

Report On

“A Study of gaining loyal customer with The City Bank Ltd.’s digital banking
along with City Touch and the impact on economy”

By

Afra Abreshmi

16304094

An internship report submitted to the “BRAC Business School” in partial fulfillment of the
requirements for the degree of
BBA

BRAC Business School

BRAC University

January, 2021

© [2021]. BRAC University

All rights reserved.

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Afra Abresmi
16304094

Supervisor's Full Name & Signature:

Mahreen Mamoon
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission titled “A Study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and the impact on economy”

Dear Madam,

This is the pleasure to submit the internship report “A Study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and the impact on economy” under your supervision as a part of BUS400 which is required BBA degree from BRAC Business School. This report focuses on customers’ perception toward digital banking and they are becoming loyal as well as its impact on economy.

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

Sincerely yours,

Afra Abreshmi

16304094

BRAC Business School

BRAC University

Date: January 9, 2021

Non-Disclosure Agreement

This agreement was made and entered into by and between The City Bank and the undersigned student at BRAC University, Afra Abreshmi.

Confidentiality Agreement

Part 1: Confidentiality Not Required

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document and the student, employer or faculty advisor may share the internship report with other parties. The supervisor of the faculty may retain a copy of the internship report for at least one year (in case of a grade review), at which time the supervisor will elect to destroy the copy of the file.
2. The three parties agree that all documentation and data given by the employer to the student during the internship shall remain the property of the employer, but shall not be considered as confidential information by the faculty supervisor and the student, unless specifically requested by the employer.
3. It is not forbidden for the three parties to reveal any information acquired during the internship, given that such information is in the public domain.

H M Abrar Zaman
Vice President & Branch Manager

Afra Abreshmi
Student,
BRAC University

Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University

Part 2: Confidentiality Required

1. The three parties agree that the internship report, in draft or final form, is deemed to be a confidential document and that either the student or the faculty supervisor should not share the internship report with other parties. For a period of one year, the internship report will be read and reviewed by the faculty supervisor and filed with the faculty supervisor as a confidential document. The Internship Report will be lost after one year. An independent faculty member may be asked to re-read the internship report in the case of a grade appeal concerning the internship report. In such circumstances the independent faculty member will treat the report as confidential.
2. The three parties agree that all records and data given to the student by the employer during the internship shall remain the property of the employer and shall be regarded as confidential data.
3. Where such information is in the public domain, the three parties shall not be excluded from revealing any information acquired during an internship.
4. The three parties accept that, for one year from the conclusion of the internship, this confidentiality arrangement will remain in effect.

H M Abrar Zaman
Vice President & Branch Manager

Afra Abreshmi
Student,
BRAC University

Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University

Acknowledgement

This study expects the current situation of the perception of customers towards digital banking and with the extraordinary assistance of BRAC University and The City Bank Ltd. they are becoming loyal as well as their influence on the economy. It helped to get such assistance and coordination during the cycle.

Most importantly, thanks to Mahreen Mamoon, academic supervisor, Assistant Professor of BRAC Business School for all the assistance during the internship time.

She also gave her valuable time in discussion hours, by telephone and texts, demonstrating with the primary rule to finish the paper.

In addition, they have employed The City Bank Ltd. as a service ambassador intern in the customer service department. My line supervisor H M Abrar Zaman (Vice President & Branch Manager) at Kawran Bazar assisted by providing data during the internship time. He helps me to provide an overview of different banks' customers. In addition, Mr. Adib Hussain (Head of Quality Administration and Customer Care) also assists me in providing basic details that I expected to complete my study.

Finally, thanks to all the people who have been helping BRAC Business School since 2016. By their assistance in this internship paper and by demonstrating as a commendable graduate of BRAC Business School, they represent the nation.

Executive Summary

Digital Banking gives the client satisfaction. The banks are begun rehearsing on digital banking for the customers in the modern age. In the examination report “A study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and the impact on economy” focuses on customers’ perception toward digital banking and they are becoming loyal as well as its impact on economy.

By expanding years, the proportion of clients is developing at the same time. Numerous specialists and analysts are consistently bantering the security arrangement for digital banking. New innovations made digital banking to make sure about individuals are giving their interest in it. To verify information, bunch of quaternaries were created and being asked to 50 diverse banks’ customers to think about the discernment. Here by each question speak to various idea of clients. By using IBM SPSS, customers are actually liking digital banking and preferring to use it more was got to know. The advantages and services are added for enhancing the report. Additionally, outlines and charts will give the visual comprehension to the reader. More or less, digital banking isn't just known in the created nation, in the underdeveloped nation like Bangladesh additionally pushing ahead with the expanding number of clients of digital banking and improving the growth of the economy. This entry level position gives the stage to be dependable and to be more expert in work area. Also, a student did not have the foggiest idea how to manage customers, however by doing internship it expands the correspondence aptitude. Research is important and keeps them loyal to the bank in the mindsets of bank customers and clients of digital banking services. From this exploration of the view of digital banking customers, banks will know their position of upgrades, and they will understand how banks can expand their brand value and service nature of digital banking. In the last decade, banking has changed enormously. Bank credit managers turn out to be intricate in view of the rapidly evolving needs of the economy with regard to the changing market situation in today's increasingly severe environment in which banks function. The banking area is seen as one of the monetary establishment's vital territories. The hierarchical problems with the positive and negative views and open doors are attempted to be investigated as the critical course of the bank. At that point, we primarily focused on the available CBL investigation. Digital banking, such as City touch, has a major effect on Bangladesh's economy. With the support of a survey, it is clear that consumers are increasingly able to use digital banking. Digital banking is

time-consuming and cost-effective, generating more purchases from consumers. People prefer digital banking to conventional banking. People are using City touch for changing PIN, transacting money, paying bills, mobile tops etc. The usage of digital banking is growing and it is helping the growth of the economy. Digital banking is making customers loyal. Customers want to continue using digital banking service as it is smoother than physical banking. The bank's officers and customer service are helping customers if they face any problem while using City touch. Customer hear about City touch through other loyal customers and when the service please them, they recommend it to others as well. If they encounter any issue when using City touch, the bank's officers and customer service support customers. Customers learn about City touch from other loyal clients, and they also recommend it to others when the service pleases them.

Table of Contents

Statements	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement	5
Executive Summary	6
Table of Contents	7
List of Tables	8
List of Figures.....	9
List of Acronyms	10
Glossary	11
Chapter 1 Overview of Internship.....	13
1.1 Student Information	13
1.2 Internship Information	13
1.3 Internship Outcomes	14
Chapter 2 Organization Part: Overview, Operations and a Strategic Audit	17
Organization Part	17
2.1: History	17
2.3: Management Committee.....	24
2.4: Marketing Practice	26
2.5: Financial Performance and Accounting Practice	26
2.6: Operations Management.....	28
2.7 Industry and Competitive Analysis.....	30
Chapter 3 Project Part: “A Study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and the impact on economy”	35
Project Part.....	35
“A Study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and the impact on economy”	35

3.1 INTRODUCTION TO THE STUDY.....36
3.2 Analysis and Interpretation of Data.....38
3.4: Conclusion and Recommendation.....41
Bilbiography 56
Appendix A..... 57
Resume.....62

List of Tables

Table 1: Product & Service of City Bank	19
Table 2: CRAB Credit Rating	26
Table 3: Financial Figures of CBL.....	27
Table 4: List of Investments of CBL	30

List of Figures

Figure 2.1-2.5:.....	18-26
Figure 3:	42-52
Figure 4:	60
Figure 5:	60
Figure 6:	61

List of Acronyms

CBL: City Bank Limited

CASA: Savings Account and Current Account

FDR: Receipt for Fixed Deposit

DPS: Premium Scheme Deposit

AMEX: The U.S. Express Card

CS: Customer Support Service

CDM: Computer for Cash Deposit

RTGS: Gross Settlement for Real Time

Chapter 1

1.1 About Student

Name: Afra Abreshmi, Student ID: 16304094. The major was Marketing and minor was Finance.

1.2 About Internship

1.2.1 Informations

Internship: The City Bank Limited, Bangladesh. The three months internship program was started from 4th October 2020 and ended on 3rd January 2021. The posting was on Kawran Bazar Branch, it is located at UTC Tower, 1st Floor, 8 Panthapath, Kawran Bazar, and Dhaka- 1215.

1.2.2 Organization Supervisor

During those three months' time span Mr.H M Abrar Zaman (Vice President & Brand Manager) of Kawran Bazar Branch of Kawran Bazar Branch was the in-site supervisor. He was a truly help and guardian in the entire internship period.

1.2.3 Job Scope

The main work was on the CS department of CBL. As the Kawran Bazar branch is adjacent to the shopping complex territory, ordinarily there were bunches of costume result in these present circumstances branch for taking assistance. There are gigantic remaining burdens and weight in this branch.

- CBL regarded their intern as their representative not as an intern in particular. Thus, the intern had likewise work weight and same working routine like others in CS department.
- The first day in the office Mr. Abrar presented the intern with various sorts of accounts and introduced with the new account opening structure. Besides, he educated what are the essential accounts expected to open various sorts of record, FDR related data.
- The intern used to furnish information of the CS department to make the work simpler.

- The client's cheque has to be checked by the intern appropriately prior to submitting to cash counter.
- Besides, the intern used to give city touch administration to the clients. The intern additionally prepared for how to manage clients.

1.3. Outcomes

1.3.1 Student Feedback to the Organization

- During those time whatever intern learned he/she just expected to help every worker in their specific tasks and endeavored to make things less difficult for them.
- The intern helped the officers to make Excel sheet and data section level tasks that spares time. Also, as an ambassador, he/she had to address branch before the customers, endeavored to give information about where the customers should go and talk for a particular service.
- Also, there were extreme amount or crowd and rash during the pick hours, so the intern took the initiative and make the customers maintain the line as well as instructed them to use CDM machine.

1.3.2 The Student Benefits

The learning stage for a student is the internship program. A student learned about the atmosphere of the business and how to operate under pressure.

- This place of entry level provides the stage to be trustworthy and to be more expert in the field of work. A student also did not have the foggiest notion of how to handle clients, but it increases the potential for correspondence by doing internship.
- In addition, several different skilled individuals were received by an intern. The intern could build a network.
- As the intern was getting paid so this was motivating them.

1.3.3 Difficulties

For their first-class banking service, CBL has made a landmark in the marketing industry, doing their best to keep their customers happy and satisfied. Their intern is often regarded as a worker. But some problems arose:

- Because of this corona period, it was so dangerous to work there. As everyday there were too many customers wanting to take services. The bank was so careful and following every single hygiene rules but some customers were stubborn to follow rules. So this was so risky to go everyday there.
- It pays less than a normal job but the work load is as much as the regular job that can be a bit unfair.
- In the Kawran Bazar Branch, the crowd is always high because of commercial and shopping mall area. But there is only one intern can do his/her internship there. Because of this reason, the work load for that intern was high sometimes and was hard to manage customers.
- The intern does not have a clear desk or place to sit and hold his/her belongings. They also had to ask other colleagues to give them permission to keep their things with them. And if only a colleague was absent, he/she could sit for that curtain time.

1.3.4 Recommendations

- The bank should arrange work from home for those intern who cannot join because of serious Corona issues. There should be a disinfectant box machine where it can disinfectant the whole body in front of the entrance of the bank.
- They should increase the wage to encourage the intern more. At the same time they can arrange at least two intern can do internship in a branch so that the work pressure can be balanced.
- As having an intern every now and then is normal and mandatory so the bank arrange an extra seat or desk for the intern as they have nowhere else to sit.

Chapter 2

2.1: Introducing

On 28 March 1983, CBL began their excursion with 12 young company visionaries. In order to upgrade the banking system, CBL updated their old, backdated banking exercises and changed existing revolutionary practices. In free digitalized banking systems, the banks are currently zeroing in query. CBL adapted their operating exercises to an integrated banking system to keep up with the cutting-edge innovation. The logo was changed by CBL, and the name "The City Bank Ltd" was changed to "City Bank Ltd" The AMEX card is also recognized all over the world as the most famous MasterCard. They were also awarded by the PM of Bangladesh. AMEX was previously presented by CBL in 2009.

CBL's 1st branch was B.B Avenue. Presently CBL has 139 branches everywhere. Likewise, CBL opened an auxiliary branch in Malaysia. Other than these customary conveyance focuses, the bank is likewise exceptionally dynamic in the elective conveyance territory. The highly valued clients are given Need Banking by CBL. CBL has 8 City Diamond Need Spotlights everywhere in the world, as of now. The City Bank also uses CDM and RTGS to store and transfer capital.

With 4.2 crore of capital, CBL began its trip and now CBL's net admirable pay is about Taka 15803 million. The rate of association advancement is 6.7%. They might show up at this place for their gigantic assistance benefit. CBL is the leading private sector bank in Bangladesh, giving a wide variety of banking organizations to the retail, corporate and business segments of the industry and serving 1.9m customers for all purposes and purposes. There are 3798 delegates working with CBL to ensure the organization. (The City Bank, 2015).



12 young businessmen way back in 1983 set the wheel in motion

Figure 2.1: Founders of CBL (Source: Wikipedia)

Vision:

Standing out the best for the customer's betterment.

Mission:

- To add to the financial advancement of the nation.
- To accomplish most significant level of consumer loyalty through augmentation of administrations by devoted and inspired group of experts.
- To keep up constant development of piece of the pie guaranteeing its consistent development.
- To expand bank's benefits by guaranteeing its consistent development.
- To keep up the high good and moral guidelines.
- To guarantee participative administration framework and strengthening of HR.

Values:

- Result Driven
- Accountable and Direct
- Courageous & Cognizant
- Engaged & Excited
- Focused on Customer pleasure

CBL Services and Goods:

Table 1: CBL Services and Goods

DA	Loan	DPS/FDI	Cards	Services
1. GSA 2. Current Account 3. Savings Delight Account 4. High Esteem Investment funds Account	1. Personal Loan 2. Auto Loan (City Drive) 3. City Bike Loan 4. Home Loan 5. Secured Loan Facilities 6. City Double Loan 7. City Express 8. City Manarah Auto Finance 9. City Scholar 10. City Solution	1. City Ichchapurun (FDR) 2. City Projonmo (Child DPS) 3. City Shomridhdi (DPS) 4. Goal Based DPS 5. Insurance Backed DPS 6. Monthly Interest Payment FDR	1. American Express Card 2. Visa Card 3. Master Card	1. City Foreign Remittance 2. City I-Bank 3. City Muldhan 4. City Sheba 5. City Shulov 6. City Wallet 7. SME Center 8. Money Market 9. Foreign Currency Trade 10. Shanchaypatro 11. Pay Order 12. RTGS 13. Locker Facilities

Banking Activities and Divisions

CBL separates their goods at different levels according to the customer segment and company type. Each product has its own statements on features and services. CBL performs its corporate duties from the administrative center. By not separating several different gatherings, CBL isolates its goods. Those Are:

1. Financial Services:

CBL's biggest and most genuine division is the retail banking zone. Usually, retail banking is referred to as buyer banking, the basic goal is to serve the rater of general individuals then some plugs and corporates. Retail banking contributes 19.9 percent of the gross absolute income of CBL to the bank's turnover. The job of the retail banking division is largely the opening storehouse account, executive work account, unfamiliar settlement assortments. That works most often with CBL customer service departments in mind. The retail banking zone is the most genuine division, as most banks offer a comparable vault rate and loan rate. Retail banking is the essence of the city bank. This is the vehicle with the file picture of the CBL that can be shown to the client. Retail banking offices for each CBL worker, from the senior occupants to the new imagined baby. In the retail division, approximately 2111 CBL members are currently operating. There are more than 141 retail branches, 339 ATM's, 39 CDM, for retail administration.

2. Investment Management Business:

The corporate financial services of CBL represent the country's largest clients and organizations. Blue-Chip companies from the business division are mind boggling organizations. The most important consumer of the CBL corporate division is the country's vital agents' associations such as huge quantities of telecom firms, power associations, worldwide associations. CBL gets DP permission from BSEC to provide one-stop overall speculation banking to ensure the general high value of business venture banking to customers. Corporate banking in the same way as the NGO and Argo-based association of laborers.

Historical performance of corporate banking Division is given below

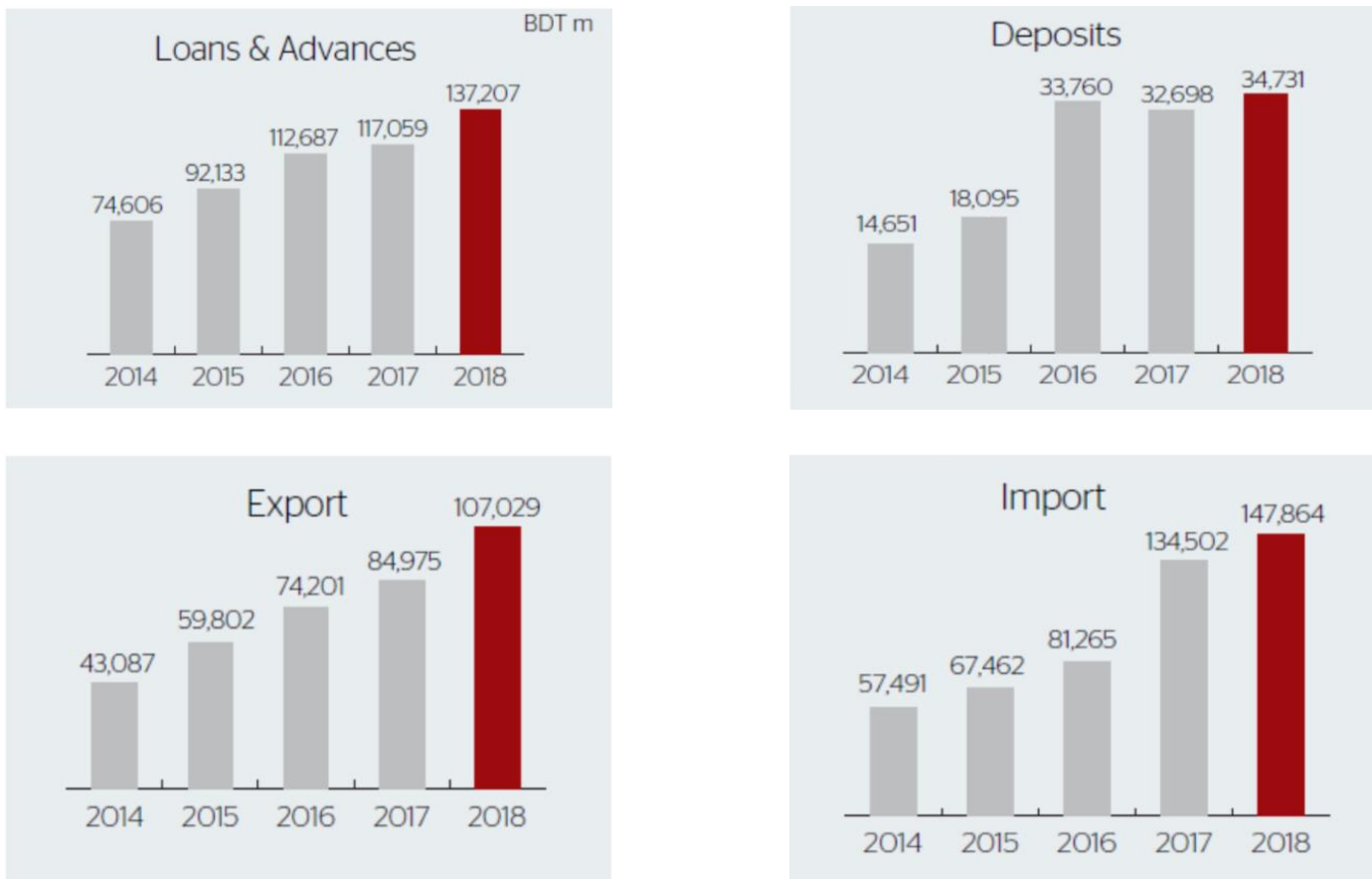
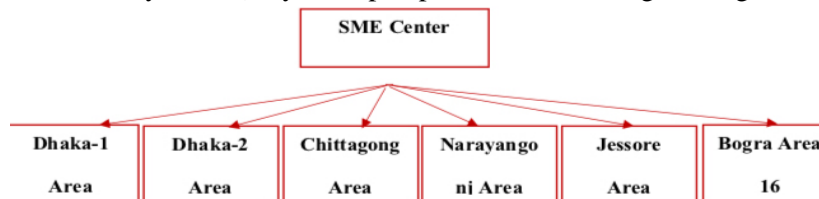


Figure 2.2: Historical performance of corporate banking Division (Source: (City bank prospect of sme banking in Bangladesh, 2019)

3. Others:

Banking serves not too big and medium-sized associations in the region. In CBL, Banking is isolated into two industries. Contributing to the turn of events of the small medium association and satisfying their business needs is the key motivation driving this division. In Allover Bangladesh, 87 SME focuses are located.

Figure 2.3: SME Centers of City Bank (City bank prospect of sme banking in bangladesh, 2019)



4. Business Risk:

Treasury banking primarily focuses on the steadiness in cash and goods and limiting the risk things.

5. Islamic Banking:

City Manarah is the one.

6. Woman Banking:

City Alo is a financial division for ladies, in particular. City Alo provides utter and stand-out monetary offices, exceptionally for ladies. In their alliances, City Alo accounts for imaginative business ladies. Similarly, City Alo has its luxurious branch on Gulshan Road.

7. Important Banking Sector:

Citygem provides new and excessive monetary employment to HNI.

2.3: Management Committee

Organogram of CBL:

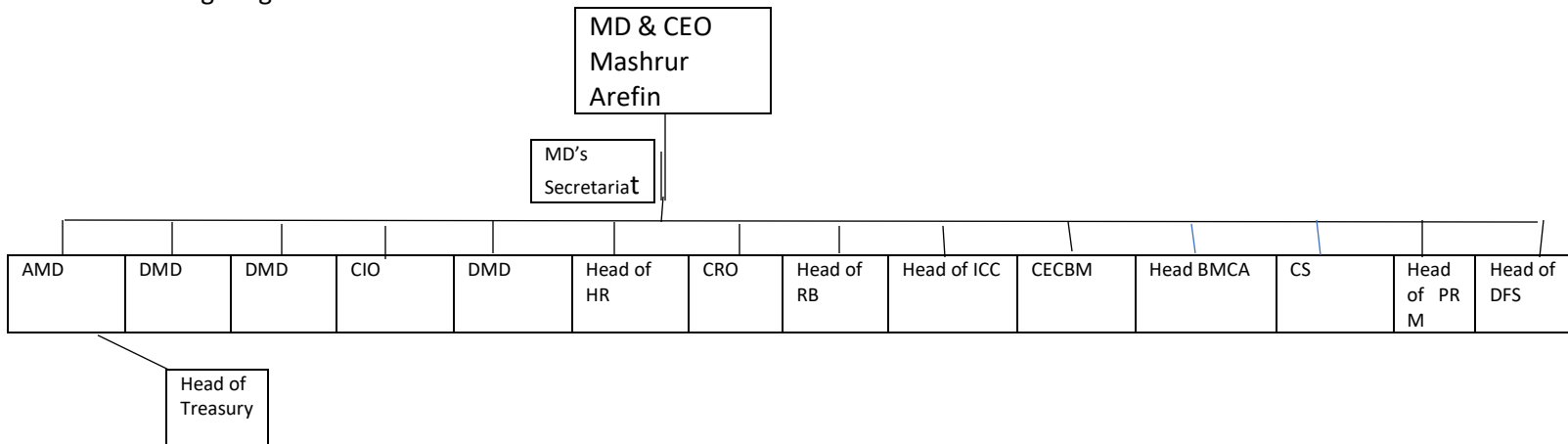


Figure 2.4: Organogram of CBL (CBL Source)

Managerial Hierarchy:

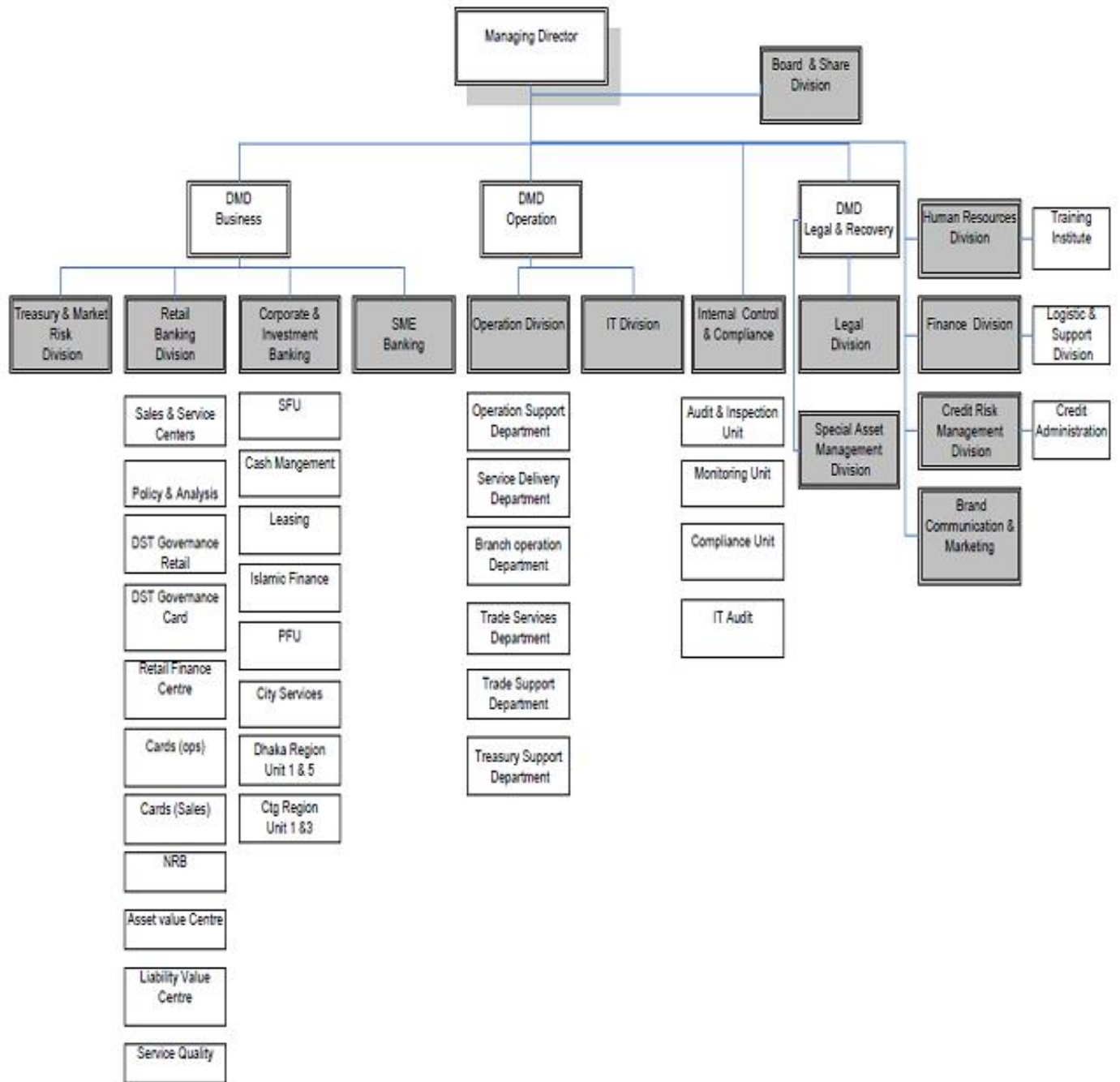


Figure 2.5: Managerial Hierarchy (Source: (Thesis Paper on the City Bank Limited - Msrblog, 2018))

2.4: Marketing

CBL is reliably conscious of the efficacy of their image and management. CBL practice promotion is typically concentrated on administration. In various articles and online diaries, CBL is improving its profile. CBL is moving to concentrate on one-stop management and luxury banking. Through collaborating with diverse brands, CBL advances its administration. As AMEX is one of CBL's one-of-a-kind administrations, they are very stressed about rising the administration of AMEX to individuals. CBL commended it on AMEX's 10-year commemoration with a melodic skill case, as well as paper advancement, with a large public gathering. Not only that, City Bank's online exhibiting approach is adapted and multifaceted to incorporate the new MasterCard. CBL grouped an advanced media association on Facebook with the name "MIGHTY Byte" to run a 2-Stage crusade. They started this challenge to grasp the consumer's appetite more easily.

2.5: Financial and Accounting

The reason for the negative rate of growth in 2017 and 2018 is that the world has opened 37 new branches. Moreover, they have updated their goods and have implemented new innovations to improve the efficiency of financial assistance. Furthermore, they placed assets in a large amount of cash for office renovation. These segments have also raised their job costs. The rate of growth in 2017 and 2018, therefore, is not comparable to that previously. The higher specialists checked that the speed of development from the branches opened late would take three years at all times to stabilize. (Shataj.Nur, 2019).

Table 2: List of Investments of CBL

Particulars	2016	2017	2018
Government securities and bond	22048.9m (90.2%)	22099.5m (86.6%)	23636.1m (84.8%)
Others	2383.2m (9.8%)	3408.9m (13.4%)	4245.9m (15.2%)
Quoted shares market price	2252.5m (9.2%)	3267.7m (12.8%)	2816.4m (10.1%)
shares	86.7m (0.3%)	86.7m (0.3%)	86.2m (0.3%)
MF	67.7m (0.3%)	78.4m (0.3%)	66.6m (0.2%)
S B	N/A	N/A	1600.0m
Others	0.10m	0.10m	0.10m
Total	24652.2m	25778.4m	20092.0m

Table 2: List of Investments of CBL (Source: Annual reports of CBL)

2.6: Control of Activities

CBL is a monetary entity and the focal division conducts all organizational exercises. In three offices, CBL segregated its operating exercises.

• Department of General Banking:

Banking workouts mainly take care of official/supervisor customer care. General banking exercises such as request for reimbursement, account executives, store transfer may be conducted by branches, but account opening is essentially operated by branches and, in addition, all management conveyance. CS/CSM will open a record instantly by using "Insta-pack" but the additional files need to be sent to support conveyance to collect the customer report midway.

- **Cash:**

The money division's head is the chief teller. The money division is the critical component of the bank. Money or check trade is regulated by the tellers. UV tellers take a gander to find that in the midst of tolerating money or some check, the money or checks are true or not. Furthermore, the teller provides the MICR inquiry to understand the dynamics of the client. From the system, Teller affirms the brand of the customer. For safety purposes, if any carrier transmits any search of more than 60,000, the teller demands the transport report.

- **Loan:**

The advance division of divisions is basically done by RM or CSM. Progress can't be declared by branches. Banks simply collect reports and documents related to growth in branches. Transmit it to RFC after the branch. Find the CIB report by RFC, do asset evaluation. Branches could feel a client's sensation and credit by taking advantage of authoritative emphasis.

- **Trade Department:**

CBL integrates with the organizations of Unfamiliar Trade. Customers can share standards associated with money, grasp visa dollars. All these branches, however, do not regulate new exchange associations. The unfamiliar trade division has only Advancement divisions.

2.7 Competitor Advantage and Market

SWOT Analysis

Table 5: SWOT Analysis

<p>Strengths</p> <p>The City Bank Ltd. has picked up standing through spotless and elegant inside plan of spread out. It likewise offers brief types of assistance with more significant level of mystery.</p> <ul style="list-style-type: none"> • Brand esteem • Subsidizing accessibility • Charge and Visa conspire • Experience • Advances • Computerized banking • Amex card offices • Good management team • Restrained work power 	<p>Weakness</p> <p>Opportunity retail banking lies in the way that the nation's expanded populace is step by step figuring out how to receive consumer finance. In this way, the retail loaning items have occasions to tap the market of working class administration holders.</p> <ul style="list-style-type: none"> • High upkeep cost • Significant expense to pay proportion • Restricted staff and assets • Significant expense of asset
<p>Opportunities</p> <ul style="list-style-type: none"> • Social and segment factor change • Innovative headway • Positive development of nearby economy 	<p>Threats</p> <ul style="list-style-type: none"> • Expanding rivalries • Substitute portable financial administrations • Administrative weight • Terrible obligation

Table 4: SWOT Analysis (Source: (n.d.)

Porter's five forces analysis

- **The threat of new entrance: Low**

Because of CBL's good brand image the threat of new entrance is so low.

- **The threat of substitutes: High**

As of now, buyers are having basically comparable financial offices from the portable financial associations and from NBFIs in addition. Subsequently, in the event that they do not give truth and landmass banking organization to the clients, it becomes a phenomenal danger for the financial company.

In this market, the dangers of substitutes are high, and they are growing little by little.

- **The bargaining power of buyers:**

An epic CBL object is the AMEX card. None of the banks gives the customer the AMEX organization. Subsequently, for the present situation, the buyers here have no decision to move to another bank. In the same way, CBL's "City touch" web banking program, recognized as their awesome support, was reliably awarded. Contemplating these workplaces, therefore, the buyer's management power is poor through and through.

As there are no real trade costs, there is little partition, the buyer's power in this market is very strong. There are numerous competitors to discover.

- **The bargaining power of suppliers: Low**

The fundamental resource of banks is money. The banking sector has four important suppliers. The enormous funding wellspring of the bank is consumer shop, home loans constantly, contract heated security and credits from monetary establishments. The unfathomable quality of CBL helps and the contract stuff lowers the supplier's management force.

In the sector of buyer banking organizations, the strength of suppliers is relatively strong. Since City Bank Ltd. is not just one bank providing this assistance, all Govt. This support can be provided by banks and a large portion of private banks.

- **Competitive rivalry: High**

The banking sector is extraordinarily real. In Bangladesh, there are a few banks that operate fairly with their clients in the workplace. As much as the development is making, banking arguments are getting strong. Here in Bangladesh, there are five major banks that mostly provide monetary assistance as CBL serves customers. The resistance of conflict is nearly higher along these lines.

Strategy of Distinction

A separation structure is a process association created by equipping clients with something new, unusual and special from items that their opponents can deliver in the market place. CBL 's. 'City touch' is the most extraordinary part, which draws a lot from the client. They revised their separation to create the final desirable location. Serious contention in the banking administrations industry has expanded from a restraining infrastructure circumstance into a profoundly serious; quickly developing industry where organizations should continually be extending their administration offering to remain serious, rivalry depends on help charge and brand picture. Practically all banks give same sorts of offer to the client the doorman's five powers investigation uncovers that the significant danger is from new participants and dealing intensity of purchasers. To contend with new participants The City Bank Ltd. need to set up solid hindrances to section. To diminish the haggling intensity of purchasers and danger of new contestants they should make exchanging costs by stressing separation and prevalent help and quality. To increase the competitive advantage they introduced City Touch which stands out different, uncommon, unique and better than anything else.

2.8 Summary and Conclusions

Banking has changed tremendously in the most recent decade. The executives of bank credit is turning out to be intricate in light of quickly developing necessities of the economy with regards to changing business situation in the expanding serious climate of today in which the banks are working. Banking area is viewed as one of the critical territories of monetary establishments. It is attempted to examine the hierarchical issues featuring the positive and negative viewpoints and open doors just as the essential direction of the bank. At that point principally we zeroed in available investigation of CBL. Just as attempted to think about the exhibition and the probability of this save money with that of the Prime Bank Ltd. in the middle piece of the report. During the examination we have seen that Prime Bank Ltd. is showing improvement over CBL. In the recuperation of unclassified advances constantly yet CBL. Is ahead in the recuperation field of characterized credits. The overall view is that CBL. Is tolerably improving in the recuperation of its remarkable credits and advances. Since the financial area is getting serious CBL. Should follow a solid recuperation and credit the board framework for quicker support of its clients. It is normal that CBL. Keeps on flourishing in the coming days and the administration ought to strikingly explore the association in this violent expanse of rivalry as the bank sets out in to another thousand years.

2.9 Recommendations

- The bank can recruit more eligible officers so that the customers does not have to wait long for a service.
- They can improve the Ekhoni service more efficiently.
- The bank can take some more actions in this pandemic situation for the customer's betterment.
- The furniture's should be cleaned regularly.
- In the Corona situation the bank should provide the workers lunch in a clean place.

Chapter 3

“A Study of gaining loyal customer with The City Bank Ltd.’s digital banking along with City Touch and impact on economy”

3.1 INTRODUCTION

Every BBA students from BRAC University has to complete BRAC Business School internship program. To know about the corporate culture and work environment is the main objective of internship program. Likewise, there are some other purposes too:

- To understand the work life
- To know work responsibilities and handle those
- To contrast hypothetical studies and the work area
- To guarantee timeliness and control in work life
- To complete the BBA program.

Background of the study:

Bangladeshi people are currently ready to take banking services from any spot of the world whenever by utilizing digital innovation. Since the early 20’s digital banking service have been started. To quicker the banking facilities, Banks are currently refreshing digital banking service for the customers. Digital banking gives the banking facilities quicker as well as it is made sure about as each exchange is archived.

The administration of digital banking is much simpler than the usual financial association. In order to get key financial administration from home, clients effectively need to open a record. A client may use advanced web-related banking from any browser or from PC gadgets. From

their own record or business account, clients may transfer cash. A few banks likewise give the facilities to withdraw cash from ATM by utilizing digital banking application. Adjusting the new advancements is turning into a significant factor in the marketing business. The developed country already using digital banking and its helping the growth of the economy. Bangladesh is trying to adapt the digital banking as well as a developing country. Digitalized banking services make customers loyal toward the bank if their applications are easy and useful. This report plans to decide the current state of digital banking, accessibility what's more, customers' insight towards digital banking and whether its making them loyal or not and its impact on the economy.

Examination scope: As an understudy of City Bank Ltd. There were so many learning openings in the Client Assistance Division. The greatest opportunity was to engage with consumers and become more informed of their assessment of advanced banking. A research was presented to the administration representative to collect examples from customers and the conclusions are the essential data. This overview helped understand the feelings and insights of customers towards computerized banking and City touch, just as these administrations could make them loyal customers. Other than that, I have used a couple of auxiliary details to assess the current advanced financial situation in order to make clients steadfast and impact on the economy.

Importance of the experiment:

In the mindsets of bank purchasers and customers of digital banking services, analysis is essential and makes them loyal to the bank. Banks might grasp their place of upgrades from this exploration of the read of consumers of digital banking, and that they can understand however banks will extend their digital banking whole price and repair nature. Besides, this paper can urge general individuals to utilize digital banking services and rising the economy. Owing to COVID19 pandemic, the globe is rehearsing virtual exchange frameworks. Whereby Asian country is to boot following an identical cycle of group action. Starting from searching to installment of representative compensation, transfer funds customers presently movement toward a digital banking framework. On these lines, this analysis can urge customers to push ahead to the digital banking framework and banks to extemporize the framework enthusiastic about customers' needs in order that they will some loyal customers.

Objectives:

- The digital banking condition in Bangladesh
- How digital banking gives advantage to the customer
- How digital banking is helping customers in the COVID-19 pandemic
- Can digital banking service be replaceable with traditional banking facilities
- To recognize the accessibility of digital banking in Bangladesh
- Customers' opinion and perception toward digital banking
- Whether banks are gaining loyal customer or not

3.2 Methodology:

In general, the analysis is subjective exploration based on the information gathered from the client audit and in addition to very near customer gathering. In addition, for the comprehensive knowledge of advanced financial workplaces, a few meetings were held with the CBL specialist and a few unique banks. The investigation and meeting with clients based on the extent they are willing to use advanced banking, City touch and their evaluation of City touch's offices and security course of action, as well as the administrations need to be taken back. In general, the exploration is based on simple data, but hardly any discretionary data is used in the same way to answer the paper explicitly.

The research was coordinated on 55 individuals who, in any case, have records a few individuals use the City touch structure and others do not use it. They requested to complete 20 requests suitable to what they feel about computerized banking and its administration in this pattern of organizing audit. There have been a few kinds of surveys that rely on scale to rate the computerized.

In the wake of organizing the summary, I got a broader and more practical insight into people's knowledge. This data urges the median to be measured. The data was place into IBM SPSS for the speculation check within the aftermath of coordinating the summary. The hypothesis testing was completed by adopting the "One Example T-Test" beneath the invalid speculation and therefore the elective theory are given:

Null Hypothesis (H0): The customers are satisfied with the digital baking services and City touch.

Alternative hypothesis (H1): The customers are not satisfied with the digital baking servicers and City touch.

Here, the mean population quantity is $\mu = 1$.

One Sample T-Test:

The test is driven by IBM SPSS following these methods.

Stage 1: All the contribution of research information to IBM SPSS, and top of the information, depending on the responses to the survey.

Phase 2: Let an alternative hypothesis be tried against the null hypothesis.

Phase 3: Acknowledging the 0.043 degree of importance here

Phase 4: One sample T-Test occurs using the procedure below

Phase 5: Locate the testing output

The t-value of production is 3.688 and the degree of importance is <0.05 . So, the null statement can then be acknowledged.

3.3 Findings and Analysis

Digital banking impacting economy

To meet the rapidest economic enhancement, the financial wonders are evolving and being digitalized. Where advanced banking is required in the financial field, the customer request for banking under one finger contact is met. Computerized banking was introduced in 2001 in Bangladesh. Regardless, people later grasped it because of non-attendance of IT development and genius gadgets. As of now, 40 banks provide computerized banking offices out of 59 banks with the snappy need for fast banking (Rahian, 2018). It was challenging to move cash in the middle of the night back in the 90's. As of now, it's basically a finger contact problem. Changing the lifestyle and business structure of individuals, advanced financials like City touch are becoming people's need. As of now, there are genius gadgets in the everyday family, amazing web connectivity so that people can access advanced banking adequately.

According to a survey, 18 lacks in Bangladesh were near to computerized banking shoppers in October 2017. Similarly, in keeping with Bangladesh Bank knowledge, ninetieth of customers area unit customers of personal banks (Rahin, 2018). In mid-90., the unknown banks began computerized banking. Wherever the state-guaranteed unknown banks have begun it within the late 90's by following unknown banks. The new move of unknown banks thereon second becomes a danger to non-public sector banks. This advanced money help was additionally altered by personal sector banks on these lines. Most personal banks and unknown banks productively provide their customers computerized banking administration. light from save shift to dealing with utility tabs, looking installments, card PIN swap, everything customers will get from home from easy money offices. It reduces the pacing and complexness of economic trade. There are a unit prime VI banks among the forty computerized banking supplier banks that took computerized banking to the concomitant stage to meet the buyer premium and advance the whole commitment by providing premium forms of help. As per the star rating of the advanced money application from Google Play Store, CBL's City touch attained 4.6.

COVID-19 is helping to understand the importance of digital banking as the customers can transact money at any time during the lock down situation. That's helping to stabilize the economy even it is helping the rapid growth of the economy.

City touch benefits:

A customer needs to open an account first to get the benefits of City touch. It can be used without consulting with any bank officers or taking help from them. Customers can use digital banking facilities by using Ciytouch at any time-anyplace via connecting internet through smart phone.

They facilities are:

- Money transfer at any bank account or Bkash account
- Balance check
- Don't need to go to the branch
- Using bank service at anyplace and anytime
- Market can extend to any geological area
- Expanding measure of clients
- Change PIN of card
- Check book demand
- DPS or some other account regularly scheduled installment
- Bank statement
- Service charges installment
- Record the executives
- Less administrative work for banking administration
- Guaranteeing cash security

Individuals' insight about Digital banking and making them loyal

By directing the survey on digital banking of 55 unique individuals, we become acquainted with about which gathering of individuals are fundamentally utilizing digital banking, education level and if the service make them loyal to the bank.

1. The name of the customers'' were asked to start the survey.

2. Gender:

Most of the customers are male.

What's your gender?

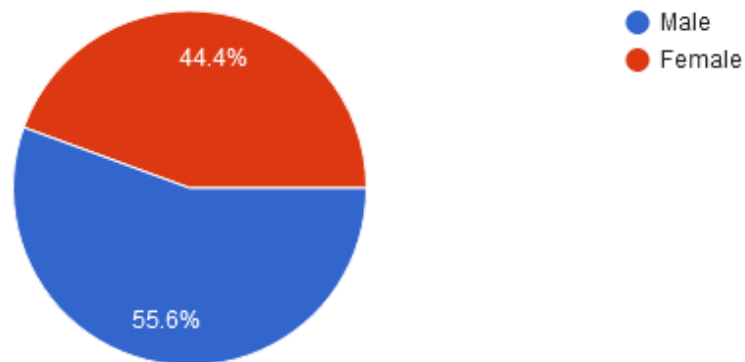


Figure 3.1: Gender

3. Age range:

The knowing age ranges are 27.8% of clients' age are in between 26-35 as well as 27.8% are 35-45 most of them are using digital bank.

What's your age range?

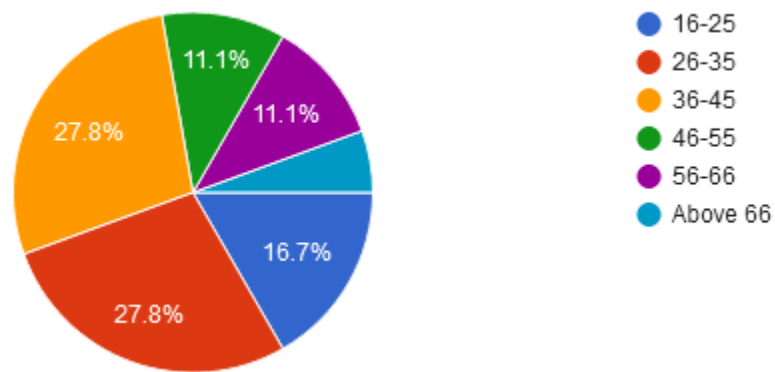


Figure 3.2: Age Range

4. What's your degree of education?

The degree of education acknowledges that 27.8 percent of customers are graduate and high school, with strong experience of the use of digital banking.

What's your degree of education?

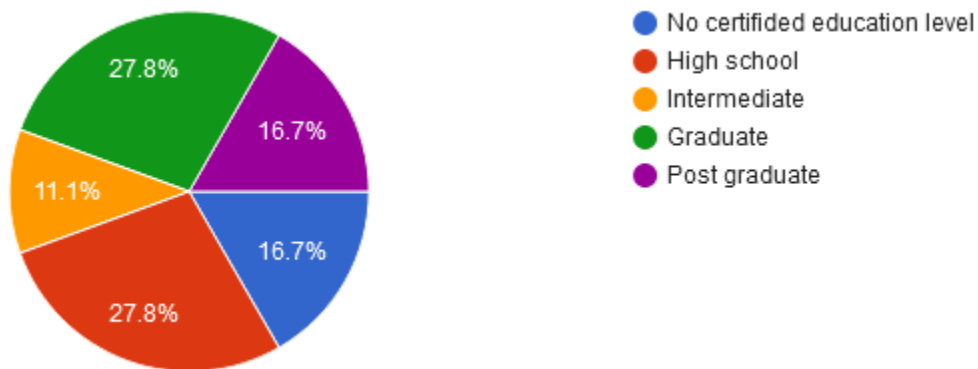


Figure 3.3: Education level

5. What career is yours?

16.7 percent of teachers, 22.2 percent of businessmen, 11.1 percent of service holders, 16.7 percent of landlords, and people from other occupations were interested in this study. This research is limited to one category of individuals, rather than conducting various groups of people's surveys, I got a more substantive view of the use of City touch by people.

What career is yours?

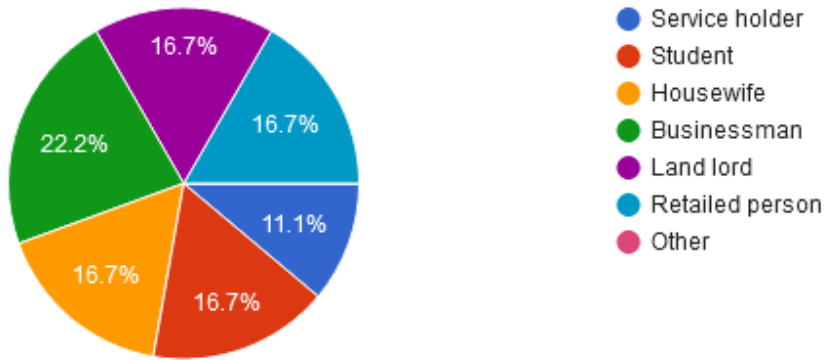


Figure 3.4: Profession

6. Which service are you like the most?

According to the survey, 33.3% of the people like to use debit card or credit card.

Which service are you like the most?

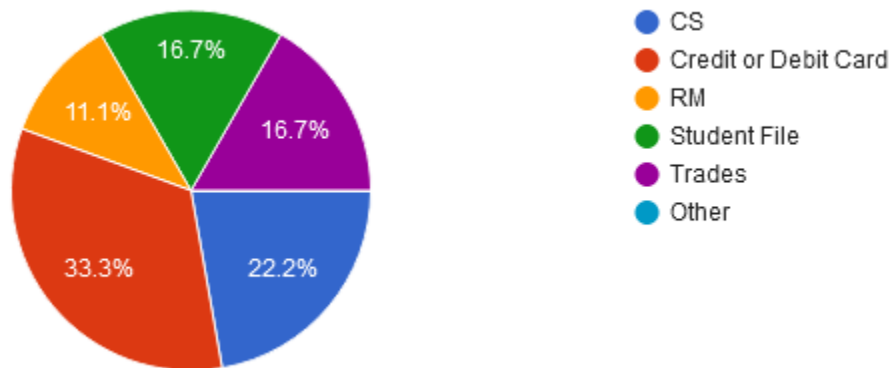


Figure 3.5: job sectors

7. What type of transaction you need?

According to the report, 44.4 percent of individuals choose to use the transaction app for online banking. Also, 22 percent of individuals prefer cash. Customers can get easy access to the card by using City touch if they have forgotten to carry it with them.

What type of transaction you need?

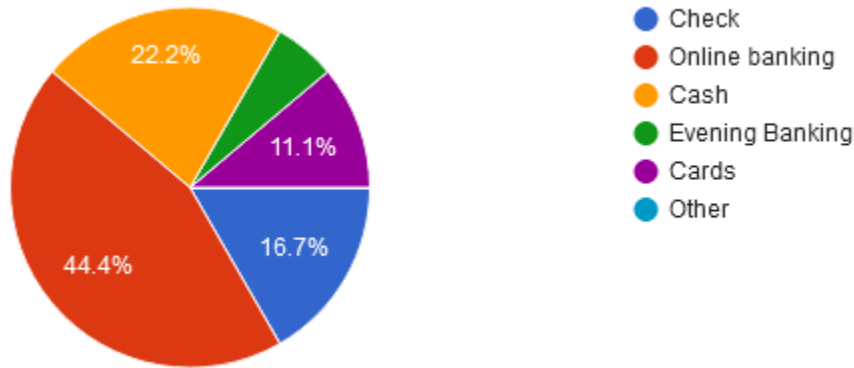


Figure 3.6: Transaction method

8. Do you use City touch?

Among 50 bank clients, 72.2% of them are using City touch and 22.2 % of the clients do not use this apps.

Do you use City touch?

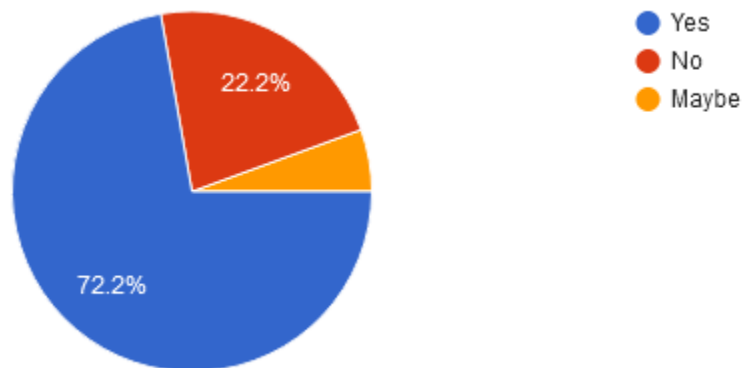


Figure 3.7: Using City Touch

9. Do you prefer digital banking?

Among 50 bank clients, 61.1% of them prefer digital banking and 27.8 % of the clients do not prefer.

Do you prefer digital banking?

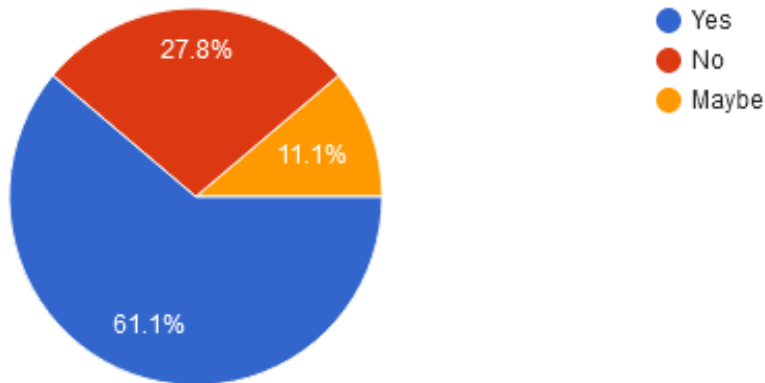


Figure 3.8: Digital banking

10. What amount of money (BDT) to transact the most through City touch?

This request contribute to think about transaction development of digital banking. Here, 27% of customers are transacting cash in 1000-10000 (BDT) just by using City touch. Moreover, there are not many clients who are transacting enormous proportion of cash by using City touch.

What amount of money (BDT) to transact the most through City touch?

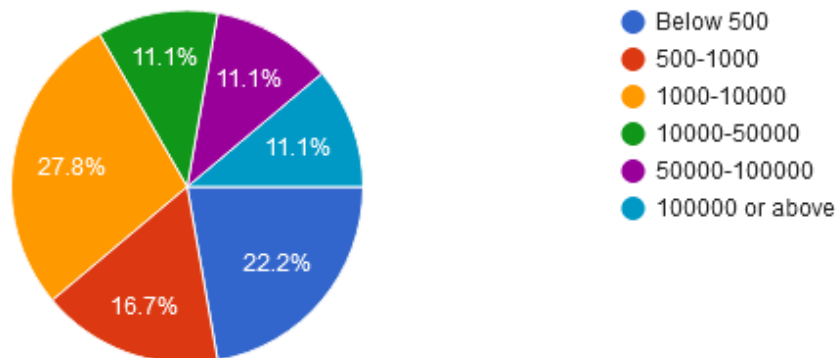


Figure 3.9

11. Do you think the service was faster than traditional banking?

According to the survey 77.8% agreed that digital banking service is faster and time consuming than traditional banking.

Do you think the service was faster than traditional banking?

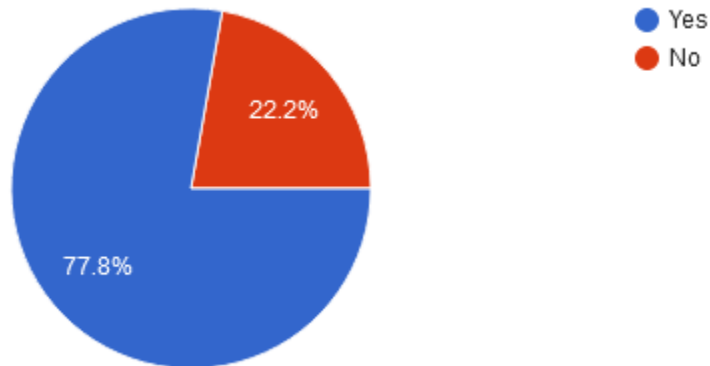


Figure 3.10

12. What motivated you to use Digital banking?

As most consumers feel that it decreases their processing time and it is cost-effective, people use City touch. Since digital banking is just a matter of pressing the finger, customers do not have to go to a branch that needs extra time and expense.

What motivated you to use Digital banking?

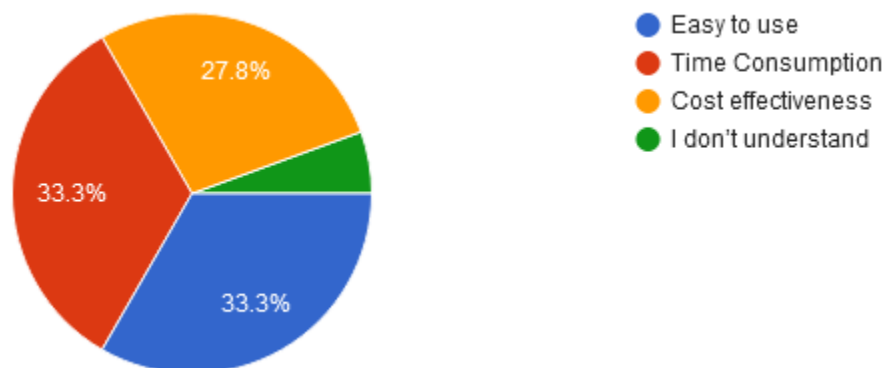


Figure 3.11: motivation

13. Do you think transactions with City touch is much safer?

72.2% of consumers agree that it is much safer to sell cash through Citytouch. Most of the payments may not have records in the cash purchase process. Each transaction is, on the other hand, registered.

Do you think transactions with City touch is much safer?

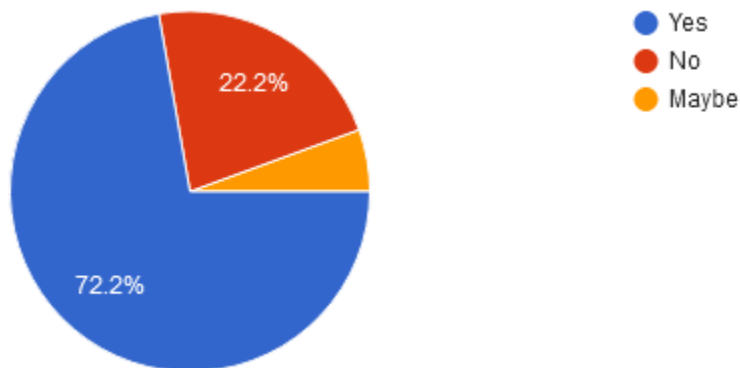


Figure 3.12

14. Do you think digital banking is safer than traditional banking?

According to survey, 66.7% of customers believe that digital banking is safer but 22.2% also disagreed with this statement.

Do you think digital banking is safer than traditional banking?

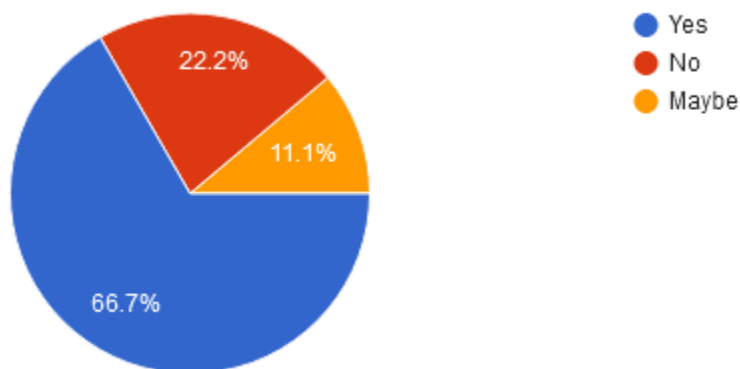


Figure 3.13

15. Do you think Digital banking apps are secured?

This research helps to discern how customers feel about the security systems and information protection to avoid account hacking or unapproved sharing. 38% of customers strongly agreed and 36% agreed that digital banking exchanges were assured by passwords and verification measures.

Do you think Digital banking apps are secured?

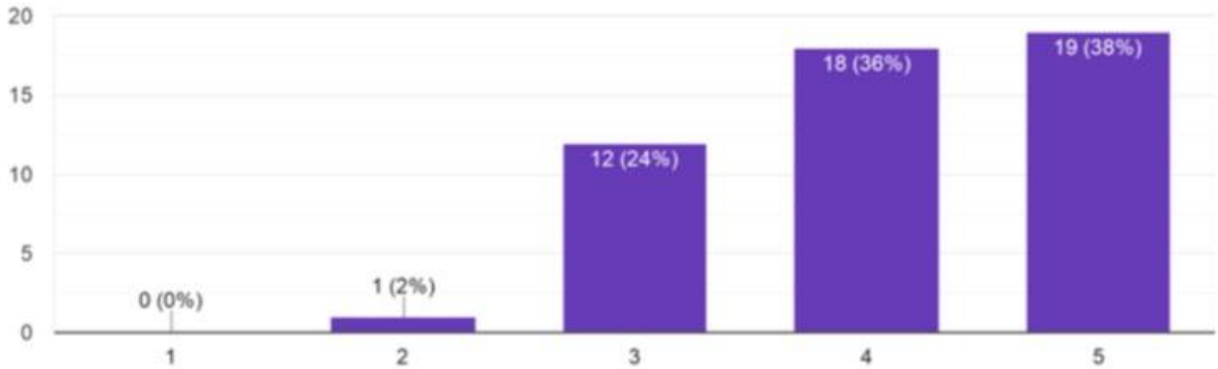


Figure 3.15: Digital banking apps are secured

16. What do you prefer the most from City touch?

68% of customers need to use digital banking administration for the purpose of cash exchange.

What do you prefer the most from City touch?

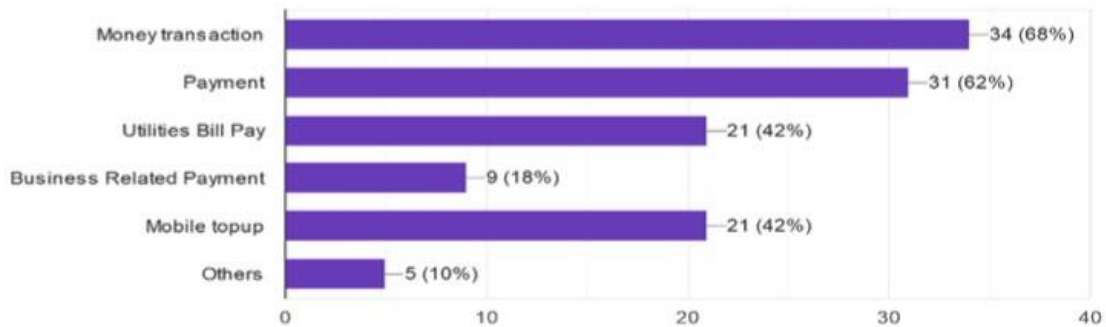


Figure 3.16: preferences

17. From where do you here about City touch?

44.4% countless customers get educated about City touch from the banks they are taking help. This inquiry gives an unmistakable thought that banks are inspiring their customers for utilizing City touch. Likewise, by means of word of mouth and advertisement via online media customers are getting information about City touch.

From where do you here about City touch?

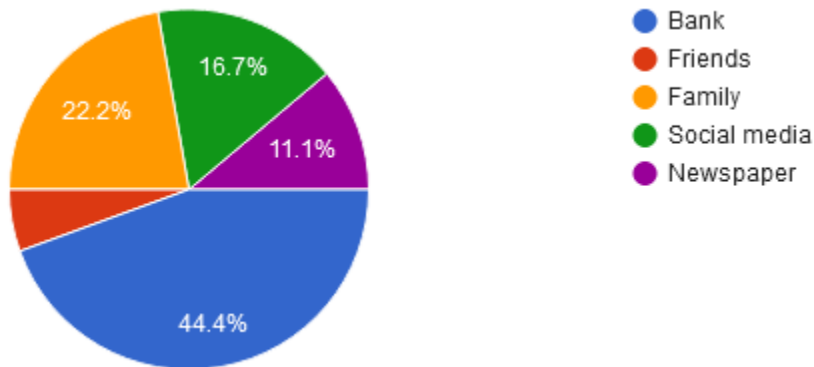


Figure 3.16: Heard

18. Does the digital banking service makes you loyal?

According to the survey, 66.7% of the customers agreed that digital banking service made them loyal and they want to take the service again.

Does the digital banking service makes you loyal?

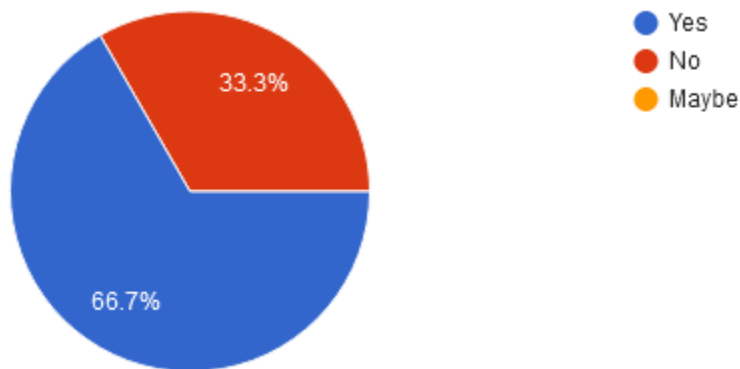


Figure 3.18: loyalty

19. Would you continue to use digital banking service further?

61.1% of customers would definitely want to continue to use digital banking service because it is time and cost consuming.

Would you continue to use digital banking service further?

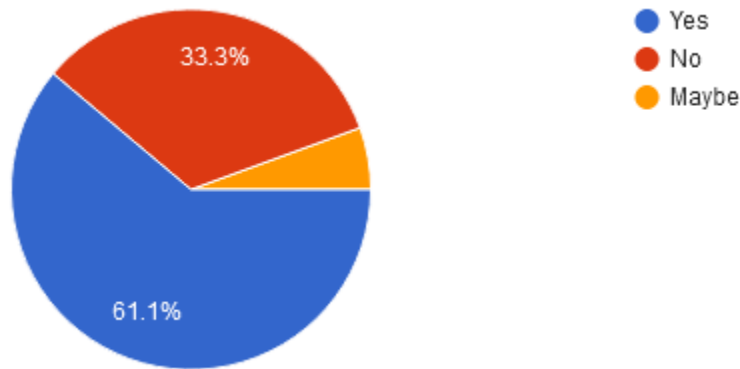


Figure 3.18: Digital banking services

20. Would you like to suggest the use of digital banking applications for others?

66.7% of satisfied customers would like to suggest the use of digital banking by others. A happy customer is a perfect word of mouth labeling medium for digital banking.

Would you like to suggest the use of digital banking applications for others?

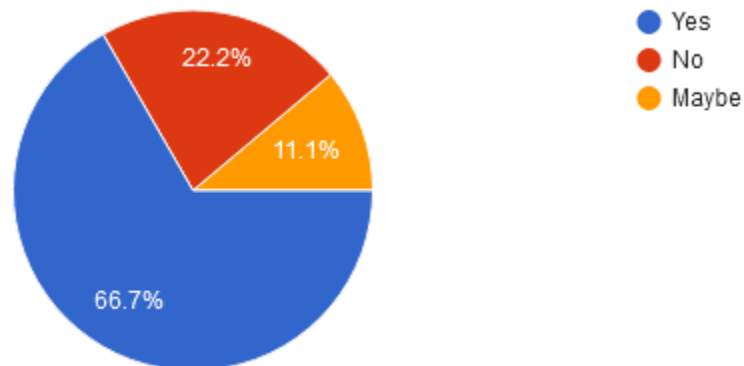


Figure 3.19: suggestions

Among these information, the information gathered through the review speaks to the idealistic insight of the customer about advanced banking as the result of the past theory test.

Key Findings:

- The majority of facilities are as of now provided in the current digital banking framework what facilities customers were asking from digital banking.
- Customers are shifting from digital banking from traditional banking for transactions.
- Young clients are preferring more digital banking. However, older customers still prefer with traditional banking system.
- Most of the business man are using City touch mainly.
- Customers find digital banking much secured. Customers are very satisfied with the service that they want to take it again which makes them loyal.
- Customers are now preferring City touch than traditional banking.

3.4 Summary and Conclusions

Summary: The digital banking like City touch is quite impacting on the economy of Bangladesh. With the help of survey it is clear that customers are willing to use digital banking more and more. Digital banking is time consuming and cost effectiveness which is attracting customers towards transacting more. People are preferring digital banking more than traditional banking. People are using City touch for changing PIN, transacting money, paying bills, mobile tops etc. The usage of digital banking is growing and it is helping the growth of the economy. Digital banking is making customers loyal. Customers want to continue using digital banking service as it is smoother than physical banking. The bank's officers and customer service are helping customers if they face any problem while using City touch. Customer hear about City touch through other loyal customers and when the service please them, they recommend it to others as well.

Conclusion: This research paper is planned to break down the new condition and customers' impression towards Digital banking like City touch and the impact on the economy. The customers have positive insight about digital banking. Notwithstanding, the world is getting quicker and the business structures are evolving as often as possible. The digital banking is bringing down traditional banking especially in this COVID-19 period. People feel safe to use digital banking as they want fast banking that saves their time. Transferring funds in a few minutes without waiting in the line or physically going to the branch is attracting customers towards City touch. Customers are becoming loyal and faithful towards the bank and the digital banking. Customers need banking framework quick and made sure about. Thus, as per the customer's request and to stay up with developed country; Bangladesh should build the office of digital banking to clients. Bangladesh it isn't that much simple to spur or give the exceptional digital banking offices with a lower development of advances. Here the majority of the private business banks and unfamiliar banks serving astounding digital banking service to their customers. Like some other build up nation's digital banking offices, these banks are not lacking behind their administrations. Toward the finish of this research, it is closing that, great number of customers are using digital banking like City touch and being loyal towards the bank and it is helping to grow the economy of Bangladesh.

3.5 Recommendations

- Taking customers' perception, feedbacks and suggestion to improve the digital banking service.
- To advertising more in social media like YouTube, Facebook, Instagram as well as using word of mouth, guerrilla marketing etc. to get attention to the customer.
- As some customers do not understand City touch because of the lack of knowledge so the bank should help the customers. Let them know how to use it and its functions. Banks ought to organize a getting the hang of outdoors for the customers to empower utilizing of digital banking.
- Expanding number of clients implies expanding number of mistakes, so the IT reinforcement should be more grounded than previously.

Bibliography

- The City Bank. (n.d.). *Accounts*. Retrieved from City Bank:<https://www.thecitybank.com/citytouch#account-sub-menu>
- The City Bank. (2018). *Annual Report 2018*. City Bank.
- The City Bank. (2015). *About Us*. Retrieved from City Bank:<https://www.thecitybank.com/who-we-are>
- Shahtaj.Noor, T. I. 2019. (2019). Report on Credit Rating (surveillance) The City Bank Ltd. City Bank.
- Mishuk, T. A. (2020, October 05). DIGITAL BANKING CAN ACCELERATE ECONOMIC GROWTH. Retrieved January 07, 2021, from <https://bbf.digital/digital-banking-2>
- Fintech. (2017, February 12). *The Digital Banking Revolution in Bangladesh*. Retrieved from FintechBD: <http://www.fintechbd.com/the-digital-banking-revolution-in-bangladesh/>
- Rahman, S. (2018, January 18). *Banking needs met anytime, anywhere*. Retrieved from The Daily Star: <https://www.thedailystar.net/business/online-banking-needs-met-anytime-anywhere-1523281>
- Akther, N. (2011, January 07). *Banking on E-Banking*. Retrieved from The Daily Star: <https://www.thedailystar.net/news-detail-169043>

Appendix

Questionnaires

1. What is your name?
2. What is gender?
 - Male
 - Female
3. What does age range mean?
 - 16-25
 - 26-35
 - 36-45
 - 46-55
 - 56-66
 - Above 66
4. What's your degree of education?
 - No accredited education degree
 - High-school
 - Intermediate
 - Graduate • Graduated
 - Post graduate degree
5. What career is yours?
 - Holder of Service
 - Pupil
 - Homemaker
 - Entrepreneur
 - Land lord
 - Retailled individual
 - Other

6. Which service are you like the most?
 - CS
 - Credit or Debit Card
 - Student File
 - RM
 - Trades
 - Others
7. What type of transaction you need?
 - Check
 - Online banking
 - Cash
 - Evening Banking
 - Cards
 - Other
8. Do you use City touch?
 - Yes
 - No
 - Maybe
9. Do you prefer digital banking?
 - Yes
 - No
 - Maybe
10. What amount of money (BDT) to transact the most through City touch?
 - Below 500
 - 500-1000
 - 1000-10000
 - 10000-50000
 - 50000-100000
 - 100000 or above

11. Do you think the service was faster than traditional banking?

- Yes
- No

12. What motivated you to use Digital banking?

- Easy to use
- Time Consumption
- Cost effectiveness

13. Do you think transactions with City touch is much safer?

- Yes
- No
- Maybe

14. Do you think it's any better to use digital banking?

- Yes
- No
- Maybe

15. Do you thing City Touch is secured?

- Yes
- No
- Maybe

16. What do you prefer the most from City touch?

- Transaction of capital
- Payments
- Disbursements by invoice
- Commercial transaction

17. From where do you here about City touch?

- Bank
- Friends
- Family
- Social media
- Newspaper

18. Does the digital banking service makes you loyal?

- Yes
- No
- Maybe

19. Would you continue to use digital banking service further?

- Yes
- No
- Maybe

20. Would you recommend City touch others?

- Yes
- No
- Maybe

Growth Rate Calculation:

Years	Amount	Growth rate
2018	2224726816	-35.68%
2017	3458678453	-14.87%
2016	4062730187	13.07%
2015	3593142332	110.60%
2014	1706111413	87.24%

Formula: $(\text{Present} - \text{Past}) / \text{Past}$

The spss run for hypothesis:

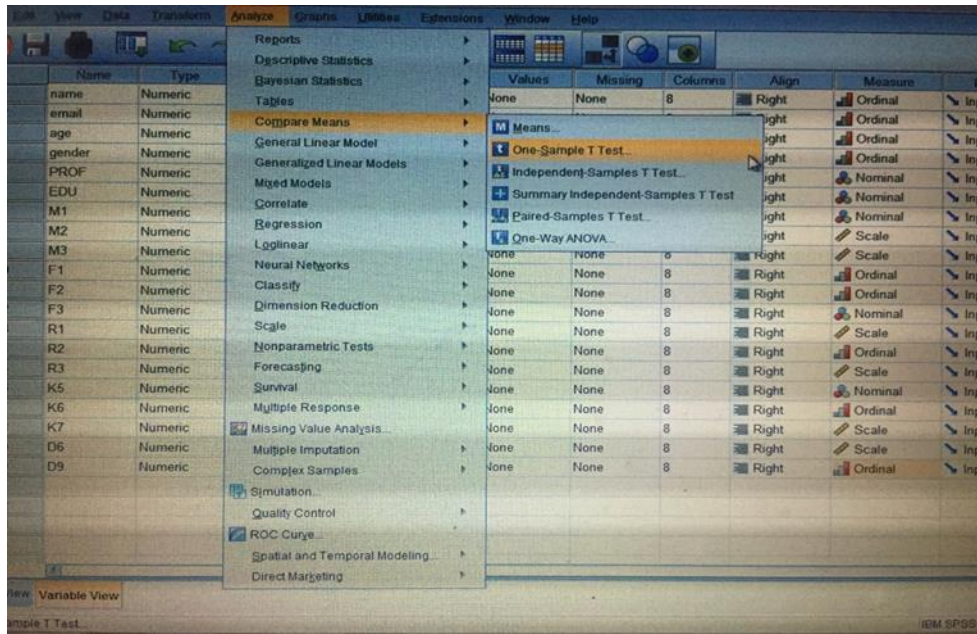


Figure 4: SPSS Run 1

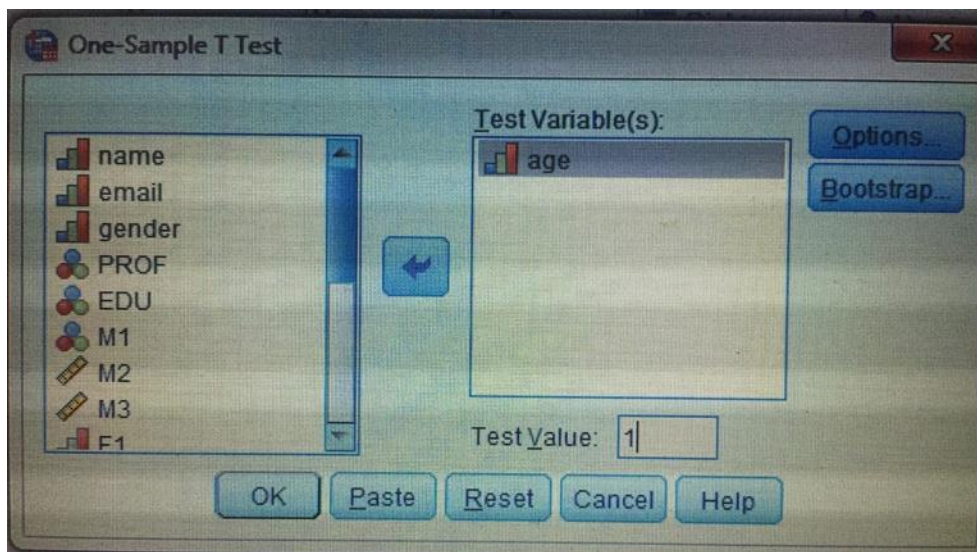


Figure 5: SPSS Run 2



Figure 6: A photo with Branch manager and officers of CBL

Resume:

Afra Abreshmi

CAREER OBJECTIVE : TO OBTAIN A CAREER OPPORTUNITY IN A COMPETITIVE POSITION WHERE I CAN UTILIZE MY INTERPERSONAL SKILLS , CREATIVITY AND LEARNING EXPERIENCE TO DEVELOP MY CAREER AS WELL AS TO CONTRIBUTE TO THE WELFARE OF THE ORGANIZATION



afra.abreshmi@gmail.com ✉
01961348869 📞
31, North Circular Road, Green Road
Dhanmondi, and Dhaka-1205 📍
linkedin.com/in/afra-abreshmi-95721619b in

EDUCATION

Bachelor of Business Administration (BBA)

BRAC University

2020

3.01 (on going)

Major

- Marketing

Higher Secondary School Certificate (H.S.C)

Dhaka City College

2015

4.57 (SCIENCE)

Secondary School Certificate

YWCA Higher Secondary Girls' School & College

2013

5.00 (Science)

INTERNSHIP

The City Bank Limited (Kawran Bazar)

EXTRA CURRICULUM ACTIVITIES

Former Executive of Events, Performance and Marketing at BRAC University Film Club

Event in Charge at BUFC presented Club Fair 2017 at BRAC University

Participated on a business plan to reduce greenhouse emissions from the team "Capitalist Crew" at 'HULT Prize BRACU' (2019)

Event in Charge and volunteer at Inter School Science Festival 2011 at YWCA Higher Secondary Girls' School & College

Event in Charge and volunteer at Inter School Science Festival 2011 at YWCA Higher Secondary Girls' School & College

REFERENCE

Raisa Tasneem Zaman Lecturer

BRAC Business School, BRAC University

Phone: 01714215190

Email:

- raisa.tasneem@bracu.ac.bd

COMPUTER LITERACY

MS-Office Suite

Creating Web Content

IBM SPSS

Designing

Video editing

Internet

SPECIAL SKILL & ATTRIBUTES

Capability of Organizing and Leading a group.

Ability to work independently and in a group.

Capability of communicating with people effectively.

Having good analytical and judgment skills.

STRENGTH

Honesty, Integrity, Simplicity, quick learner and a capability to adapt to new environment in a short and under pressure.

ACHIEVEMENT AND ACKNOWLEDGEMENTS

Certificate for getting into first round in BRAC University Corporate Mastermind (2019)

Certificate for completing The Strategy of Content Marketing, Introduction to Search Engine Optimization, Brand Management: Aligning Business, Brand and Behavior from University of London, Chinese for Beginners from Perking University, Marketing in a Digital World from University of Illinois at Urban-Champaign from learning platform Coursera (2020)

Certificate for completing "The Fundamentals of Digital Marketing" from Google Digital Garage

Certificate for completing "Advanced Google Analytics" and "Google Analytics for Beginners" from Google Analytics Academy

LANGUAGES

Excellent communication capabilities in Bengali, English and Hindi, both verbal and writing.
Full Professional Proficiency

Basic communication capabilities in Chinese, Korean and Spanish in verbal form.
Elementary Proficiency

INTEREST AND HOBBY

Public Relations, Traveling, Reading books, Recycling , Listening Music etc.