintains recruitment process, workforce planning, assessment methods, enforcement procedures, endorsement, conceptual model, prominent guidance norms and advantages, training, and advancement. UCB has a consolidated Human resource structure, it uses an Organizational framework which contains a variety of Human resource requirements including both staff members and HR officials.

Hiring process-

- The process starts with the job circular in the newspaper and various job portals.
- After screening resumes, candidates who fulfill the requirement of the post are selected for the next step.
- In the next step candidates must sit for an examination and a viva.
- Following this process, qualified applicants are chosen and asked to attend for the healthcare testing process.
- Following the recruitment process, eligible candidates must participate a three - month period of training.
- UCB maintains the conventional wage scale for remuneration as per the government.

Customer service-

UCB has the following rules and regulation regarding customer service attitudes and behaviors:

- Clients are always accurate. Staff members must acknowledge with whatever client is saying.
- Staff members should pay heed more than they talk. They should listen to the customers first before rendering assistance.
- Clients deserve the most courteous and considerate care from personnel, and demonstrates bad attitude to customers is strictly forbidden.

Complaint Management:

UCB has an impactful dispute management system in place to assure excellent customer service.

- Clients' objections and reviews are obtained at the control desk.
- Another responsibility of this reception area is to maintain a record of complaints and suggestions.
- Another duty of this reception area is to act promptly on an immediate basis in response to these objections.
- Complaints are registered in the record book on the date they were received, along with a quick summary of the complaints.
- The bank is obliged to monitor extensive records of customer complaints and response.
- The objections were categorized and labeled as highly sensitive, medium, and common.

2.3.3 Green Banking management of United Commercial Bank Limited

United Commercial Bank Limited's Green Banking Strategy has been developed by the 'Green Banking Cell,' and it has been endorsed of Directors. In accordance with the Policy, sufficient resources will be assigned in the Bank's next expenditure for oriented issues.

Legislation on Environmental Risk Management (ERM),

A different rule, connected with the Financial Risk Management Strategy, has been prepared in conjunction with Bangladesh Bank's standards. The ERM Strategy was also appointed by the Council of Directors. Furthermore, the progress of a proposal 'Green Office Guide' for the objective of developing In-house Activities is nearing completion.

1. Now at Bank's Headquarters, a Variable Refrigerant Flow (VRF) structure Heat Chiller has been implanted, minimizing power usage by approximately 25%.
2. Beginning in 2011, the bank began putting power lights in recently founded branch offices.
3. The Bank's various departments are deliberately spreading guidelines and procedures, circulars, and planning processes, as well as accumulating declarations, via electronic mail, minimizing the use of document.
4. As such an early phase toward constructing ecologically responsible branch offices, the bank has installed a solar panel system at the Noapara Branch in Chittagong, as well as other branch offices will be outfitted with about the same system in segments.
5. The Storage System constructed within the Corporate Headquarters in Gulshan utilizes some In High - efficiency air Process that guarantees minimal energy usage while maintaining adequate heat for the Network Infrastructure Gadgets.
6. The amount of user application web server has been diminished by unifying them into high capacity domain controllers, resulting in lower energy usage.

7. The Network Infrastructure has installed a Controlled Stackable Systematic System. As a result, the necessary storage and temperature dissipation are much lower than in a conventional Cloud Server.
8. Each roof has a center UPS (Uninterrupted Power Supply) implemented, which minimizes the overall power backup demand.
9. CRT (Cathode Ray Tube) Displays have indeed been supplanted by LCD (Liquid Crystal Display) Displays in all desktops in the Central Office, actually results in very little warm air power losses and energy usage for such software system.
10. UCB was the first to implement the Bangladesh Electronic Fund Transfer Network (BEFTN) money transfer platform, which excludes the need for document money transfers.
11. Sixty Automated teller machine Booths have been implanted so that it can reduce operation time and cheque book consumption.
12. All bank printers support dual side printing.
13. HRM apps for wage guidance has been implanted, minimize human documents.
14. Through CIB apps has already been implanted, enabling Divisions to enter data digital evidence, supplementing the document management working process.
15. Along with MIS application running for obtaining management information, consolidated handling, and Key performance indicator, minimizing document usage rescuing time and working days.
16. The bank has highlighted subsidizing ethical and sustainable business actions and power industries such as Liquid waste Water Systems. The bank provided effective a Tk.16.85crore credit facility to program is recognized slab areas utilizing Hybrid Hoffman Kiln (HHK) systems.

2.4 Marketing practices:

The newly introduced goods and services are the concentrate of United Commercial Bank Limited's marketing initiatives. They are presently increasing their focus on promoting the online services they offer. United Commercial Bank Limited uses a number of promotional strategies.

2.4.1 4Ps

The 4Ps of United Commercial bank are explained below:

1. **Product**- UCB offers various types of products like retail banking, NRB, SME, Corporate, Agent and E-banking.
 - Under retail banking there are accounts, fixed deposits, and loan, Card, Services and DPS.
 - Under account there are several types like- Savings, Current, dynamic, youngsters' savings etc.
 - Under NRB banking there are NRB savings, DPS plus, locker service, remittance and SMS service.

- Under SME banking there are installment loan, Shopno, Dhruvo, Onkur, Durjoy, woman entrepreneur, SME deposits and other facilities.
- Under corporate banking there are export and import finance, house building finance, industrial loan, LC, project finance, work order finance, off-shore banking etc.

Savings Deposit (Sb):	Interest Rate %p.a
Below Tk. 10,000	1.00%
Tk 10k & above but below taka 50K	
50k above but below tk. 3.00 lac	1.50%
Tk. 3.00 lac & above but below Tk.50.00 lac	
Tk.10.00 lac & above but below Tk.50.00 lac	1.75%
Tk. 50.00 Lac & above	2.25%

Table 4: Savings Deposit scheme

Retail ucb ayma savings	Interest Rate %
Below 10,000.00	0.50%
Tk.10k & above but below Tk 30k	0.50%
Tk. 30 k & above but below Tk2.00 lac	1.25%
Tk 2.00 lac & above	1.75%

Table 5: Retail ucb ayma savings scheme

SME Hajj deposit	Interest Rate %
Below Tk. 50,000	0.00%
Tk. 50,000 – Below Tk. 2 lac	1.00%
Tk. 2 Lac & above	2.00%

Table 6: SME Hajj deposit scheme

Probashi Saving deposit:	Interest Rate %
Below Tk. 50,000	1.50%
Tk. 50,000 & above but below Tk. 1,00,000	
Tk. 1,00,000 & above but below Tk 3,00,000	
Tk 3,00,000 & above but below Tk 5,00,000	
Tk 5,00,000 & above	2.00%

Table 7: Probashi saving deposit scheme

SL No.	Tenor of fixed Deposit	Interest Rate % p.a				
		91 days	182 days	364 days	13 months	25 months
1	Below Tk. 1.00 Crore					
2	Tk. 1.00 Crore but below tk. 5.0 Crore	3.75%	3.75%	4.00%	4.00%	4.50%
		3.75%	3.75%	4.00%	4.00%	4.50%
3	below tk. 5.0 Crore but below tk. 10.0 Crore	3.75%	3.75%	4.00%	4.00%	4.50%
4	below tk. 10.0 Crore & above	3.75%	3.75%	4.00%	4.00%	4.50%
5	Corporate approved provident fund & other funds related to retirement benefit (Any Amount)	5.75%	5.85%	6.00%	6.00%	6.00%

Table 8: Fixed deposit scheme

Tenor of fixed Deposit		4 months	7 months	13months	25months
1	Below Tk. 25 Lac	3.75%	3.75%	4.00%	4.50%
2	Tk. 25 Lac but below tk. 50.00 lac	3.75%	3.75%	4.00%	4.50%
3	tk. 50.00 lac but below tk. 1.00 crore	3.75%	3.75%	4.00%	4.50%
4	tk. 1.00 crore and above	3.75%	3.75%	4.00%	4.50%

Table 9: Tenor of Fixed deposit

UCB Debit Card Fees & Charges			
Sl No	Product Name	Debit Card Issuance Fee, Annual/Renewal Fee (BDT)	Debit Card Replacement Fee (BDT)
1	Retail Savings Deposit Account	400	400
2	Retail Current Deposit Account	400	400
3	Retail Salary Account (Payroll Account)	Free	400
4	Retail Savings Deposit Non Interest bearing Account	400	400
5	UCB Youngsters Account	Free	400
6	UCB NRB Savings Account	400	400
7	UCB Ayma Savings Account	300	300
8	Imperial Savings Account	Free*	400

*Conditions applied

VAT will be applicable @ 15%

UCB Debit Card Transaction Fees & Charges at NPSB & VISA Network					
SL No.	ATM Acquirer	Card Type	Transaction Type	Fees (IN BDT)	VAT (IN BDT)
1.	NPSB Network	Debit Card	Cash Withdrawal	15.00	N/A
2.	NPSB Network	Debit Card	Balance Inquiry	5.00	N/A
3.	NPSB Network	Debit Card	Mini Statement	5.00	N/A
4.	Visa Network	Debit Card	Cash Withdrawal	50.00	15%

Charges on Video Footage for Card Transaction			
SL No.	Location	Charges (In BDT)	VAT (IN BDT)
1.	Within Dhaka ATMs	1500	15%
2.	Outside Dhaka ATMs	2000	15%

2. **Place:** UCBL has 215 branches and 580 ATM booths. Also it has 2 SME centers and 1 off-shore banking unit.
3. **Promotions:** UCBL make advertises with celebrities and promote the TVC in TV channels, Facebook and other social media platforms. Also, they promote through billboards at main points of Dhaka. Offers discount in many brand shops and sponsor events or TV shows.

2.5 Accounting Practices and Financial Performance:

Financial performance is an overall assessment of a company's financial performance in areas such as resources, payables, capital, expenditure, profits, and financial results. This is calculated using a variety of methods which enable customers to measure specific information about a firm's investment efficiency (corporate finance institute, 2022).

NBL's revenue growth is remarkable. They've managed to maintain their economic state in fine condition. Since the beginning of their operational processes, specific stats will show how much they have grown significantly.

2.5.1 Financial Information and performance analysis

Consolidated balance sheet of United Commercial bank Limited as per 31 March 2022

UNITED COMMERCIAL BANK LIMITED		
CONSOLIDATED BALANCE SHEET		
AS AT 31 MARCH 2022		
(UNAUDITED)		
PROPERTIES AND ASSETS	31-03-2022	31-12-2021
	Taka	Taka
Cash	24,151,584,781	25,380,748,231
Cash in Hand (Including Foreign Currencies)	7,361,951,587	7,498,609,154
Balance with Bangladesh Bank & its agent bank(s) (Including Foreign Currencies)	16,789,633,194	17,882,139,077
Balance with other banks & financial institutions	13,429,945,473	20,633,128,821
In Bangladesh	11,522,385,152	19,568,097,037
Outside Bangladesh	1,907,560,321	1,065,031,784
Money at call on short notice	6,590,000,000	3,200,000,000
Investments	82,541,623,971	83,046,995,094
Government	72,822,272,715	72,746,470,244
Others	9,719,351,256	10,300,524,850
Loans and Advances	422,690,062,025	408,309,815,648
Loans,Cash Credits, Overdrafts etc	396,204,024,372	381,754,404,170
Bills purchased and discounted	26,486,037,653	26,555,411,478
Fixed assets including premises,furniture & fixture	16,999,550,811	17,018,196,481
Other assets	15,193,619,130	12,835,963,574
Non-banking assets	-	-
Total Assets	581,596,386,191	570,424,847,849

LIABILITIES AND CAPITAL**Liabilities :**

Borrowings from other banks,financial institutions and agents	92,778,113,885	89,410,437,395
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Deposits and other accounts	391,359,646,912	387,023,828,463
Current accounts & other accounts	70,224,929,979	78,346,168,340
Bills Payable	6,607,222,951	8,845,268,369
Savings Bank Deposits	81,554,985,970	80,659,233,376
Term Deposit	232,972,508,012	219,173,158,378

Other Liabilities	59,749,562,458	56,601,754,666
--------------------------	-----------------------	-----------------------

Total Liabilities	543,887,323,255	533,036,020,524
--------------------------	------------------------	------------------------

Capital/Shareholders'Equity

Paid up Capital	12,783,969,502	12,783,969,490
Share Premium	1,454,976,750	1,454,976,750
Statutory Reserve	14,740,704,177	14,555,968,681
General Reserve	26,577,961	26,577,961
Other Reserve	2,616,516,637	2,631,853,888
Retained Earning	6,086,317,630	5,935,480,290

Total Shareholders' Equity	37,709,062,657	37,388,827,060
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Non Controlling Interest	279	265
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Total shareholders' Equity with non controlling interest	37,709,062,936	37,388,827,325
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Total Liabilities and Shareholders' Equity	581,596,386,191	570,424,847,849
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1

UNITED COMMERCIAL BANK LIMITED
CONSOLIDATED OFF-BALANCE SHEET ITEMS
AS AT 31 MARCH 2022
(UNAUDITED)

OFF BALANCE SHEET ITEMS

	31-03-2022	31-12-2021
	Taka	Taka
Contingent Liabilities	256,735,823,964	260,413,159,150
Acceptances & Endorsements	99,129,491,381	110,309,146,988
Letter of Guarantees	63,284,906,111	57,499,501,948
Irrevocable Letter of Credit	74,681,911,082	75,222,523,708
Bills for Collection	19,639,515,390	17,381,986,506
Other contingent Liabilities	-	-
Other Commitments	288,726,900	-
Documentary credit and other short term trade related transactions	-	-
Forward assets purchased and forward deposits placed	288,726,900.00	-
Undrawn note issuance and revolving underwriting facilities	-	-
Undrawn formal standby facilities, credit lines and other commitments	-	-
Total Off-Balance sheet items including contingent liabilities	257,024,550,864	260,413,159,150

Operating performance	2021 (BDT)	2020 (BDT)	2019 (BDT)	2018 (BDT)	2017 (BDT)
Total property and assets	565,314.21	493,306.95	446,760.12	402,749.10	363,314.80
Total Liabilities	527,872.20	458,240.72	413,977.10	372,848.85	336,804.54
Total operating income	24,819.74	20,488.21	20,708.89	18,292.52	17,382.27
Total Operating Expenses	14,636.03	13,631.10	12,430.21	10,902.27	9,430.86
Net Profit after taxation	3,177.17	2,857.20	2,772.04	2,368.95	2,433.91

Table 10: Five years' operating performance of UCB

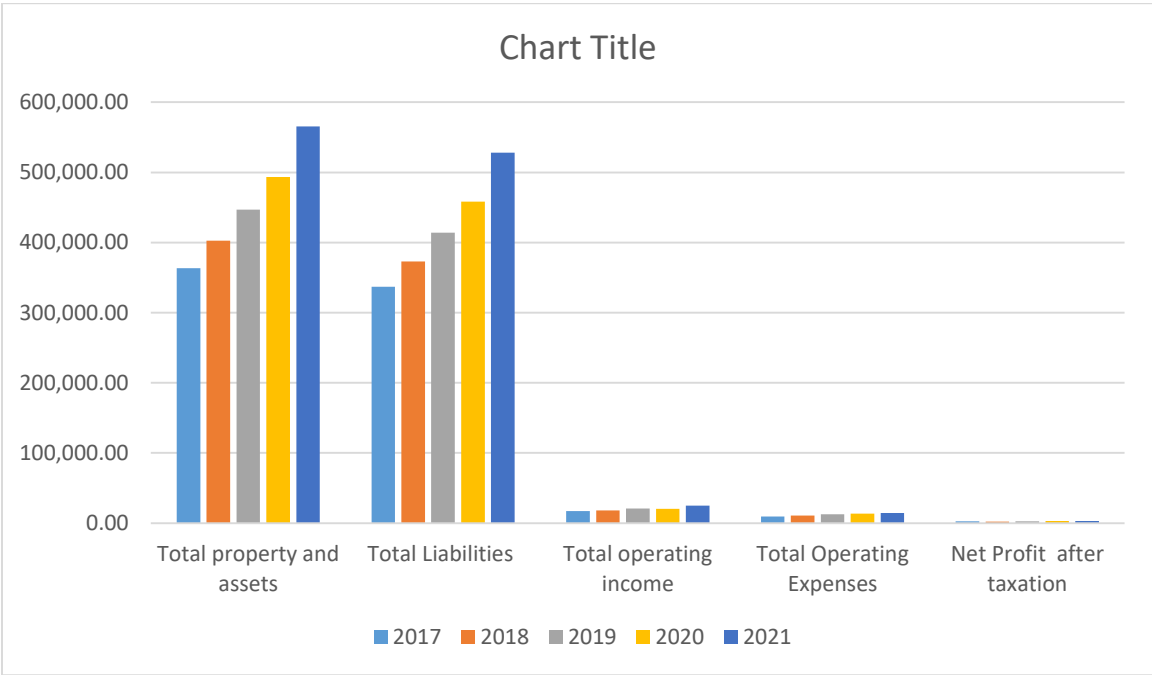


Figure 1: Five years' operating performance of UCB

	2017	2018	2019	2020	2021
Operating profit	7,951.41	7,390.25	8,278.68	6,857.12	10,183.71

Table 11: Five years' operating profit of UCB



Figure 2: Five years' operating profit of UCB

	2021	2020	2019	2018	2017
Net Profit after taxation	3,177.17	2,857.20	2,772.04	2,368.95	2,433.91

Table 12: Five Years net profit after taxation

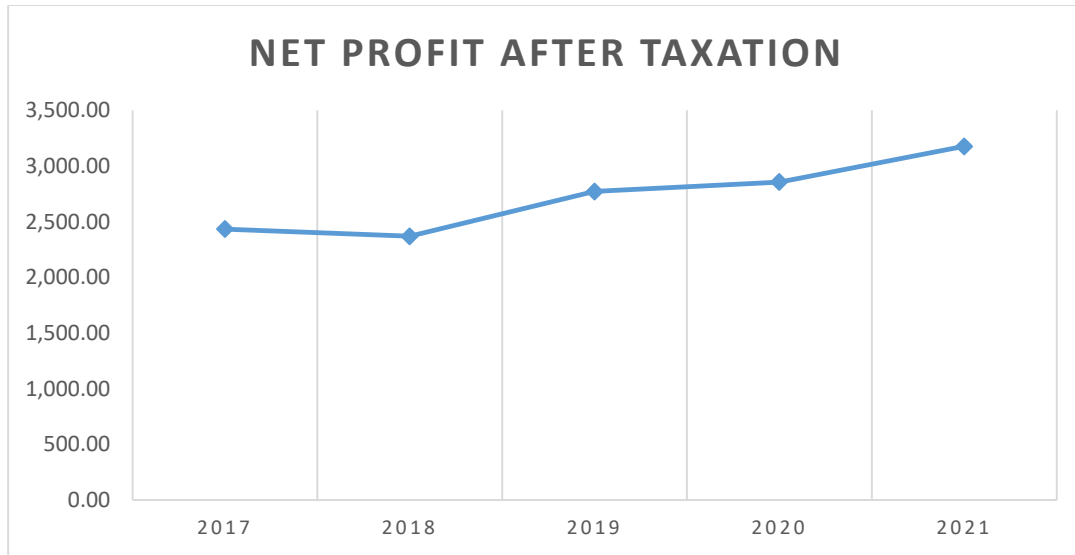


Figure 3: Five Years net profit after taxation of UCB

2.6 Operation management and Information system practice

To give excellent support to consumers, the company employs a good organizational framework. UCBL also maintains positive connection with the consumers. To establish this friendly connection, they are striving to offer strong customer service. UCBL is concerned with the needs of its consumers. Because adults and children and socioeconomic backgrounds are potential customers in the financial sector, UCBL offers a wide range of products to help a variety of needs.

The process of approach's system is important. Whenever a client needs a facility, staff members will reach the consumer in a courteous and welcoming way. This really is the strategy of UCB. This rule should be abided by every employee.

2.6.1 Operation Management practices

The management controls the Bank's strategic planning through the Internal Supervision and Conformance Department. The Internal Supervision and Congruency Department evaluates the branch offices and sections at Headquarters on a regular and irregular basis to ensure that they are functioning properly and in accordance with authentic requirements.

Operational threat refers to UCBL's weakness to unexpected risk inadequate disciplinary policies or processes, lower activity, unexpected situations, or a violation of due diligence.

Operational Risk Sources-

1. Failures and malformations in digital technologies, connection, relevant data, as well as other processes, such as malware.
2. Integrity breaches and discrepancies
3. Cybercrimes
4. Failings in command.
5. Lack of compliance of legal standards

2.6.2 Information system practices

Several effective banking institutions have demonstrated clearly that technological solutions can be a competitive business power for increasing market share, enhancing customer experience, lower expense and develop new products and services (Lederer, 1988). Information systems Department is actively participating in developing the financial organization more capable in terms of benefit and conformance by payment systems. UCBL has incorporated hub managing accounting structure, to keep up with rapidly evolving advancement and generate cutting-edge leaderships. UCBL's financial and update process, sponsored by branch network arranges and highest interest, must have placed us in a fantastic able to negotiate our customers' demands and consider taking us in the position of our criteria of advertising with the assistance of the most excellent utilization of advanced technologies.

2.7 Industry and competitive analysis

SWOT analysis:

A SWOT evaluation process is a list of your business's advantages, disadvantages, possibilities, and risks. The main goal of a SWOT analysis is to assist business's in establishing a proper understanding of all the aspects determine the financial decision (Schooley, 2022).

Some critical assessments will show how United Commercial Bank Limited matches up to the competitors in the market.

SWOT analysis of UCBL-

1. Strength-

- The talented and experienced employees in their various areas are among the most key contributors to UCBL's resources and strength. They provides both local and global career development opportunities to their employees.
- UCBL offers its employees a captivating workplace culture. The floor plan was flattering, with gentle colors and a combining of customized designs to outmatch any worldwide bank.
- The UCBL provides a MoneyGram transfer of funds, allowing such consumers to conveniently receive dollars, pounds, euros and others.
- UCBL provides premium card facility for their VIP customers as well.
- UCB financing in large government projects also.

2. Weakness-

- UCBL has pretty low employees in compare to its banking activities. Most of of the tasks cannot be finished by a handful of individuals. As an outcome, some staff members are overloaded with work and do long shifts with no opportunity for extra pay. This could lead to higher labor turnover that would be prohibitively expensive to mitigate.

- Because of company's efficient advertising strategies, some of UCBL's offerings, like Personal Credit is not available to customers.

3. Opportunities-

- Bangladesh's government has provided total cooperation to the financial system ensuring the nation's economic security, as it is rapidly increasing as one of the country's main source of income and employment. Government objections will encourage and assist UCBL's lengthy ambitions.
- With the help of e-banking, UCBL will get more chance to connect clients not only in Bangladesh but also across the world. Also it enables to set up a massive network here between customer and UCBL's workforce groups, enabling for an effective execution which satisfy the expected requirement with the slightest difference.

4. Threats-

- To survive in the banking industry, all debt situations' uncertainties should be mitigated. Even though collateral relates to the financial collapse of the company. UCB must take precautions in addition to implementing constructive efforts to limit, although not alleviate, the challenge.
- Work performance is severely compromised by the insufficient payout for employees from the mid-level to entry level positions. Also as outcome, a strong manpower ceased operations, negatively impacting the company as a whole.

Porter Five Forces Model:

Five forces Model is a microeconomic method in advanced analytics, looking at the overall economic growth of the country, whereas SWOT analysis is an elemental analysis method, working on a particular corporation's statistics. In a Harvard Business Review article, Porter stated, "Understanding the competitiveness and their possible problems demonstrates the origin of a company's present sales and profits whereas providing a mechanism for forecasting and sustain a competitive advantage over time." "A balanced business model should be as essential to professionals as their bank's own competitiveness" (Martin, 2021).

Porter's five forces model for UCBL-

I. Threats of new entrants:

- By developing cutting-edge products and services. Technologically advanced factors not only attract spare customers, but also enable present customers to select more of its advanced services.
- By increasing profitability, it is important to reduce the fixed made an impact per entity.
- Focusing on development and increased investment. It narrows the possibility for unutilized enterprises to generate massive profits, discouraging new market entrants.

- II. The bargaining power of suppliers:
 - By experimenting with various item strategies and resources, the organization can relocate to the next until the charge of one resource increases.
 - Creating loyal vendors who rely on the organization for a living.

- III. The bargaining power of customers:
 - By attracting a large number of customers. It'll be beneficial in two different ways. This will improve buyer planning efficiency and enables the firm to automate its sales and manufacturing systems.
 - Quickly producing recyclable materials. Customers frequently seek discounts mostly on goods and services, so if the company continues to manufacture recyclable materials, consumers' purchasing power could be diminished.

- IV. Threats of substitutes:
 - Putting client administration ahead of the market.
 - Concentrate mostly on requirements of the customers rather than the service.
 - By making it too expensive for customers to switch companies.

- V. Rivalry of competitors:
 - Setting consumer loyalty apart from the competition.
 - Focus on the needs of the consumer instead of the offering.
 - Make it prohibitively expensive for consumers to leave organization.

2.8 Summary and conclusion

Their appropriate and unique approach to capturing marketplace, potential results might be a continuous development of creating and expanding country, Small and medium - sized finance, and offshore monitoring work center to image efficiently clients. In Bangladesh, an amount of government controlled and conglomerate banks are prominent. United Commercial Bank Limited is amongst the most important public bank.

Our government's creative and innovative inventory management system currently contains an unutilized assessment that UCBL greatly admires. In a short time span, the financial institution seems to have had a significant impact on Bangladesh's banking system. It is fundamental for a variety of actions, including capturing fragmented franchises, debt consolidation, even outside the transfer. The commercial bank serves incredible solutions to its users. It should build creative and original longer maturity credit schedules, mainly for surplus businessmen, along with urban poverty activities including short term loans, for positive impact on individual and a reliable economic condition.

2.9 Recommendations

It is therefore difficult for me to deliver suggestions with my narrow internship experience, however I have tried my research to give the best suggestion.

- ❖ UCBL must also invest heavily in a variety of areas, as Islamic Bank Ltd has. Since they can increase their funding, their leverage will fall.
- ❖ The HR department at UCBL should train its employee's technical knowledge, and they could also help coordinate development programs on a regular basis.
- ❖ UCBL need to provide their departments with a broad theoretical to guide making decisions, and their head office should make operations more efficient.
- ❖ If UCBL creates a different credit risk management area, their characterized financing would be mitigated, making it possible for them to allocate more.
- ❖ UCBL's management should develop decisions more quickly.
- ❖ UCBL should introduce company bonuses so that members can take their experience and understanding and qualities and function effectively.
- ❖ One's testimony must be declassified to also be expense and guarantee.

Chapter 3

Project Part

3.1 INTRODUCTION:

A bank is an institution that is monitored at the constitutional or province, or perhaps both points, banks' core job is to accept retail banking services and a commercial bank is a company which conducts financial activities the movement of funds or capital instruments through one place to the other (Rebecca Lake & Mitch Strohm, 2022).

A creditor is defined as a person who provides financial services of money from the public for purpose of invest or saving those are free of charge and withdrawals by cheque or card, or any other tends, including any fixed deposits and DPS. The term "client" describes the connection where such proportion of payments and time frame really aren't important. Rather just an entity may qualify him/her as one of the customer of the company. Financial institutions and clients have a binding agreement. That is, it is a connection constructed on strong belief. It is built on mutual respect, and the creditor must accept the accountabilities towards the clients with evident and integrity. The bank's primary receivables are given effective support to satisfy the clients and to preserve their savings and confidential information. When negotiating with clients, financiers need to be objective and mutually acceptable.

E - Banking entails digitizing all traditional banking services, operations, and processes in exchange for work through digital portals. The mentioned practices and procedures are included all banking service support and access 24/7 on smartphones, desktops, and suitable digital assistants, even without an user's appearance inside the bank and undoubtedly, e - banking software simplifies the admin rights, comprehension, and management of all offerings (Malyshev, 2021). Only those banks that redesign their own bank transfer quality of service and procedures would be willing to live and succeed in the early twentieth millennium. There was a need to embrace change and digitalize financial transaction due to higher economic demand and customer potential for increased business operations and accessibility. To be in the competition UCB launched their own apps and website called Unet and an apps for daily transaction name Upay.

3.1.1 BACKGROUND:

There are innumerable value in having a creditor and a consumer experience. First and foremost, a strong relationship leads to much more profit. If the customers are happy, people will give much more investments and allow transactions through the branch, resulting in more profitability and return. It increases the company's strength in creating an available and affordable status. The service efficiency, and clients would be pleased with the results. That also tends to bring as much respect from clients to an employee as well as the bank.

Customer service is fulfilled by producing better offerings and maintaining positive relationships. Client satisfaction means meeting the requirements of the clients by delivering and achieving continuous facility and useful and informative advice when needed. That mostly indicates that consumer satisfaction generally relates to a company's facility that enhances customer experience and results in client experience.

3.1.2 Objective:

The goal is to define the general banking system of UCB and aspects that influence customers prefer in banking services and employee behaviors that can satisfy the customers.

3.1.3 Significance:

The purpose of this research is to evaluate service quality and customer experience. Such aspects are vital in meeting clients' needs so that the bank offer quality service and enhance customer satisfaction. Here as outcome, clients may be more encouraged to interact with the bank. This study focuses on employee perception and organizational work engagement. This will also portray staff consumer attitudes in the commercial banks that meets service quality. This research will look into employment motivation and achievement toward the factors influencing customer satisfaction and consumer behavior.

3.2 Methodology:

This survey has been established as a result of my internship program. I used cross-sectional survey for this report. At a specific interval, author conducted a cross-sectional questionnaire to evaluate knowledge and insight from an audience. This qualitative research strategy is used in a variety of industries, including general merchandise, professional training, medical services, and medium - sized enterprises. Explanatory or perceptive cross-sectional research study can be performed. It is faster and assists respondents in gathering data in a short period of time. When qualitative statistics of a particular topic is necessary, research team use the cross-sectional questionnaire technique. This study is based on both primary and secondary research. It really does, focus heavily on primary information. Respectively descriptive and inferential statistics research strategies is used to obtain qualitative data.

The Primary research:

- ✚ Interviewed and asked questions to 30 customers.
- ✚ Gathered data from customer service officers.
- ✚ Got through their complaint box in branch and also in website

The Secondary research:

- ✚ UCBL's website
- ✚ Annual report and documents of the office
- ✚ Related articles and documents

3.3 Findings and analysis:

I asked 8 questions to 30 customers who are regular customers of bank. As the Nawabpur branch, where I did my internship is a retail business area. So, the customers of the bank were mostly businessmen's and they are regular at the bank to make deposit, withdraw money or to take loan and other paper works. The questions I asked and the responses the customers gave are given bellow.

Google form link- <https://forms.gle/J2MZFWxKqfSSK7f66>

1. How is the service quality of UCB?

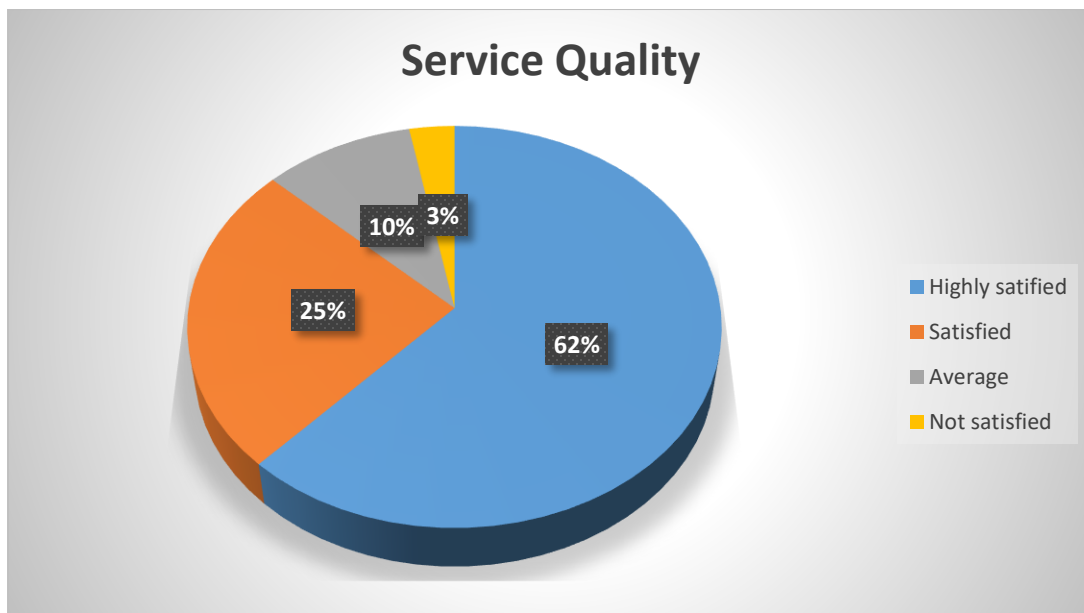


Figure 4: How is the service quality of UCB?

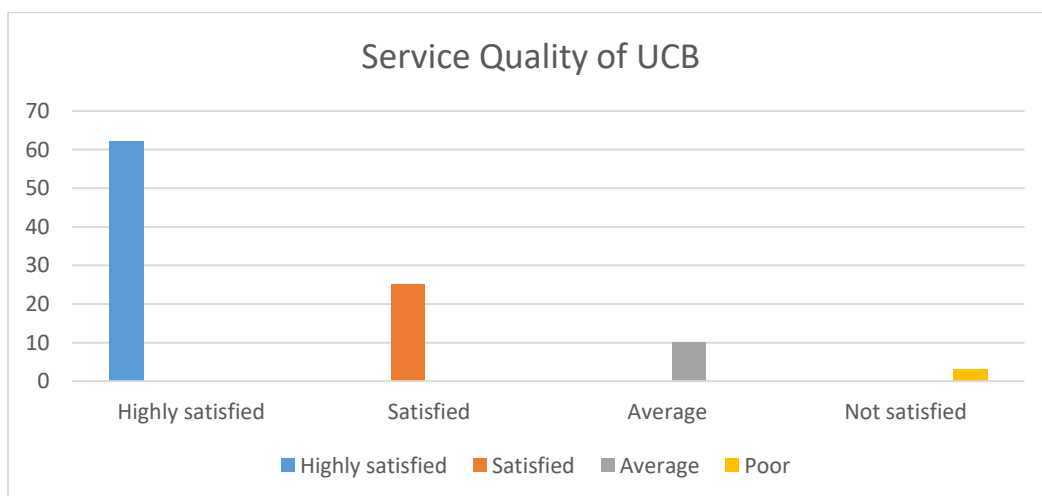


Figure 4.1: How is the service quality of UCB?

I took survey of 30 customer from the bank. They are regular customer and very much known with the service quality of the bank. So, out of 30 customer, 18 customer are highly satisfied with the service. 7 customer answered that they are satisfied with the service and 3 customer said their service quality is average but 2 customer said they are not satisfies with the service and the reason is they have not much space to sit in waiting area. So customers had to stand up for many hours because of the long quae. But overall the highly satisfied rate is 62% so we can be sure that the service quality of UCB is quite good.

2. Are the Customer care officers helpful and friendly?



Figure 5: Are the Customer care officers helpful and friendly?

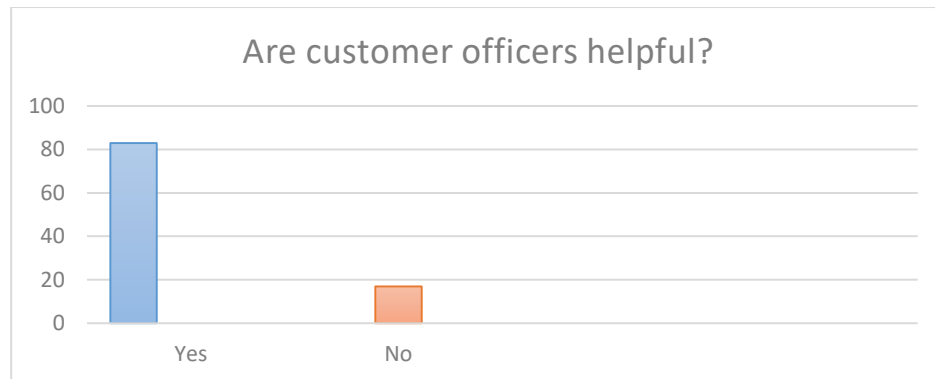


Figure 5.1: Are the Customer care officers helpful and friendly?

From the upper chart analysis we can see that out of 30 customer 25 customer responded yes for the survey. They claimed that the customer service officers are very friendly and helpful. The officers offer tea, coffee or lunch to the customer. Also the officers personally contact them for the paperwork. Rest of the customers said they are not very helpful because the customers faced delay in some of their paper work. This type of late service can occur because of the software glitch. So, we can say based on 83% customer review that the customer service officers are friendly and helpful.

3. How fast the account officers work?

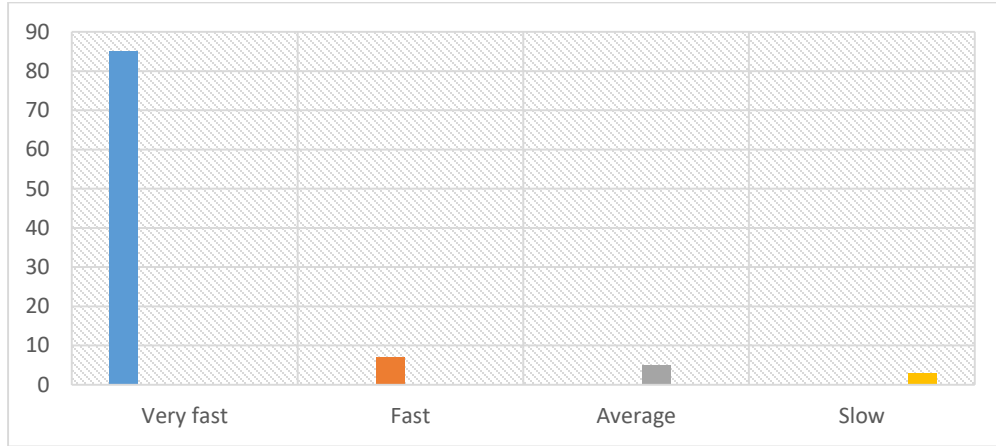


Figure 6: How fast the account officers work?

I took survey from 30 customers who came to deposit or withdraw money from accounts department. I asked them that are they satisfied with the service, are the accounts officer do their work fast? 85% of customer said that the officers are very fast, they do not have to wait in the line for long time. 7% of the customers said that they are fast and other 5% said they are average. Last 3% said they are slow and when I asked the account officers that why are they are slow sometimes, they said that sometimes the server does not work or the internet speed gets slow so they cannot do their work fast.

4. Do you get the 24/7 service from the UCB website and apps?

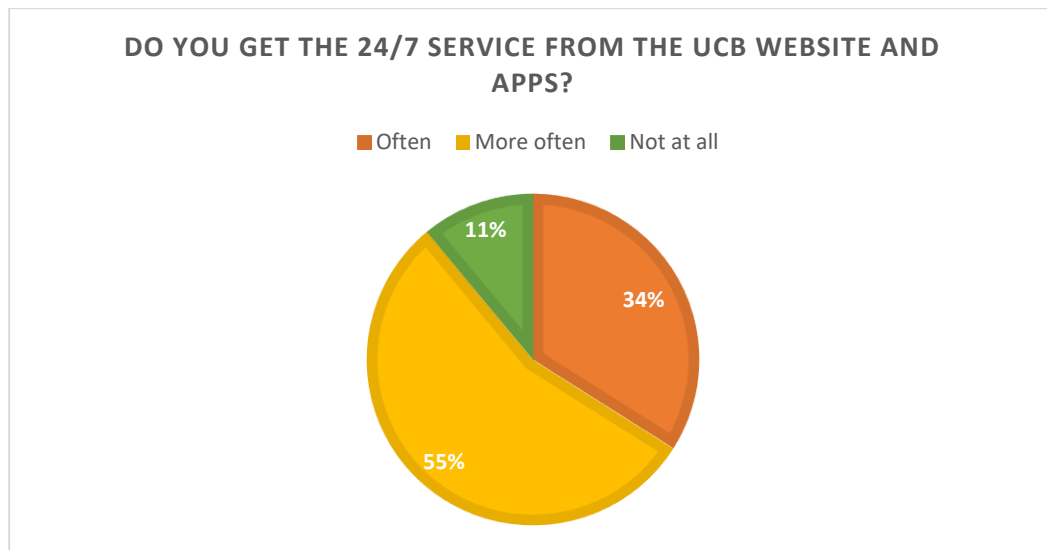


Figure 7: Do you get the 24/7 service from the UCB website and apps?

As UCB promises their customers to serve 24/7 and they have customer service hotline. 55% of the customers said that they got the service from the apps and website more often when needed. 34% of the customer got the service often and 11% of the customer did not get the service as they did not needed urgent help. They come to the bank physically.

5. Do you use UCB E-Banking services?

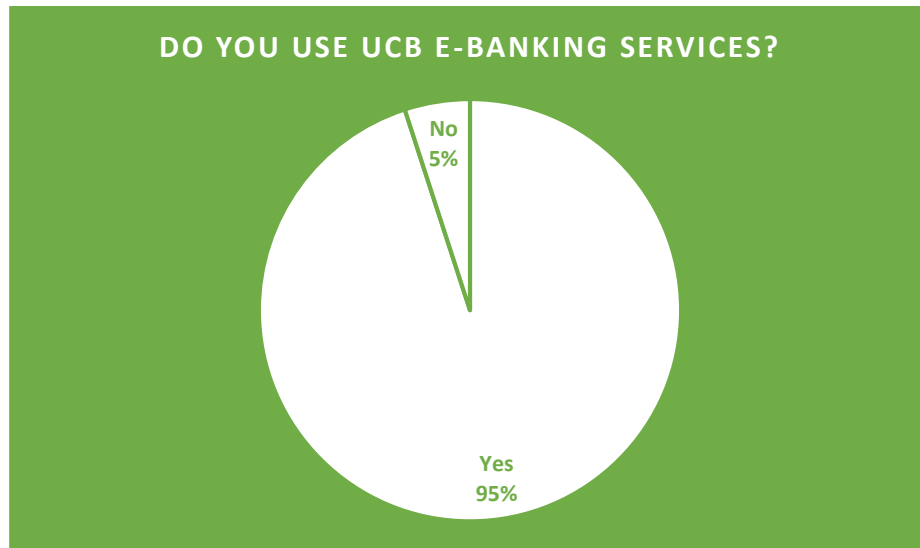


Figure 8: Do you use UCB E-Banking services?

I asked 30 customers that if they use the E-Banking service of UCB. 95% customer said that they use and 5% said that they do not use the apps or website of the bank.

6. What type of E-banking platform you use?

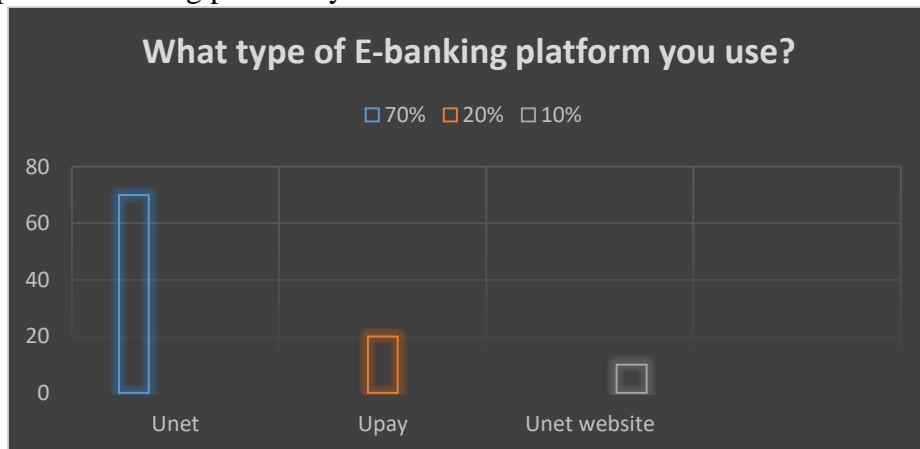


Figure 9: What type of E-banking platform you use?

There are 3 platform of UCB E-Banking- UNet, Upay and Unet website. I asked the 95% of the customer who said yes to the question if they use E-Banking service of UCB. Among them 70% of the customer said they use Unet app for checking their account, bill payments or cash transfer to other bank accounts. Other 20% customer said they use Upay apps for 24/7 cash transaction and 10% agreed that they use Unet website.

7. Are the apps easy to use?

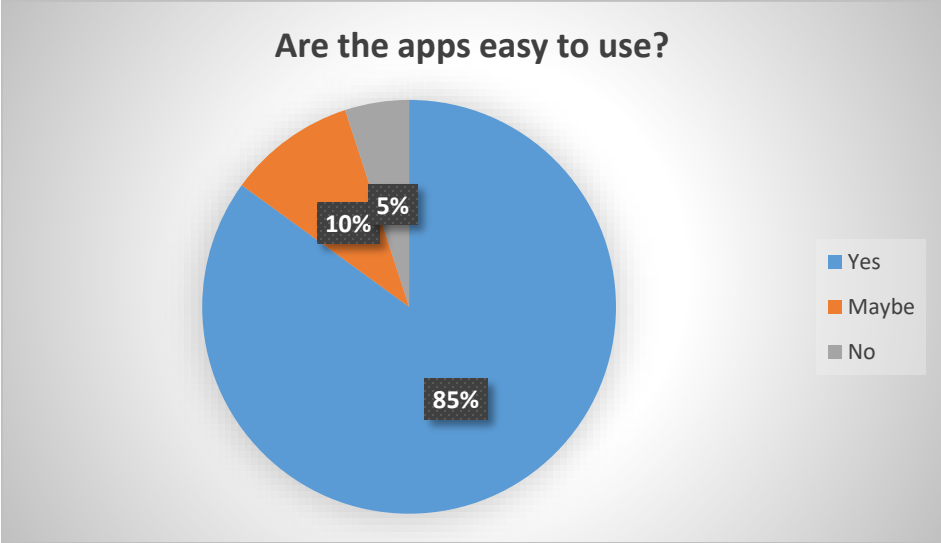


Figure 10: Are the apps easy to use?

The 95% of the customers who use E-Banking platforms answered this question. 85% of the customer said the app is easy to use. 10% said maybe and 5% said no. After findings I can say that, the customers who said maybe or no to this question there are reason behind this. The reason is sometimes the app doesn't respond quickly because of some software glitch. The 5% who said no most of them are senior citizen and they are not used to operating mobile apps so they find it very difficult to use.

8. How did the bank responded during Covid-19?

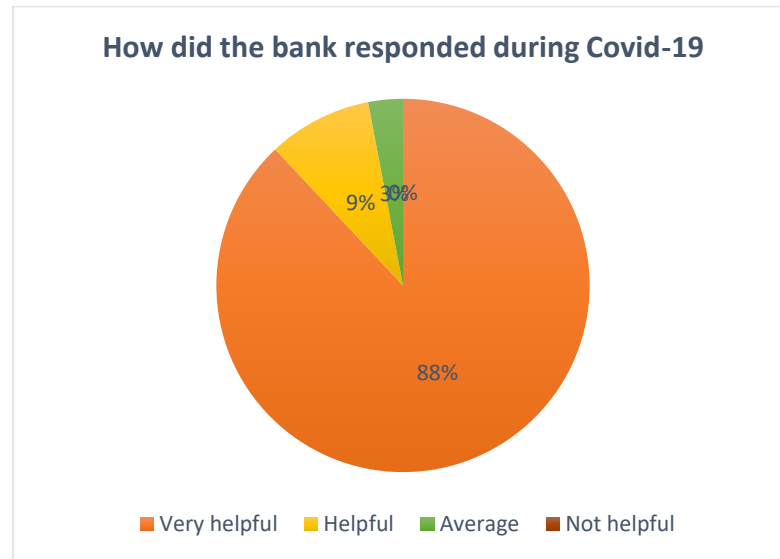


Figure 11: How did the bank responded during Covid-19?

During covid-19 physical appearance at the bank was prohibited but the help line number was always 24/7 open. Among the 30 customers 88% agreed that they were very helpful. All the transaction happened online and the officers worked from home. They handled all the work and provided special Covid-19 loan to the needy customers. Other 9% and 3% said they were helpful and average.

3.4 Summery and Conclusion

The entire report is for learning about UCBL's general banking and customer feedback. Despite most percentages and ensembles, we have been well aware that UCBL is capable of creating a satisfying operation. Given the rapid expositions and subsequent wide availability, the bank's beneficiary levels are not lower. The terms efficiency and receive support are associated. Whenever the effective implementation improves, the performance improves. Furthermore, UCBL had quite a negative impact on their remuneration and production efficiency percentages. In order to overcome most of these obstacles, UCBL should increase their revenues and branches. Furthermore, the Covid-19 scenario increased the nation's need for digital services in all sectors. Besides this, nearly every financial institutions providing digital banking facilities. As a result, E-Banking is increasingly becoming a part of our daily lives. So, UCB have also developed Unet & Upay, which have legally enforceable basis. Even though, UCBL uses a wide variety of data encryption, allowing customers to without problem. Because the system has become fully available and has many functionalities, extremely good facilitates, and supervisor commitment, utilizing Unet is a wise option for us all. Various procedures and laws have also been implemented mostly by state's government and big business, and based on that information, UCBL is also attempting to add extra modern capabilities and functionality to their digital banking platforms.

Recommendation-

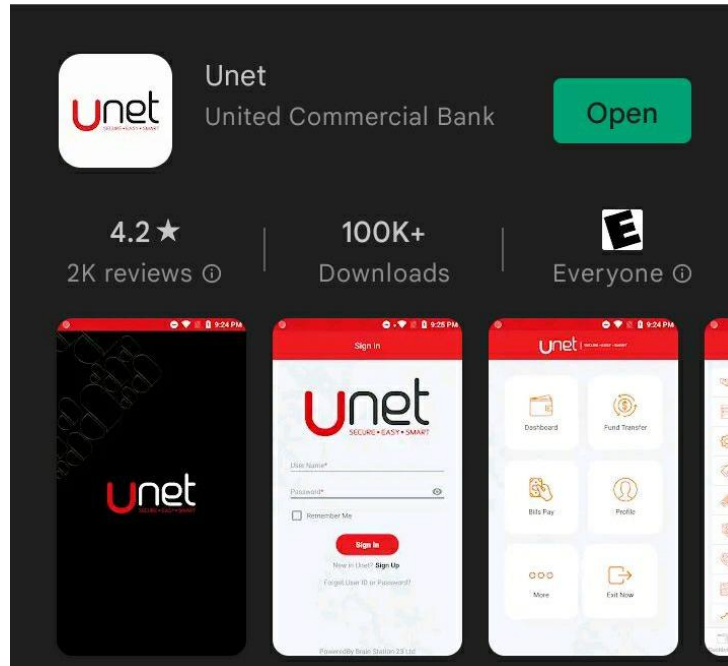
Based on my survey and internship experience there are few things that the branch and also the bank need to focus on. The following suggestions are entirely my personal opinion.

- Clients expect quick response from banks. Customers, particularly those who goes to private banks, hope higher quality of services. UCB must prioritize quality of service over speed.
- To satisfy customer needs, staff members' leadership behaviors should be more customer-friendly.
- Corporate culture must be improved in order to improve customer interaction and expect workers to accomplish more often.
- The branch office should extend their waiting area as soon as possible.
- According to my internship experience, some clients contend that VIP clients receive special treatment. They claim that they do not receive fair treatment. The bank should provide the same standard of service to all clients.

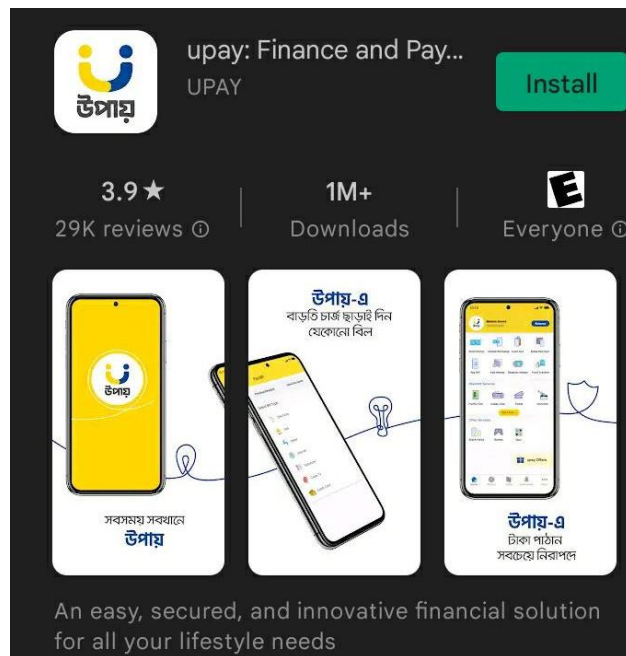
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Appendix



Unet apps in the play store



UPAY apps in the play store