

Report On
“Customer Service Satisfaction in Banking Sector (Union Bank Limited)”

By

Student Full Name: Abrar Alam Chowdhury
Student ID: 17204012

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

BRAC Business School
BRAC University
June, 2022

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Declaration:

It is hereby declared that

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

Student's Full Name & Signature:

Abrar Alam Chowdhury
Student ID 17204012

Supervisor's Full Name & Signature:

Jubairul Islam Shawon
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Mr. Jubairul Islam Shawon

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Sir,

It is my utmost pleasure to display my internship report under the title, “Customer Service Satisfaction in Banking Sector (Union Bank LTD)” which I was appointed by your direction.

I have attempted my best to finish the report by using the experience I have gained throughout working for Union Bank Limited and recommended propositions in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Abrar Alam Chowdhury

17204012

BRAC Business School

BRAC University

Date: May, 2022

Non-Disclosure Agreement

This agreement is between Union Bank Limited and me as a student of BRAC University with the given permission to use the information for my report titled “Customer Service Satisfaction in Banking Sector (Union Bank LTD)” which is not released anywhere rather than my report work and presentation.

In my report, I have used basic and business information from Union Bank Limited and used the data specified and directed by my organizational supervisor. I have used all the information for my report after permission from my organizational authority.

The organization agrees that to complete the criteria of the course in which it is enrolled, the applicant must make a detailed presentation about the project and that this application includes information on the company to the audience that has not signed any non-disclosure agreements. Union Bank Limited has helped in avoiding confidential information. This agreement may not be altered except by a written instrument signed on behalf of each party.

Name of Company: Union Bank Limited

Supervisor Name: MD Murshed Uddin

Signature:

Address: Assurance Nazir Tower, Plot No. 65, Block B, Banani, Dhaka 1213

Name of the Student: Abrar Alam Chowdhury

Signature:

Address: Nasirabad Housing Society Road No 3 House 19/1

Title of Report: Customer Service Satisfaction in Banking Sector (Union Bank LTD)

Acknowledgment

Firstly, I would like to express my deep gratitude and gratefulness to Almighty Allah for giving me the patience and strength to complete this report. I'd like to thank my organization "Union Bank Limited" and my on-site supervisor Mr. MD Murshed Uddin for allowing me to work and guiding me throughout the internship countless times making it a fruitful learning experience to build a career. I was fortunate to have a positive work environment with proper safety measures and supportive co-workers who also helped me to grow.

I am honored to mention that Md. Naushad Ali Chowdhury, FAVP and Head of Branch, Union Bank Ltd., O.R.Nizam Road, Chattogram for giving me an opportunity to conduct internship Program in this well-known branch. I am deeply thankful and grateful especially to Mohammad Kamrul Azad, Principal Officer and Manager Operations, Union Bank Ltd., O.R.Nizam Road, Chattogram for his unconditional support and kind cooperation, which facilitated me to complete my internship. I want to thank especially Mr. Erfanul Hoque Chowdhury (Officer) and Mrs. Sifat Nowrin (Junior Officer) who teaches me the whole things related to customer service and banking As a guidance and mentor. Also, I would like to thank all other officers for showing gratitude and Helping me despite their tremendous work pressure. I am very grateful to them.

I would like to express my sincere appreciation to my internship supervisor Mr. Jubairul Islam Chowdhury and co-supervisor Ms. Mahreen Mamoon for not only their unceasing support and supervision but also for their patience with me in guiding me to finish this report. Sir has given suggestions and directions which were precise and clear making it possible to apply a great source of spirit to complete the report properly. Mahreen Ma'am has been one of the best faculty in helping me learn and understand application of various concepts in my major Marketing courses. I believe it will help me perform well in my career. It gives me an unbelievable sense of relief to be able to complete this report with Sir and Ma'am as this report marks the end of my Bachelor's Degree and I couldn't be happier Shawon Sir and Mahreen Ma'am were my teachers to help me appropriately mark this end with proper preparation my transition to building a career.

Executive Summary

This report deals with the factors that relate to customer relationship management followed in the banking sector and is present in the Shariah approach worldwide. The report includes what Union Bank is about in terms of Mission and Vision, the management practices Union Bank follows, how their Board of Directors and management committee are aligned. The report further discusses the marketing, accounting practices and finally analyzes the industry competitiveness. The nature of some tasks in customer relationship management usually involves face-to-face interactions to effectively strengthen work relationships with them and build loyalty towards the bank given that there are many rivals in this sector. The organization I pursued my internship in, has made sure to incorporate resources and tools to maintain such a relationship virtually and physically with the equal amount of effectiveness as it were before the pandemic. According to Union Bank Limited, the covid crisis has given a learning opportunity of how far we can digitize our service without hampering customer satisfaction regardless of it being offline or online. The company helped me acknowledge the vital techniques of communication skills, problem solving skills and task management as well as the importance of efficient and suitable software's and to be curious with where technology is leading us. This report is the 3 month long contribution to better customer relationship management that I was privileged to be part of.

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Chapter 1

Overview of Internship

1.1 Student Information

This section will describe the necessary information about the person completing the report. The report is written by me with the purpose of completing my graduation from BRAC University.

1.1.1 Name & ID

This is Abrar Alam Chowdhury, a student of BRAC Business School, BRAC University. I started my journey as an undergraduate student in 2017 with the ID 17204012.

1.1.2 Program & Major

I have chosen BBA as my area of study. I have decided to complete my graduation in this program by doing a dual major: Marketing as my first major and Human Resource Management as my second major. I found myself enjoying marketing courses more hence I applied for work in customer relationship management in the banking sector and based my report on this major.

1.2 Internship Information

By the time I reached my final semester, it was quite challenging for me to find an internship that can ensure employee safety for Covid in the work environment. I was fortunate enough to be called for my interview and find an opportunity by January 2022 and actively started working from February 2022 when I joined as an intern in their General Banking's front desk Customer Service Department.

1.2.1 Period, Company Name, Department and Address

I have worked from the start of this year, 27th February 2022 till 27th April 2022 for the bank, Union Bank Limited, under their Customer Service Department as an intern. Union Bank Limited's office is located on the Assurance Nazir Tower, Plot No. 65, Block B, Banani, and Dhaka 1213.

1.2.2 Internship Company Supervisor's Information

My supervisor was Mr. MD Murshed Uddin, the senior officer in general banking handling the front desk of the Customer Service Department of Union Bank Limited as well as my immediate supervisor.

1.2.3 Job Scope - Job Description/ Duties

Union Bank Limited has appointed me with some pivotal responsibilities which were not a substantial number of duties at the beginning but have gradually built up with time. Additional crucial tasks were given to me to handle when I was able to prove a cautious and sincere way of working and completing assigned works in the given time. My appointment letter fully specified the following as my duties-

- Managing multiple customers' queries
- Lead generation and closing sales
- Attending and documenting assigned meetings also called meeting minutes
- Completing delegated tasks within the given time

1.3 Internship Outcome

1.3.1 Student's contribution to the company:

These were my contributions to the company as per the tasks I had to undertake. My responsibilities included but were not limited to the following:

- My duties were to fill up the account forms of every client
- Check every detail on the given document
- Verify passport, NID and driving license and other important documents

1.3.2 Benefits to the student

I have learned about the sophisticated ways mCRM can be done through using various software most of which were provided by Union Bank Limited. The internship enabled me to strengthen my communication skills from a professional point of view, proved to me the vitality of time management through working cycles, and taught me how work experience is always an ongoing process for one's career growth.

1.3.3 Challenges & Difficulties

Since working for a bank such as Union Bank Limited was a new experience for me, it took me a while to understand how to use their tools and database given that it was complicated at first for me and certain instructions were misunderstood by me or took me time to finish certain tasks. With time I have gradually picked up and learned new things regarding the banking sector and customer relationship management. I can now confidently say I have picked up the pace and continue to make progress with time. Talking with clients and understanding their need was also challenging for me as it was my first experience in customer service department in which I was assigned to.

1.3.4 Recommendation

For someone who wants to closely watch how a bank functions and wants a positive work culture, Union Bank Limited would be my recommended workplace to be part of. There is an increase in demand for Islamic Banking across the country for which I believe Union Bank is a promising place to start one's career in the banking sector. With immense opportunity to learn, Union Bank makes it a fruitful experience for interns to kick start their journey in their career.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

In this part of the paper, the overall idea of Union Bank Limited as an organization, its objectives, and methods of using various tools for different functions will be discussed.

2.1.1 Objectives

The primary purpose of writing this report is to mark the partaken 3 month-long internship program and to complete the BBA program under BRAC Business School. This report sheds light on the takeaways from the job experience I have gained through joining Union Bank Limited. How a firm like Union Bank Limited was one of the few companies who have adapted and responded to the changes Covid brought in every possible way keeping customer satisfaction as first priority.

- The bank delivers superior service
- Better and faster answering the inquiries
- Delivery the services on time
- Prompt resolution of complaints
- Learn about sales approach for high-quality sales calls and lead generation
- Learn to use and manage the company CRM database tools for assigned customers
- Overall general banking service quality
- Meeting the given KPIs
- Documentation of part taken meetings i.e Meeting minutes

2.1.2 Methodology:

- Collecting and storing data information using CRM tools
- Annual Bank Reports
- Company website
- Internship experience
- Class learning

2.1.3 Limitations

Even though the company had a proactive approach and an encouraging organizational culture, the internship job came with tasks but lacked sufficient resources. I have thoroughly enjoyed most on-the-job training and tasks, however some seemed futile to me. Since each customer had their own unique needs of service from the bank, the same cold calling script for all customers seemed ineffective and a monotonous way of approaching. Managing the information from the bank was difficult as time was limited. As, the project or study was conducted only in my branch so no differentiation can be done with other branch or bank. Sometimes clients couldn't give accurate answers for their busy schedule for which some information were not sufficient. At last, as it was my first experience to make a study on customer service department in banking sector it might not be fruitful or successful.

2.2 Overview of the Company

Union Bank Limited (UBL) was established as a banking business in Bangladesh on March 7, 2013 under the Companies Act 1994. The bank is one of the country's Shariah-based interest-free banks, and its business model differs significantly from that of other banks. Bangladesh Bank gave it permission to start doing business on March 10, 2013 (Ref: BRPD (P-3)/745(60)/2013-1153). Currently, the Bank conducts banking activities in accordance with the country's Islamic Shariah practices.

- There is a massive demand for Islamic Banking across the country
- The economy of this rapidly growing populous country is rapidly expanding, creating a desire for high-quality, service-oriented global financial services to be available at consumers' doorsteps.
- Bangladesh's economy continues to show and establish satisfactory and steady growth while maintaining macroeconomic stability.
- Cover potential customers in the middle of the country who are not served by corporate banking services.
- Rural and microeconomic development is a goal.
- Bring non-banking rural residents within the cover so that they can use banking services.
- Banking is based on current technologies and environmental banking.

2.2.1 Vision

Union Bank Limited simply believes and is part of the vision, *“To become a socially committed world-class shariah based financial institution unblocking the covert potentials, especially for the missing middle who are beyond the coverage of corporate banking services.”*

2.2.2 Mission

Union Bank Limited firmly goes by the mission statement:

- To maximize the benefits of all stakeholders; to be a leading bank via new products and services, and to assure continuous banking services through contemporary technologies and a strong capital basis.
- To emancipate the poor from abject poverty by providing them with convenient financial services.
- Maintaining corporate and business ethics and transparency at all levels in order to provide quick, accurate, and pleasant client service.

Values

- Integrity
- Accountability
- Commitment
- Customer Satisfaction
- Teamwork
- Sustainability
- Corporate Social responsibility
- Technology based banking services
- Innovative banking
- Shariah based ethical banking

Slogan: *“Local Bank Global Opportunity”*

2.3 Management Practices

Islamic Banking

Islamic banking must follow and keep within the confines of Islamic Law, or Sharia, in all of its activities, actions, and deeds, because it is based on the Islamic faith. The Arabic word Sharia means "the route to the source of life," and it is currently used to refer to the legal system that follows the code of conduct prescribed by the Holy Qur'an.

Investment behavior is governed by four rules: 1. The prohibition of interest-based (Riba) transactions; 2. The prohibition of speculative economic activity (ghirar); 3. The imposition of an Islamic tax, zakat; 4. The prohibition of the manufacture of goods and services that contravene the Islamic value pattern (haram). Union Bank Limited, being a Sharia-based bank, carefully and respectfully follows

2.3.1 Board of Directors

The company typically follows a hierarchical organizational structure where the authority flows from the Board of Directors on the top, flowing through the rest of the Committee and the Management team at the bottom. However, the Management has further sub-Committees that are specialized in separate nature of work. The Board of Directors are as follows:

- Ahsanul Alam Chairman
- Lieutenant General Mollah Fazle Akbar Vice Chairman
- Ms. Marzina Sharmin Director
- Mr. Rashedul Alam Director
- Ms. Halima Begum Director
- Md. Abdul Quddus Independent Director
- A.B.M Mokammel Hoque Chowdhury Managing Director

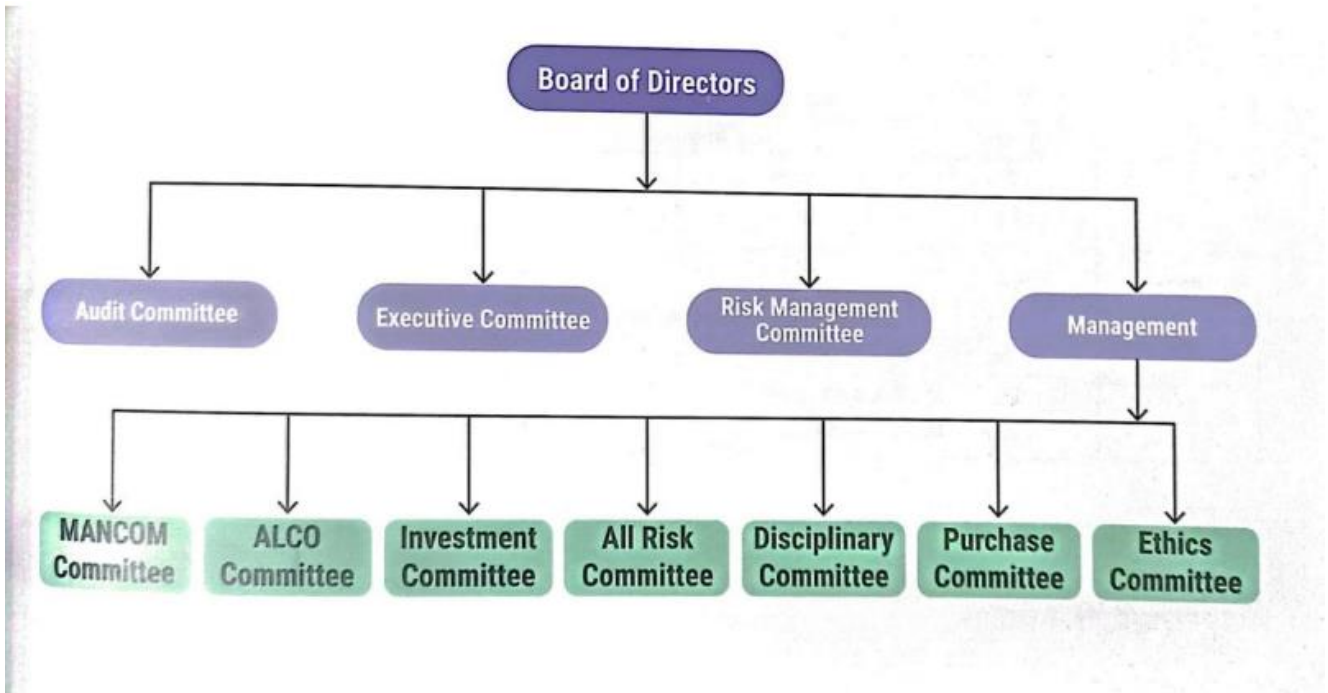


Diagram: Board of Director Structure

During the period under investigation, the Board of Directors' composition changed slightly. The UBL Board of Directors now consists of 11 members, including the Managing Director. During the observation period, Mr. Ahsanul Alam was elected Chairman of the Board. Mr. Ahsanul Alam now serves as the board's chairman. The Board is responsible for setting important bank goals and tracking success, as well as approving long-term strategic objectives, hiring key management employees, and implementing adequate risk management procedures to reduce the bank's main risks. The Board of Directors established three committees to ensure the bank's seamless operation: the Executive Committee (EC), Audit Committee (AC), and Risk

Organization Structure of UBL

Chairman Managing Director (MD)
Additional Managing Director (AMD)
Deputy Managing Director(DMD)
Senior Executive Vice President (SEVP)
Executive Vice President (EVP)
Senior Vice President (SVP)
Vice President (VP)
Senior Assistant Vice President (SAVP)
Assistant Vice President (AVP)
First Assistant Vice President (FAVP)
Senior Principal Officer (SPO)
Principal Officer (PO)
Senior Officer (SO)
Officer Junior Officer (JO)

Assistant Officer (AO)

Trainee Assistant Officer (TAO)

SUB COMMITTEES OF THE BOARD

The Board has delegated specific responsibilities to committees as shown below:

a) Executive Committee

The Executive Committee is made up of 4 (four) Board of Directors members. The Committee makes emergency decisions as needed and aids the Board of Directors in fulfilling their obligations, such as setting objectives, strategies, investment proposals, and overall business plans, to ensure the Bank's effective operation.

b) Audit Committee

The audit committee is also made up of four members. This committee helps directors of board by ensuring financial system of reporting, functions of audit, management of risk framework, internal factors and legal requirements.

c) Risk Management Committee

Since 2014, a High-Power Committee known as the "Risk Management Committee" has been in place, consisting of 03 (three) members of the Board of Directors, as per BRPD circular No.

2.3.2 Management Committee

Mr. A.B.M. Mokammel Hoque Chowdhury, Managing Director, chairs the UBL Management Committee. The MANCOM is made up of fifteen committees. Mr. Md. Habibur Rahman is supported by an Additional Managing Director, a Deputy Managing Director, and 03 SVPs, 01 VP, 02 SAVPs, 04 AVPs, 01 FAVP, and SPO on the Management Committee. These specialists with modern banking expertise and experience conduct the day-to-day banking activities. To carry out the bank's aims successfully, the upper management team must present a broad succession plan.

2.3.3 Office Environment

The office holds the atmosphere of an actively engaged, energetic, and friendly working space with formal attire as the dress-up code. Employers encourage heavily to share thoughts and ideas on the meeting focus, even the bad ones. A common saying at Union Bank Limited is “no idea is ever a bad one”.

2.3.4 Corporate Plans

For Compliance

Follow Bangladesh Bank guidelines for capital base and capital adequacy at all times.

1. Adoption & compliance of all core risks management guidelines.

For General Banking

1. Always adhere to the Bangladesh Bank's capital base and capital adequacy criteria.
2. Expand both urban and rural branches/booths around the country.
3. By attending to clients on call, you may provide the greatest services.
4. Be the first in Bangladesh to introduce Green Banking.
5. Participate in/promote CSR efforts to fulfill your corporate social duties.

For Corporate Services

Expats and service providers should focus on foreign currency business through export and remittance.

1. Create and maintain a centralized online banking system.
2. Rather than increasing profits, the bank should focus on building a firm foundation/financial footing.
3. Maintain vigilance in managing and minimizing all risks associated with banking investments.

2.4 Marketing Practices

The marketing practices of the firm are somewhat similar to its vision. Being a bank and preaching for the Sharia law, Union Bank Limited believes in an interest-free approach to reach out to potential customers effortlessly. But it is quite easy to get lost in the ocean of countless other banks marketing themselves virtually for which Union Bank Limited strategized workable approaches on certain platforms both online and offline.

Banking Strategy

- Diversify your portfolios by investing in both retail and wholesale marketplaces.
- Ensure diversity of investment and expansion based on retail and SME / Women entrepreneur funding by sector, size, economic purpose, and geographical location.
- Focus on the customer by offering cutting-edge products and services.

Management Strategy

- Cultivate a congenial working environment.

Strategy for Reaching Unbanked Areas

In urban regions, small traders, hawkers, workshop owners, educated but unemployed women, and others have investment needs.

Increasing rural people's savings while also extending effective investment to remote areas;

Providing banking services to tribal and coastal communities.

For fishers, cattle raisers, milk and milk product producers, weavers, and others, developing appropriate saving tools and investment packages.

Supporting investment facilities for workers and professionals returning from abroad with newer ideas and technology; funding for the establishment of diagnostic centers and clinics in remote areas, as well as promoting new entrants in building, repair, and maintenance.

Special Feature of Union Bank Limited

Union Bank is unlike any other Islamic bank in every way. We offer a variety of cutting-edge banking services that fall under the Sharia umbrella. We are distinct in our product, steadfast in our principles, and unwavering in our honesty.

The following are some of their unique characteristics that distinguish us in the Islamic banking sector

- Since the beginning of the banking, the head office and other branches have been equipped with state-of-the-art computer hardware and software to carry out day-to-day accounting and routine work efficiently and swiftly. This feature includes Bangladeshi software in order to promote local developers.
- Since 2013, Union Bank Ltd. has successfully deployed Automated Teller Machine (ATM) • DEBIT card transaction. Customers can use an ATM Debit card to withdraw money, check their balance, and purchase goods from a Point of Sale (POS) utilizing an ATM Booth and POS.
- The bank is committed to providing clients with personalized services that are infused with the Islamic spirit of brotherhood, peace and fraternity.
- Its investment plans in all modes are entirely Shariah compliant, and investment is overseen by the Sharia Council's board.

- The bank is committed to developing a welfare-oriented banking system to suit the requirements of low-income and underprivileged people, and it upholds Islamic values of establishing a just economic system through social emancipation and equitable wealth distribution.

2.4.1 Social media

Union Bank Limited believes in investing in social media marketing and has a prominent and active social media presence in all major social media platforms like Facebook with more than 50,000 followers. It is very much involved with its communities through Facebook groups, events and live sessions. Union Bank Limited is not on all social media channels and focuses only on a few of them given the nature of banking.

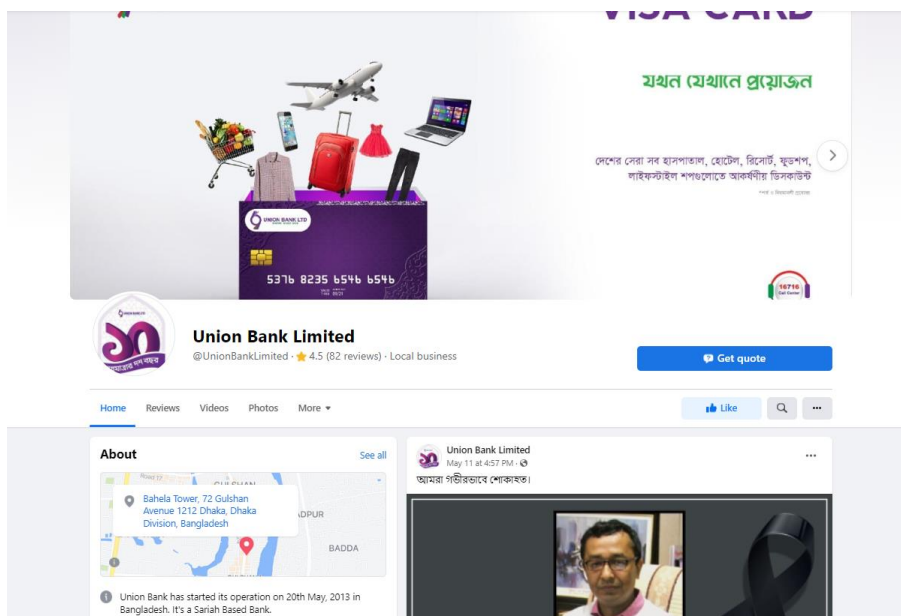


Diagram: Union Bank Limited Facebook page

2.4.2 Email marketing and SMS marketing

Union Bank Limited engages with existing and potential customers through personalized emails and SMS, especially during service promotions and holidays.

2.4.3 Corporate News Articles

The company sticks to making online news columns to keep all its stakeholders updated with recent events. The following are news articles in Union Bank’s corporate news section.



13

Apr-
2022

Concluding ceremony of the Foundation Training Course at Union Bank

Diagram: Corporate News 1



27

Mar-
2022

Union Bank inaugurates Puichhari Sub-Branch

Diagram: Corporate News 2

2.5 Financial Performances and Accounting Practices

In Union Bank Limited, the accounts and finances are handled by one team led by the COO and are handling cash flows of all the projects and other parts. Their work includes

- Quarterly records of income and expenses
- Managing funds, loan, and investments
- Preparing monthly accounts

- Legal documents, and tax evaluation

2.5.1 Statement of Operating and Financial Data of Last 5 Years (2016-2020)

Profitability was at its peak during 2016 given that operating profit margin was the highest at 21.47% whereas during 2019 this margin has dropped to its lowest at 15.46% but started to improve to 15.89% during COVID in 2020 which means the bank has not entirely been affected by the pandemic as much as other sectors. Same with net profit margin which was at its highest at 10.28% in 2016 and dropped to its lowest at 3.39% in 2019 but started recovering at 4.88% in 2020. Cost of Deposit was high at 8.95% in 2019. Return on Assets and Return on Equity performed the best in 2016 compared to the other 4 years. As per to Performance Ratio, the Investment Deposit ratio was the highest at 92.96% and the lowest at 88.34% in 2017. Overall in terms of profitability, 2019 was the toughest year and 2016 was the best performing year for Union Bank.

disciplined approach to

STATEMENT OF OPERATING AND FINANCIAL DATA OF LAST 5 (FIVE) YEARS

Particulars	31-Dec-20	31-Dec-19	31-Dec-18	31-Dec-17	31-Dec-16
Profitability Ratio					
Operating Profit Margin	15.89%	15.46%	16.61%	20.82%	21.47%
Net Profit Margin	4.88%	3.39%	6.80%	8.15%	10.28%
Cost of Deposits	8.85%	8.95%	8.02%	7.33%	7.84%
Yield on Investment	12.62%	12.57%	12.28%	12.61%	14.24%
Administrative cost	1.70%	1.82%	1.77%	1.85%	2.16%
Cost of Fund	10.55%	10.77%	9.79%	9.18%	10.00%
Spread(Cost of Deposit)	3.77%	3.62%	4.26%	5.28%	6.40%
Return on Equity	2.07%	1.80%	2.49%	3.43%	4.24%
Return on Assets	11.23%	7.29%	12.92%	13.78%	15.27%
	0.51%	0.36%	0.68%	0.83%	1.16%
Performance Ratio					
Investment Deposit Ratio	90.22%	92.48%	92.96%	88.34%	90.44%
Equity Multiplier (Times)	22.15	20.16	18.99	16.69	13.21
Debt Equity Ratio (Times)	21.15	19.16	17.99	15.69	12.21
Net Stable Funding Ratio(NSFR)	120.76%	124.13%	115.07%	122.33%	150.99%
Profit Per Employee (Tk.)	737073.42	469933.38	802740.22	847697.33	1000718.00
Interest Coverage Ratio	22.52%	21.99%	24.31%	32.91%	34.89%
Expense Coverage Ratio/ Cost to Income Ratio	45.99%	48.00%	47.53%	43.34%	44.15%

Diagram: Statement of operating and financial data of last 5 years

2.6 Operations Management and Information System Practices

Sharia Compliance

Professor Md. Mozahidul Islam Chowdhury chairs the UBL Shariah Supervisory Committee, which is made up of nine members. The Committee examines various operational issues and renders an independent opinion based on Islamic Sharia, as well as providing necessary guidelines on various issues, raising awareness of Sharia compliance, advising the bank to increase employee and client awareness of Islamic Banking, and training employees on various aspects of Sharia principles. The Sharia Supervisory Committee's Muraqibs have yet to nominate someone to check for Sharia conformity in banking activity.

Customer service and complaint management

Customer satisfaction is critical to a company's success. All service-related issues received from branches and clients are handled by BOCD. Additionally, the division receives all client complaints via phone, email, complaint box, or Bangladesh Bank. Following that, all complaints are handled by providing a remedy in accordance with Bangladesh Bank guidelines.

International Division

The International Division manages and channels foreign trade, which is one of the bank's first economic activities. The International Division is in charge of ensuring that overseas trade transactions run smoothly and efficiently on a daily basis, as well as maintaining coordination and ongoing correspondence between foreign banks and the bank's authorized dealer offices. The International Division's key responsibilities include: a) establishing correspondent banking and remittance agency arrangements, b) opening, maintaining, and managing Nostro Accounts, and c) acting as a gateway between AD branches and foreign/local correspondents. d) Payment/received settlement for foreign trade. e) Ensuring and minimizing foreign exchange risks by maintaining compliance and providing timely guidance on foreign exchange transactions to AD branches. b) Oversight of transactions involving foreign trade g) assisting, advising, guiding, and supervising branches on various matters relating to international remittance and foreign exchange transactions. h) Risk mitigation in relation to foreign exchange difficulties I Local and international correspondent contacts maintenance and improvement j) SWIFT support k) Credit line / Confirmation arrangement performance l) Diversification of foreign exchange business items m) Developing new foreign trade mechanisms n) Supervising the Central Trade Operations Unit (CTOU) for

Non-AD Branches' FX activity o) Maintaining contact with Bangladesh Bank for AD License and required approval as when required.

Central Trade Operations Unit (CTOU)

The Central Trade Operations Unit (CTOU) was established on March 1, 2018 as a critical part of the International Division with a skilled workforce to boost and facilitate Trade Service Operations exclusively for Non-AD branches effectively, smoothly, and quickly under the purview of prioritized banking capabilities. In 2020, CTOU generated BDT 1,078.00 million (Eqvt. \$12.61 million) in imports and BDT 288.00 million (Eqvt. \$3.40 million) in exports, respectively.

2.6.1 Branch Operation and Control Division (BOCD)

The Branch Operation and Control Division (BOCD) was established to ensure that banking operations at the branch level run smoothly and that customers are satisfied. The primary goal of this section is to supervise branch operations and give solutions to operational constraints. The division serves as a link between the branch and the corporate headquarters. BOCD's main activities are divided into two categories:

- ICT-based solutions for core banking operations, including cash management
- Branches look to BOCD for solutions to a variety of operational issues and rules. Following that, if necessary, BOCD obtains the necessary approval from the competent authority to resolve the issues. In addition, all rules and procedures linked to the operation have been upgraded in accordance with Bangladesh Bank guidelines.

2.6.2 Risk Management Process

Understanding the risk management process can help organizations develop over time by offering insight into identified and anticipated risks as well as their consequences. It's a set of stages that, when completed in order, allow for continuous improvement in strategic decision-making. However, the following are the steps in the risk management process:

- Step 1 - Communicate and Consult
- Step 2 - Establish the context
- Step 3 - Identify the Risks
- Step 4 - Analyze the risks
- Step 5 - Evaluate the risks
- Step 6 - Treat/Mitigate the risks
- Step 7 - Monitor the risks

2.6.3 Risk Management Framework

A risk management framework is a necessary component for establishing proper risk management authority in banks. As a result, the bank's risk management framework has been established as follows, in accordance with Bangladesh Bank's newest Risk Management Guidelines-2018.

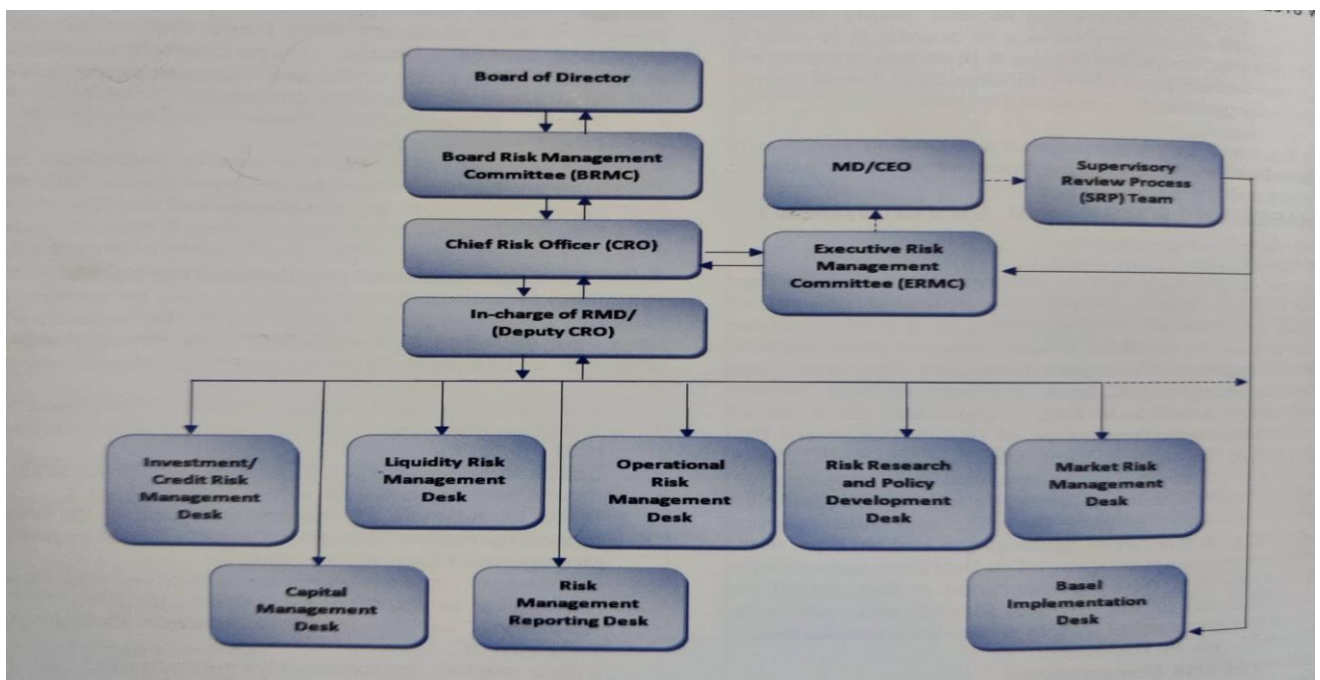


Diagram: Framework

2.6.4 Product and Service

Under the products and services of Union Bank Limited are as follows:

Deposit scheme:

- Al-Wadeeah Current Account
- Mudaraba Savings Account
- Mudaraba Special Notice Account
- Mudaraba Term Deposit Receipt
- Mudaraba Monthly Profit Deposit Scheme
- Mudaraba Muhor Savings Deposit Scheme
- Mudaraba Hajj Saving Scheme
- Mudaraba Double Deposit Scheme
- Mudaraba Kotipoti Scheme
- Mudaraba Millionaire Scheme
- New Launches: Maa,Shohoj,Nari
- Mudaraba Pension Scheme

Investment Modes:

- Bai- Muajjal
- Bai- Murabaha
- Bai- Musharaka
- Bai- Istisna
- Bai- Salam

- Hire Purchase under Shirkatul Meelk (HPSM)
- HPSM House Building & Car Scheme for Staff

Special Schemes:

- Household Durable Scheme
- Housing Investment Scheme
- Transport Investment Program
- Small Business Investment Scheme
- Agriculture Implements Investment Scheme
- Micro Industries Investment Scheme
- Women Entrepreneurship Scheme

Other Services:

- Getting UBL ATM Card
- Cash withdrawal procedure
- Location of ATM booths
- Utility bill payment procedure
- UBL schemes- installment payment procedure
- SWIFT
- Real Time Gross Settlement (RTGS)
- Bangladesh Electronic Funds Transfer Network (BEFTN)

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of Union Bank Limited:

Like all other businesses, Union Bank Limited requires a strategic planning technique to sustain in the dynamic market of banking. The work environment was energetic and positive and employees were quite motivated to work better. In determining business strategy SWOT analysis plays a vital role. We can figure out the scenario of UBL through SWOT analysis. Here I have tried to find out the Strengths, Weaknesses, Opportunities and Threats of UBL.

Strengths: <ul style="list-style-type: none">● A decent productivity and acceleration through interior capital era.● One of the most astounding quantities of Branches including provincial zones.● Energetic and experienced best level administration.● Well maintained corporate Culture.● Satisfactory IT services and Online Banking Facility.● Inclusion in Capital Market.	Weakness: <ul style="list-style-type: none">● Undiversified Portfolio.● Central based decision making. Technological Updates.● Less Promotional Activities. Barriers from central bank.
Opportunities: <ul style="list-style-type: none">● Business exposition through opening branches in the remote areas of the country.● Online banking activities.● Expanding its ATM's reach to the customers.	Threats: <ul style="list-style-type: none">● Amplified competition in the same market.● Government rules and economic changes● Competitors are increasing day by day.

Diagram: SWOT Analysis of Union Bank Limited

2.7.2 Porter's Five Forces of Union Bank Limited

One of the most holistic approaches is Porter's Five Forces for looking at any industry and understanding what drives profitability and competition. Firms like Union Bank Limited have buyers that are both B2B and B2C and their needs can be catered to as individuals and enterprises. There is an increasing number of new businesses amid the pandemic as many job holders are now looking for much stability by running their own sole business through various social media channels. Hence there is a large number of service buyers relative to the number of banks in Bangladesh. Digital transformation and advanced technology have contributed to this increased number of customers both as individuals and as enterprises.

There is differentiated bargaining power of suppliers as banks like Union Bank Limited are service-based. Currently, there are a large number of suppliers in the banking industry. The threat of new entrants coming is low as there is already existing competition which means new banks are not strong enough to compete since there are many banks already. However, new entrants need to develop strong customer relationships with sufficient capital and technologically advanced tools with high availability to function thoroughly as new entrants as they will be facing high competition from existing players. There are, of course, available substitutes where customers won't incur the costs of switching if needed. Given that available substitutes most likely won't have high prices, customers have the freedom to go for other banking services if they dislike the one they are using. There are many similar competitors in the banking sector and costs are not high. The exit barriers are low and the industry is growing rapidly due to fast-evolving technology and need for financial assistance.



Diagram: Porter's Five Forces of Union Bank Limited

2.8 Summary and Conclusions

In conclusion, Union Bank Limited has high competition, there is high bargaining power of buyers, low threats of new entrants, low bargaining power of suppliers and high threat of substitutes.

2.9 Recommendations

The company could strengthen its availability of service and communicate more through effective marketing communications to better anticipate the fast-evolving customer behavior of the banking sector.

Chapter-3

Project Part: “Customer Service Satisfaction in the Banking Sector (Union Bank LTD)”

3.1 Introduction

The purpose of this chapter is to provide a detailed review of the chosen topic matter which is how the company maintained its customer service satisfaction to this date. This chapter talks about how Union Bank Ltd achieves its Customer Service Satisfaction through its effective model called the **Service Quality Dimension** which they have 5 important elements to measure i.e Reliability, Responsiveness, Tangibility, Assurance, and Empathy. Union Bank tries to check if customers are overall satisfied with their banking service for which their questionnaire is designed in a way that covers questions to all 5 of the Service Quality Dimension. Customers' answers are collected on a Likert scale and converted into charts that can give an overall picture of the sample size answer. The findings of these answers are analyzed and summarized and my recommendation is shared at the end. I have worked as an intern during my internship period at Union Bank Limited and have directly handled customers. During this span of time, I have tried and learned to acquire communication skills needed in approaching a customer, writing skills required to document briefs and meeting minutes, and mostly understanding some technical terms used to communicate internally at work.

3.1.1 Literature Review

In their research, Ameme, B., and Wireko, J. (2016) asserted that in today's competitive environment, where technology plays a critical role, there is a positive association between technology and customer satisfaction in the banking sector or industry. They also mentioned that customer pleasure is much more than simply delivering innovative products and services. They also discovered that if a bank wants to be a market leader in a competitive climate, it must take an innovative approach to all elements of its business, including products and services. In addition, there is a strong link between technological innovation and cost. As the rate of invention rises, so does the expense. According to Chochol'áková, A., Gabcová, L., Belás, J., and Sipko, J. (2015) research, satisfied customers are significantly more likely than dissatisfied

customers to recommend their bank to their friends and consider using their current bank in the future, and they are more resistant to offers from other banks. When considering investments in all aspects, such as the financial market, depositing their own savings with their own bank, taking out a mortgage from their own bank, and using other banking products and services from their current bank, loyal customers are more interested in the services of their own bank.

3.1.2 Objectives

The core objective of this chapter is to understand the importance of customer service satisfaction in Islamic banking. Given that customer relationship is crucial to Union Bank's goals, the work approach and conduction details have been explained here focusing on customer relationship management. The following are the objectives:

Broad Objective: Understanding the 5 Service quality dimensions that measure Customer Satisfaction of Union Bank Ltd.

Specific Objective:

- Analyzing the Importance of 5 service quality dimensions and their contribution to customer satisfaction.
- Identifying the effectiveness of the survey done by the bank in order to measure Customer Satisfaction.

3.1.3 Significance of the Study

Doing this report on my first ever official work experience has helped me to reflect and look back into what skills I have actually acquired. Doing this study, it helped me to understand how customer service is important in any organization specially in Islamic banking something that Union Bank maintains its customer service through their effective dimension model. The growing need for better services and communication has pushed banks to grow more in financial sector. Through my study Union Bank OR nizam road branch can see how their customer service department is being maintained through the 5 service quality dimensions and can bring changes in order to strengthen customer relationship management. Moreover, it has influenced me to put a good amount of effort into reading news journals and research papers to confirm about the trend of banking services and how they work. These updates helped me share a constructive opinion during office meetings and earned my supervisor's trust when making decisions on how we could deliver certain tasks better in order to give better services to clients according to their needs. I'm hopeful my suggestions or recommendations will be helpful to add more value to the current customer service satisfaction of this branch of the bank.

I've discovered that Islamic banking is in high demand throughout the country. The economy of this large-population country is rapidly expanding, creating a demand for high-quality, service-oriented global financial services to reach people's homes. Bangladesh's economy continues to show satisfactory and consistent development while maintaining macroeconomic stability. Unlock the potential of the country's underserved middle, which is not covered by business banking services. Pay special attention to agricultural and macroeconomic issues. Bring the unbanked rural population under the banking umbrella. Banking that is based on modern technology as well as banking that is environmentally friendly.

3.2 Methodology

In preparing this report, I used both primary and secondary research as my source of data. **The primary data** are the questionnaire with answers in the form of Likert Scale that was set to give customers to measure our quality of service. Taking advices from co-workers, directly communicating with clients, and on the job experience in which I had customer interactions at the front desk. **Secondary data** was collected from research papers, business journals, website of bank, Catalogues of Bank, Annual Report of UBL. Here the analysis has been made by the help of survey method in which customers of UBL participated in the questionnaire session and based on their opinions, customer service satisfaction of this branch is explained using service quality dimensions. After getting all the data from the survey which is held by direct interview from clients and based on their opinions data have been collected and made

graphical representation, different charts and table have been shown to explain customer satisfaction levels by the help of 5 service quality dimensions.

Sample Design

The population chosen for making this analysis was limited to this OR Nizam road branch. Here simple random sampling technique has been used to analyze the survey and the sample size is 60.

3.3 Findings and Analysis

There are in general, five service quality dimensions that Union Bank emphasizes in maintaining the standard of customer service satisfaction which is:

a) RELIABILITY

Ability to perform the promised service dependably and accurately. Reliability is accomplished when a bank commits to giving a certain service, they have to fulfill the commitment. If customers have a problem, the Bank has to show a sincere interest in it. The bank should give information to the clients about their service in advance.

b) RESPONSIVENESS

Willingness to help customers and provide prompt service. Responsiveness is achieved through employees of the bank giving service quickly. Employees of banks should take the client's problems seriously. Employees of banks should take immediate steps to solve the client's problems to show quality responsiveness.

c) ASSURANCE

Knowledge and courtesy of employees and their ability to convey trust and confidence. Bank employees must have to understand the needs of clients. The employees should have enough knowledge to answer questions. Customers should feel safe while doing transactions with the bank. As a result, assurance is achieved.

d) EMPATHY

Caring, individualized attention the firm provides its customers. Employees of banks should always be polite when giving service to clients. Employees of banks should welcome clients with smiling faces. This is how empathy is maintained.

e) TANGIBILITY

Appearance of physical facilities, equipment, personnel, and communication materials. Bank's service area has to be neat and clean. The bank should use modern technology for customer service. The bank's internal environment has to be appealing. Employees must always keep themselves smart in the workplace. Material related to the bank's service should be visibly attractive.

The following is the questionnaire to measure the Service Quality based on the standard dimension:

Questionnaire (total=16)

Questions we asked to ensure RELIABILITY

- 1) When UBL commit to giving certain service, they do so
- 2) When you have a problem, UBL show a sincere interest in it
- 3) UBL give information to the clients about their service in advance

Questions we asked to ensure RESPONSIVENESS

- 4) Employee of UBL gives you service quickly
- 5) Employees of UBL take client's problems seriously
- 6) Employees of UBL take immediate steps to solve your problems

Questions we asked to ensure ASSURANCE

- 7) UBL employees understand needs of clients
- 8) UBL employees have enough knowledge to answer your question
- 9) You feel safe while doing transactions with UBL

Questions we asked to ensure EMPATHY

- 10) Employees of UBL are always polite when giving service to clients
- 11) Employees of UBL Welcome clients with a smiling face

Questions we asked to ensure TANGIBILITY

- 12) UBL-service area is neat and clean
- 13) UBL uses modern technology for customer service
- 14) UBL's internal environment is appealing
- 15) UBL's employees always keep smart in the workplace
- 16) Materials related to UBL's service are visibly attractive

Responses from the clients to the questionnaire in the form of Likert scale:

Analysis of the Survey and to define the levels of 5 service quality Dimensions:

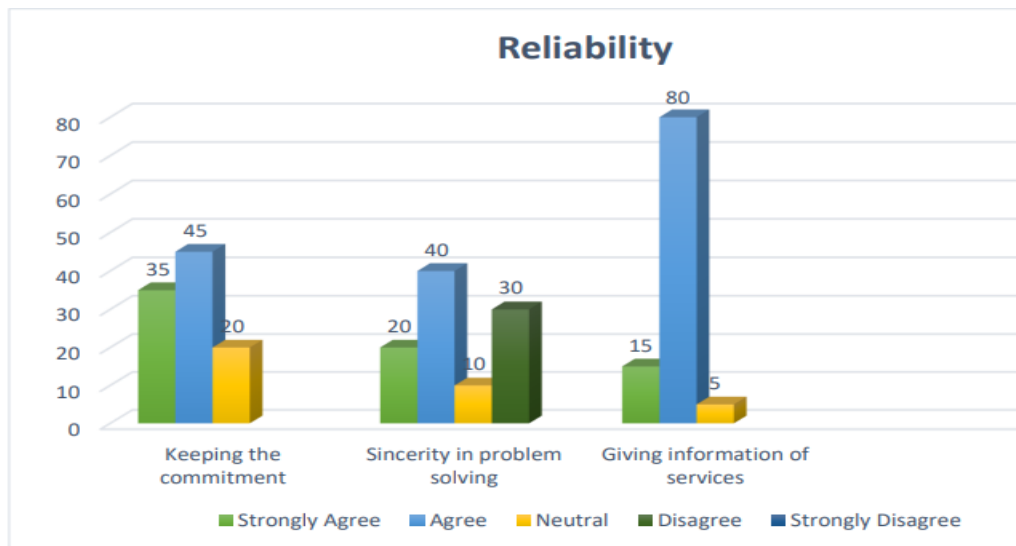
Reliability:

Throughout my internship period I have found out that employees of UBL are very committed to their clients regarding their services. Here, we will try to find out the level of reliability of the branch based on client's responses.

Reliability	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%
1.When UBL commit to give certain service, they do so-	21	35%	27	45%	12	20%	-	-	-	-
2.When you have a problem, UBL show a sincere interest in it-	12	20%	24	40%	6	10%	18	30%	-	-
3.UBL give information to the clients about their service in advance-	9	15%	48	80%	3	5%	-	-	-	-
Total-	48	70%	99	165%	21	35%	18	30%	-	-
Level of Reliability on Average-	14	23%	33	55%	7	11%	6	10%	-	-

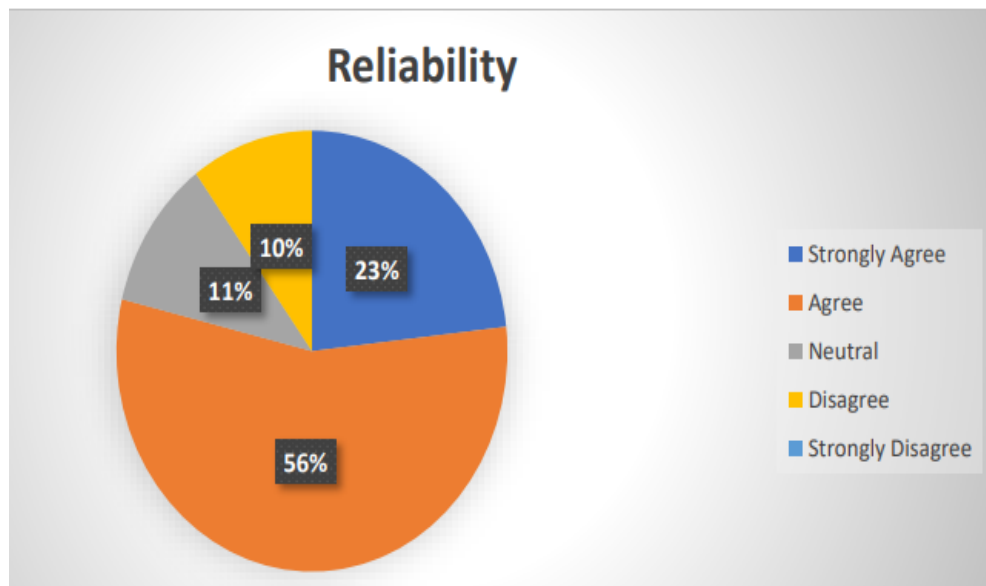
Note: Here the sample size is 60.

Source: Field survey



Histogram for Reliability

Analysis: From the above figure, we see that about 80% of customers are satisfied with the promises that the banks have kept, about 60% of customers are satisfied with sincerity but 30% are not satisfied. 95% of customers are satisfied with the informative responses of the bank. In the terms of overall Reliability, my survey shows that on average 78% of people are highly convinced with the level of Reliability of the service quality dimension of the O.R.Nizam Road Branch of Union Bank Limited, and 10% of people are not so convinced with the Reliability of the Branch. The position of Reliability is shown with the help of the following diagram.



Summary for Reliability in Pie Chart

Responsiveness

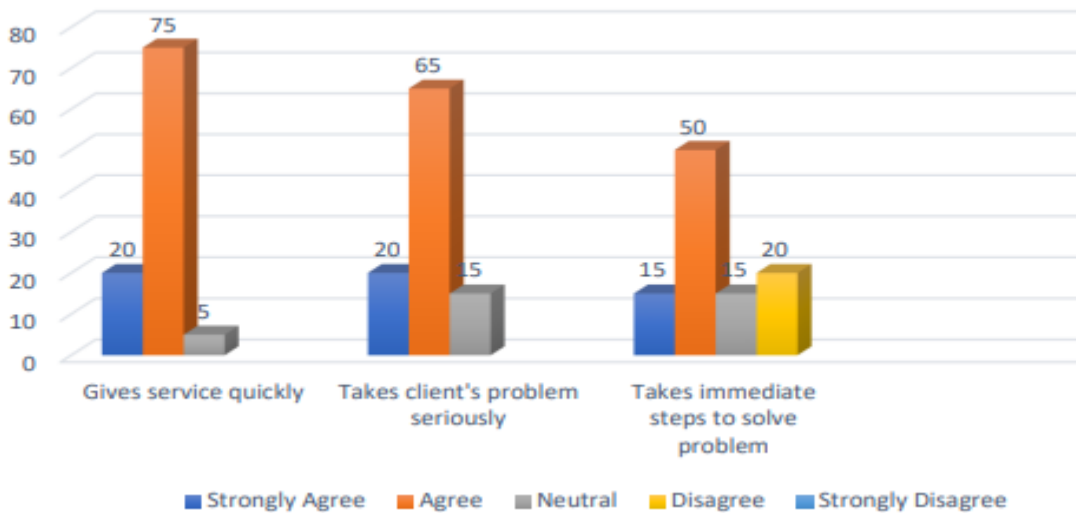
An employee should help customers and provide prompt service willingly. The officers and staff of O.R Nizam Road Branch of Union Bank Limited are found to show absolute willingness to help their customers. Now, the level of responsiveness will be found with the help of the questionnaire given below.

Responsiveness	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%
1.Employee of UBL gives you service quickly-	12	20%	45	75%	3	5%	-	-	-	-
2.Employees of UBL take client's problems seriously-	12	20%	39	65%	9	15%	-	-	-	-
3.Employees of UBL take immediate steps to solve your problems-	9	15%	30	50%	9	15%	12	20%	-	--
Total-	33	55%	114	190%	21	35%	12	20%	-	-
Level of Responsiveness on Average-	11	18.33%	38	63.33%	7	11.67%	4	6.66%	-	-

Note: Here the sample size is 60.

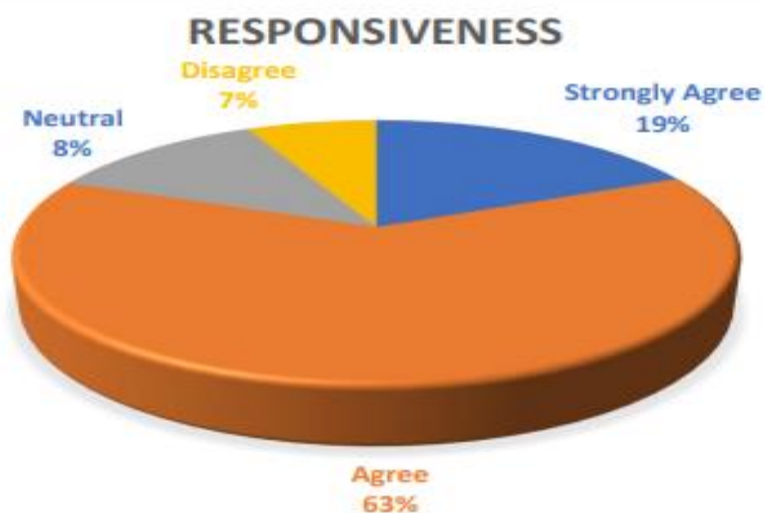
Source: Field survey

Responsiveness



Histogram of customers' answers for Responsiveness

Analysis: From the above figure, We see that about 95% of customers are very satisfied with the quick information that the banks provide, and about 85% of customers are very satisfied with the employees for their tendency of understanding customer's problem, and about of 65% of customers are satisfied and 20% not so satisfied with the promptness of problem-solving of their services. In terms of overall responsiveness, my survey shows that on average 82% of people are convinced with the level of Responsiveness of the service quality dimension of O.R Nizam Road Branch of Union Bank Limited, then 7% of people are not convinced. The position of Responsiveness is shown with the help of the following diagram



Summary for Responsiveness in Pie chart

Assurance

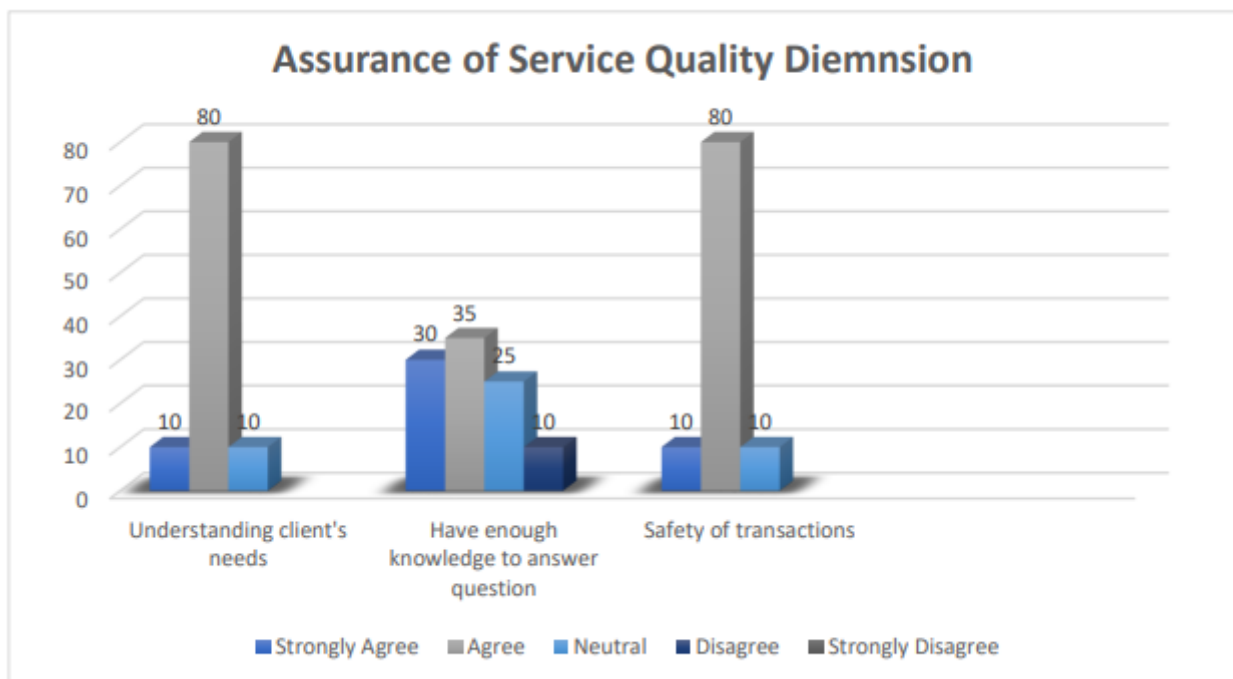
Assurance actually refers to the belief in one's own abilities, keeping and giving promises. Assurance is the combination of Competence, Courtesy, Credibility, and Security. The staff of O. R. Nizam Road Branch, Union Bank Limited are competent enough to perform their service successfully. Their courtesy of the contact personnel is found at a very good level. We are polite and friendly. During my internship period, I have found an optimum level of credibility among the employees of this branch. We are really trustworthy, believable, and honest. Customers of Financial institutions, especially banks, want the security of their assets and documents; Union Bank Ltd. always ensures the security of its customers. With the help of the following questionnaire, the level of Assurance of Union Bank Limited, O.R Nizam Road Branch will be determined.

Assurance	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%
1. UBL-employees understand needs of clients-	6	10%	48	80%	6	10%	-	-	-	-
2. UBL-employees have enough knowledge to answer your question-	18	30%	21	35%	15	25%	6	10%	-	-

3.You feel safe while doing transactions with UBL-	6	10%	48	80%	6	10%	-	-	-	-
Total-	30	50%	117	195%	27	45%	6	10%	-	-
Level of Assurance on Average-	10	17%	39	65%	9	15%	2	3%	-	-

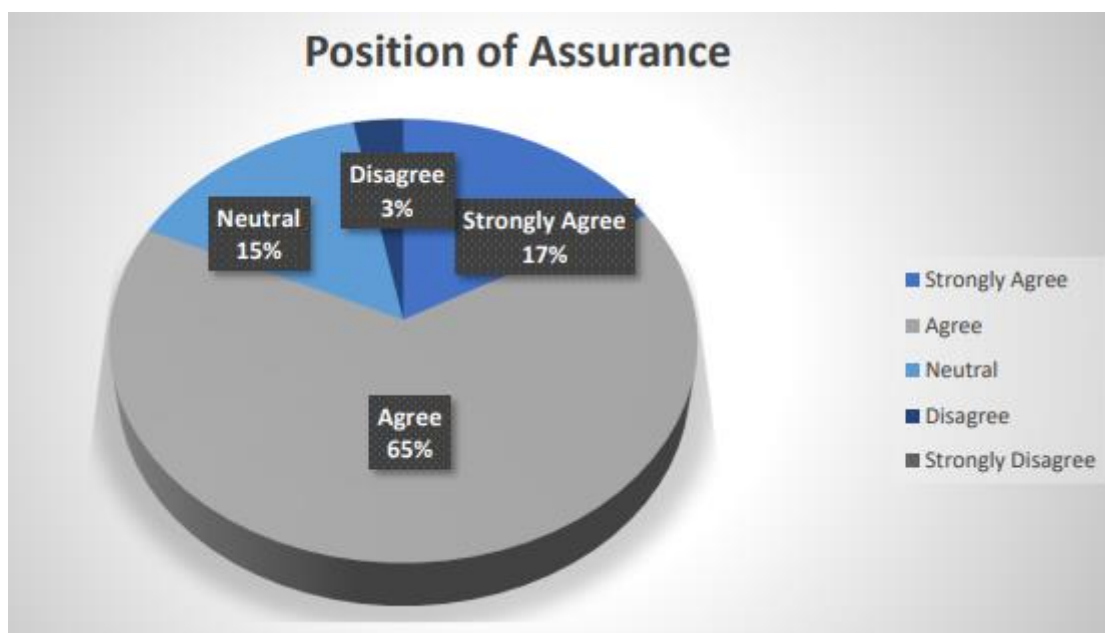
Note: Here the sample size is 60.

Source: Field survey



Histogram for Assurance

Analysis: From the above figure we see that about 90% of customers are satisfied with the understanding between employee and customer, about 65% of customers are satisfied with the knowledge of their employees regarding banking service and 25% are neutral and 10% are not convinced. About 90% of customers are satisfied with the safety of their services. In the terms of overall Assurance, my survey shows that on average 82% of people are convinced with the level of Assurance of the Service Quality Dimension of O.R Nizam Road Branch of Union Bank Limited, and 3% of people are not convinced at all with Assurance of this branch. The position of Assurance is shown with the help of the following diagram



Pie chart for Assurance

Empathy

Empathy is the combination of Accessibility, communication process, and knowing the customers. The following questionnaire will show us the level of Empathy of O.R Nizam Road Branch of Union Bank Limited.

Empathy	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%
1. Employees of UBL are always polite when giving service to clients-	6	10%	32	54%	11	18%	11	18%		
2. Employees of UBL Welcome clients with a smiling face-	9	15%	36	60%	15	25%	-	-	-	-
Total-	15	25%	68	114%	26	43%	11	18%		
Level of Assurance on Average-	7.5	12.5%	34	57%	13	21.5%	5.5	9%		

Note: Here the sample size is 60.

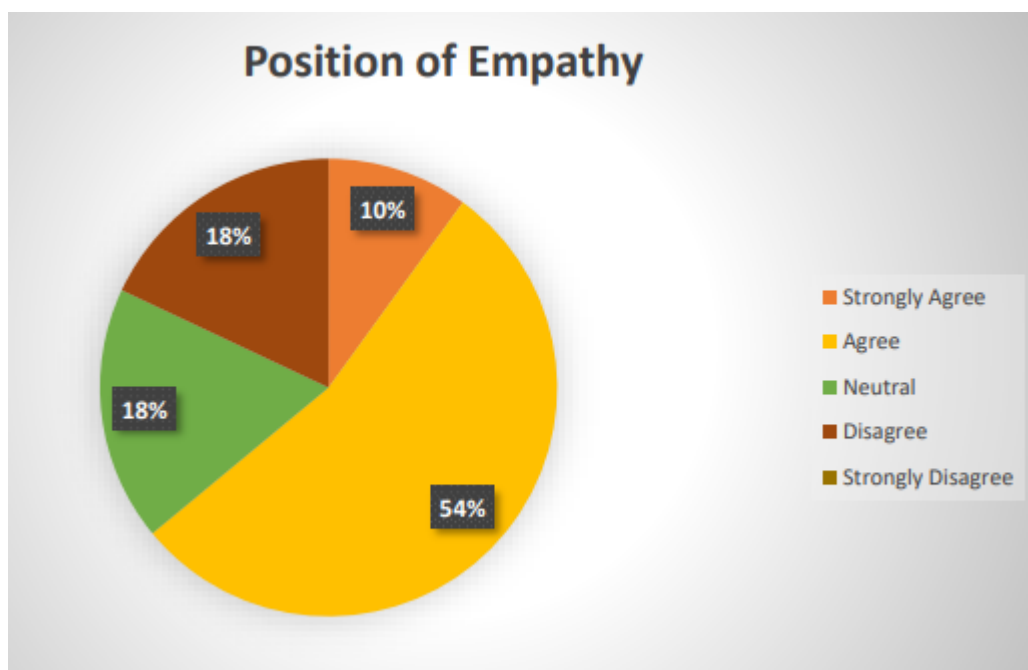
Source: Field survey

Bar Diagram of Empathy



Bar Diagram for Empathy

Analysis: From the above figure, we see that about 64% of customers are satisfied with the politeness of the employees, and about 11% are not satisfied at all. About 75% of customers are satisfied with the warm welcome and smiling faces of the employees. In terms of overall Empathy, my survey shows that on an average 69.5% of people are highly convinced with the level of Empathy of the Service Quality Dimension of O.R Nizam Road Branch of Union Bank Limited, and 9% of people are dissatisfied with the service quality. The position of Empathy is shown with the help of the following diagram



Tangibility

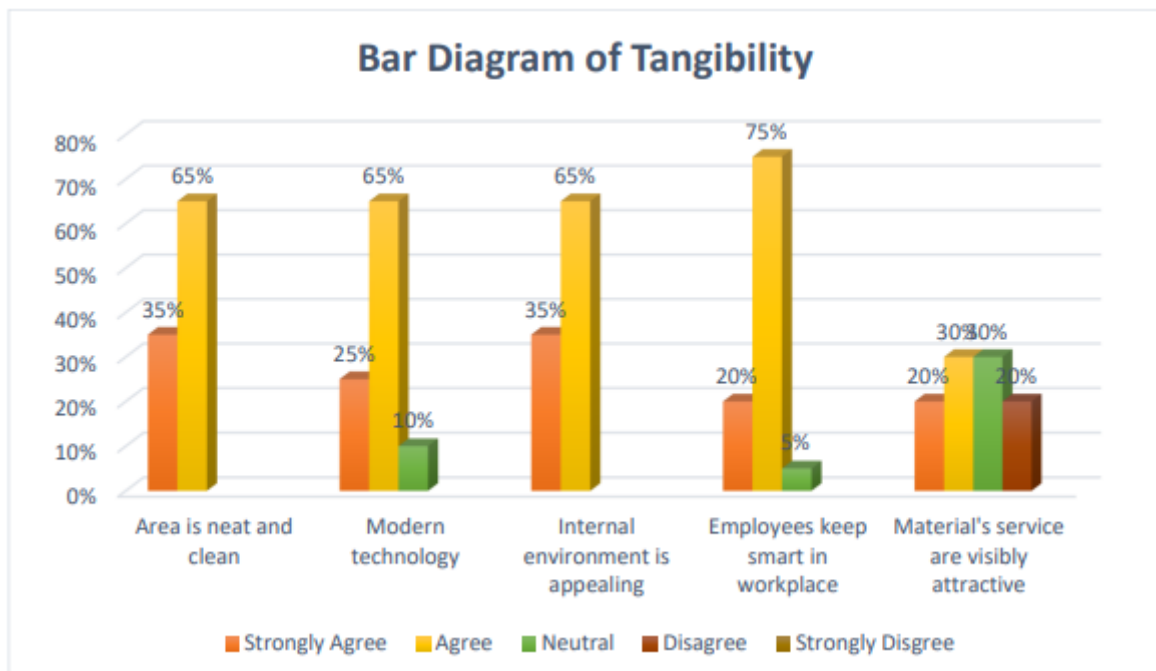
The appearance of the physical facilities, tools, and equipment used to provide the service; the appearance of personal and communication materials and the presence of other customers in the service facility should be well arranged, neat and clean. From this survey, we will try to find out whether the customers of the O.R Nizam Road Branch of Union Bank Limited are pleased with the level of Tangibility or not.

Tangibility	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%	Number Of Person	%
1.UBL-service area is neat and clean-	21	35%	39	65%						
2.UBL-uses modern technology for customer service-	15	25%	39	65%	6	10%				
3.UBL's internal environment is appealing-	21	35%	39	65%						
4.UBL's employees always keep smart in workplace-	12	20%	45	75%	3	5%				
5.Material's related to UBL's service are visibly attractive-	12	20%	18	30%	18	30%	12	20%		

Total-	81	135%	180	300%	27	45%	12	20%		
Level of Tangibility on Average-	16.2	27%	36	60%	5.4	9%	2.4	4%		

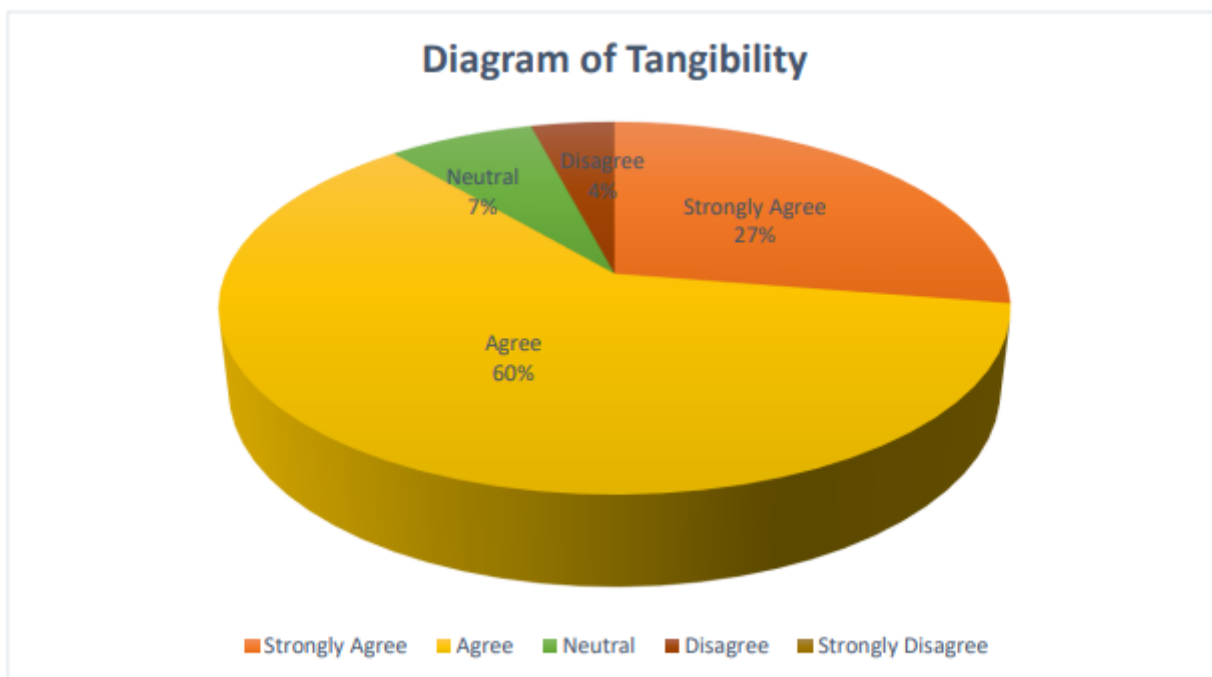
Note: Here sample size is 60.

Source: Field survey



Bar Diagram for Tangibility

Analysis: From the above figure, we see that about 100% of customers are satisfied with the neat and clean area, 90% of customers are satisfied with the modern technology, 100% of customers are satisfied with the environment of the bank, 95% of customers are satisfied with the smart workplace. 50% of customers are satisfied and 20% are not satisfied with the visually appealing materials related to the service of the customers. In terms of the overall Tangibility section, my survey shows that on average 87% of people are convinced, 9% are neutral and 4% people are not convinced at all with the Tangibles of the Branch. The position of Tangibles is shown with the help of the following diagram.



Pie Chart for Tangibility

Findings:

During my study on the Service Quality Dimension of Union Bank Ltd O.R Nizam Road Branch, I have found some positive and some negative aspects of the Branch. The findings are as follows:

- In terms of "Reliability" Union Bank Ltd. O.R Nizam Road Branch is rated very high by clients. But it is shown that there is about 30% are not convinced with their sincerity in problem-solving.
- In terms of "Responsiveness" Union Bank Ltd. O.R Nizam Road Branch it is shown that there is about 20% are not convinced with their responses of problem-solving.
- In terms of "Assurance" customers of Union Bank Ltd O.R Nizam Road Branch are pretty much satisfied but about 10% people are not convinced with their knowledge of answering questions.
- In terms of "Empathy" Union Bank Ltd O.R Nizam Road Branch is found in satisfactory level in a survey. But about 11% of people are not convinced with their politeness of giving services.
- In terms of "Tangibility" customers of this branch rated it very well. The interior and environment is neat and clean. But according to 20% of the customer, Union Bank Ltd of O.R. Nizam Road Branch doesn't have sufficient visibly attractive materials.

- Union Bank Ltd follows a well-constructed relationship starting with "KYC" or Know Your Customer.
- There is many conveniences of communication over the phone, call center, and physical communication with the customers in getting relevant information.
- The account opening form is not properly filled up by the customer, the officials are helpful to the customer in fill-up the form.
- Customer service officers are very helpful and pay attention to each and every customer, but sometimes they can't give proper services due to the pressure of work.
- The bank is mostly dependent on the IT sector for any kind of computer or technological issues.
- Because of the load of the workstation, sometimes software works slowly. For this reason, it takes time to serve customers.
- They don't have enough arrangements for monthly seminars or workshops with customers.

3.4 Summary and Conclusion

Finally, as a 4th generation bank, Union Bank Ltd has been operating successfully in the banking arena for nine years. Now it's one of the foremost banks in Bangladesh. The asset position of Union Bank Ltd is quite satisfactory and it has the requisite strength and opportunity to sustain itself.

It is committed to providing high-quality financial services/products to contribute to the growth of G.D.P of the country through stimulating trade and commerce, accelerating the pace of industrialization, boosting export, creating employment opportunities for the educated youth, poverty alleviation, raising the standard of living of limited-income people and overall sustainable socio-economic development of the country.

Management of this bank is equipped with expert bankers and managers in all levels of management. So, it is not an easy job to find out the drawbacks of any branch of this bank. Most of the customers of the branch are businessmen from Sanmar Ocean City, Central Plaza, Importer-exporter, Local customers as well as walking customers and so on. They need a very good amount of loan which shows the real portfolio of a bank. Union Bank Ltd O.R. Nizam Road Branch has an opportunity to hunt this kind of loan seeker and earn a huge profit. They have a good image in the local area due to their local culture-oriented behavior inside the branch. Customers think of the bank executives as their relatives for which they feel at home in the bank. They can express their problem without any hesitation which they get the service without any delay.

For a bank customers trust is a very important matter which this branch has already established in that area. Now they can easily initiate their policy. During my internship, I have just tried to pull out the information needed to understand the Service Quality Dimension of General Banking Performance of Union Bank Ltd of O.R Nizam Road Branch. In my observation, this branch is giving the highest and most standardized customer service than any other branch located in the city area.

Union Bank Ltd O.R Nizam Road Branch is always trying to deliver good quality customer service that's why customers are very much satisfied with this branch's activities. At the end of my conclusion, I can say that Union Bank Ltd O.R Nizam Road Branch has a bright future to expand its business activities within Sanmar Ocean City, Central Plaza Market, and its neighboring areas also. They should give their attention on the above problems and limitations I have discussed already to increase their capacity for giving their high-quality service to the customer which ultimately increases the growth of Union Bank Ltd O.R Nizam Road Branch with the growth of customers also.

3.5 Recommendations

I have found some positive and negative insights during my internship period in Union Bank Ltd & made the following suggestions to overcome them. I strongly believe that my suggestions may help them to develop their unidentified problems and ultimately make them superior than others.

- Union Bank Ltd. O.R.Nizam Road Branch have to make sure to increase the percentage of “Reliability” positive insights by improving their sincerity in problem solving.
- Union Bank Ltd. O.R.Nizam Road Branch have to make sure to increase the percentage of “Responsiveness” positive insights by improving their responsiveness towards the customer.

- They have to make sure to increase the percentage of “Assurance” positive insights by improving their knowledge of giving answers to the customer’s inquiries.
- They have to make sure to increase the percentage of “Empathy” positive insights by improving their behavior of being polite while giving services.
- They have to make sure to increase the percentage of “Tangibility” positive insights by improving their materials of the branches.
- Officers have to be more cautious to make customers more aware while filling up the form.
- Customer service officers should work on their capability more for handling pressures while giving service to their customers or need to increase sufficient officials where required.
- Training of every officer in the IT sector should be increased. Ex: Training on Ms. Excel, Ms. PowerPoint, etc.
- Software should be updated from time to time for working smoothly and handling the workload of the work station.
- The bank should arrange monthly seminars or workshops to attract a vast number of people and to encourage them for banking.

In my opinion, I think it is important to

- To increase promotional activities of their products and marketing them to reach customer base
- Constant monitoring of customer service is vital
- Reducing service fees may generate the increased volume of customers.
- Increasing the customer base for addressing financial inclusion is helpful.
- Corporate Social Responsibility (CSR) activities will improve the bank’s image in the eyes of both internal and external stakeholders.

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