

INTERNSHIP REPORT
ON
Customer Satisfaction Analysis on E-Banking
Export Import Bank of Bangladesh Limited (EXIM)





Inspiring Excellence

**Customer Satisfaction Analysis on E-Banking
Export Import Bank of Bangladesh Limited (EXIM)**

Submitted To

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Senior Lecturer

BRAC Business School

BRAC University

Submitted By

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Department: BBS

Major: Marketing

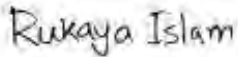
BRAC University

Submission Date: 25th January, 2023

DECLARATION

1. The internship report provided is our own unique work done while pursuing our degree at BRAC University.
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.

Student Name & Signature:



Mst. Rukaya Islam

ID: 19104209

BRAC Business School

BRAC University

Supervisor's Name & Signature:

_____.

Ummul Wara Adrita

Senior Lecturer

BRAC Business School

BRAC University

LETTER OF TRANSMITTAL

5th February 2023

Senior Lecturer

Ummul Wara Adrita

BRAC Business School

BRAC University

Subject: Submission of Internship Report on Customer Satisfaction Analysis of E-Banking of EXIM BANK.

Madam,

It gives me great pleasure to submit my internship report, which is necessary for fulfilling the BBA degree's curriculum requirements. Working under your active guidance is an outstanding accomplishment.

I have written my internship report on Customer Satisfaction Analysis of E-Banking of EXIM BANK. I had the chance to expand my theoretical knowledge through hands-on experience with the financial operations of some general firms thanks to the internship program. I was hired in the E-banking division, which enabled me to learn a little bit about banking firsthand.

I'm hoping that the report will reveal some information on EXIM Bank's E-banking. I'll be available to discuss the report in further detail whenever it's convenient.

Sincerely Yours,

Mst. Rukaya Islam

ID: 19104209

Department: BBS

Major: Marketing

BRAC University

ACKNOWLEDGMENT

First and foremost, I want to thank Almighty Allah for giving me the chance to complete an internship from start to finish and to write a report on it.

I want to express my sincere gratitude to the honorable supervisor Ummul Wara Adrita, Senior Lecturer of BRAC Business School, BRAC University, who gave me advice on how to write the report and to go through the process, which has turned out to be a fantastic approach to comprehend the subject of my internship.

I want to express my sincere gratitude to the EXIM leadership who extended their unwavering support during my internship. Last but not the least, I want to express my gratitude to all the EXIM BANK employees who gave me the chance to experience firsthand the real organizational setting and the practices used at EXIM Bank Ltd.

I want to express my sincere gratitude to you all.

Sincerely Yours,

Mst. Rukaya Islam

ID: 19104209

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EXECUTIVE SUMMARY

As an Exim Bank Ltd. intern, I have thoroughly enjoyed my experience thus far. I have no doubt that my three-month internship at Exim Bank will unquestionably aid in the realization of my future career in the workforce.

The entire traditional banking structure and policies of EXIM Bank has been converted to Islamic Banking. I believe that EXIM Bank made a very wise choice with this choice. There are many domestic and international banks in Bangladesh, and Exim Bank Ltd. is one of them. Exim Bank battled in this cutthroat market with other commercial banks as well as with government-run banks. With its expanding resources and successful network across the nation, EXIM Bank will be able to contribute significantly to the portfolio of development. Effective lending is a key component of banking success. Fewer loan losses equal greater income from credit operations, which equals greater profit for EXIM Bank Limited, and here is where credit financing succeeds. EXIM Bank consistently employs innovative thinking and generates significant profits by providing banking services to its clients. Customers rely on this bank, and they feel comfortable saving money there.

As part of my practical orientation, I made an effort to study the practical aspects of banking so that I could apply the academic knowledge I was gaining from my BBA program's numerous classes to practice.

CHAPTER-1

OVERVIEW OF INTERNSHIP

1.1 Student Information

Name: Mst. Rukaya Islam

ID: 19104209

Department: BBS

Major: Marketing

1.2 Internship Information

1.2.1 Internship Period, Company name, Department & Address

Period: 13th November 2022 to 13th February (3 months)

Company Name: Exim Bank

Department: General Banking

Address: NASSA DIAMOND, SE-D(3), 28 Gulshan Avenue Gulshan 01, Dhaka-1212, Bangladesh

1.2.2 Internship Supervisor's Information

Name: Ummul Wara Adrita

Position: Senior Lecturer

1.2.3 Job Scope

A bank's General banking department is a delicate area. For three months, I was employed in this department. One of the significant and active departments is this one. Actually, this department is one of the significant and active departments right now. Actually, this department maintains all department tasks and department transaction vouchers. All accounts are finalized, maintained, and sent in one copy to the corporate branch. Clearing materials are all preserved in this department, along with purchase paperwork and accounting procedures.

I don't have any specific duties in the branch as an intern. I watched almost all departments' activities I also do the following general duties:

- In the general banking division, I assisted the customers with the account opening form.
- I provided details on the many EXIM Bank schemes that are available.
- Printed out the previous day's transaction listing to check the debit and credit vouchers
- Voucher sorting, counting, and filing involve verifying how many accounts have been debited or credited, verifying the account holder's signature, verifying the account number, and so forth.
- After inspecting the voucher, registered the full batch in the registration book. Following a check request, a list of checkbook holders' names and account numbers is divided for writing down in the checkbook register. Here, the amount of debit and credit vouchers will be the same, but the number may differ.
- Stamping various documents with endorsement and authorization seals.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I initially began my internship in the department of general banking. Account Opening, Cheque Book Issue and Dispatch, Remittance, Clearing and Bills, Accounts, and Cash were just a few of the sectors whose processes I observed.

1.3.2 Benefits to the Student

The internship duration is three months however, I completed two and half months' internship so far in EXIM Bank ltd. I received a lot of experience in the corporate atmosphere throughout my internship. I mostly worked with the departments of General Banking and Accounts during this time period, and my report was created using the experience I gained throughout my internship.

1.3.3 Difficulties faced during the Internship

Interns are not given enough authority to work on various tasks. Also, interns are not allowed to have sufficient access to resources. So it hinders the utilization of full potential. Due to their own job responsibilities, department staff found it challenging to help and train students on general banking procedures, such as card division and cheque division.

1.3.4 Recommendations to the company on Future Internships

It will be better if interns get sufficient access to resources and the proper guidance and support so that the learning is more beneficial.

CHAPTER-2

ORGANIZATION PART

2.1 Introduction

A nation's economy is primarily supported by its commercial banks. Therefore, we can conclude that a commercial bank is a for-profit organization that receives deposits from both individuals and businesses in the form of checking and savings accounts before lending out the money. These banks serve as the financial middlemen for these people and the government, who rely heavily on them. Banks are profit-making businesses, therefore they accept deposits at the lowest possible cost while charging more for loans and advances. The bank Import Bank of Bangladesh Limited profits on the discrepancies between the two.

Export Import Bank offers a comprehensive array of business banking services. This bank has distinguished itself among its peers in a short period of time thanks to a skilled and committed management team with good customer service, excellent understanding of and familiarity with modern banking.

Currently, they are developing new, creative topics, concepts, and intersections as the demand for improved services grows every day. All banking regulatory bodies are constantly eager to offer their fellow customers improved service prospects in order to thrive in the fiercely competitive banking industry. As a result, understanding banks and the financial process has become crucial for everyone.

I was required to finish this internship program in order to earn my Bachelor of Business Administration degree. Being chosen to work as an intern at Export Import Bank of Bangladesh Limited was a pleasure for me (popularly known as EXIM Bank).

2.2 Overview of the Company

A publicly listed scheduled private commercial bank, Export Import Bank of Bangladesh Limited was incorporated on 2 June 1999, under the Companies Act of 1994 and the Bank Companies Act of 1991. After receiving approval from Bangladesh Bank, All of EXIM Bank's conventional banking activities were converted to Shariah-based Islamic activities. As of July 1st, 2004, in the hopes that the bank would be able to better support the nation's economy by introducing a full-fledged Islamic Banking System. According to Bangladesh Bank policy, the Bank began operating under the Bai-Muazzal, Mudaraba, Murabaha, and Hire Purchase Transaction principles.

By using pragmatic decision-making and management strategies over the course of its eleven-year operational activities, the bank has increased its market share relative to its competitors and, to some extent, the older generation of private sector banks, putting it in a strong financial and commercial position.

2.2.1 The Vision

Despite being the first bank in Bangladesh, Export Import Bank of Bangladesh Limited is not a brand-new sort of bank globally. In its march for expansion & improvement with services, it believes in unity with its clients. It also thinks that its strategic goals and business networking will help it maintain a competitive edge in a market that is undergoing fast change. Its commitment to providing consumers with individualized, high-quality services and a culture of continuous development could be the key to its operational success.

2.2.2 The Mission:

- Offer top-notch financial services for international trade. Delivering top-notch service.
- Upholding moral standards in the workplace.
- Being the client's financial advisor and the trusted keeper of their money.

- Making things that are superior and profitable for shareholders.
- Show professionalism and a sense of team.
- To possess a solid financial base.
- Increasing the wealth of shareholders.
- Extending its charitable and humanitarian endeavors in order to fulfill its social commitments.

2.2.3 Offerings of EXIM Bank

EXIM bank has gained the respect of the business community—from small business owners to significant traders and industrial conglomerates—and received many accolades. It has also emerged as the third-generation bank with the fastest growth in terms of business and profitability.

The product design of the EXIM bank was successful in meeting the needs of different socioeconomic classes. The product's appealing qualities have given it a distinctive image among private banks. The bank has consistently worked to provide innovative goods and services. All conventional banking services are offered by them as a commercial bank, including:

- Retail Banking
- Corporate Banking
- SME Banking
- Agri Banking
- Remittance

Additionally, Exim Bank branches in each location offer routine services by way of each division, including:

- General Banking Department
- Foreign Exchange Department
- Investment Department

2.2.4 EXIM Bank General Banking

This department is providing services as follows:

Depository Item:

The EXIM Bank's deposit products include the following:

Mudaraba Savings Deposit: A savings account

Deposit now: AL-Wadia current Deposit

Mudaraba Term Deposit, also known as the Mudaraba Education Deposit

Deposit Programs: Mudaraba Super Saving Program, Mudaraba Monthly Saving Program, Mudaraba Multiplus Saving Program, and Mudaraba Hajj Saving Program etc.

2.2.5 Documentation needed to open an account:

Introduction of the account for an individual or joint account:

1. Two pictures of the signatories with proper introducer attestation.
2. One picture of Nominee.
3. NID of A/C holder and Nominee
4. TIN Certificate (if any).
5. Joint Declaration Form (applicable to joint accounts only).
6. A Certificate of Employment (in case of service holder).

Introduction to the partnership account:

1. Two pictures of the signatories with proper introducer attestation.
2. A partnership letter that has been properly signed by all partners (signatures should conform to those in the partnership deed).
3. Copy of utility bill.

4. A partnership deed that has been properly notarized.

5. Enrollment (If any).

6. A current trade license.

Proprietorship account:

1. The account's introduction.

2. Two pictures of the signatories with proper introducer attestation.

3. 1 copy picture of Nominee.

3. A certified copy of the trade license.

4. A Stamp

5. A certificate of TIN number.

6. Individual (Copy of passport).

7. Letter of authorization from the DC or Magistrate (in the case of a newspaper)

Limited company:

1. Two pictures of the signatories with proper Introducer attestation

2. A certified copy of the trade license.

3. A/C opening resolution approved by the board and properly certified by the chairman/managing director.

4. The incorporation certificate.

5. Graduation Certificate (In case of Public limited company).

6. A true copy of the company's articles of incorporation that has been duly attested by the chairman or managing director and is certified (joint stock).

7. A list of the directors, together with their titles and sample signatures

8. In case of a change in the directorship, the most recent certified copy of Form xii (must be certified by the registrar of joint stock companies).
9. Certificate of registration (In the case of an insurance company - obtained from the People's Republic of Bangladesh Department of Insurance).
10. Vat Registration Certificate.

2.2.6. Section for Deposits:

A bank's deposits are its lifeblood. We know that deposit collection is a bank's primary job based on the development and history of the financial system.

Like other banks, EXIM Bank accepts deposits in the following categories: a) Demand deposits
b) Time deposits

Demand deposits: These deposits, such as current deposits, are withdrawal immediately. Demand deposits are accepted by EXIM Bank through the creation of current accounts, savings accounts, and call deposits from other bankers.

Time deposits: A deposit that is due at a specific time or after giving notice is referred to as a time deposit. Time deposits are accepted by EXIM Bank through several channels, such as Fixed Deposit Receipts (FDR), Short Term Deposits (STD), and Bearer Certificate Deposits (BCD).

2.2.7. Clearing Section:

Cashier's checks, Pay Orders, and Demand Drafts (D.D.) a clearing department's primary duty is to collect money from other banks on behalf of its clients. Different Clearings:

A) Outward clearing: This occurs when a bank's branches receive checks from clients drawn on other banks located in the same local clearing zone for collection through a clearing house.

B) Inward Clearing: This occurs when banks inside the clearing house receive checks drawn on them from other banks.

2.2.8 EXIM Bank Online Banking

In order to give their customers with the most recent technologies, EXIM Bank also offers online service. To offer online branch banking services, EXIM Bank has established a Wide Area Network (WAN) among all of its locations nationwide. "AISER" is the name of the service. The level of client service has significantly improved because to this service. Customers of one branch of the bank can conduct transactions at any other branch using this option. The organization of EXIM Bank's website enables the global dissemination of information about the banking services and resources offered by EXIM Bank Limited.

2.2.9 AISER

"AISER" is an Arabic word that translates as "Easy in Dealing." With the help of this technological system, an individual can perform all banking tasks online from their house. Every time, EXIM Bank aims to give their customers better service. They continue to be concerned with how their clients are receiving services or whether they are having any problems. In an effort to compete in this cutthroat market, they also try to develop fresh, cutting-edge concepts and modern technologies. For this exceptional service, EXIM Bank offers its clients "AISER," a safe and user-friendly online banking environment.

User Registration Process for AISER

One needs to follow a few procedures in order to register an AISER account. The following are those steps:

- AISER has a website that is hosted by EXIM Bank at <https://ibank.eximbankbd.com>.
- The "User application Form" must be collected and filled out by the client in order to open an account.
- Clients must properly fill out all the necessary information before submitting it to any EXIM Bank branch.

- Following successfully completing the application clearance process, two activation codes with temporary numeric User IDs will be given to the user's registered mobile number and email address, respectively.
- Clients who have received a user ID must click the User Activation link on the AISER login page and follow the instructions there. Alternatively, they can watch the User Activation Procedure video.

Features of AISER

Most banking tasks can be completed by using AISER. People can conduct any kind of transaction or transfer activities whether they are at home or in another location.

The following list includes the key benefits that AISER offers to its esteemed clients:

- Instant Balance Inquiry.
- Information on the MTDR and deposit schemes in real-time.
- Transaction Search and Statement in Real Time beginning with the account creation, download.
- Real-time fund transfers between Exim Bank own (personal) accounts.
- Real-time Fund Transfer to additional EXIM Bank Beneficiary Accounts.
- Bank Inter (Other than EXIM Bank) Transferring money with BEFTN (any branch, any bank).
- Payment of credit card bills.
- Any operator, anytime mobile recharging (In Bangladesh).
- Positive Pay Instruction from the Customer.

Balance Information: Customers can quickly check their account balance using AISER at any time, from anywhere in the world. In addition to DPS (Deposit Pension Scheme) and MTDR (Mudaraba Term Deposit Receipt) accounts, it offers information on the balance and statement of the registered account(s). A client must complete four steps to check the balance. He must first navigate to "Account Balance," which is accessible from the "Balance Info" submenu. The user

can view the "working balance" on the account balance. The user will view the first page of the balance statement in the second section after choosing a date range, which must be within 365 days (one year), otherwise, an error will occur. The third section will display the statement of the chosen range in WEB format. The user will discover the PDF statement of the web view in the fourth phase.

Mobile Recharge: A user may at any moment recharge their balance with any operator using AISER. The maximum amount that a user may recharge in a single day is BDT 10,000. A user can recharge any amount between BDT 50.0 and BDT 2,000 in a single transaction. If the amount the user wishes to recharge falls within the specified ranges, they may do so to any operator's mobile number. However, the user's account must have enough balance (at least BDT 500) to finish the process since choosing a debit account is a must. The user must first fill out the necessary information for the recharge procedure, including the debit account number, balance, operator, mobile number, connection type (prepaid/postpaid), and most importantly, the recharge amount. The user will click "Validate" after filling out the information. He cannot alter or update the data once he clicks the validate button. He must click the "previous page" button to do this. After that, the user must provide a security PIN code and a PIN code to a "registered mobile number" (set during user activation). Then, in order to replenish his mobile balance, he must click the "Submit for FT" button. As a result, the user will receive a recharge ID, an IB (Internet Banking) reference number, and a CBS (Core Banking Software) reference number. Any inquiry regarding a mobile recharge can be answered using this "Recharge ID."

Fund Transfer: Three different types of fund transfers are offered by AISER. Which are:

- I. Transferring money between personal accounts
- II. Funds Transfer with Other EXIM Bank Accounts
- III. Transferring money to different bank accounts (through BEFTN)

A user can transfer money between a minimum of BDT 50 and a maximum of BDT 2,000,000. (Two lac). A user can get ten transactions of any form of fund transfer in a single day. In order to

start this process, the user must first go to their "Beneficiary Credit Account," which already contains their I-Bank Id, beneficiary name, account number, account type, bank name, and branch name. If the data is accurate, the user must enter a PIN code, which will be delivered through SMS to the registered mobile phone, and then click the "Validate" button. The user must then enter both the PIN code and the security code.

The user will then receive an I-Banking ID and a CBS (Core Banking Software) reference ID as proof of a successful funds transfer. In the case of an alternative bank transfer, the user must first choose the bank before continuing.

Bill Payment: A user can utilize AISER to pay credit card bills online. He must first navigate to the "Credit card" menu and then select "EXIM VISA" from its submenu. He must enter all the necessary information for the bill payment there in the debit account. The remaining steps are identical to the funds transfer. There are various more functions that can be carried out using AISER. There is a menu option named "feedback" that allows people to provide their feedback as well. The security PIN or password can also be changed by the users. They have the option to edit their profile and deactivate it.

2.2.10 EXIM eWallet

The mobile app version is called eWallet. This allows you to utilize eWallet if you are an AISER user who uses that name. Additional features are identical as AISER. After logging in, AISER "Account Activity" from the menu and then "Apps Management" from the submenu.

2.3 Management Practices

The Authority of EXIM Bank Ltd. considers its workforce to be one of its most important assets. Because they cannot manage their organization without them. The EXIM Bank's human resources strategy focuses on the advancement of individuals toward greater levels of creativity and competency before attempting to foster an environment in which they are free to participate up to the boundaries of their enhanced capabilities. One of the most organized banks with a

unique corporate culture is the EXIM bank. They are experienced through common understanding, meaning, and sense-making. People with a connection to the bank have unique perspectives on events, actions, items, and situations. As their customers' demands are of the utmost importance to them, they personally mold their manners, etiquette, and personalities to suit the goals of the Bank. The staff at the bank sees itself as a close-knit group or family that values cooperating for advancement. Their corporate behavior has helped to create the corporate culture to which they belong, rather than having it imposed.

2.4 Marketing Practices

a) Marketing Strategies

In order to achieve balanced and sustained growth, we must please both new and returning customers. All marketing efforts nowadays should focus on retaining current clients and creating enduring bonds with them. Marketing is therefore a service industry. "A bridge between products and customers," according to the service.

Customer Focus is defined as: "The design, creation, and delivery of service products centered on satisfying the demands of and surpassing the expectations of the customer."

Cooperation: It indicates "Share resources and information. This is the section of marketing research that deals with ongoing improvement. To be competitive in the market, we consider market input, pay attention to client complaints, and work continuously to improve our product and service.

Satisfied customer: One happy customer will promote us on their own behalf and start a domino effect that attracts a stream of new clients. On the other side, it only takes one dissatisfied consumer to harm our reputation and goodwill.

b) Target Customers, Targeting and Positioning Strategy:

Export and Import Bank is the name of this bank. Because of this, wealthy and elite individuals are the bank's primary market. However, at the moment, this is aimed at middle-class consumers

for the "EXIM Bank Ltd Deposit Program." This bank constantly looks for unused funds from the general public to invest as valuable capital.

For placing "EXIM Bank Ltd deposit planned," EXIM Bank Ltd is necessary. Due to its unique characteristics that are not offered by other banks, an account is seen as the most convenient to its target market when compared to other existing products. The following methods are thought about for the strategy.

Features of a product include things like nature, color, and others. The characteristics of "EXIM Bank Ltd Deposit Programmed" are more quality-based than those of other products with a similar type. Therefore, it may be able to establish its positioning through qualities. Because no private bank arranges for these kinds of comparable deposit programs.

c) Marketing Channels:

The EXIM Bank Ltd. distribution approach is as follows:

1. When they open a new branch, they send letters to the area's most prominent residents, businesses, and organizations encouraging account opening.
2. They organize the ceremony to present the honoree with their award each year.
3. They deliver gifts to the society's older citizens at the start of each year.

Pens, diaries, calendars, pen stands, wall clocks, and other things are among these.

4. The branch manager receives information on the state of the market and recommendations from higher-ups at EXIM Bank Ltd. every month.
5. Every month, branch managers report to the central office on the current state of their respective branches.

d) New product development and competitive practices:

- 1) Continually coming up with ideas for new products that will meet the organization's needs for new products.

2) Implementing procedures and techniques for assessing new product concepts as they pass through each stage of the planning process.

e) Branding, Advertising and Promotion Practices:

The Marketing & Development Division (MDD) and the Vigilance & Control Division (VCD) of the EXIM Bank Ltd. Head Office will work together to plan for effective advertising of the brand name of the new deposit program and its key characteristics through the national print and electronic media (TV). Each branch will display distinctive and eye-catching banners advertising the new product. Each branch will receive leaflets, placards, festoons, posters, and brochures with the distinction feature and beautiful design for distribution and exhibition at all significant locations. The promotion plan is designed through a number of processes, including:

- 1) Determining communication goals.
- 2) Choosing the function that each of the promotion program's constituent parts will play.
- 3) Setting the budget for the promotion.
- 4) Deciding on a strategy for each promotion-related element.
- 5) Including and putting into practice the methods for the promotion component.
- 6) Assessing the performance of the coordinated promotion efforts.

2.5 Industry and Competitive Analysis of EXIM Bank:

Following are the bank's strengths, weaknesses, opportunities, and threats after examining its performance (SWOT).

Strengths:

1. It enjoys a good reputation in the industry.
2. Ignoring unethical business practices
3. Executives have extensive training and experience.

4. The bank offers numerous alluring deposit plans.
5. A bank that is comfortable and air conditioned.
6. Effective management techniques used by the Bank.

Weaknesses:

1. No long-term credit exists.
2. Limited market shares in the banking industry.
3. A lack of training resources
4. A lack of marketing initiatives.

Opportunities:

1. May expand the credit plan.
2. The local public grows increasingly trustful of private banks.
3. Possibility of growing market share.
4. Private banks can make a bigger contribution to the growth of our nation's economy.
5. Social welfare activities can have a positive influence on people's minds.

Threats:

1. The market is highly competitive.
2. Government pressure to lower interest rates.
3. Changes have been made to banking technology.
4. The government taxes and VATs profits.

2.6 Summary and Conclusions

EXIM Bank Ltd. remained steadfast in its solid commitment to financial expansion despite all the economic difficulties and political crises experienced in past years. The goal of EXIM Bank Ltd. is tailored to the evolving demands of its clients. The Bank is well-positioned to offer specialized services. The Bank focuses on its sizable customer and what they anticipate from the Bank. EXIM Bank Ltd.'s goal and intention are to advance the trend of growth and development to an advanced level in order to position the bank's brand as the nation's top supplier of high-quality banking and financial services. Commercial banking in the modern era is a rigorous industry.

2.7 Recommendations

Separate marketing division: It should be established for the bank's promotional needs in order to attract a sizable number of potential clients and deposits. More staff or officers should be able to work at the front desk or customer service so that the relationship with the customers can be managed well and the task is transparent.

Opening more branches: EXIM Bank Ltd. should start opening more branches in as soon as possible throughout Bangladesh.

Opening a lot of ATM booths: EXIM Bank Ltd. needs to set up a number of booths in Dhaka and throughout Bangladesh. It aids banks in lessening traffic at bank counters.

Launching evening banking: For such a customer base, EXIM Bank Ltd. should launch evening banking.

Organizing a training session: To inform the officers of the updates and specifics of various account opening and deposit forms, a training session or workshop could be held. The need for long-term training for employees is highly important.

CHAPTER-3

PROJECT PART

3.1 Introduction

Every student needs an internship program, but those studying business administration in particular benefit from it since it helps them recognize genuineness. Due of this, students complete an internship in their last year of a bachelor's degree in order to begin their careers with some real-world experience. The topic of this internship report is "Customer Satisfaction of E-Banking of EXIM Bank ltd." The EXIM bank management will be able to improve overall service quality with the use of the report's findings. The senior management will find this study to be very helpful in raising customer satisfaction levels. I am also appreciative of this organization because it helped me get a lot of useful knowledge. Therefore, this report will be extremely important to the company and me.

3.1.1 Background of the Report

I intended to do an internship in a reputable bank to finish my degree from BRAC UNIVERSITY because it would be beneficial for my future professional career. I was given the chance to complete my internship at the EXIM Bank Ltd. I was dispatched to the Mohila Branch. It was a three-month curriculum for practical orientation.

3.1.2 Objective of the Study

Due to the digital divide, differing levels of online expertise, and settings, e-banking is new and unknown to certain people in Bangladesh as an Internet-based technology. In Bangladesh, e-banking services have been accessible since 2001. As of 2013, all banks offer at least basic e-banking services. The vast majority of banks offer a variety of e-banking services, whereas the remaining banks only offer a few.

Cheques are no longer used in the current global financial environment, and new e-banking techniques are warmly welcomed. Bangladesh's banks will need to act quickly and start making efforts to lay the groundwork for a solid e-banking system if they want to remain competitive.

More specifically, this study suggests the following goals:

- To learn about the banking industry on a practical level.
- To understand the context of e-banking adoption in Bangladesh
- To evaluate customer satisfaction with EXIM Bank Ltd.'s online service.
- To learn more about how EXIM Bank Online service AISER performs.

3.1.3 Literature Review

The role of banking in modern life is greater than ever. It is now feasible to conduct the majority of banking transactions from a distance even without going into a physical financial institution thanks to the development of E-banking and communication and computer technology (Bruene, 2002). The words "banking is vital, banks are not," as said by Bill Gates in 2008. According to this remark, electronic banking, which continues to draw in new users, will eventually replace traditional bank branches. The banking sector thinks that by implementing new technologies, banks would be able to enhance customer service and forge stronger bonds with their clients. In the meantime, the banking sector has been seeking for innovative ways to increase its clientele and fend off the aggressive marketing tactics used by those nontraditional banking firms (Graven, 2000). The strongest motivation for adopting E-banking services typically comes from larger banks that maintain expensive branch networks. Smaller banks, in contrast, typically have higher founding expenses and a high initial technological costing developing E-banking services (Treadwell, 2001).

According to Hasan (2010), the financial services sector, e-commerce, and e-business are now more important than ever as a part of corporate strategy and a powerful engine of economic growth. Bangladesh is a third-world developing nation that has a long way to go. The anticipated state of the world banking system. Therefore, we must update its banking system immediately. In an effort to determine the factors driving adoption among sophisticated consumer segments in Turkey, Akinci et al. (2004) contrasted users and non-users. They claimed that non-users were

unaware of all the advantages of online banking and did not think they would get appropriate support for resolving issues when utilizing online services. Deconstructed TAM was used by Sudarraj et al. (2005) to assess the value of utility and usability in online and telephone banking. The methodology was successfully validated with university students in Canada.

3.1.4 Significance

This internship experience will assist me to comprehend how things function in real life. Every BBA graduate student should do this since it will help them get experience in a real company setting. I finished my internship at EXIM Bank because it is the most significant financial intermediary in our nation and one of the top banks in the banking industry. Graduate students have the opportunity to take part in an internship program through EXIM Bank Ltd. By practicing this, students can get ready for real-world circumstances. I achieved certain goals like, learned about the banking industry on a practical level, understanding the context of e-banking adoption in Bangladesh, evaluated customer satisfaction with EXIM Bank Ltd.'s online service.

3.2 Methodology

This study, which is exploratory in nature, examines customer satisfaction with regard to this topic in brief. In order to create this report, I gathered data or information from the following sources. There are two sections to those sources.

3.2.1 Source of Data

Primary Sources:

- Direct communication with the employees.
- Firsthand knowledge acquired through observation.
- Surveying EXIM Bank customers who use its online banking facility.

The study's methodology involved a qualitative approach, with primary data coming from surveys and other ways. A suitable method of choice is the qualitative approach given that the

study's main focus is on customer satisfaction with e-banking. The study uses a questionnaire, and the questionnaire is based on a structure.

Sample plan:

Population: All clients in the area based on the Mohila branch.

Sample element: Exim Bank's individual clients in the Mohila branch.

Sample frame: No properly organized sample frame can be discovered in this report.

Sampling procedure: This sampling procedure is practical. Although this bank's goal is to make its clients happy by offering the service through routine banking operations, we must first determine whether the vast majority of consumers are completely satisfied or not. We may examine this utilizing the hypothesis testing approach. Because I gave clients who entered the bank questions to complete and asked them to provide their opinions based on those questionnaires.

Secondary Sources:

- Exim Bank Ltd.'s annual report - Internal report data collecting.
- A variety of publications, training materials, and manuals on general banking, foreign currency, and credit policy.

3.3 Finding and Analysis

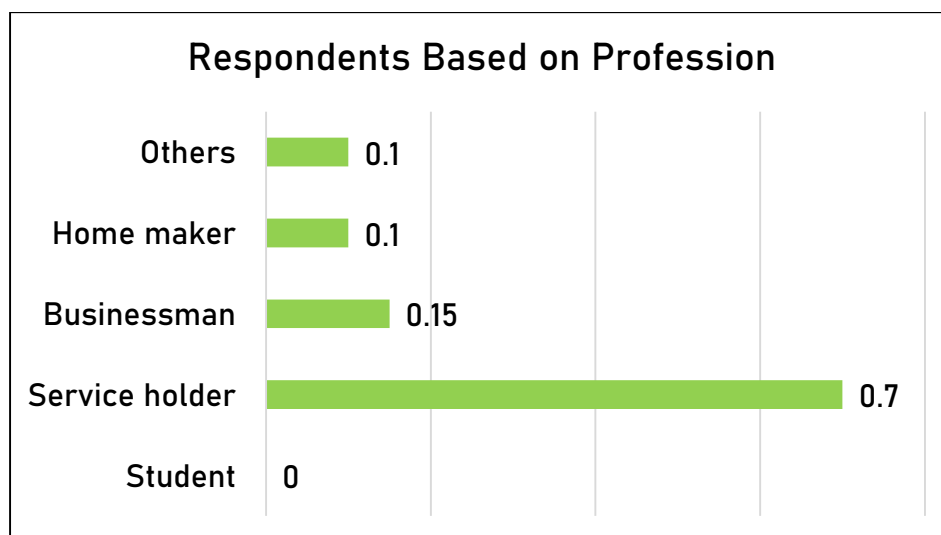
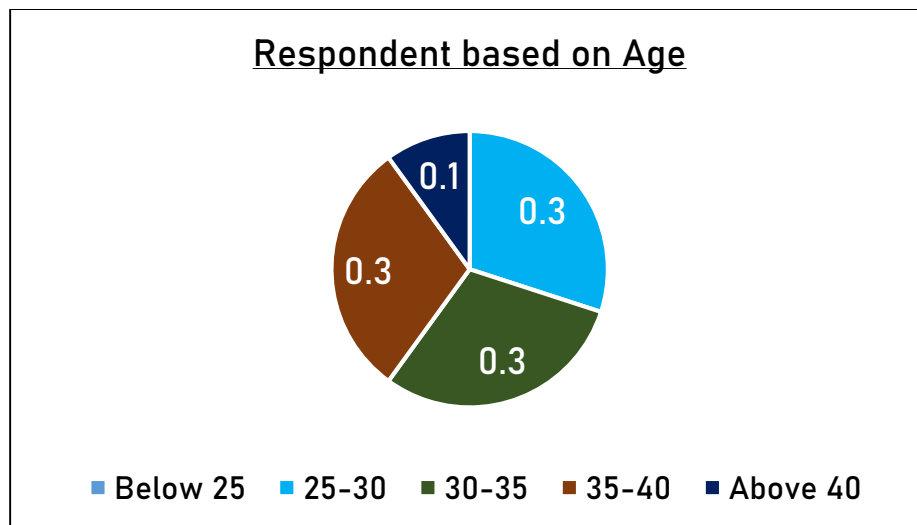
This chapter contains survey and interview findings along with an analysis of them. To make the interpretation of the data collected easier to understand, the findings are presented with the use of tables and figures. Additionally, it includes the study's findings based on an examination of the data and the theory.

We completed a survey using a questionnaire as we were writing the report. The various account holders were asked total 20 questions. In total, 20 customers were questioned, and they were selected using the stratified sample approach.

3.3.1 Demographic Classification of Respondents

In order to learn about the respondents' demographic and social characteristics, the questionnaire included questions about age. By tailoring services to the needs of the target group, a customer profile can help target that group more successfully.

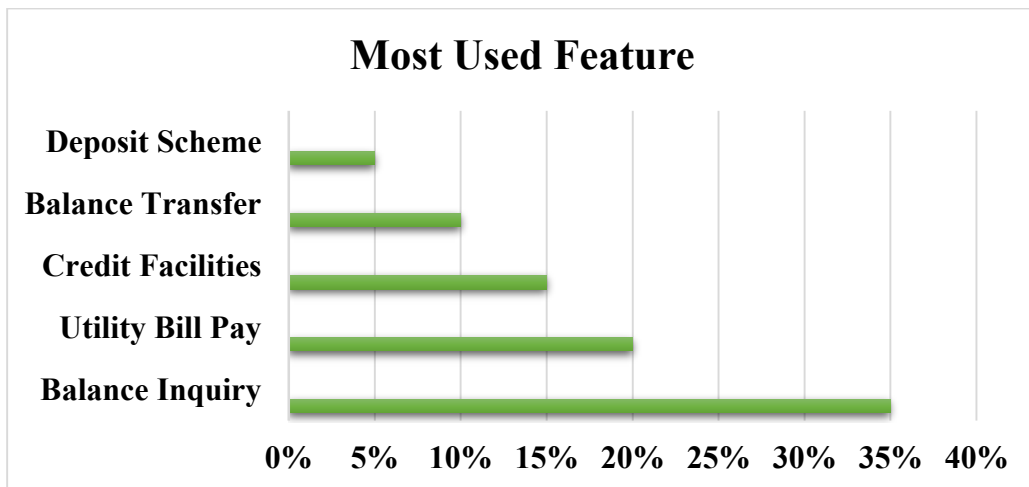
Age	Respondent	Percentage
Below 25	0	0%
25-30	6	30%
30-35	6	30%
35-40	6	30%
Above 40	2	10%
TOTAL	20	100%



The pie chart is presenting the age groupings of respondents reveals that consumers between the ages of 25 and 40 who regularly utilized their AISER accounts made up 90% of the total respondents, compared to customers beyond the age of 40. Results demonstrate that respondents aged more than 25 to 45 are mostly using AISER and EXIM Bank for service. As a result, EXIM Bank should focus on attracting people in the 25–45 age range by offering higher-quality services, which will help to increase the number of visitors to AISER. And the Bar chart presents the respondents based on their profession. Among the respondents, 70% people are Service holders, 15% are businessmen and 10% are in other professions.

3.3.2 Most Used Online Banking Operations

Among the respondents, the most used online banking feature of EXIM Bank is Balance inquiry. Around 35% of respondents use this service the most. 20% of the respondents use Utility bill payment service 15% uses credit facilities and mobile recharge respectively. Balance transfer services are used by 10% and the least used the service is Deposit scheme service, used by only 5% of the respondents.

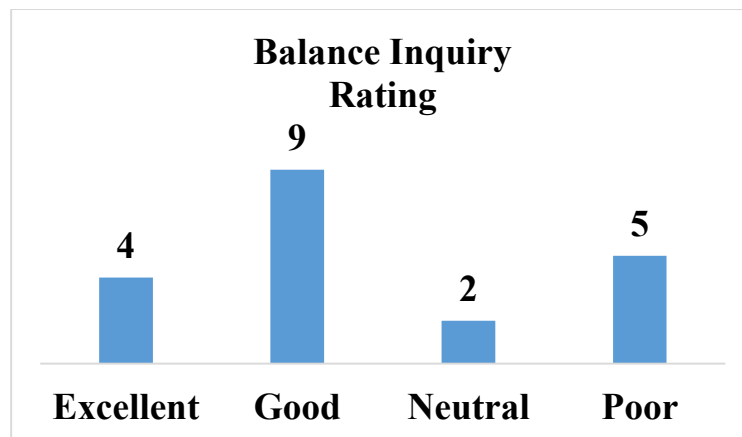


3.3.3 Safety and Security

When it comes to whether the customers trust the security of EXIM Bank’s online banking, most of the respondents were not much satisfied. Around 9 respondents showed their trust in this service. The remaining 11 people have trust issues in the security of EXIM Bank.

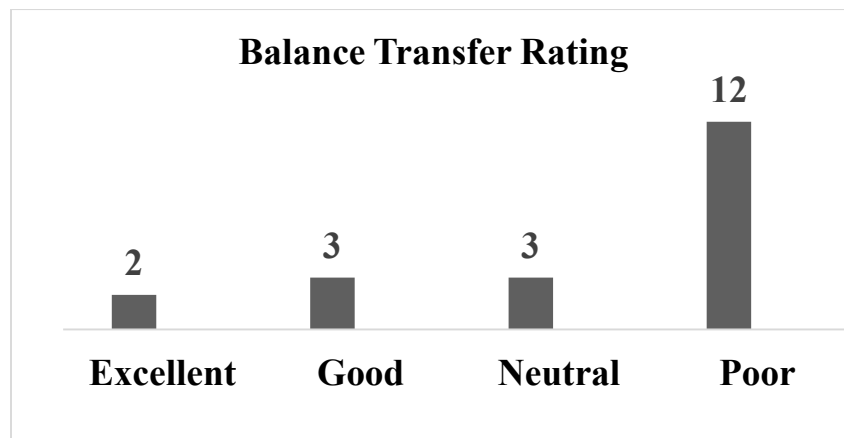
3.3.4 Balance Inquiry

Among the respondents, 4 respondents rated this service as Excellent and 9 people considered it as Good and the least 2 respondents are neutral about the service. 5 rated this service as Poor. It reflects that most of the customers who use e-banking are satisfied with the Balance inquiry service, it means that, EXIM Bank is doing continual improvements in terms of this operation.



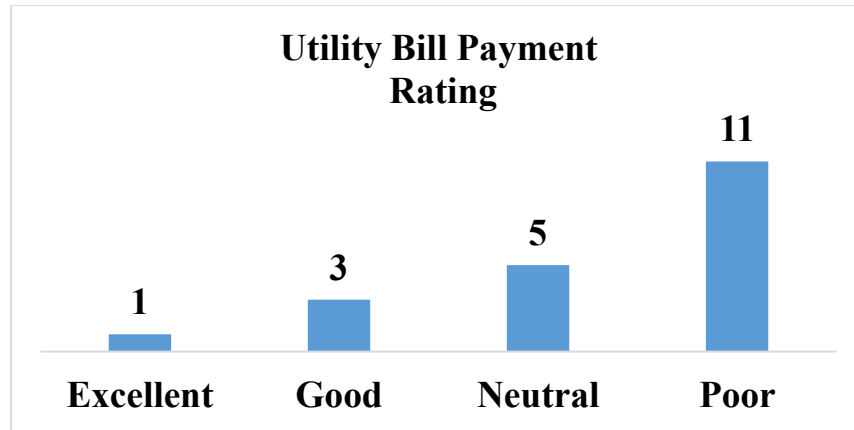
3.3.5 Balance Transfer

From the survey, 2 respondent rated this service as Excellent. Then, 3 people considered it as Good. 3 rated this service as Neutral and 12 people rated as Poor. It reflects most of the customers are dissatisfied with the Balance Transfer service, it is not much convenient and user friendly to most of the users. It means that, EXIM Bank needs to improve Transferring Balance from one account to other.



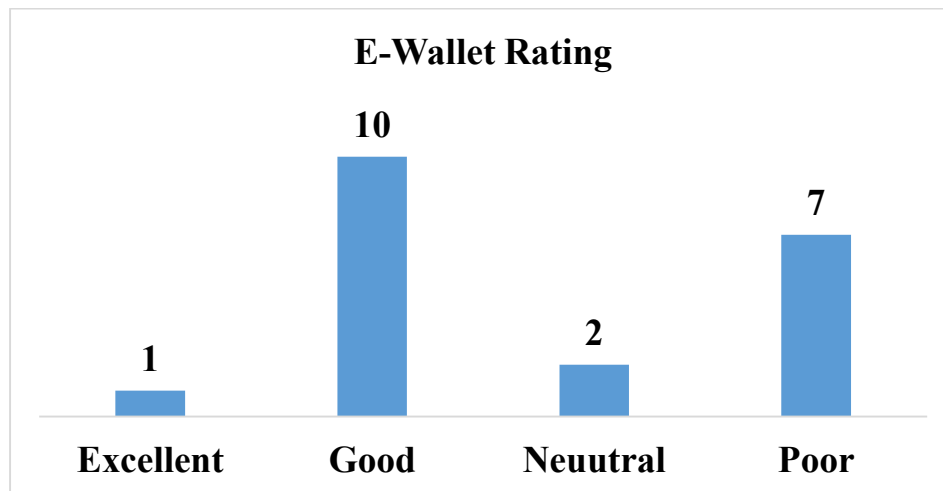
3.3.6 Utility Bill Payment

Among the respondents, 1 respondent rated this service as Excellent and 3 people considered it as Good and the least 5 respondents are neutral about the service. 11 people rated this service as poor. It reflects most of the customers are not satisfied with the Utility Bill Payment service, therefore EXIM Bank has huge scope of improvement in this feature.



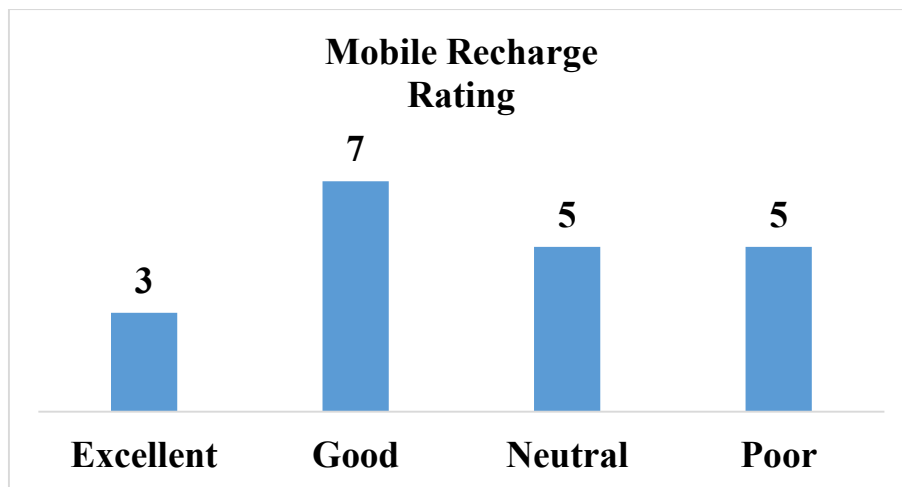
3.3.7 E-Wallet

From the survey, 1 respondent rated this service as Excellent. And, 10 people considered it Good. 7 people rated this service as quite Poor, though 2 people were neutral in their opinion. It reflects most of the customers are not strongly satisfied with the Balance Transfer service, it is not convenient and user friendly to most of the users. It means that, EXIM Bank is not doing in terms of E-Wallet service.



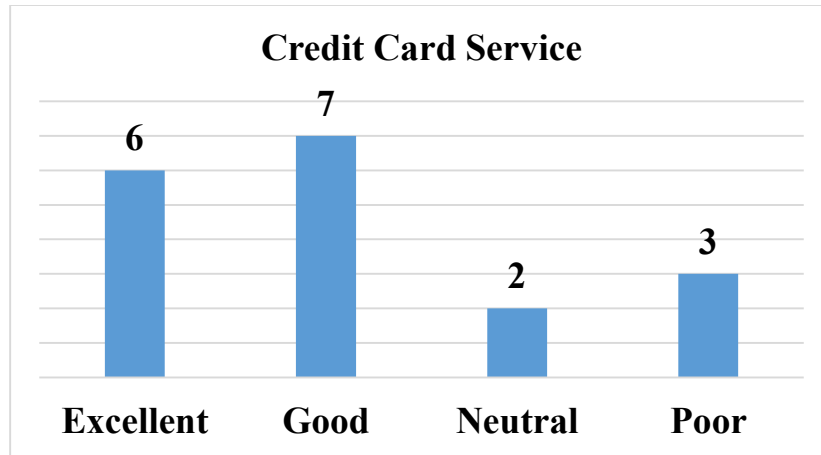
3.3.8 Mobile Recharge

Among the respondents, 3 respondents rated this service as Excellent and 7 people considered it as Good and the least 5 respondents are neutral about the service. However, 5 people rated this service as poor. It reflects most of the customers are not satisfied with the Mobile Bill Payment service, it is not much convenient and user friendly to most of the users, so there is a need for improvement.



3.3.9 Credit Card Facilities

A total of 8 respondents rated this service as Excellent and 7 people considered it as Good and the least 2 respondents are neutral about the service. However, 3 people rated this service as Poor. It reflects most of the customers are satisfied with the Credit Card service, it is convenient and user friendly to most of the users, but there is a need for improvement.



3.3.10 Overall Satisfaction

If we summarize the overall satisfaction of the respondents, we can see 5 people were strongly satisfied with the overall online banking of EXIM Bank. Additionally, 7, 2 and 6 people are Satisfied, Neutral and Dissatisfied respectively. Therefore, no one stated their strong dissatisfaction with the service of EXIM Bank.



3.3.11 Reason for dissatisfaction

Now, let us find out the reason for dissatisfaction among the respondents. Among the 6 people, who showed dissatisfaction with the Online Banking service of EXIM Bank because customers are not aware of the facilities of e-banking, all 3 of them showed concern about the Customer service of EXIM Bank. This concludes the fact that, EXIM Bank should focus on customer service improvement and encourage them to use their e-banking services through eWallet or AISER. Furthermore, to improve overall customer service, EXIM Bank should hire more efficient customer service agents, and train them according to the customer needs properly. And, the other 4 people showed concern about the user friendliness of Bill the payment system.

3.4 Conclusions

The author discovered that service quality can have an impact on customer satisfaction based on the overall findings and connections between the theories employed in this paper. The statistics were gathered from users of the EXIM bank's online banking service. The investigation and outcome reveal that the bank's high level of customer service satisfaction leaves a favorable impression. Through investigation, the writers of this report determine how service quality affects customer satisfaction.

The empirical results show that the AISER is generally well-liked. The authors discovered from the data that good service quality might result in a more contented client base, which affects the organization's general contentment. The client of AISER is pleased with the service they received. The customer has agreed to tell others about the bank. This study has demonstrated that overall customer happiness can be impacted by service quality. Therefore, the level of service can set one company apart from another.

Customer satisfaction can be influenced by service quality. The authors concluded from the overall results that better service draws customers and can cause complaints if it falls short of their expectations. The business entity should place more emphasis on service quality if it wants to keep a very high happy client group.

3.5 Recommendations

It is important to understand what the consumer expects from the services they receive, what services they demand, and what kinds of services are offered.

- The attractiveness of the service features is quite satisfactory to slightly more than half (55%) of the respondents. Through the addition of new features, such as the ability to pay NESCO energy bills, purchase train tickets, and pay water bills, but EXIM Bank should concentrate on tangibility issues.
- 52% of clients are dissatisfied with the service's operation time (fund transfer). Therefore, the bank needs to extend the hours that internet banking is available with other banks. Another point is as customer have to take all liabilities for doing fund transfer and you cannot fund transfer to another account of other banks through apps so Bank must continue to take feature development into account.
- Some clients are dissatisfied with the information they received from customer care, since the bank debited money from their accounts without providing a justification. Customers get dissatisfied with the bank as a result. Thus, Bank must provide the appropriate message to its consumers regarding this matter.
- Exim Bank must create awareness about their e-banking facilities and also should make them understand about their hotline service where they can get solution if find any difficulties. As a result, they can ensure their clients that their internet banking is a good option for them.
- The EXIM Bank should concentrate on reliability issues, i.e., showing sincerity for resolving difficulties that can be resolved by employee training.
- Up to-date banking software should be used to give better service to the customers.

Appendix: Survey questionnaire

1. Your Name:
2. Age:
 - Below 25
 - 25-30
 - 30-34
 - 35-40
 - Above 40
3. Gender:
 - Male
 - Female
 - Others
4. Profession:
 - Student
 - Service holder
 - Businessman
 - Home maker
 - Others
5. Area of living:
6. What were your reasons for choosing our online banking service?
 - Convenience
 - Time saving
 - 24/7 availability
 - Others:
7. How often do you use our online services per month?
 - Less than once
 - 1-3 times
 - 3-5 times

More than 5

Never

8. Which online banking operations do you use the most?

Utility Bill pay

Mobile recharge

Fund transfer

Deposit scheme information

Balance statement inquiry

Credit facilities

9. Which fund transfer do you use the most?

Transferring to several accounts within Exim Bank

Nagad & Bkash transfer

10. Do you trust the security service of our online banking?

Yes

No

11. Which Login step do you find troublesome?

User name login

OTP code validation

Own pin for double authentication

Nothing, each of the steps seem okay for me

12. Please rate the following online services?

a) Balance Inquiry –

Excellent

Good

Neutral

Poor

b) Utility bill payment

- Excellent
- Good
- Neutral
- Poor

c) Balance Transfer

- Excellent
- Good
- Neutral
- Poor

d) E-wallet

- Excellent
- Good
- Neutral
- Poor

e) Mobile recharge

- Excellent
- Good
- Neutral
- Poor

f) Credit card bill payment

- Excellent
- Good
- Neutral
- Poor

13. Do you still visit our branch since you started our online banking service?

- Yes
- No

14. Are you satisfied with our online service?

- Strongly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

15. If “Not” What is the reason for your dissatisfaction?

- Overall difficulty of using Online banking system
- Lack of assistance
- Security concern
- Limited Service
- Others: _____

16. How likely is that you would recommend E-Banking of Exim Bank to your colleague or friends?

- Highly likely
- Moderately likely
- Neutral
- Not likely
- Definitely not likely

17. If you do not recommend others, can you please mention the reason?

18. Do you have the online banking account in any other bank?

- Yes, the Bank name is:
- No

19. If “Yes”, according to you which one has better service?

- EXIM Bank
- Another Bank

20. Please mention if you have any comments or suggestions:

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THANK YOU