

Report On
“General Banking & Customer Service of
First Security Islami Bank Limited.”

By

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An internship report submitted to the [BBS] in partial fulfillment of the requirements for the degree of
[Bachelor of Business Administration]

BRAC BUSINESS SCHOOL (BBS)

Brac University

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Declaration

1. The internship report given is my original work, done while pursuing a degree at Brac University, it is officially declared.
2. Except where properly cited by complete and precise referencing, the report does not contain any previously published or written by a third party material.
3. No material that has been approved or submitted for another degree or diploma at a university or other institution is included in the report.
4. I/We have given credit to all major sources of assistance.

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Supervisor's Full Name & Signature:

Tania Aktar
Lecturer, BRAC Business School
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22 June,2023

Tania Akter

Senior Lecturer

Brac Business School
BRAC University
Mohakhali, Dhaka.

Subject: Submission of internship report

Dear Ma'am,

With due respect, it gives me great pleasure to submit my report suggestion, which is based on "General Banking Activities in First Security Islami Bank Limited."

I will complete the project's work in accordance with your instructions and the knowledge I've gained from my time as an intern at FSIBL Bank. I find the work to be very interesting and worthwhile. I will undoubtedly get a lot of knowledge and experience that will help me in the long run. I'll do my best to give you all the important information you need to know.

Thank You.

With Regards-

Tasnim Kabir Mahi

ID: 20304092

Non-Disclosure Agreement

The parties to this Agreement are the First Security Islami Bank LTD. and the BRAC University students who have read and signed the Agreement below. As a former intern at First Security Islami Bank LTD, I am aware of the fact that I was privy to sensitive information that might be vital to the company's long-term success. I understand that I am legally obligated to keep this information secret at all times and may never reveal it to anybody.

Acknowledgement

Allah is All-Powerful to mock internship report of my BBS program port of study. Without the assistance of a few persons who took the time and made the effort to mentor me in my report work, the accomplishment and completion of my report would not have been possible. I have much valued and appreciated their advice throughout the entire process of writing my report.

I want to express my genuine gratitude and heartfelt appreciation to everyone who helped compile the report, whether directly or indirectly.

My teacher, who also served as my internship supervisor, deserves special thanks.

Last but not least, I want to congratulate everyone at First Security Islami Bank Limited's Dhanmondi Model Branch for their hard work.



Executive Summary

This report was created in order to fulfill the internship requirement for the BBS program at BRAC University. This study focuses on three months of work experiences at the FIRST SECURITY ISLAMI BANK LIMITED branch in DHANMONDI MODEL BRANCH. This study will provide a thorough understanding of FSIBL's general banking operations and operational strategy. This study is particularly concerned with the General Banking practice by FSIBL.

The mission of FIRST SECURITY ISLAMI BANK LIMITED (FSIBL), which was founded on August 29, 1999, was to demonstrate the practical applications of the participatory economy, banking, and financial operations as essential components of the Islamic way of life. First Security Islamic Bank's guiding idea is to create an equal society based on social justice and equity. FSIBL introduced measurements as an essential component of this approach.

A banking institution is crucial to contemporary society. It is essential to a nation's economic growth and serves as the backbone of the money market in a developed nation. The banking industry has changed significantly in recent years as a result of deregulation, technological advancement, globalization, etc. The banking industry in Bangladesh is lagging behind in implementing these improvements. A bank is crucial to the development of an economy and an industrialized nation. In essence, banks accept consumer deposits in exchange for interest and lend the funds to borrowers in exchange for an interest-free period. In these situations, the bank provides customers with a variety of alternatives for sending and receiving money as well as various interest rates.

The Bank operates 126 branches across the nation for banking operations. The bank has established a sariah council made up of well-known FSIBLs, which can provide it a firm foundation in the existing banking industry. Computers and internet connection are now standard in all facets of life, including banking, thanks to modern technology. In these disciplines, First Security Islami Bank Ltd. (FSIBL) employs experts.

I finished my internship at the First Security Islami Bank Ltd. (FSIBL), a brand-new and important bank. The General Banking Activities: A Case Study on First Security Islami Bank Ltd. is the foundation of my internship report. I choose this case study in order to get knowledge about basic banking operations, recognize their issues, and come up with remedies.

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List of Acronyms

FSIBL. First Security Islami Bank Limited

CSR. Corporate Social Responsibility

HRM. Human Resource Management

SWOT. Strength Weakness Opportunity and Threat

SME. Small Medium Enterprise

Chapter-01

1. Student Information

Name: Tasnim Kabir Mahi
ID : 20304092

Program: Bachelor of Business Administration
Major: Marketing

1.1 Internship Information

Company Name: First Security Islami Bank LTD.
Period: 3 months. May 21st - August 20th,
2023. Department: General Banking
Address: H-21 Dhanmondi-27 model branch, Dhaka-1209, Bangladesh.

1.2.1 Internship Company Supervisor's Information:

Name: A.K. Mohammad Jawadul Haque
Position: Senior Vice-president & Manager

1.2.2 Job Description:

I had a close working relationship with Nazmus Sakib Laboni because I was an intern in general banking at First Security Islami Bank LTD. She gave me duties to complete so that I could gain expertise in a variety of industries. She treated me like a team member and gave me the impression that I had a big contribution to make. My supervisor, Mr. Nazmus Sakib Laboni, added interest to my entire internship experience and provided me with information that was useful. They were a lot of fun to work with, and the atmosphere was generally extremely friendly.

I was so intertwined with the rest of the team that I was always aware of whatever part of the project was being handled by whom.

Because everyone had a different working style, I was able to learn a lot from them and use it in my future corporate life. I really enjoyed working with them. Furthermore, Laboni

ma'am is principally in charge of all of the company's different CRM projects. Along with this, the corporate sector of FSIBL works diligently every day to make observations about how the company might become more long-term sustainable and how it might achieve its goals.

Job Responsibilities

The activities listed below were completed by me.

• My work is all about to Inform customers about the types of initial formalities required to open an account. I used to inform clients to fill the form; bank needed 2 copies of their photo, 2 copies of the nominee's photo and a photocopy of the client's and nominee's NID.

• Filing various account forms in different files by prefix. For

current, savings and SND accounts and also MTDR. I kept files from the different series.

• Due to a change in monitoring strategy the MIS was upgraded by collecting TIN numbers.

• Clients needs to complete the Know Your Customer (KYC) form to assess personal information. As an Intern, My objective there was to access the account opening session; Making calls to the clients and ensure about bank's services & re-write the forms.

• Making phone calls to obtain required photographs, photocopies of trade licenses, NID cards, TIN certificate or other necessary papers.

• Delivery of required check books by asking for clients details; name, account number and then evaluating them, also collecting them from the courier and sometimes calling clients who have not received their required cheque books, ATM Cards, after 2 or 3 months.

• Searching the MTDR, DPS and previous account opening forms that have been closed

Benefits to the student

Being a member of FSIBL Bank, one of the most renowned banks in the nation, has given me a lot of benefits, some of which are listed below:

- i. By giving me information about how the banking sector functions, FSIBL helped me comprehend how it manages to do so well in this cutthroat business environment.
- ii. During my internship, I got the opportunity to work with one of the most well-known employees in the general banking division. I was able to learn a lot of helpful knowledge from others who have a lot of experience and expertise in this particular sector as a consequence. Always willing to converse with me were my seniors.
- iii. I had the opportunity to apply the knowledge I had learned in the classroom to actual problems, in addition to all the academic abilities I received. I gained knowledge about market analysis, thought organization, and setting objectives.
- iv. While some businesses do not acknowledge those who work for them as interns, others provide them a small financial incentive in exchange for covering their travel costs. On the other hand, FSIBL fairly compensated its interns for the time they put in and the contributions they made. As a result, the interns at FSIBL are even more motivated and committed to their work. Since they are such a massive organization, they go above and above.

Limitations/Difficulties faced during the Internship period

Even though I was able to learn a lot and gain a lot of practical insights into working in a busy atmosphere during my three-month internship at FSIBL, I also had to deal with some challenges. The following were some of these challenges:

1. Because FSIBL strictly protects the privacy of its important data, there were several restrictions on who may access the bank's information. I had the opportunity to learn a lot and gain a lot of insightful information throughout my internship. Because of this, I struggled to collect all the necessary information for the creation of my report, which caused me to leave out some crucial information
2. As an Islamic bank, the FSIBL has a policy on the attire that employees are expected to wear while working in the office; hijabs are preferred. Personally, I like having the freedom to wear however I like, but the rule does require staff to follow certain standards.
3. As an intern, I found it difficult to comprehend why my bosses couldn't offer me any key tasks to complete because they had to keep the work flow in a specific manner. As I was assigned to the department that handled account opening, I occasionally had to fill out 100 or more new applicant forms. However, due to confidentiality, there isn't much information available about this specific sector.

Recommendations for First Security Islami Bank Limited:

Strengthen Cybersecurity Initiatives:

Maintain a strong cybersecurity architecture to guard against threats and guarantee the protection of customer data.

Software systems should be updated and patched often to prevent known vulnerabilities.

Developing customer service

To earn the trust and loyalty of customers, concentrate on providing exceptional customer service.

To fulfill the demands of contemporary customers, offer practical and user-friendly digital banking products.

Risk administration and compliance

Establish a thorough framework for risk management to detect, evaluate, and reduce risks in all facets of the bank's activities.

Ensure that all legal requirements and industry standards are strictly followed.

Expand Your Offerings of Products and Services:

Analyze market demands and look for ways to diversify the bank's offering of products and services. Think of providing tailored financial products that target particular clientele or industries.

Sustainability in Banking:

Investigate and apply sustainable and socially responsible banking methods that can be in line with both client desires and legal obligations.

Enhance Online Presence

To meet the rising demand for digital banking services, put an emphasis on having a strong online presence that includes a user-friendly website and mobile app.

Boost internal efficiency and processes:

Internal processes should be reviewed frequently and streamlined to increase effectiveness and lower operating expenses. Workflows can be made more efficient by utilizing technologies such as process automation and AI.

Customer feedback and market analysis:

To identify changing client preferences and modify the bank's products, conduct routine market research and gather customer feedback.

CSR initiatives and community involvement:

Participate in corporate social responsibility (CSR) programs that advance society by interacting with local communities.

Introduction

These days, banking institutions are needed by practically everyone. As a result, understanding banks and banking practices has become crucial for everyone. The money is provided by banks so that various programs to boost economic development can be carried out.

In order to overcome our issues in the banking sector, we must focus on the loan and advance facilities offered by the credit department, which are essential in the modern, internationally connected world. First Security Islami Bank Limited, a leading Shariah-based Islamic bank, can function as both a commercial and a development bank, depending on the circumstance. An internship program on a topic related to the main courses must be completed in order to receive a Bachelor of Business Administration (BBA) degree. I therefore received the assignment to do the report on “General Banking” of First Security Islami Bank Limited" by my distinguished Senior Lecturer at BRAC University, Tania Akter (Senior Lecturer), and I was instructed to compile all the data and write a report on this subject. This research on this bank report will create positive impact on my professional development. I will be able to become a better banker in the future because to this study. Additionally, this research will provide a chance for business students.

Organization Part



Organization Profile

Products	Finance and insurance
	Consumer banking
	Corporate banking
	Investment management
	Private banking
	Investment banking
	Private Equity
	Mortgage loans

Credit Cards

Authorized Capital	Tk. 30,000 Million
Paid up Capital	Tk. 10,460.08 Million
Date of consent for IPO	04 June 2008
Total Employees (2015)	4062
Total Branches	126
Total ATMs	128
Website	http://www.fsiblbd.com/

Al Wadiah Account	Mudaraba Savings Account	Mudaraba Term Account
› Current Deposit	› Savings Deposit	› Mudarabah Term Deposit
› Shomman	› Onkur	› Mudarabah Monthly Profit Scheme
› Morjada	› Projonmo	› FSIBL Murobbi
	› Prapti	› Mahiyasi
	› Probin	› FSIBL Sanchay
	› Mehonoty	› Double Benefit
	› SND	› Triple Benefit
		› Four Times Benefit
		› Proyash

CHAPTER TWO



The study's goal is as follows:

This study is entirely academic because it was completed as a requirement for (BBS) program at Brac Business School. The study's methodology and results, which create impact on initial data and authentic information, mostly eye-catching the report writer's skills. The following are the study's main objectives:

Knowing how to implement and use theoretical knowledge within a financial institution. Knowing how to implement and use theoretical knowledge within a financial institution.

Improve communication skills through interacting with various employees.

Understand the overall scenario of the organization and the internal environment of the banking organization.

First Security Islami Bank's Vision:

Being an Islamic bank in Bangladesh that improves investor value, customer trust and investment quality, employee value, and shareholder's valuation quickly will help the country's economy.

First Security Islami Bank's Mission:

To guarantee that its goals are met smoothly, the bank has established the following corporate objectives:

Customer satisfaction: To deliver outstanding customer service and fulfill their clients' financial needs and expectations.

Promote financial inclusion by providing a variety of banking goods and services to all facets of the population.

Banking that adheres to Islamic Sharia ethics and moral norms is known as ethical banking.

To achieve sustainable growth for the bank's shareholders, staff, and customers, as well as for all other stakeholders.

First Security Islami Bank's strategies are as follows:

A customer-centered strategy

Put your attention on comprehending and fulfilling the needs of both individual and business consumers.

Offering specialized financial goods and services.

Increasing the Variety of Goods and Services:

providing a large selection of financial goods, such as trade financing, loans, credit cards, and savings accounts.

Introducing cutting-edge items will help you stay competitive.

Risk Administration

to secure the stability of the bank's operations, implement strong risk assessment and management procedures.

Innovation and technology

adopting contemporary technology to improve productivity and customer experience.

putting web platforms, mobile applications, and digital banking solutions into practice.

Market Growth:

Assessing potential locations for geographic development or new branch openings to reach a larger consumer base.

Governance and Compliance

Following industry best practices and legal obligations.

upholding excellent corporate governance to promote accountability and transparency.

Cost control and effectiveness:

putting in place cost-effective strategies to optimize operations without sacrificing service quality.

Social responsibility and sustainability:

Incorporating socially and ecologically responsible methods into daily operations.

Building a brand and managing your reputation

Putting money into marketing and PR initiatives to create a strong brand image.

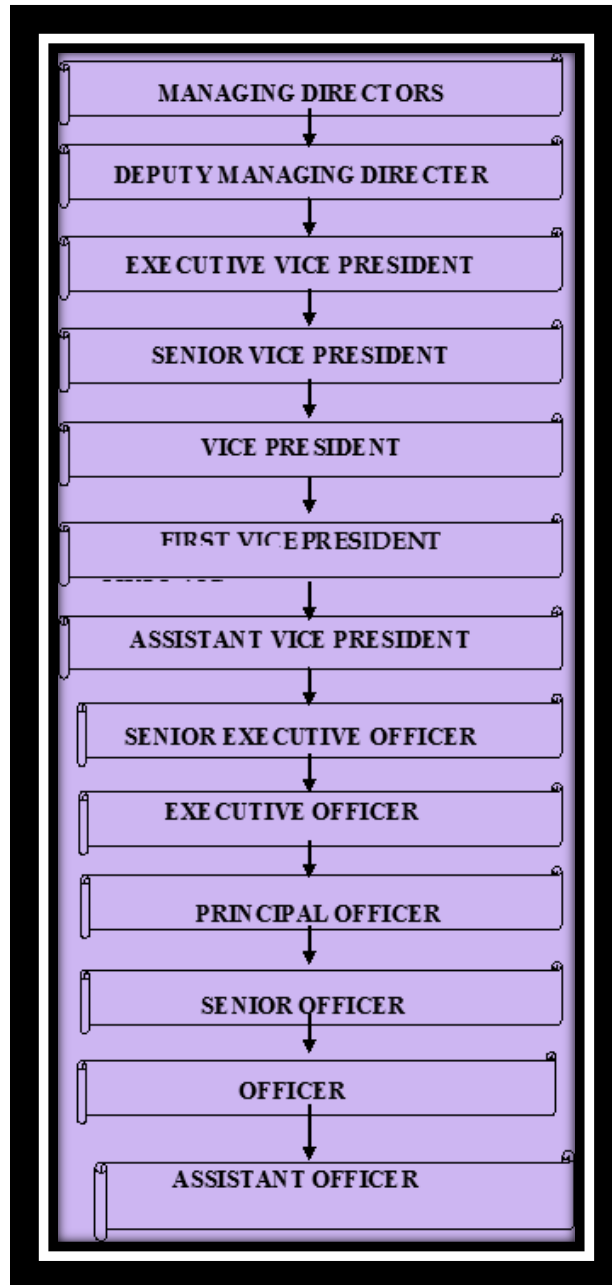
successfully handling client complaints and feedback.

FSIBL's core values are comprised of six key parts. These values unite our people and emphasize the importance of our people in everything we do at the bank.

Integrity

All customer information is protected and safeguarded by FSIBL. FSIBL handles everyone fairly and consistently. FSIBL fosters a climate that earns and maintains customer trust.

Organ Of FSIBL:



Products & Services

i. Products

a) Deposit Schemes

• Bandhan	• ALO	• Niramoy	• Aboshor
• Ankur	• Prapti	• Probin	• Somman
• Hajj	• Jakat	• Agrosor	• Morjada
• Araba	• Ghoroni	• Swadesh	• Unnoti
• Projonm	• Triple benefit	• Shuveccha	• Proyash
• Uddipon	• Cash waqfa	• Mehnoti	

Reference: <https://fsiblbd.com/category/depositscheme/>

Product & Service of FSIBL:

Product:

Customers can save money in savings accounts and receive interest on their savings.

Current Accounts: These transactional accounts are created for regular banking operations.

Fixed Deposit Accounts: These accounts have higher interest rates than savings accounts, but the money is usually locked up for a set amount of time.

Accounts in foreign currencies: These accounts enable users to store and use foreign currency.

Services:

Online financial transfers, bill payments, and checking account balances are all possible for consumers using the internet banking service.

Customers can do banking operations using their mobile phones thanks to mobile banking.

They may have a network of ATMs available for cash withdrawals and other transactions.

Remittance services: These enable clients to send and receive money overseas. They may include both inbound and outbound remittances.

Customers can use SMS Banking to do simple banking operations via text messages.

Locker Facilities: Customers are given safe deposit boxes for the secure keeping of valuables.

Trade finance services: These could include export and import financing, letters of credit, and other services associated with international trade transaction.

General Banking:

General banking activities Are shown below:

- **Account Opening**
- **Account Closing**
- **Foreign Remittance**
- **Online Banking**
- **SMS Banking**
- **ATM Banking**
- **Locker Services**

Online Banking:

Via FSIBL Online Banking clients can access balance and other inquiries, profit details, check book details, clearing, check status, transaction trifles, customer information, monthly bank statement, requests to cancel checks, requests to change addresses, requests for cheque book, password changes and EMI calculators.

ATM BANKING:

Since June 25, 2008, FSIBL has successfully integrated ATM card transactions. They have 135 ATM booths spread across 46 districts in Bangladesh. Customers can use an Automated Teller Machine (ATM)/Debit card to withdraw money, check their balance, and buy goods at a point of sale.

SMS BANKING:

First Security Islami Bank invites clients to access banking needs from any location, at any time. It requires a quick & secure service, handy, and rapid way to bank. This service is for 24 hours, seven days.

From your mobile device, you can access real-time banking information and communicate with FSIBL at any time. Through the FSIBL SMS Banking Service, you may check your balance, account information.

Management Practices

FSIBL provides different types of investments. Those are as follows:

- Bai-Murabaha (Deferred Lump Sum/ Installment Sale)
- Bai-Muajjal (Deferred Installment / Lump Sum Sale)
- Ijara (Leasing)
- Musharaka (Joint-Venture Profit-Sharing)
- Mudaraba (Trustee Profit-Sharing)
- Bai-Salam (Advance Sale and Purchase)
- Murabaha Import Bills
- Bai-Muajjal Import Bills
- Quard-ul-Hasan (Benevolent Investment)

Schemes with Specifications:

- SME Investment Scheme,
- Consumer Investment Scheme

- Employees House Building Scheme,
- Lease Investment Scheme,
- Earnest Money Investment Scheme,
- Mortgage Investment

Banks offer a range of options to clients to encourage them. While the most of these alternatives are very comparable among institutions, there may be differences in customer service and amenities. Both retail and business customers can choose from a variety of services provided by First Security Islami Bank Limited.

1. Current Savings Account:

A current account is an active, accessible account that is open and available during the working day. There are no restrictions on how many or how much money can be withdrawn from a current account. The initial deposit requirement to create a current account is typically 1000 tk.

2. Savings Account:

A savings account is made for lower- and middle-class people who want to save aside some of their money in order to cover future expenses and expect to get paid from it; it encourages saving among non-trading people, organizations, societies, and clubs, among others. Most of the deposits are rather small. Many times withdrawals are forbidden.

My FSIBL General Banking activities:

I therefore completed a three-month internship program at the FSIBL Dhanmondi Model branch. Throughout my internship program, I received valuable exposure in the corporate setting. My internship experiences are as follows:

-

The report was written based on the experience gained throughout the internship time.

Account Opening Division

I worked at the FSIBL Dhanmondi Model branch, where I began in the account opening department.

I learned how to open an account and how to use it here.

Documents required for account opening and the types of accounts handled by FSIBL. Before assigning me to any specific assignment, my immediate supervisor attempted to provide me with a brief overview of her normal tasks. Later on, via personal observation and the supervision of superior officers, AVP Madam, I was able to learn the purpose of various types of accounts as well as their features.

Opening of Current and saving Record:

A current or a saving record could be opened through the accompanying advances:

Step: 1

Application on the endorsed structure.

Step: 2

Documentation by parties by various viewpoints.

I) Person

• Two duplicates of visa size photo
• Speaker's mark in the A/C opening Card and photo
• Identity Testament/identification's copy (properly verified)
• Chosen one's Photo
• Parent's name
• Date of Birth and age
• TIN

ii) Ownership

• 2 duplicates of passport size photo
• Speaker's mark
• Identity Declaration/identification's copy (properly bore witness to)
• Modern duplicate of exchange permit
• Chosen one's Photo
• Mother's name
• Date of Birth and age
• Seal
• TIN

iii) **Organization**

- Passport size photo A/C Administrator approved by accomplices) Two duplicates (each)
- Speaker's mark
- Ethnicity Testament/identification's copy (appropriately verified)
- Cutting-edge duplicate of exchange permit
- Seal
- TIN
- Association deed (from Legal official public), organization letter.

How to Open an Account for a Fixed Deposit :

Before opening a Fixed Deposit Account, a customer must complete an application form that includes the following information:

-
- ❖ **monetary value**

 - ❖ **Name and address of the beneficiary**

 - ❖ **Period**

 - ❖ **Interest rate**

 - ❖ **Date of issuance Date of maturity**

 - ❖ **How the account will be managed (individually or jointly)**

 - ❖ **(s) Signature(s)**

 - ❖ **No special instructions (if any) F. D. R.**

FDR account is opened after providing the above information and depositing the required amount.

Other Deposit Account Types:

The bank also offers a variety of additional sorts of account services. They are as follows:

- ❖ **Short Term Deposit**
- ❖ **Monthly Savings Schemes**
- ❖ **Monthly Benefit Saving Scheme**
- ❖ **DBDS (Double Benefit Deposit Scheme)**

1. STD (Short Term Deposit)

It is also a savings account. The procedures for opening this account are similar to those for opening a current account.

.

2. Mudarabah Monthly Savings Scheme (MMSS) is a monthly savings scheme in Mudarabah.

Mudarabah Monthly Saving Scheme is an FSIBL scheme in which the deposit is made up of monthly installments of varying sizes for a fixed deposit

This scheme's goals are as follows:

- ❖ **Creating a Savings Habit**
- ❖ **Attract small-scale savers**
- ❖ **Saving money aside for natural disaster**
- ❖ **Ensure consistent income flow**

Mudarabah Monthly Profit Scheme (MMPS)

Mudarabah Monthly Profit Scheme is a five-year scheme in which a specified amount of money must be placed every month.

The monthly benefit amount on the deposited money is as follows:

Deposited Amount	Monthly Benefit Amount
Tk. 68,000/-	Tk. 500/-
Tk. 1,36,000/-	Tk. 1,000/-
Tk. 2,72,000/-	Tk. 2,000/-
Tk. 5,44,000/-	Tk. 5,000/-
Tk. 10,88,000/-	Tk. 10,000/-

Monthly Benefit of MMPS, Table 4

These are the goals of this plan:

Assistance in investing retirement benefits for the elderly
create investment options for Bangladeshis who are not residents
Investigate the investment options for schools, colleges, universities, etc.
advantages of MDDS.

These are the goals of this plan:

- maximize your profit
- assistance in addressing particular needs,
 - such as marriage and schooling.

➤ **Remittance:**

Receiving money from abroad is involved in this, frequently through partnerships with international money transfer companies or correspondent banking arrangements.

Customers who want to hold and manage funds in foreign currencies may be able to do so by using FSIBL's foreign currency accounts. They might offer services for converting foreign currencies into Bangladeshi currency. Customers may use FSIBL's online and mobile banking services to start and follow remittance transactions electronically.

➤ **Pay Order**

The account holder submits an application to FSIBL in order to receive a pay order. The name of the payee, the payment amount, the payment's intended use, and the account from which the funds would be withheld are often included in this application. The bank verifies the information provided by the account holder to ensure correctness and prevent potential fraud. After confirming the information and making sure there are enough funds in the account holder's account, the bank debits the specified

amount from the account. A pay order including the selected payee's name, the payment amount, and a unique pay order number is then generated by FSIBL in that payee's favor. Pay orders typically include a deadline after which they cease to be valid.

<https://fsibld.com/document-required-for-opening-an-account/>

Department of Accounts:

As an intern I was in charge of confirming the legitimacy of documentation that clients present when opening new accounts. This entails examining the information for correctness, completeness, and compliance with legal requirements. They can accurately and effectively enter consumer data into the bank's database. Personal information, identifying data, and other pertinent information are included. As an Intern the work is to interact & get the chance to speak with customers on the phone and in person. This can entail responding to their basic questions, helping them open an account, and giving them a general overview of the bank's offerings. Interns will probably become familiar with the regulatory environment that controls banking activities. This involves being aware of Know Your Customer (KYC).

I completed the following tasks:

<ul style="list-style-type: none"> • Printed off the previous day's transaction
<ul style="list-style-type: none"> • Filling up the KYC form and filing vouchers by verifying the number of accounts debited or credited, checking the account holder's signature, account number, and so on.
<ul style="list-style-type: none"> • Separation of debit and credit vouchers.
<ul style="list-style-type: none"> • I also keep track of the voucher.
<ul style="list-style-type: none"> • Entered all vouchers number into the register book.
<p>Observing a check requisition.</p>
<p>Making phone calls to the client to received or collect the ATM cards & cheque books</p>

Marketing Practices:

FSIBL's market research only obtains the opinions of a specific group of target purchasers, namely industrialists, rather than a broad sample, indicating that they are not conducting effective market research, which has resulted in their failure to establish an effective company plan.

People are becoming more interested in Islamic banking and Shariahs. Despite being compliant with Islamic banking regulations, First Security Islamic Bank failed to meet client particular criteria and expectations. They lack service variety to suit the needs of their customers.

distinct client groups have distinct expectations. The management is aware of the growing popularity of Islamic banking among the general public, yet there is a lack of understanding regarding customer expectations from Islamic banking products. As a result, First Security Islamic Bank is only capturing a small fraction of the Islamic banking market. Despite its tagline of "Always for everyone," they are failing to address the demands of individual customers due to a knowledge gap.

❖ **Lack of dynamic and fast customer service:**

As a number of new banks arise in a highly competitive manner with their excellent client service patterns. The client support needs to be quicker and more active. People today have little spare time, but they nevertheless demand speedy and unique services. Additionally, they seek out the bank that will offer more services and a compelling deal in contrast to other banks. Therefore, FSIBL should give careful thought to modernizing its client's service and facilities to be more enticing and creative than conventional.

❖ **Lack of Proper Division of Labor and Manpower:** The branch suffers from a lack of proper division of labor and manpower. As a result, everyone must be able to handle all types of banking services. Furthermore, if one employee is absent from a department, an additional strain is placed on another. This lowers the level of performance of the workers while reducing

monotony. However, a lack of division of labor undermines workplace discipline. As a result, consumers must wait for the required service, which contradicts the Banking goal.

- ❖ **Lack of Branches:** It is flexible for the users because it's close to their home or office, provides superior service but client needs more branches to get banking services.

- ❖ **Inadequate compilations and file maintenance:** FSIBL, Dhanmondi Model Branch provides tailored services. All officers must focus on the clients; nevertheless, they cannot adequately fill and maintain the customer files while doing so.

- ❖ **Employee Dissatisfaction:** Employees are dissatisfied as a result of the late promotion and prolonged probationary period. Furthermore, some form of internal politics is another factor for proper employee recognition and promotion. Furthermore, most of the time, overwork and a high level of stress make their lives monotonous and interfere with their family life.

- ❖ **Employees do not cooperate with one another due to a lack of cordial or friendly relationships.**

- ❖ **Lack of effective advertising and promotion:** One of FSIBL's weaknesses is a lack of effective advertising and promotion. Bank needs to improve promotional activities and strategy.
 - ❑ No desk and a clear task for the intern FSIBL does not set up a desk or assign any tasks to their interns. As a result, students do not have the opportunity to learn banking activities through real tasks. It is quite hard for a fresh graduate to understand banking activities by receiving a few disquisition from specialized persons; rather, involving interns in fix

working activities allows them to learn more and feel confidence in performing any operations. Furthermore, because interns are not paid, they are not always driven to share and learn eagerly.

Marketing Gap

During management or a service provider does not correctly provide what customers want or need, a gap between client's expectation and management perception hampers. Gap between management and client's experience requirements - Managers must ensure that the organization defines the level of service they believe is required.

Because Bangladesh's capital market is still in its infancy compared to other emerging nations' capital markets, having a robust banking system is especially crucial and needed. Through content analysis, the study examines published texts, articles, websites, and this bank's annual report. The study's key findings demonstrate the bank's contribution to several aspects of Bangladesh's economic development. (Md. Nazirul Islam Sarker, October 2015)

References

(n.d.).

Md. Nazirul Islam Sarker, M. H. (October 2015). An Impact of Banking Activities of Private Commercial Islamic Bank to Economic Development in Bangladesh: A Case Study on First Security Islami Bank Limited (FSIBL). *Journal of Investment and Management*, 4(5), 264-272.

FIRST SECURITY ISLAMIC BANK is launching a new credit card service and call center with the hopes of providing better customer care and expanding the number of consumers. Furthermore, the bank currently offers a variety of Islamic banking services and products (for example, green banking).

E-banking and various investment programmes). People are unaware that it is a bank

with smart products, banking solutions, and investment schemes due to a lack of contact with potential clients and advertising of their existing portfolios.

Assessment of the Current State of Customer Service at FSIBL

By conducting interviews with bank employees and customers, qualitative research techniques were used to evaluate the current status of customer service at FSIBL. The

The results showed that while there were some areas for improvement, overall, FSIBL's customer service was judged adequate. The majority of customers expressed satisfaction with the bank staff's level of responsiveness and professionalism. However, a number of customers complained about slow service, a lack of knowledge, and subpar amenities at some branches. According to employee views, the organizational culture of FSIBL places a lot of value on providing excellent customer service. Employees claimed that they received professional conduct training and instructions on how to emphasize client pleasure.

Customer Service's Influence on Customer Trust in FSIBL

Positive first impressions are made by quick and accessible service to clients. Clients are more likely to feel appreciated when they can readily ask for help and get prompt answers to their questions or issues. Giving precise data and trustworthy answers indicates expertise and professionalism. Clients have faith that bank employees are knowledgeable and competent to handle their financial questions or problems. FSIBL prioritizes every client individually by personalizing interactions to meet their requirements and interests. This particular attention fosters confidence by displaying a sincere concern for their financial security. Resolving client issues or complaints successfully is a significant trust-building element. Clients' faith in FSIBL's dedication to their financial security is strengthened when they observe the bank taking proactive measures to address issues and guarantee their happiness. Trust is established by open communication and transparency in business dealings. Users should have faith that the bank is being upfront and truthful with them about its goods, services, costs, and terms. It is crucial to guarantee the security of client's data and transactions. Customers' confidence in the bank as a whole is increased

when they know that FSIBL is keeping their financial information secure.

The Effect of Customer Service on FSIBL's Reputation

Customer satisfaction levels rise when demands are handled quickly and effectively, thanks to good customer service. Customers are more likely to stick with the bank and develop lasting relationships when they feel appreciated and helped. Customers who are happy with the service are more likely to refer FSIBL to their friends and family, which promotes good word-of-mouth and prospective new business. In the cutthroat banking sector, a reputation for superior customer service may help FSIBL stand out, luring new business and keeping hold of current clients. A quick resolution of problems through effective customer service might lower the amount of formal complaints or unfavorable reviews.

FSIBL's Obstacles to Providing Good Customer Service

Regulations must be followed strictly by banks. It can be difficult to stay on top of the constantly shifting regulatory landscape, which may affect how businesses provide services to clients. The effectiveness and efficiency of customer service might be hampered by outdated or insufficient technology infrastructure. This covers problems with mobile apps, online banking systems, and other digital services. For banks, it can be difficult to strike a balance between the requirement for strict security measures and the provision of practical and user-friendly services. It is essential to guarantee that staff members are well-versed on the bank's goods and services as well as customer care techniques. This can be difficult, especially given the banking sector's high employee turnover rates.

Respondents' Comments on FSIBL Customer Service

Customers could make comments about the representatives of FSIBL's communication in terms of its efficacy, brevity, and response. This could involve communications via phone, email, or in person. Comments may touch on how well FSIBL responds to and manages complaints made by clients. Timeliness, precision, and comprehensiveness of the solutions are only a few examples. Clients are invited

to comment on the attitude and behavior of FSIBL employees. This encompasses courtesy, expertise, and general professionalism. Customers may provide feedback regarding the FSIBL staff' knowledge of the bank's goods and services. This might affect the caliber of the counsel and suggestions they get.

This pertains to how FSIBL responds to recommendations, grievances, and comments from customers. It consists of recognition, inquiry, and any follow-up actions.

If appropriate, respondents may speak about the usability and functionality of the websites and online banking systems operated by FSIBL.

Improving employee training:

To determine skill gaps and training requirements among personnel, do a detailed investigation. Surveys, performance evaluations, and input from managers and workers can all be used for this. By Creating training courses that specifically address the needs found in the assessment. Mix in e-learning modules, workshops, seminars, and on-the-job training. For each training program, specify definite, measurable learning goals. Employees need to be aware of the lessons they are expected to learn which will apply to their jobs. Encourage a culture of ongoing learning within the company. Encouraging staff members to look for formal and informal learning opportunities, and reward their contributions.

Include technology-driven learning strategies like as webinars, smartphone apps, and e-learning platforms. Employees can now easily access to training materials because of this. Implementing tests or quizzes to gauge the training's effectiveness. By Verifying to see if staff have gained the necessary information and abilities. Employees that perform well during training activities merit praise and rewards. This could include diplomas, identification badges, or other acknowledgment materials.

Addressing consumer feedback:

To improve its services, FSIBL could aggressively seek out and answer client feedback. This could include putting in place a customer feedback system to accept and address complaints, as well as conducting customer satisfaction surveys on a regular basis.

Surveys are used to acquire information on areas that need to be improved.

Employee empowerment:

FSIBL might empower its workers to make decisions and take action to swiftly and efficiently resolve client problems. This could involve giving personnel with the resources they need, including as training and decision-making authority, to address client complaints successfully.

FSIBL may improve their customer service by using these tactics, which will assist to increase their reputation and develop trust with their customers. To keep their customers, FSIBL must overcome the issues they have in offering effective customer service.

Existing consumers will be retained, while new customers will be attracted.

Industry & Competitive Analysis:

According to the evaluation of the current condition of customer service at FSIBL, the majority of customers were happy with the level of responsiveness.

Industry Analysis

Bangladeshi Banking Sector: A mixture of state, private, and foreign banks define Bangladesh's banking sector. The Bangladesh Bank, the nation's national bank, oversees the industry. The sector is competitive and is essential to the growth of the nation's economy.

Market Trends: As a result of factors like rising urbanization, rising disposable income, and government programs to support financial inclusion, Bangladesh's banking industry has been expanding. Digital banking and technological developments are also influencing the sector.

Regulatory Environment: All banks in the nation are subject to rules and policies imposed by the Bangladesh Bank. For banks to run smoothly, adherence to these regulations is essential.

Competitive Analysis

Market Position: According to my most recent report, FSIBL is one of Bangladesh's mid-sized private commercial banks. Based on variables including assets, deposits, and loans, its market share and position may change.

Portfolio of Products: FSIBL provides a selection of banking services and products, including retail banking, corporate banking, SME banking, and Islamic banking services. The bank may set itself apart by providing particular products or specialized services.

Customer Base: The bank provides services to a wide range of clients, including

individuals, SMEs, and bigger corporate clients. Competitive advantage requires a thorough understanding of and adherence to the requirements of these diverse consumer segments.

Technology and Innovation: Adopting contemporary banking innovation and technology is essential for maintaining competitiveness. This also applies to internet financial services.

Risk management: Stability and competitiveness of any bank depend on effective risk management procedures. This encompasses compliance risk, market risk, operational risk, and credit risk.

Network and Branch Presence: The availability and dispersion of ATMs and branches are important considerations. A vast network enables a bank to service a greater clientele and offer convenience to its customers.

The study's conclusions also highlight the value of customer service in the banking industry and how it affects client happiness, trust, and reputation. To improve overall customer happiness, keep customers, and uphold a stellar reputation in the business, FSIBL should focus on improving customer service.

FSIBL SWOT Analysis:

SWOT analysis is a company's study of its strengths, weaknesses, opportunities, and threats. It is critical for a bank to understand its own strengths and prospects. On the other hand, the bank's weaknesses and threats need to be addressed. The following is a SWOT analysis of FSIBL bank:

Strength	Weakness	Opportunity	Threats
Customer friendly relation	Poor investment product promotion	Increased market penetration	Competitors introducing new services
DPS for lower incomes	Lack of essential information on SME	Development of new entrepreneurs	Geographical footprint
After banking hour service	Doesn't have own marketing department	Countrywide branches	No Islamic Shariah
Large market share	Does not invest in the form of shares.	Introduced an Islamic card	Other banks opened branches

Strength:

The first strength is that it is a Shariah-based bank, and

- It has created an integrated, customer-friendly relationship with its clients by this time.
 - It features a famous saving system known as DPS for persons with fixed or lower incomes in this culture.
 - It gives services to specific clients even after banking hours.
- Profitability and asset growth are strong. An experienced management team.
- Employees who are honest, sincere, and dedicated. A large market share.
 - Employee competency that is honest, sincere, and dedicated. A large market

share and a solid supply of funds. A focus on recovering late amounts and/or pre-overdue situations.

- Individual performance is prioritized, as is making great investments and disposing of offers.
- All of the officials are diligent and truthful in their duties.
- Human capital is the division's principal capital in general.
- The division's business ethics are similar to the ethics and values of our country's general population.

Weakness:

- Poor investment product promotion.
- Lack of essential information on SME.
- This Bank does not have its own marketing department.

They have a limited advertising plan for their bank, which is backed by a conservative rule in this industry.

- FSIBL Bank Ltd. does not invest in the form of shares.

Opportunity:

- Increased market penetration through diverse investment products; increased client awareness of Islamic banking.
- Scope fosters the development of new committed entrepreneurs.
- Countrywide branches with diverse potential in many types of company.
- Other banks' service fees are higher than those of FSIBL Bank Ltd.
- No other bank could give a more integrated working environment than FSIBL

Bank Ltd.

- For the first time in Bangladesh, a bank introduces an Islamic card.

Threats/Challenges:

- Because of the strong rivalry, most of FSIBL Bank Ltd.'s competitors are introducing new ATM service lines.
- FSIBL Bank Ltd.'s competitors have a wider geographical footprint than FSIBL Bank Ltd.
- State law defers to Islamic Shariah.
- There is no Islamic Shariah call money mechanism in Bangladesh's money market.
- Other mainstream banks have opened Islamic banking branches.

and client support.

Threat of substitute products or services:

Medium: In the financial business, substitutes can incorporate different types of monetary foundations like credit associations, online-just banks, and fintech new companies. Nonetheless, customary banks like First Security Islami Bank Ltd offer many monetary administrations that might not have direct substitutes.

Competitive Rivalry within the Industry:

High: Competition in the financial sector is fierce. There are many banks vying for market share, and often there is little difference between offerings. Along with competing with other conventional banks, digital banks and fintech firms are also a threat to First Security Islami Bank Ltd.

Recommendation:

- Despite First Security Islami Bank Limited's best efforts to provide excellent customer service, they fall short in several areas and have ties to other banks from the same generation. The following are the report's recommendations:
- To better serve the public, the authority needs to hire more staff. Both new graduates and seasoned employees can be hired by the.
- Based on the demand from the market, the bank should launch more goods. To draw in more customers, the bank could lower its minimum balance requirement. As a result of the necessity for wage increases, First Security Islami Bank Limited will attract experienced individuals from other banks. Initial security Due to the decline in the use of paper money in the current world, Islami Bank Limited should provide an international credit card.
- To reach more consumers, the bank can open more branches.
- Due to the volume of money transfers to Bangladesh from outside each year, the bank is able to open branches and international booths.
- Because many people in the nation desire to purchase consumer items using bank loans, the bank should finance them.
- The bank's marketing division has to be more effective at connecting with customers. Employee satisfaction is one of the most crucial factors for every organization's success, and FSIBL authorities must consider it.
- The bank ought to be more concerned with profits and contribute to the advancement of the economy. To increase profitability through client satisfaction, bank departments should operate more efficiently.
- The bank ought to employ printed documents, such as checks and pay orders.
- initial security Islami Bank Limited is a modern bank. Although the focus of my research is general banking, I made a real effort to cover every aspect of the client and how they interact with the bank.

- Deposits are one of the most crucial elements for a banking operation, along with remittance, clearing, and cash, which are all a part of general banking and have a direct impact on the clients. The bank can provide account holders with the finest support by ensuring proper departmental interaction. On the other hand, if clients are satisfied, they will refer additional people, and this cycle will continue. The best bank is FSIBL, which contributes a sizable sum to society's development and must keep up this effort. And finally, "First Security Islami Bank Limited" - "Your Partner for Growth" must truly be a client partner.

Conclusion:

The internship I'm doing at First Security Islami Bank Ltd. has been incredibly rewarding for me. I can say that, from a learning and experience perspective, I have thoroughly enjoyed my stay in FSIBL. I have enough faith in this curriculum to know that it will unquestionably aid me in realizing my career goals in the job market, particularly in the banking industry.

The nation's banking industry has benefited greatly from the innovations made by First Security Islami Bank. It is currently in a very excellent position in the banking industry, but in order to maintain that position in the list of markets, the bank must always have access to current information about current events as well as appropriate planning and strategies. The most valuable resource for a company is its human resources. The FSIBL should put a lot of effort into finding qualified candidates for success in the future. The right individual in the right position is crucial for future progress.

A bank's performance analysis is not enough to quantify and communicate accurately in this brief time frame. But it's a fantastic chance for me to become accustomed to the FSBL's commercial banking operational environment. I made an effort to include all necessary and pertinent information in my report.

The top management of FSBL should carry out an extensive study or survey on the performance of the branches, the management, the staff, and their motivation.

The marketing department should release novel and distinctive products. The marketing department should often release new, original, and creative

concepts. Customers are interested in learning about new goods and services that will benefit them financially. For enhancing fresh concepts, ongoing research and current market information are crucial. because rivals always create fresh concepts to compete.

The First Security as a company Islami Bank Limited has established a reputation as Bangladesh's best banking institution. Comparatively speaking, the institution is far more structured than any other local or foreign bank functioning in Bangladesh. It pursues business innovation and advancement tenaciously. It is known for being a partner in consumer growth.

First Security Islami Bank Limited can take advantage of any opportunity in the banking industry because it has a large pool of competent and experienced human resources. In the nation's banking industry, it has been a trailblazer in the introduction of numerous new goods and services. Additionally, due to its extensive branch networking across the nation, it is unequaled by any other banks in the banking industry overall. This paper aims to identify the majority of First Security Islami Bank Limited's weaknesses and assets as a legitimate contender in Bangladesh's cutthroat banking market. Since there is currently fierce competition in this market, First security Islami Bank Limited must consider a variety of factors, including product diversification, market forecasting, proactive actions taken by First security Islami Bank Limited, and suggestions to resolve existing problems.

CHAPTER-03

Introduction:

Welcome to our review on "General Banking and Customer service." This exploration plans to assemble important bits of knowledge into the encounters and assumptions for clients with respect to the financial administrations they get. As a fundamental piece of the monetary business, it is significant for banks to comprehend and meet the developing necessities of their clients actually.

This review is intended to evaluate different parts of general financial administrations, including account the board, computerized financial encounters, client assistance associations, and by and large fulfillment levels. Your support in this study will contribute essentially to upgrading the nature of administrations given by banks, eventually helping the two clients and the financial business overall.

People's reactions will stay classified and no by and by recognizable data will be uncovered or shared. The data gathered will be utilized exclusively with the end goal of examination and exploration.

We value people's significant time and contribution to assisting us with acquiring an exhaustive comprehension of people's financial encounters. Their criticism will assume a vital part in molding the fate of banking administrations to more readily serve their requirements and inclinations.

Much obliged to their for support! We should start the overview and work together towards a more client driven financial experience.

Literature Review

First Security Islami Bank Ltd. is fast acquiring reputation. However, the government has recently become more focused on investment, causing FSIBL interest rates to fall.

Although the performance of the Dhanmondi Model branch is excellent, it is quite poor when compared to the other branches of FSIBL. The officers and personnel at the Dhanmondi Model branch are working hard to break even, and they may do so this year. However, the sudden departure of both the manager and the second in command sends them back to square one. However, it will have no effect on the employees' motivation or capacity to deliver at their best.

I hope that all of the employees maintain their heads in the right place and that the new branch manager is as responsible and supportive as the previous one.

Eventually, the bank emphasizes:

- Providing high-quality financial services in the export and import trades; and
- Providing responsive client service.
- Managing corporate and commercial ethics
- Providing a trustworthy repository for client funds
- Creating excellent and rewarding products for customers
- Demonstrating team spirit and professionalism
- Increasing shareholder wealth

At all times, for everyone'' is a slogan.

It signifies that the company is prepared to service potential clients regardless of their differences.

and everyone is treated similarly as a consumer with equal benefits

Problem Statement:

The study is titled "Assessing the Effectiveness of Anti-Money Laundering (AML) and Know Your Customer (KYC) Measures at First Security Islami Bank Ltd."

The study is titled "Analyzing the Impact of Technological Upgrades on Customer Experience and Operational Efficiency at First Security Islami Bank Ltd."

"Evaluating First Security Islami Bank Ltd.'s Risk Management Framework in the Face of Emerging Financial Threats."

"Investigating First Security Islami Bank Ltd. Customer Complaints and Dispute Resolution Mechanisms."

"Examining First Security Islami Bank Ltd.'s Sustainability Practices and Green Banking Initiatives."

Assessing First Security Islami Bank Ltd.'s Capability to Assess and Manage Credit Risk.

The study is titled "Analyzing the Market Penetration and Competitive Positioning Strategies of First Security Islami Bank Ltd. in Comparison to Industry Peers."

"Evaluating First Security Islami Bank Ltd.'s Employee Training and Development Programs for Skill Enhancement and Knowledge Transfer."

The study is titled "Investigating the Impact of Economic and Regulatory Changes on the Financial Performance of First Security Islami Bank Ltd."

"Evaluating First Security Islami Bank Ltd.'s Cybersecurity Measures and Data Protection Protocols."

Methodology

We, the Bachelor of Business Administration (BBA) students, study business-related subjects. Each student at BRAC University receives the necessary preparation to function smoothly in a business environment, but simply learning theory in a classroom setting is insufficient; instead, students must gain practical experience, and the only way to do this is through an internship program.

Many financial institutions, commercial organizations, and industries in the business world provide us this facility. I believe this is beneficial for us because without this opportunity for an internship, there would be significant gaps between our education and real-world experience.

Our internship program lasts three months on average. Numerous banks, notably reputable private sector banks, and high-end commercial organizations offer this in our nation. In this regard, First Security Islami Bank Limited, one of the most well-known private banks in Bangladesh, is where I completed my internship. I am appreciative of this. I began my internship at the Dhanmondi Model Branch of First Security Islami Bank Limited (FSIBL). I made every effort to gain comprehensive information and experience during the internship.

The report was created using both primary and secondary sources of information. Below are the specifics of these sources:

(a) **Primary Source**

By speaking with employees and managers and witnessing various organizational processes and structures, I have gathered primary data. The majority of the primary data came from discussions with organization personnel.

(b) **Secondary Source**

In my research, I have elaborated on many kinds of secondary data. These are examples of secondary information sources:

Internal Sources:

- Group Instruction Manual & Business Instruction Manual

- Prior research report

External Sources:

- Different books and periodicals related to the banking sector
- Bangladesh Bank Circulars
- Website Information

Objectives

FSIBL has created their aims to achieve their organizational goal based on their mission and vision. Which are:

Clients can expect cutting-edge services in technology:

The goal of FSIBL is to offer technologically enhanced services for the convenience of their customers. These technology services include SMS banking, mobile banking, online banking, and ATM cards.

provide a welcoming environment for customers

The FSIBL Dhanmondi Model branch office was created with client comfort in mind. Because all departments are distinct, the workplace is calm, and everyone is willing to assist, one may perform his routine banking tasks without being confused.

Clients are aware of the importance of transparency:

Clients will never be required to pay any additional fees, thanks to FSIBL Bank's precautions. What will the SMS or ATM card service fee be, and how much will they be required to pay in tax.

Limitations of the research

- During my internship, I discovered various obstacles that prevented me from finishing the work in a timely manner. Below is mentioned this:
- Difficulty analyzing information about internal processes.
- The availability of some older and more recent data.
- The allotted time was insufficient to make wise decisions on everything.
- Because the assessment only covered the majority of the area, it was unable to see all of the performance-related problems.

Particular goals

- Observe the major overview of the investment proposal procedure.

- Observing each procedural step in order to learn the operations as an amateur and gain experience in order to do them as a professional banker in the near future.
- Understand how strategies change depending on the situation.
- Understand the issues and potential solutions.
- Comprehend the general procedure of the investment proposal.
- Review and analyze the performance of Exim Bank Ltd's investment division.

Findings:

In this research survey 50 clients participated from this Dhanmondi Model Branch. These responses were taken to prepare this research.

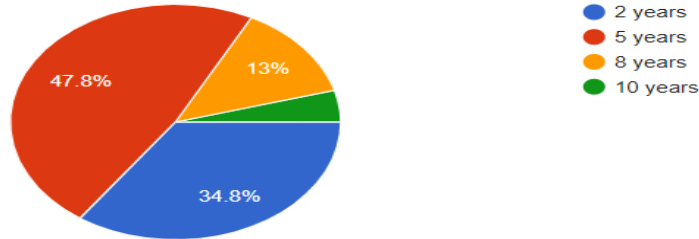
Demographic Information:

The demographic part of the survey was based on 8 questions to gather the information of clients; how long they have been a customer of FSIBL, how clients are satisfied with the banking experience at FSIBL, convenient branches & atm's, interaction with CSR, encountered online banking, pleased with product and services, recommended 2 friends or colleagues, waited in long queue.

How long they have been a customer of FSIBL:

How long have you been a customer of First Security Islami Bank Limited?

46 responses



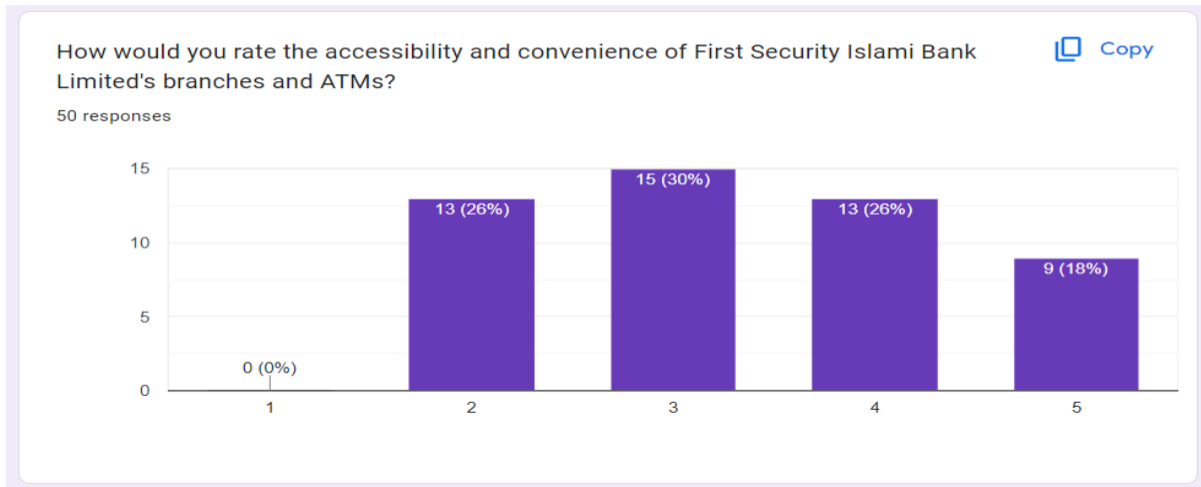
From my survey, I got that maximum number of people have been a customer on FISBL for 5 years and 46 people reacted to it which is 47.8%; On the contrary 34.8% people have been customer for 2 years and 13% people voted on 8 years and few people are customer for 10 years.

How clients are satisfied with the banking experience at FSIBL:



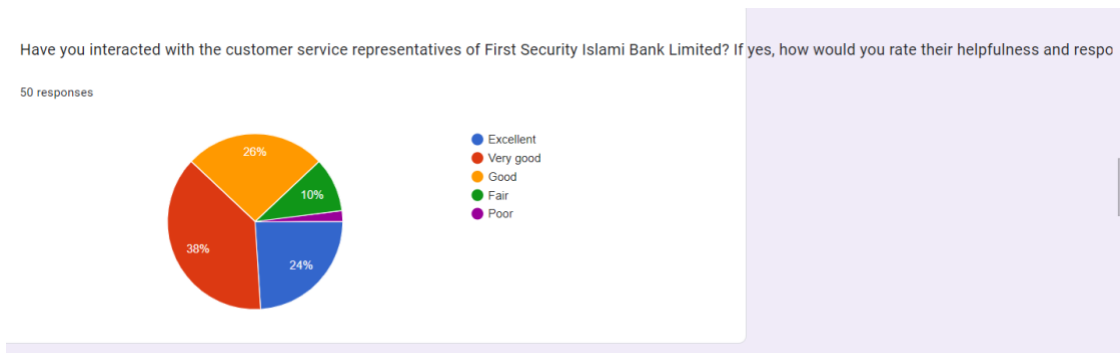
Here, 30% people are satisfied with the banking experience at FSIBL and a little less from 30% people which is 28% are satisfied with the banking experience. On the hand, 24% are satisfied with FSIBL. And very few people are less satisfied with FSIBL banking experience.

Convenient branches & atms:



From my survey, here 15 people which is about 30% among them are more satisfied with the branches and atm's. And around 26% of people are also satisfied and less satisfied with the service.

Interaction with CSR:

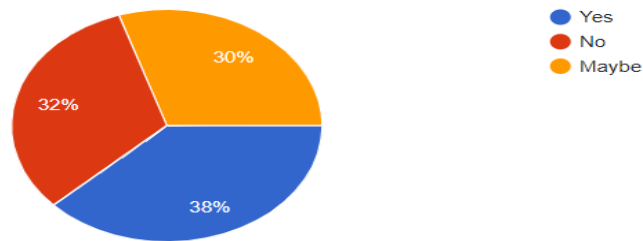


The interaction with the First Security Islami Bank service are very good whereas 38% people vote on it. And it 24% people found excellent service in it. Also, 20% of people said it is good & 10% people are on fair side with the CSR.

Encountered online banking:

Have you encountered any technical glitches or issues while using First Security Islami Bank Limited's digital services (website, mobile app, online banking, etc)?

50 responses

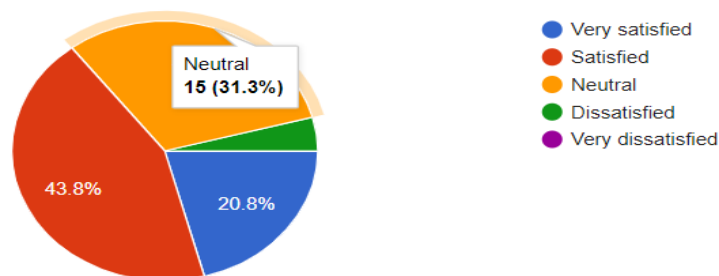


People using different services found more glitches in using website, mobile app and online banking which is 38%. And about 32% people said no a whereas 30% of people are on both-side.

Pleased with product and services:

How satisfied are you with the range of products and services offered by First Security Islami Bank Limited?

48 responses



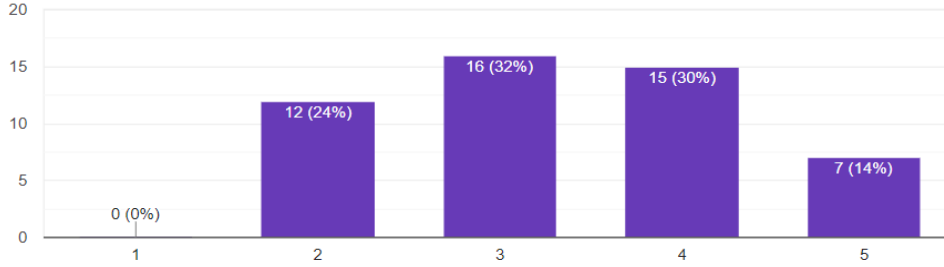
The products and services FSIBL are providing, people are satisfied with this; around 43.8% people vote against it. Furthermore, almost 21% are very satisfied with the service; whereas about 15% people are neutral.

Recommended 2 friends or colleagues:

How likely are you to recommend First Security Islami Bank Limited to friends or colleagues?

 Copy

50 responses

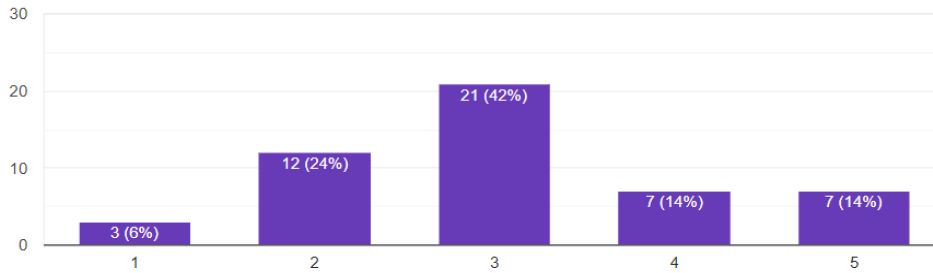


Waited in long queue:

Have you ever had to wait in long queues at the bank's branches? If yes, how would you rate the waiting times?

 Copy

50 responses



Additional Security Measures:

Boost cybersecurity procedures to safeguard client information and financial transactions.

Customers should be informed about safe online practices, and tools should be provided to protect their accounts.

Automating processes effectively:

Automate regular banking operations to improve productivity, decrease human error, and free up staff for higher-value work.

Automate services like loan processing, account opening, and others to make them more efficient.

Staff Training and development:

Employees should get ongoing training and development to be abreast of the newest banking trends, technologies, and customer service best practices.

Encourage a culture of ongoing learning and development.

Social responsibility and participation in the community:

Participate in community improvement projects to foster trust and improve the bank's standing.

Demonstrate your dedication to social responsibility by engaging in activities like environmentally friendly banking practices and charitable giving.

Performance monitoring and KPI evaluation on a regular basis:

Establish KPIs for both the general banking function and the customer service function.

Continually assess performance in relation to these KPIs to spot areas that could use improvement.

Adherence to Regulations and Compliance:

To keep the faith and confidence of clients, strictly adhere to regulatory requirements and compliance standards.

Flexible and agile planning:

To quickly respond to shifting market conditions and new client wants, keep your plan flexible.

Conclusion:

FSIBL follows Shariah law in all of its financial dealings because it is governed by Islamic banking principles. This entails staying away from deals with an interest component and promoting profit-and-loss sharing agreements.

The bank provides a wide variety of goods and services, such as savings and checking accounts, several loan kinds, investment products, and trade financing services. These have been specifically designed to meet the various financial needs of people, companies, and corporations.

The FSIBL has been adjusting to the banking industry's technological developments. This includes online banking features, mobile banking applications, and other digital platforms that improve account accessibility and convenience for customers. Customer satisfaction is highly valued by the bank, which also strives to offer superior service. This involves providing timely and effective customer service, help with account-related issues, and tailored financial guidance. The Bangladeshi central bank oversees FSIBL, which works to comply with all pertinent regulatory criteria. This guarantees the security and safety of consumer investments and savings. The bank is easily accessible to a large customer base thanks to its huge branch network throughout Bangladesh. It is able to service customers in both urban

and rural locations thanks to its extensive presence. FSIBL makes investments in the education and training of its employees to make sure they have the abilities and know-how to deliver superior customer service. This is essential for sustaining a high level of service quality. The bank may also take part in corporate social responsibility initiatives that benefit the local area and society as a whole.

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