



city bank
making sense of money

Internship Report

On

Retail Banking and Customer Service

(Banani Branch)

Submitted to:

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

Submitted By:

Nabila Yasmin

ID: 12104215

BRAC Business School

BRAC University

Course Title:

Internship (BUS 400)

Submission Date:

30 November, 2015

30 November, 2015

Rahma Akhter
Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship report for BBA.

Respected Madam,

It is a great pleasure for me to present the internship report titled “Retail Banking and Customer Service”. It was assigned to me as a requirement for the completion of Bachelors of Business Administration Degree.

It was a great experience for me to work in a bank and gain in-depth knowledge on Retail banking and their customers. Throughout this study I tried to accommodate as much information and relevant issues as possible and tried to follow the instructions you suggested. I tried to make this report informative according to your suggestion.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly go through my report and evaluate my performance.

Sincerely,

Nabila Yasmin

ID: 12104215

Acknowledgement

As part of my internship for BUS400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals.

Firstly I would thank BRAC University and the BRAC Business School for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the BRAC Business School receives my greatest honor because of all their teachings and support.

I would like to thank Rahma Akhter, Lecturer, BRAC Business School, BRAC University for providing me the proper guidance to complete the whole internship report. Even during times when my work seemed difficult to me, I always received proper direction after a meeting with her. My gratitude goes to The City Bank Limited for selecting me as intern into their organization which helped me a lot to learn about corporate culture and banking industry in a highly competitive environment. I would like to thank Mr. Adeb Hussain, Branch Manager, Banani Branch, at The City Bank Limited, who was my supervisor. I must thank my second supervisor Iritra Sharif, Assistant manager, Service Quality for her coordination. Both my supervisors had been extremely cordial, supportive and optimistic with me and my efforts since the day I joined. Along with that I would also like to show my heartfelt gratitude to all the members of the Banani Branch who have always been very supportive towards me and encouraged me to work creatively.

Executive Summary

The City Bank Limited is the one the biggest retail Bank in Bangladesh and has been on the top list of their customers' choice. They awarded with lots of award like Best Bank in Bangladesh, Best Internet Bank in Bangladesh, Strongest Bank in Bangladesh, Domestic Retail bank of the year-Bangladesh and many more. They have made a mark on this industry and they are one of the leading position. In my report I tried to cover the organization overview, their basic structure, divisions of retail banking and their customer service followed by SWOT analysis and Industrial analysis. I have also given my job description that I have done for 3 months. In the end I wrote the critical findings that I have found in my internship period and finally I came up with recommendations which can be helpful for City Bank in terms of their customer service. This report will give a clear idea about retail banking and how they deal with their large number of customers.

Table of Content

Chapter 1		
Introduction		
1.1	Objective of the Report	8
1.2	Scope of the Study	8
1.3	Objective of the study	9
1.4	Methodology	9
1.5	Limitations	10
Chapter 2		
The Organization		
2.1	The history	11
2.2	Missions, Visions and Values	11
2.3	Product and service Offerings	12
2.3.1	Corporate and Investment Banking	13
2.3.2	Retail Banking	13
2.3.3	Treasury and market risks	14
2.3.4	SME Banking	14
2.4	Branches	16
2.5	Functional departments of CBL	16
2.6	Organogram of CBL	18
Chapter 3		
MY job as an Intern		
3.1	Introduction	20
3.2	Job Description	20
3.3	Learning	23

Chapter 4		
Retail Banking		
4.1	Target market of retail banking	24
4.2	Offers of Retail Banking	24
4.21	Deposit	25
4.2..2	Loan	33
4.2.3	Cards	43
4.2.4	NRB	47
4.2.5	NFB	47
Chapter 5		
Analysis on Customer Service		
5.1	Introduction	50
5.2	Methodology	50
5.3	Result of the Survey	51
5.4	Analysis	54
Chapter 6		
SWOT Analysis and Industrial Analysis		
6.1	SWOT Analysis	55
6.2	Industrial Analysis	56
Chapter 7		
Findings and Recommendation		
7.1	Findings	58
7.2	Recommendations	58
Chapter 8	Conclusion	61
	References	62

Chapter 1

Introduction

Currently banking industry has become one of the attractive businesses and day by day the number of Banks is increasing. Their main target is to do business by giving premiere quality service to the customers and meet their needs. Because of the attractive nature of this industry many competitors are coming and if any bank wants to sustain and be on the top then it has to think more strategically and concentrate more on their customers. Banking is all about taking deposits from the customers, lending money, maintaining account, processing cheques, giving loans, using technology to make the service more smooth and what not. Each and every work of a bank is directly related to their customers.

During the 3 months of my internship period I got the opportunity to work in this sector I got an overall idea and understood a bank's retail sector. I started my journey with The City Bank Ltd and I was appointed in there retail sector which involves customers directly. In order to serve their customers smoothly they got a highly efficient IT department who are continuously giving support to the customer officers.

1.1 Objective of the Report

This report has been done as a part of BBA program under BUS400 (INTERNSHIP Program) of BRAC University. The Report title is Retail Banking and Customer service is assigned by my honorable supervisor Rahma Akhter as part of completion of this course. I have gathered all the information during my internship period in City Bank Limited (Banani Branch) I got a lot of support from my branch manager Mr. Adeeb Hussain and other officers from the Banani Branch. I compiled all the information that I have gathered in this report. Though this report is done as a part of BBA program but it can be used for other banks in the current banking environment.

1.2 Scope of the Study

City Bank Banani branch was the field for my study and the topic of my study was retail banking and customer service. It covers organizational background, types of banking, types of retail banking, CBL's banking procedure, their functionality and how they deal with their customers.

The body of the report includes retail banking activities of City Bank Limited and an analysis on their customer service.

1.3 Objective of the study

The main objective of the study is to get overall Idea about branch banking and specially the retail banking service of Bangladesh. Other objectives are-

- Use theoretical knowledge in practical life.
- How customers are treated and served in Banks.
- Analyzing the service that is given by City Bank Limited.
- Analyzing the Pros and Cons of retail banking.
- Trying to understand customers mind and their need.
- Understanding the professional working environment.

1.4 Methodology

This report has been done on the basis of information that I have gathered in my internship period. I have taken the information both from primary source and secondary source.

Primary sources:

- By discussing with the employees of CBL Banani Branch.
- By talking with customers who came in the branch
- Observing daily in the working hour.
- Review of relevant files

Secondary sources:

- Official records of the bank.
- Files, records, journals, manuals of the bank.
- Annual reports of CBL.
- Internal Website of CBL.
- Journals published by Bangladesh Bank
- Internet and websites.

1.5 Limitations:

- Time was the biggest limitation because retail banking is a vast area and it is hard to get all the idea about it in three months.
- They do not disclose their internal information which hampered the report a little.
- Because of limited information some assumption were made which might have created personal mistake in the report.
- Some officials were not ready to give away some data because of confidentiality for which data could not be included.

Chapter 2

The Organization

2.1 History

The city bank limited is considered as one of the oldest commercial bank operating in Bangladesh since 1983. There are five top commercial banks in Bangladesh and city bank limited is one of them. It's distinguished and extraordinary service has made itself to stand out among other commercial bank banks and has still managed to hold its position. It is a bank which do not follows traditional, decentralized, geographically managed, branch based business or profit model.

It has started its journey on 27 March, 1983. It is incorporated as a public limited company under the company act 1943.

13 local businessman took the risk to invest their money on the idea which is to establish a bank that will serve the consumers of our country and following that idea they had opened it's first CBL branch at B.B Avenue branch in the capital. Initially they invested 3.4 crore worth of capital which is currently a worth of 2311.78 crore as capital and reserve.

It has earned many national and international awards for its tremendous performance.

2.2 Mission, Vision and Values of the City Bank Limited

Mission-

- ✓ To offer wide array of products and services that differentiate and excite all customer segments
- ✓ Be the “Employer of choice” by offering an environment where people excel and leaders are created
- ✓ Continuously challenge processes and platforms to enhance effectiveness and efficiency
- ✓ Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- ✓ Ensure respect for community, good governance and compliance in everything we do

Vision-

Their vision is to be the financial super market with a winning culture which offers enjoyable experiences to the consumers.

Values-

- ✓ Are result driven and keep constantly focusing on improving themselves.
- ✓ Believe in being accountable and transparent.
- ✓ Are courageous and respectful towards their customers.
- ✓ Highly engaged and inspired.
- ✓ Focus on customer delight to gain maximum customer satisfaction.

2.3 Product and Service Offerings

The City Bank Limited (CBL) has a wide range of product and service offerings. Their main focus is to give all kinds of commercial banking, trade services, clearing and custody to its customers. They mainly focus on four parts which is shown in the chart.



2.3.1 Corporate and Investment Banking:

City Bank is a bank which is one of the biggest banks in Bangladesh wholesale banking industry which offers innovative, customized services to their corporate clients. They do not believe in making short term relationship with their clients, they believe in making long term relationship and standing beside them whenever they need.

They have uniquely designed their financing, trade and investment plan for their clients so that their clients can easily do business. They think of themselves as a one stop financial institute for their corporate clients who will fulfill their supply chain financial needs for their trade and business. City Bank fully understands their clients' needs and tries to give their clients the maximum opportunity. The facilities that CBL provides to their corporate clients are-

- ✓ Working Capital Finance
- ✓ Trade Finance
- ✓ Short/Mid-Term Finance
- ✓ Project Finance
- ✓ Islamic Finance
- ✓ Structured Finance
- ✓ Cash Management
- ✓ Investment Banking
- ✓ Schedule of Charges
- ✓ Interest Rate on Lending

2.3.2 Retail Banking:

Retail banking is also considered as the customer banking which means serving individual customers, their friends and families. It is the most popular service of the bank and their new mantra for this is **“City Retail- add a little city to your life”**.

Their aim for retail banking is gaining maximum satisfaction and becoming most preferred bank to the customers for their retail needs. They provide different types products and services to their customers to make their life more easy and successful. In their retail banking they have different offerings. They are-

- ✓ Deposit
- ✓ Loan
- ✓ Cards
- ✓ NRB and Remittance
- ✓ NFB

2.3.3 Treasury and market risks

City Bank Limited not only provides corporate solution and retail banking but also it focuses on treasury. They have a treasury team who are dedicated to provide all types of treasury solutions to their customers. They got four teams in this section to provide best solutions according to their customers' needs and wants. Those teams are-

- ✓ Foreign Exchange
- ✓ Money Market
- ✓ Corporate Sales
- ✓ ALM and Market Research

2.3.4 SME Banking

The full form of SME is small medium enterprise. These enterprises are considered as a critical part of business which plays a crucial role in the economic and social development of the business market. They play a major role in creating new jobs and it fosters economic growth of a country. For these reasons financial institutions have become highly interested in SMEs.

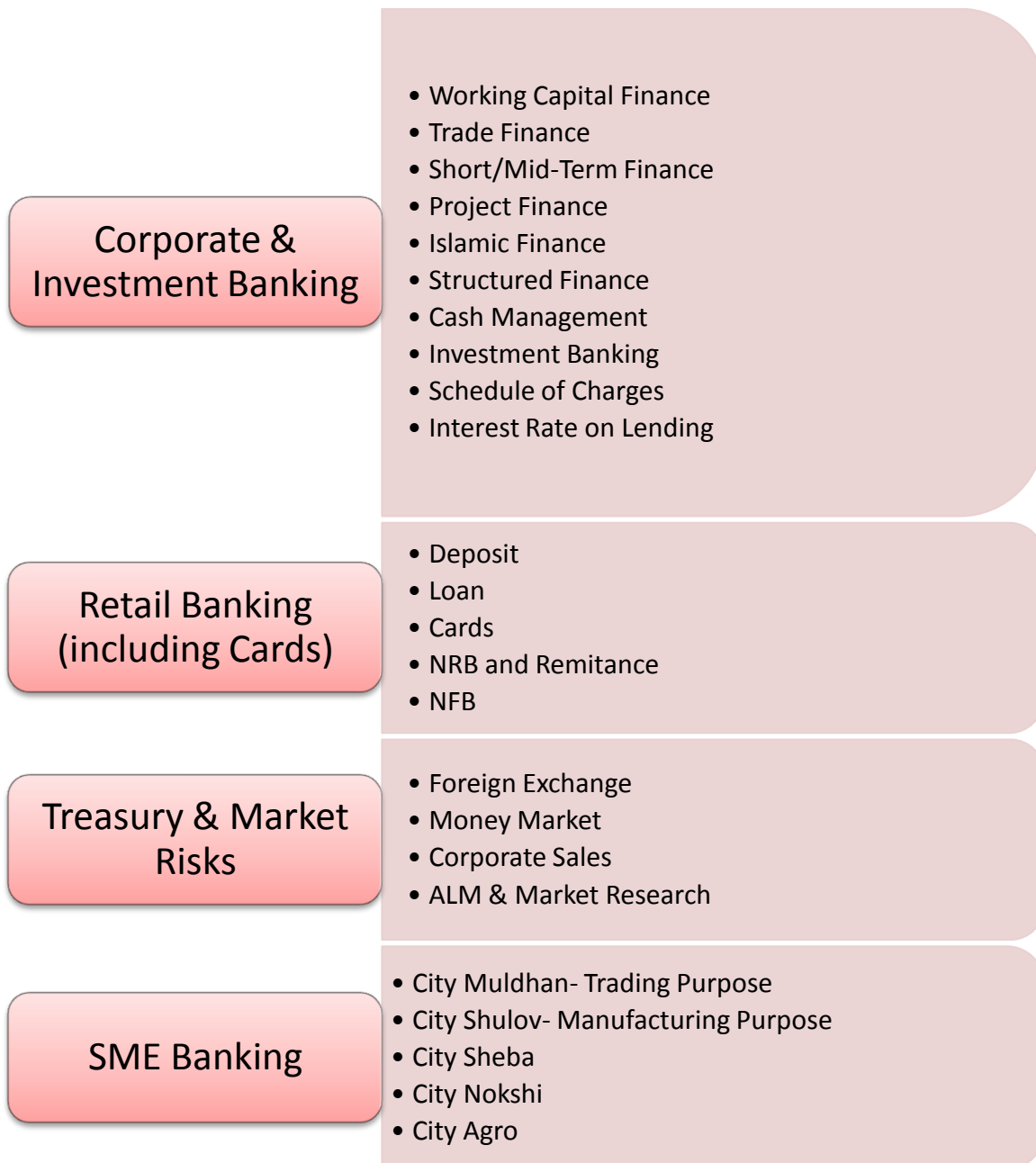
For these reasons CBL did not limit themselves only in retail and corporate banking. They wanted to wider their product line and because of that they entered in the SME Banking industry. They made their business competitive in order to sustain in the future. It has made a mark on the history of City Bank which is driven through a centralized platform model.

They have different offerings under SME Banking.

- ✓ City Muldhan- Trading Purpose

- ✓ City Shulov- Manufacturing Purpose
- ✓ City Sheba
- ✓ City Nokshi
- ✓ City Agro

The following chart will show us all the offerings at a glance.



2.4 Branches

CBL is considered as one of the top local banks of Bangladesh and has currently 113 branches all over Bangladesh. It is their business strategy to have their branches in industrial and business areas. They have enabled themselves to provide best service in retail and commercial banking.

- ✓ Dhaka Region : 53
- ✓ Chittagong Region : 16
- ✓ Sylhet Region : 10
- ✓ Khulna Region : 08
- ✓ Rajshahi Region : 10
- ✓ Comilla Region : 06

2.5 Functional departments of CBL

An organization needs a well structured functional department to run properly. CBL also has a well structured functional divisions or departments to run their bank.

I. Financial division:

The main functions of financial division are- financial planning, budget preparation and monitoring, controlling inter branch transactions, disbursement of various bills, making financial reports and annual reports, taking care of employees provident fund, gratuity and also reconciliation. In short it works as the back office of the bank which takes care of the all kind of financial needs of the bank.

II. Credit and risk management:

It includes loan administration, loan disbursement, processing credit proposals of different branches and also approving them, keeping everything in a documentation form and also maintains CIB (Credit Information Bureau), giving different information and statements to Bangladesh Bank etc.

III. Human Resource Division

The HRD of CBL is not different from HRD of other organizations. Their main purpose is recruitment, Training and development, Compensation, employee benefit, leave and service rules program and purgation, Placement and performance appraisal of employees, Preparing related reports, reporting to the Executive Committee/Board on related matters, Promotional camping and press release etc.

IV. Information Technology (IT) department

IT department can be considered as a very important part of the bank. All the process of the bank has become software based and in order to run those software properly they need a good IT department. Their main job is to develop the software, Network management and expansion, Member banks reconciliation, Date entry and processing, Procurement of hardware and maintenance.

V. Branch control & Inspection Division

Their main job is to control different function of the branches and search for expansion, conduct internal audit and inspection both regularly and suddenly, ensuring compliance with Bangladesh Bank (BB), monitoring BB's inspection and external audit reports.

VI. Service Quality Department

Their main job is to control the quality of all the branches. Taking care of the service they give to the customers and maintaining the quality of the service of the bank is their primary work. The interns they recruit for the bank usually work under this division. They send interns to each branch as service ambassadors and they take care of the customers, understand what customers want and report it to the service quality department which helps the bank to understand what the customers want and improve their service.

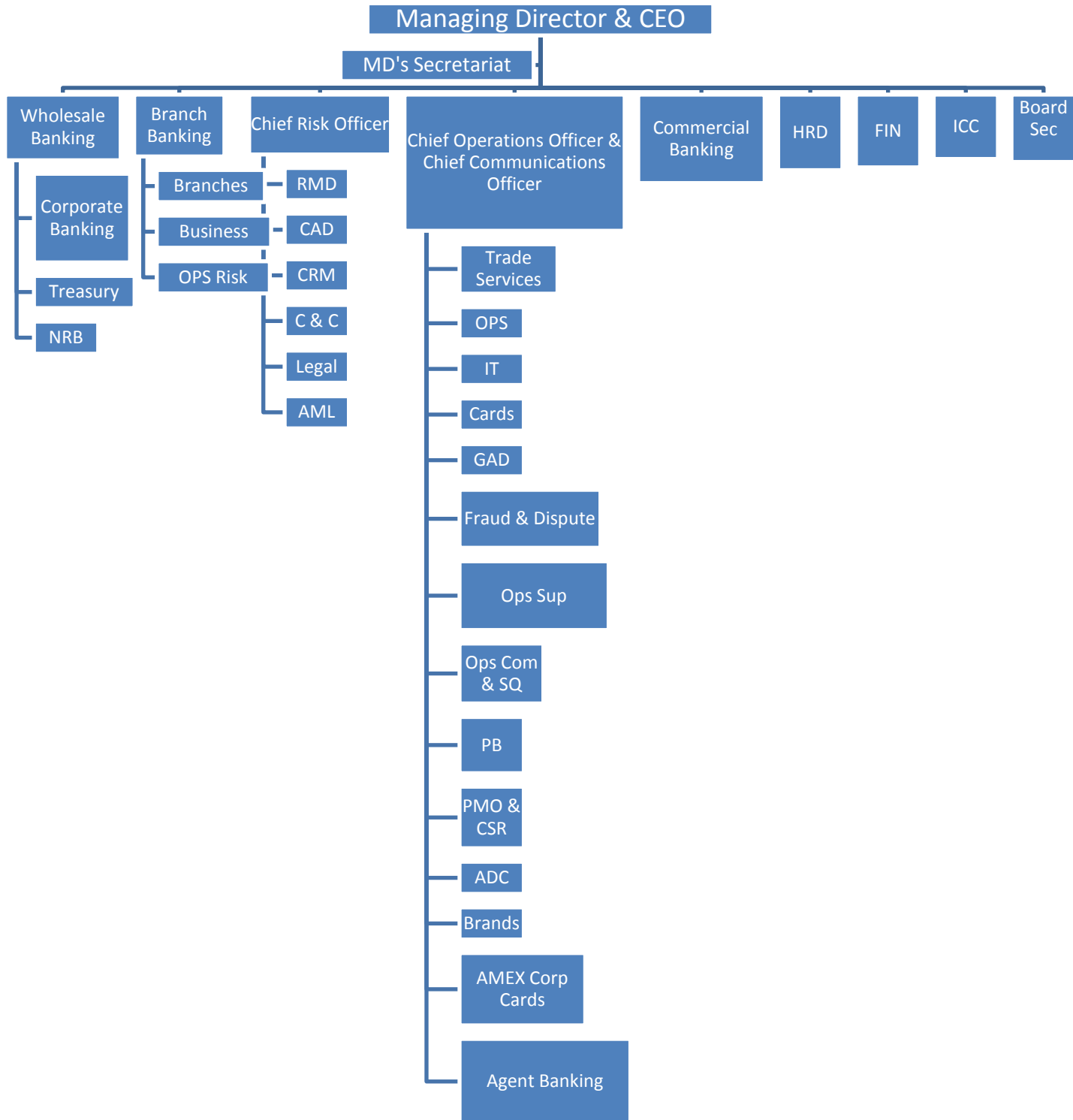
VII. Retail Division

Retail division takes care of the ATM card, credit, operation system of the bank and also does the maintenance. It also takes care of the swift operation and customer & vendor relationship.

2.6 Organogram of CBL

CBL has a well structured infrastructure. It is a wish saying that if the infrastructure is not hard enough then it won't be able to stand for a longer period of time. CBL has a well structured organogram which helps them to move forward.

The structure is shown on the next page-



Chapter 3

My JOB as an Intern

3.1 Introduction

In 23 August, 2015 I joined The City Bank Limited as an intern. At first I went to the head office where I was given a brief session regarding my job responsibility by my service quality supervisor and then from the next day I started my work in Banani branch as an intern. In their interns are known as service ambassador as initially they are appointed in service quality department. In the branch I worked in customer service sector which helped me to get knowledge regarding retail banking and customer service.

3.2 Job Description

I was appointed as a service ambassador in Banani Branch and my main concentration was in customer service area which helped me to adopt retail banking service. At my first day in the branch the senior CSM (customer service manager) showed me the branch premise and described my work. Though my direct supervisor was the BM (Branch Manager) Mr. Adeeb Hussain but initially my work was described by the CSM. Customer service area is divided in different parts like savings account, current account, cards etc. my job was to work in every section and learn all the work from every desk. My job for the last three months in CBL is described below-

- ✓ **EQM:** As an intern or service ambassador my first work was to manage the EQM. It is a queue machine which automatically develops serial number for the customer. There are different options in the screen of the machine and I helped the customer to get the right token. The software would automatically call the serial number one by one along with counter number which is currently ready to serve the customer. I guided the customer to the right counter and helped them to get their service.
- ✓ **Account Opening Form fill up:** there are different kinds of account opening forms like-savings account, current account, proprietorship account, partnership account. Each account has different procedures and forms. An account opening form consists with lots

of other forms and my work was to help the customers fillup the form properly. Sometimes some customers would not fill up the form properly and y work is to fill up them on behalf of them.

- ✓ **FDR or DPS form fill up:** another popular offer of CBL is FDR or DPS service. I was appointed in this section too. Customers need to fill up a one page form for this and I helped them to fill it up. At first they will need to have an account with us and then fill up the form. After that it will be sent to the central to process it.
- ✓ **Cards Delivery:** CBL offers two types of cards, debit card and credit card. An intern is appointed to assist the custodian to help in this sector. Both the cards have different custodian to maintain the security and keep the work going smoothly. They maintain a register copy to register each card manually and when a customer comes to take the card he will need sign the register copy so that bank can keep track which cards are being delivered and which are not. Sometimes bearer comes to collect it on behalf if the customer. At that time the bearer will need to bring an authorization letter, mentioning that the customer has authorized the bearer to collect it on behalf of him. CBL has their own authorization letter format and customer can use that.
- ✓ **Pin Delivery:** Customers will need to get pin too after collecting their card. Pin is delivered by different custodian. I was appointed to assist the custodian. My work was to register each pin by a serial number and deliver the pin to the customer. An bearer can also collect the pin with the right authorization letter.
- ✓ **Destruction:** when cheque book, card and pin is not collected by the customer within 2 months then they go for destruction. I was appointed to assist the destruction process. This destruction is done in three steps.

Step1: At first a list is made to figure out which items are not collected.

Step 2: Then issue letter and SMS to the customers informing that they need to collect the cheque book, card or pin otherwise it fill get destroyed.

Step 3: After issuing the letter, if customers still fail to collect the cards then it goes for destruction. at first it is destroyed from the system and then it is destroyed manually.

- ✓ **Loan Paper fill up:** every customer has their own loan file which consists of lots of individual paper. My work was to help the customers fill up their file so that their loan process can go smoothly.
- ✓ **Dormant account activation:** When a customer does not do any transaction in his account for six months or more than that then the account becomes dormant. Dormant means no one can withdraw money from that account though deposit can be done. It is a rule that is published from Bangladesh Bank to ensure the security of the customers. If any account becomes dormant than the customer needs to go to the mother account and fill up a form which is known as dormant activation form. The customer service officer will get the account opening form our and will verify the signature and will send it to the back office as CBL follows centralize banking process. It will take 2 to 3 days to activate the account again. After the activation customer can easily do transaction in the account.
- ✓ **Account information update or change:** Customer can change or update their information that has been provided at the moment of opening the account. As CBL follows centralize banking, they do not need to go the mother branch for it. They can fill up a form and change their information. If they need to change their contact number then they does not need any documents. If they need to change their communication address like- their present address, then they will need to provide us a copy of their utility bill or a copy of deed that they have made with the land lord. It will take 2 to 3 working days to update the information.
- ✓ **Stop Payment:** if any customer needs to issue a stop payment against any check then they can come to the bank fill up a form and a stop payment will be issued against that check. In that way no one can that check any more. It is normally done when a customer loses his cheque book or it gets stolen.
- ✓ **Signature Change:** customers can change their signature of their account. I was appointed to assist the customer. They will need a signature card, a signature change form and a passport size picture.
- ✓ **Mandate instruction:** Mandate means giving the authority to another person of his account. A customer can issue a mandate instruction by filling up few forms. It will need a signature card, an individual form and two passport size pictures.

- ✓ **Account Closure:** I was appointed to this desk too. If a customer wanted to close their account with the bank then they will need to bring their cheque book and cards that they have taken against the account. Both these things will be destroyed from the system and also manually. They will need to withdraw all the money from the account before their cheque book get destroyed. They will only need to keep an amount in the account as charge is applicable to close the account. If anyone has kept more than the charge in the account and the cheque book and card already got destroyed then the bank will issue a pay order to the customer of that excess amount.

3.3 Learning:

This internship has taught me a lot. For the last four years the life I was getting prepared for, the corporate life, I got the idea of it through this internship.

- Learned how to behave professionally and maintain professionalism in the office.
- Learned how to work under pressure.
- Learned office decorum, behavior and environment
- Learned to accept criticism and improve myself
- Learned a bank's day to day activity and its working procedure.
- Learned how to talk with customer and how to deal with them
- Learned to understand customers needs as it is one of the most important thing for a bank or any business
- How to build networking and they way of maintain business relationship
- Learned how to do multi task and work under pressure.
- Learned customer is always right and learned to convince them on their own way.
- Learned to overcome challenges and finish work at due time
- It helped e to improve my skill and develop myself as a professional.

Chapter 4

Retail Banking

City Retail - add a little city to your life” is the new brand-mantra, the pay-off line for City Retail. City bank’s aim is to become the most preferred bank among all the individuals in the country. Retail banking is also known as customer banking and its main job is to serve the regular customer of the bank. It is an obvious that a bank’s main purpose is to do business but it does not produce any actual product that can be sell to the customers. It is their financial service that they sell to the customer and earn profit. Retail banking is also known as general banking and their main purpose is to serve the general customers of the bank. There are different procedures of general banking. It includes deposit, withdrawal, personal loan, commercial loan, debit card, credit card, FDR, DPS, savings account, current account and so on.

4.1 Target market of retail banking:

Retail banking or general banking is something which is for all aspects of people. Their main concentrates are on-

- Government and Non government officers, semi government officers, general people and autonomous people.
- Business executives, self employed, entrepreneurs who can maintain an account in the bank.
- Any other individual who can take care of their family and also maintain an account in the bank.

4.2 Offers of Retail Banking:

Retail banking has different types of offers that they offer to their customer. Some people may consider it as products but City bank considers it as offers for their customers. They are-

1. Deposit
2. Loan

3. Cards
4. NRB and remittance
5. NFB

4.2.1 Deposit:

CBL offers different types of deposit schemes to their customers. People maintain different kinds of accounts to meet their financial needs. Having the customers in their mind CBL has different kinds of offering to meet their needs.

- Savings Account
- Current Account
- City Savings Delight
- City Onayash
- City Shomriddhi
- City Projonmo
- City Ichchapurun
- City Bunon
- City Digun Praptee
- City Youth School Plan
- City College Plan
- Senior citizen account
- Fixed Deposit

1. Savings account:

CBL offers savings offers to their customers for their future. It is an interest bearing account. Withdrawal is restricted; people can withdrawal money twice in a week from their account. It is one of the most popular offers for the customer. In order to open a savings account customers will need to deposit 10,000 initially and they have to be 18. A minor cannot open an account and if a student wants to open a savings account then he will need show a beneficiary. A beneficiary is a person who takes care of a student's expense and he will need to show that beneficiary in the savings account form.

Apart from this a customer will need to bring two passport size picture along with the photocopy of their NID or passport. They will also need to bring a passport size picture of their nominee.

Customer Benefit:

- Cheque book to withdrawal money from the account
- Debit card to withdrawal money from ATM
- City Maxx card for easy shopping.
- Cash back offer on City Maxx card.
- Can apply for the locker facility
- Can collect NRB and remittance through their account
- Online banking and I banking service
- SMS banking and Phone banking

2. Current Account:

Customers can do transaction from this account according to their day to day need. This account mainly serves those who need to do daily transaction for their business purpose.

In order to open a current account they will need to have two passport size pictures, photocopy of their NID or Passport, one passport size picture of the nominee, trade license and TIN and deposit 10,000 tk initially.

Customer Benefit

- Debit Card for easy cash withdrawal
- City Maxx card for easy shopping.
- Cash back facility on City Maxx card.
- Cheque-book facility
- Can apply for - safe deposit locker facility
- Can collect foreign remittance in Taka draft.
- Transfer of fund on Standing Instruction Arrangement

- Collection of cheques through Clearing House.
- Online banking and I-Banking.
- SMS Banking & Phone Banking facility.

3. **City Onayash:**

City Onayash is one of the best offering that city bank offers to their customers. It is a type of savings account that calculates interest on a monthly basis and pays them every month. Usually they pay the interest twice in a year or once in a year but in City Onayash they will get it in every month. In order to open this account a customer will have to at least 18 years. He will need two passport size pictures, photocopy of their NID or Passport, one passport size picture of the nominee. Minimum opening balance is 10,000 and minimum balance to get interest is 25,000.

Customer Benefit

- Debit Card for easy cash withdrawal
- City Maxx card for easy shopping.
- Cash back facility on City Maxx card.
- Cheque-book facility
- Can apply for - safe deposit locker facility
- Can collect foreign remittance in Taka draft.
- Transfer of fund on Standing Instruction Arrangement
- Collection of cheques through Clearing House.
- Online banking and I-Banking.
- SMS banking and phone banking facility.

4. **City savings Delight:**

City Savings Delight is a premium type of savings account which gives higher interest than any other type of savings account in CBL. It not only gives maximum interest but also gives privileges to the customers who are holding City American Express Card. It calculates its interest rate on the daily closing balance and the interest rate is up to 6.25% and it is credited on their

account on an quarterly basis. In order to open this account a customer will need two passport size pictures, photocopy of their NID or Passport, one passport size picture of the nominee.

It's interest rate according to the deposit amount is given below-

Amount	Interest Rate
Below 1 Lac	0%
1 Lac- 5 Lac	4.50%
5 Lac- 10 Lac	4.75%
10 Lac- 20 Lac	5%
20 Lac-30 Lac	6%
Above 30 Lac	6.25%

Customer Benefit

- Debit Card for easy cash withdrawal.
- Every quarter's interest earning goes into account automatically
- Higher ATM withdrawal limit
- City Maxx card for easy shopping.
- Cash back facility on City Maxx card.
- Cheque-book facility
- Can apply for - safe deposit locker facility
- Can collect foreign remittance in Taka draft.
- Transfer of fund on Standing Instruction Arrangement
- Collection of cheques through Clearing House.
- Online banking and I-Banking.
- SMS banking and phone banking facility.

- Reduced banking charges (Pay Order, Passport Endorsement, Account Maintenance fee)
- Up to 7% cash back in Bangladesh's leading grocery stores in American Express Card.
- 2% cash back on any purchase in American Express Card.

5. City Somriddhi:

City Somriddhi is also known as general DPS. General DPS is a kind of savings in which customer will deposit a fixed amount of money every month and cannot withdraw it before a certain time. Bank will provide an amount of interest on that account. It is a perfect to save by giving their preferable amount of installment starting from 500 to 20,000.

No initial deposit is required for this plan. A fixed amount of money will be taken from customers account for this DPS scheme every month up to a period of time that is selected by the customer. It has a flexible tenor 3 years, 5 years, 7 years and 10 years. The interest rate for this offer is 7.75%.

Primary requirement for this account is a customer needs to have a savings account in the bank and every month the amount for installment should be available in the account. Customer has the flexibility to choose the installment date and they can also get 80% loan on the deposited amount.

6. City Projonmo:

City Projonmo is a financial plan that is specially designed for the future generation. It is a scheme that customers open for their children and it gives full insurance protection. If the parent dies or physically gets hurt then their children will get the full amount whether the parent or guardian had completed the scheme or not. Customer will need to have a savings/ current/ onayash account and they can choose their installment according to their requirement. It can be from 500 tk to 10,000 tk.

Customer will also need to provide medical certificate while applying for this scheme. It has a flexible tenor of 5, 10, 15, 20 years. The amount will be auto transferred from the account and the fixed installment should be available in the account at the installment date which will be chosen by the customer. Customers can get 80% loan on the deposited amount and it gives full insurance coverage.

7. City Ichapuron:

It is golden offer that allows customers to enjoy interest on a monthly basis. The deposit rate might be a little high than the other offers but it definitely is a new way to enjoy financial planning.

Customers can get 80% loan facility on the deposit amount and they have the flexible tenor of 1 year, 2 years, 3 years and 5 years. Customers can easily choose the duration of the offer according to their preference.

8. City Bunon:

This offer is available on for the garments workers. CBL is also giving priority to the garments workers and helping them to save for their future. Primary requirements to open this account are same as the other savings accounts. The interest rate is 2% and minimum deposit amount is 100 tk.

Customer Benefits:

- It is a non checking account
- Cash Withdrawal facility with Cash Withdrawal slip
- No minimum balance requirement

9. City Digun Praptee:

The name gives the clear hint regarding this offer. This offer is specially designed for those customers who think about long term investment and earning the most of it. This offer is for 7 years and within 7 years their deposited money will be double. The interest rate for this offer is 10.03%.

The primary requirement to open this account is, the customer will have to be at least 18 years old and definitely he has to be Bangladeshi.

Customer can open multiple accounts and on premature encashment, he will get the maturity value on nearest terms rather than the routine savings term. Customer can also apply for loan on the basis of this and will get 80% loan on the deposited amount.

10. City youth School plan:

This offer is specially designed for the students. Their age will be less the 18 years and it is to help them for their savings habit and making themselves financially strong for their future. Interest rate on this offer is 4%.

Customer Benefits:

- One stop service through ready pack
- Unique feature “save the change” feature that allows earning through spend
- Fee free tiered plan for Debit Card
- Free Passport Endorsement
- No Account Maintenance Fee & Minimum Balance
- Interest on daily balance
- City touch for online banking, SMS alert and call center service

11. City College Plan:

This plan is offer students over 18 years. It also gives 4% of interest on their savings.

Customer Benefits:

- One stop service through ready pack
- Unique feature “save the change” feature that allows earning through spend
- Fee free tiered plan for Debit Card
- Free Passport Endorsement
- No Account Maintenance Fee & Minimum Balance
- Interest on daily balance
- City touch for online banking, SMS alert and call center service

12. Senior’s Savings Account:

It is an account specially designed for the senior citizen of our country. City bank has identified the value of them and they know that these people have given a lot to our country to our

generation. In order to give them some in back at the end of 2015, CBL has specially designed this offer for them. This offer is totally launched now and opens in every branch.

Customer Benefits:

- Life insurance coverage.
- Discounts at various hospitals and diagnostic centers around the country.
- Interest on daily account balance.
- First cheque book for free.
- Free passport endorsement.
- 50% discount on locker charge for the first year.
- 25% discount on child’s student file processing fee for the first year.
- City Maxx American Express card.
- Citytouch Internet banking.

13. Fixed Deposit:

Fixed Deposit is a plan that allows customer to do ultimate savings for their future. They get most interest in this and it is one of the most popular offer among the customers. For this customer will need to have any kind of savings account with bank. The minimum amount for fixed deposit is 50,000 tk and they get a flexible tenor of 3 months, 6 months, 1 year, 2 years and 3 years. Interest rate will vary in different tenor of time.

Term	Interest Rate
1 months	6%
3 months	6.25%
6 months	6.75%
1 year	7%
2 years	7.50%
3 years	7.50%

4.2.2 Loan

Loan is another important part of CBL. As CBL is offering retail banking to their customers, loan is another important offer that they give to their individual customers. CBL cares about their customers and want to help them to gain their needs by providing them loan.

There are 5 types of loan that CBL offers to their individual customers.

1. Personal Loan:

There might be different personal need and CBL identifies them and gives loan to their customers. The processing fee for this loan is 2% of the local account.

Interest Rate:

Customer Segment	Interest Rate
A/C Paid Salaried	16%
Cash Paid Salaried	17%
Self Employed	16%
Business Man	17%

Required Documents

Individual's documents

- 3 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Salary Certificate
- Pay Slip (if cash paid)
- Bank Statement of last 6 months
- 40% Bank Reflection
- TIN Certificate
- Utility Bill copy
- 1 Salaried Executive guarantor required.

- Purchase quotation/ price quotation/ purpose quotation

Guarantor Documents:

- 2 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Income declaration

2. Auto Loan:

CBL offers auto loan to their individual customers. Processing fee for this loan is 1%.

Customer Segment	Interest Rate
All other customer segment	14%
Cash salaried & Businessman	15%
100% cash covered	4%
75% cash covered	4.25%
50 % cash covered	4.50%

Documentation:

Individual’s documents

- 3 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Salary Certificate
- Pay Slip (if cash paid)
- Bank Statement of last 6 months
- 40% Bank Reflection
- TIN Certificate
- Utility Bill copy

- 1 Salaried Executive guarantor required.
- Purchase quotation/ price quotation/ purpose quotation

Guarantor Documents:

- 2 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Income declaration

3. Secured Loan

CBL also offers secured loan. Secured loan means giving loan against FDR or DPS.

Loan Rate- LTV	Interest Rate
CBL FDR LTV up to 90%	FDR Rate+ 3% spread
CBL FDR LTV more than 90%	FDR Rate+ 4% spread
CBL DPS (LTV maximum 85%)	15%
FOR other Bank & NBFID	16% to 19%

Documentation:

Individual’s documents

- 3 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Original documents of applicable securities
- Fixed Deposit issued by CBL
- Fixed Deposit issued by other banks and NBFID
- DPS issued by CBL

4. Partial secured loan

It can be also say as the unsecured portion of the EMI. Partial secured loan means the individual FDR or DPS does not secure the whole portion of the loan. Processing charge is 2%.

Customer Segment	Interest Rate
A/C Paid Salaried	17%
For MNC	17%
Cash Paid Salaried	18%
Self Employed	17%
Business man	20%

Documentation:

Individual's documents:

- 3 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card
- Office ID card
- Salary Certificate
- Pay Slip (if cash paid)
- Bank Statement of last 6 months
- 40% Bank Reflection
- TIN Certificate
- Utility Bill copy
- 1 Salaried Executive guarantor required.
- Purchase quotation/ price quotation/ purpose quotation

Guarantor Documents:

- 2 copy Passport Size pictures
- National Identity Card (NID)
- Visiting Card

- Office ID card
- Income declaration

5. Home loan and Credit

CBL also gives home loan to the individuals to build their dream house. Processing fee is 1%.

Customer Segment	Interest Rate
For any customer segment	12%
Against 80% FDR value or 70% Property Value	FDR rate + 3%
80% to 90% FDR value or 70% of property value	FDR rate + 4%

Documentation:

- Letter of introduction
- Bank statement of twelve months
- 2 passport size pictures.
- National Identity Card (NID)
- Latest TAX certificate
- BIO data/ CV
- For leasehold property
- Deed of agreement copy between buyer and seller.
- Money receipts copy
- Lease deed/ ownership deed
- Mortgage permission from concern authority
- Joint venture agreement between land owner and developer
- Power of attorney deed and acceptance letter from concern authority
- Up to date land tax certificate
- Project brochure
- Work in progress report of the project
- Company profile
- Approved plan with the approval letter from RAJUK.

4.2.3 Cards:

City bank has a range of cards for their customers. They have both debit card and credit card. Customers can get these cards against their savings account or against their FDR. The limit will be 90% of their FDR amount. CBL offers two kinds of cards.

1. Debit Card
2. Credit Card

1. Debit Card:

Debit Card is a easy way to spend money from his or her own account. CBL has different debit cards offering to their customers from which customer can choose according to their needs each having distinct privileges. The debit card offerings are-

1. Visa Debit Card
2. Master Debit Card
3. City Mannarah Debit Card
4. CityMaxx debit Card

Visa Debit Card:

It helps you to keep your money safe and gives you hassle free shopping experience. An individual who has savings account with CBL is eligible to get this card. He can order the card at the time of opening the account or can order it later.

Product Features:

- Cash withdrawal from 500+ Visa ATMs 24/7/365 all over the country
- Shop and dine at hundreds of merchant Visa outlets all over the country
- Balance enquiry
- PIN Change
- Mini statement
- Cash withdrawal @ Taka 25 per transaction at 583 DBBL ATMs
- Cash withdrawal @ Taka 10 per transaction at 110 Q-cash network ATMs

Fees and Charges

Particulars	Visa Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 (per day)

Txn Type	Currency	Fees
Cash Back - 20tk	BDT	BDT 20
Q-Cash ATM	BDT	BDT 10.00 +VAT
Other ATM	BDT	BDT 40.00 +VAT

* 15% VAT is applicable for all charges

Master Card International Debit Card:

It is the first dual currency debit card in Bangladesh; if anyone wants to experience the power of platinum card then they should definitely go for it. It redefines the meaning of debit card.

Eligibility:

- Minimum monthly balance of BDT 10 lac or net monthly income of BDT 2 lac and above (salary account to be maintained with City Bank)
- For Local Currency Platinum, only BDT account balance will be considered
- For International Platinum (only USD), RFC/FCY/ERQ account will be considered
- For Dual Currency Platinum, account would be in BDT and in RFC/FCY/ERQ forms
- Against each ERQ account maximum 3 cards can be issued

Privileges

- International Dual Currency Debit card-available both in Taka & USD
- Get access to your funds at over 1.9 million MasterCard ATMs world wide

- Access to 32 million outlets worldwide that accept MasterCard
- Complimentary access to City Bank Lounge at Hazrat Shahjalal International Airport, Dhaka.

Fees and Charges:

Particulars	MasterCard Platinum Debit Card (Dual)
Annual Fee	BDT 1,000
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Mark-Up Fee for Dual Currency Card	USD 3 or 2% whichever is higher
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
	Foreign ATM – USD 3 or 2% whichever is higher
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 or USD 720 (per day)

Txn Type	Currency	Fees
Q-Cash ATM	BDT	BDT 10.00 +VAT
Other ATM	USD	2% or USD 3 (Whichever is higher)+ VAT
Other ATM	BDT	BDT 40.00 +VAT

* 15% VAT is applicable for all charges

Regular BDT Debit Card- Local:

MasterCard Debit card is also available in regular BDT which enables the customers to use the card conveniently and safely. CBL got more than 6000 outlets having POS machine across Bangladesh and 92 City Bank ATMs. Customers can use their cards in these outlets and also any

other bank's ATM carrying MasterCard logo in Bangladesh. In order to get hold on to this card customer will need to have savings account, current account or STD account and will have it be at least 18 years.

Fees and Charges:

Particulars	MasterCard Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 (per day)

* 15% VAT is applicable for all charges

City Mannarah Debit Card

City bank also offers Islamic banking to their customers and along with that they offer Manarrah debit card for their customers. In order to have this debit card customer will need to have Mannarah account in CBL.

Fees and Charges

Particulars	MasterCard Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)

	BDT 50,000 (per day)
--	----------------------

* 15% VAT is applicable for all charges

CityMaxx American Express Card:

CBL has brought a new experience of using debit card for their customers. It makes the purchasing more rewarding. This card is linked to the savings account. The best feature of this is up to 5% cash back and can also earn interest on the money that have already been spent all year round.

Privileges:

- 24/7 access to all City Bank ATMs, Q-cash ATMs in Bangladesh and American Express ATMs worldwide.
- 1% Cash back on every single purchase, from shopping, dining, traveling to entertainment, with your CityMaxx Card.
- Can earn interest on Bank Account for 15 days on the money that have spent with CityMaxx Card.

Fees and Charges:

Particulars	Fees
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
POS Mark-Up Fee for Dual Currency Card	USD 3 or 3% whichever is higher
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
	Foreign ATM – USD 2.75+ USD 3 or 3% whichever is higher
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)

	BDT 50,000 or USD 720 (per day)
--	---------------------------------

* 15% VAT is applicable for all charges

2. Credit Card:

Credit card is a one kind of loan that banks are offering to their customer so that they can easily fulfill their need at the right time. Customers need to pay back that money to the bank just like loan and if they fail to pay that back on time then they will need to pay interest on that money. CBL has a range of credit cards and customer can choose among them according to their choice.

i. American Express Credit Card

Privileges:

- Complimentary companion tickets for entry & all rides for Fantasy Kingdom and Water Kingdom.
- Membership Rewards Points
- Travel Emergency & Medical Assistance abroad
- Double Benefit City Shield & All Accident Insurance

American Express Gold Credit Card:

Privileges:

- Complimentary companion buffet round the year at Water Garden Brasserie of Radisson Blu Dhaka Water Garden, Radisson Blu Chittagong Bay View and Silver Spoon Restaurant, Chittagong
- Complimentary access to City Bank American Express Lounge at Hazrat Shahjalal Int'l Airport
- Earn Membership Rewards points
- Travel Emergency & Medical Assistance abroad
- Double Benefit City Shield & All Accident Insurance

- Fantastic dining delights and shopping deals with American Express SELECTS
- Enjoy up to 51% savings on your stay at Hotel Hindustan International
- Make purchases at 0% interest with the FlexiBuy program, instalment plans range from 3 to 12 months
- Enjoy up to 38% savings on your stay at Kenilworth Hotel, Kolkata
- One (1) night complimentary stay while paying for two (2) nights at the Long Beach Hotel, Cox's Bazar
- Purchase any Dhaka - Kuala Lumpur - Dhaka Economy Class ticket from Malindo Air at only Taka 24,100 with your American Express Credit Card. You can also buy two Business Class tickets at Taka 93,500 for the same route.

American Express Platinum Credit Card

Travel Benefits

- Complimentary Priority Pass membership and unlimited access to over 600 Priority Pass airport lounges worldwide
- With City Air mile Rewards, purchase air tickets from more than 150 airlines and book hotels of your choice for destinations across the world by simply redeeming their accrued Membership Rewards Points
- Complimentary unlimited access to Hazrat Shahjalal International and Domestic Airport lounges in Dhaka
- Meet & Greet privileges at Hazrat Shahjalal International Airport, Dhaka
- Purchase any Dhaka - Kuala Lumpur - Dhaka Economy Class ticket from Malindo Air at only Taka 24,100 with your American Express Credit Card. You can also buy two Business Class tickets at Taka 93,500 for the same route.

Lifestyle Benefits

- With Platinum Diner Dines Free Program, enjoy a complimentary meal while paying for three guests at the finest restaurants of the country

- Complimentary companion buffet at Water Garden Brasserie of Radisson Blu Dhaka Water Garden, Radisson Blu Chittagong Bay View and Silver Spoon Restaurant, Chittagong round the year
- Indulge in relaxing spa sessions or reinvigorating beauty-care treatments at some of the leading spas and wellbeing centers
- One (1) night complimentary stay while paying for two (2) nights at the Long Beach Hotel, Cox's Bazar

Reward Benefits

- Shop and earn 10 times Membership Rewards Points at exclusive Platinum Merchant outlets
- 5 times Membership Rewards Points at selected groceries
- 2 times Membership Rewards Points on all other purchases made.

ii. City Visa Credit Card:

There are 5 types of Visa credit cards which are currently being offered by CBL.

1. Visa local classic
2. Visa classic dual
3. Visa Gold
4. Visa Gold Duel

Eligibility:

Not everyone can get their hold on credit cards as it is a kind of loan and if they can not return the money on time they will have to pay high interest. The things that makes a person eligible for credit card are-

- The person will have to be a Bangladeshi
- For primary card holder the individual has to be between the age from 18 to 60 years

- For supplementary card holder the individual has to be between the age range from 18 to 60 years.
- For Silver card minimum gross income should be 15,000 tk
- For Gold card minimum gross income should be 30,000 tk
- At least 6 month of permanent job for salaried executive employee
- At least 1 year of business experience or self employed people

Privileges:

- City privilege discounts
- Annual Fee waiver
- Cash Withdrawal facility at 3% monthly interest rate at more than 125 City Bank ATMs and any other ATMs that accept Visa Credit Cards.
- Premium Rate: 2.17% monthly for an outstanding amount of BDT 50,000 or equivalent amount in USD or above
- Standard Rate: 3% monthly for an outstanding amount of below BDT 50,000 or equivalent amount in USD
- Can increase their credit limit after having a good relation with CBL Visa
- Special privileges in hospitals and hotels abroad
- Auto debit payment facility
- 24 hours customer service centre
- SMS service

Interest Rate:

- Premium Rate: 2.17% monthly for an outstanding amount of BDT 50,000 or equivalent amount in USD or above
- Standard Rate: 3% monthly for an outstanding amount of below BDT 50,000 or equivalent amount in USD

4.2.4 NRB:

NRB can also be known as foreign remittance. In our country many people leave outside Bangladesh and they send money from there for their family. At the beginning sending money was difficult but now a day it has become very easy. There is Moneygram, Western Union etc which helps people to get money from outside. City bank helps customers to withdraw money which has been sent by the money transfer organizations. CBL will go through all the hassle to get the hard earned money of the loved ones of the customer.

City bank provides online banking service through which they can easily remit the money no matter where the account is.

4.2.5 NFB:

NFB means non financial banking. Apart from all the financial services CBL has other sectors to which are known as NFB. They are-

1. Student File:

Students who are going to abroad for higher studies will need to remit money to their foreign institutions for their studies and accommodation. CBL helps those students to remit money through student file. Before going abroad they will need to open student account in CBL by giving all the necessary documents.

Documentation:

- Admission letter issued by the foreign educational institution.
- Details of tuition fee & living cost
- Refund policy
- Bangladeshi educational certificates
- Details information of the nominee
- Valid passport
- Passport size picture

2. Locker Service:

City Bank offers locker service for their customers so that they can keep their valuable things safely. They got locker in 3 sizes. They are small, medium and large. A customer

must have an account in CBL in order to get this service and the locker charge will be taken automatically from the account every year.

Not all the branches have the locker service. Among all the 113 branches only 22 got this service.

SL	Branch	Location
01.	Agrabad	Chittagong
02.	Banani	Dhaka
03.	Chawk Bazar	Chittagong
04.	Comilla	Comilla
05.	Dhaka Chamber	Dhaka
06.	Dhanmondi	Dhaka
07.	Gulshan	Dhaka
08.	Gulshan Avenue	Dhaka
09.	Karwan Bazar	Dhaka
10.	Mirpur	Dhaka
11.	Mouchak	Dhaka
12.	Narsingdi	Narsingdi
13.	New Market	Dhaka
14.	OR Nizam	Chittagong
15.	Prabartak	Chittagong
16.	Sadarghat	Dhaka
17.	Shaymoli	Dhaka
18.	Feni	Feni
19.	Uttara	Dhaka
20.	VIP Road	Dhaka
21.	Zinda Bazar	Sylhet
22.	Islami Banking	Dhaka

3. Medical File:

By opening a medical file in CBL, a customer can easily remit the money to the hospital. The file needs to be open by the name of the patient and he will need to submit all the require documents. After that remitting money to the hospital becomes very easy.

Documentation:

- Medical specialist's referral letter
- Related treatment documents
- Any invoice or email documents from the abroad hospital
- Proof of treatment
- Passport
- 3 Passport size pictures
- Previous medical documents that has been done in abroad (if any)

4. I- Banking:

Whenever any new technology appears in banking industry CBL is the first one to adopt that. City bank is one of those banks who have started to provide I banking service to their customer from the time this technology occurred.

Facilities:

- Can view Account Summary
- Can view Account Details
- Can print Statement
- Cheque Book Inquiry
- See standing Instruction

Chapter 5

Analysis on Customer Service

5.1 Introduction

Banking is an industry which totally depends on their customer. It is the customer for whom a whole bank stands. Their main duty is to serve the customers and the main motto of their service is 'Customer is always right'. CBL takes their customer very seriously because they know that if their customers are not happy then they can stay in this industry. CBL do survey among their customers so that they can get idea about what their customer want and what new they can do for the customers. They send their interns in each branch and they do customer survey on behalf of CBL which gives the authority a idea about what their customers are thinking and what they want. As an intern at the briefing session I was given a questioner by the authority so that I can do the survey among the customers who visits the branch.

5.2 Methodology

The survey is prepared in such a way that by analyzing these CBL can understand their position among the customers. I was supposed to survey at least 50 to 60 customers in a month and at the beginning of the new month I used courier it in the branch. Here I have taken the result of 50 people whom I have surveyed in my internship period.

In this case it is primary data because I have collected the data from the customers by myself and it was for the research on customers' satisfaction level in CBL. The way I have collected data is described below-

- The respondents were present in the branch premises at the time of survey and they willingly agreed to fill up the questioner.
- They read the questioner carefully and answered them.
- Most of the bearers were illiterate so if they agreed to participate in the survey, I described the question and the answer options in Bengali to them and wrote their answer which they had given me.

- At least 50 surveys were done in a month and in my 3 months of internship period I collected data of total 160 people.
- After collecting the data I had courier them to the head office.
- Then the service quality department works on it and analyzes the data.

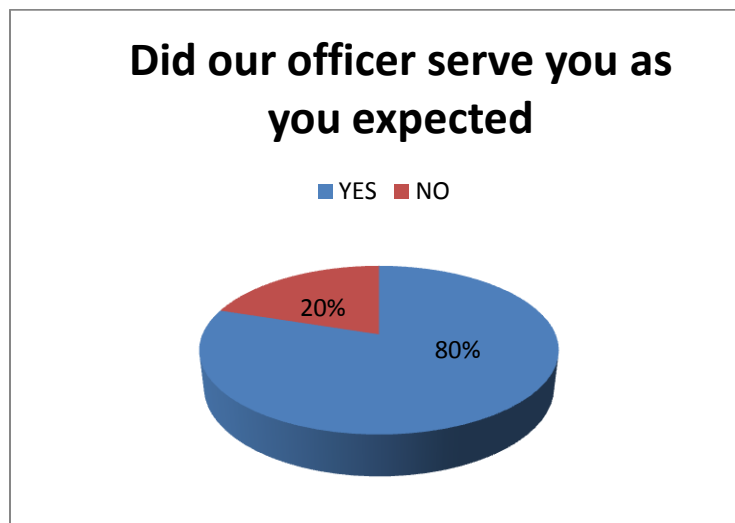
5.3 Result of the survey

Question 1:

‘Did our officer serve you as you expected?’

The answer options are, Yes and No

80% of the people said YES and rest 20% people said NO

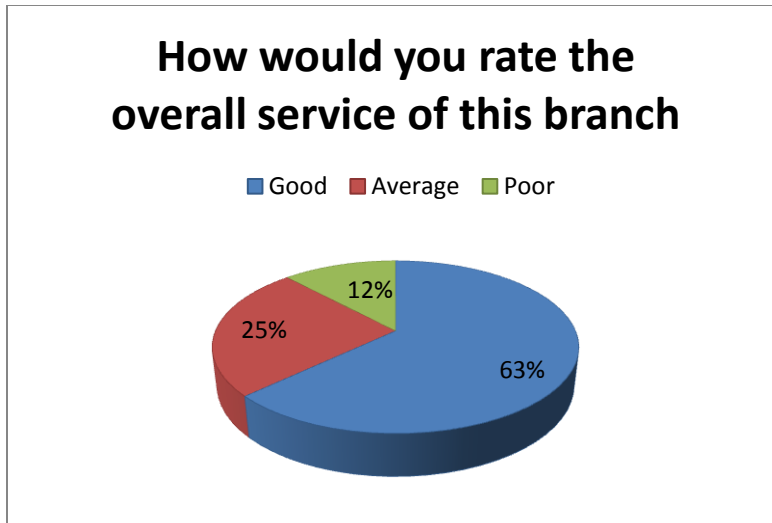


Question 2:

‘How would you rate the overall service of this branch?’

The answer options of this question are- Good, Average, Poor

63% of the people said that the service is good, 25% of the people said average and 12% of the people said poor.

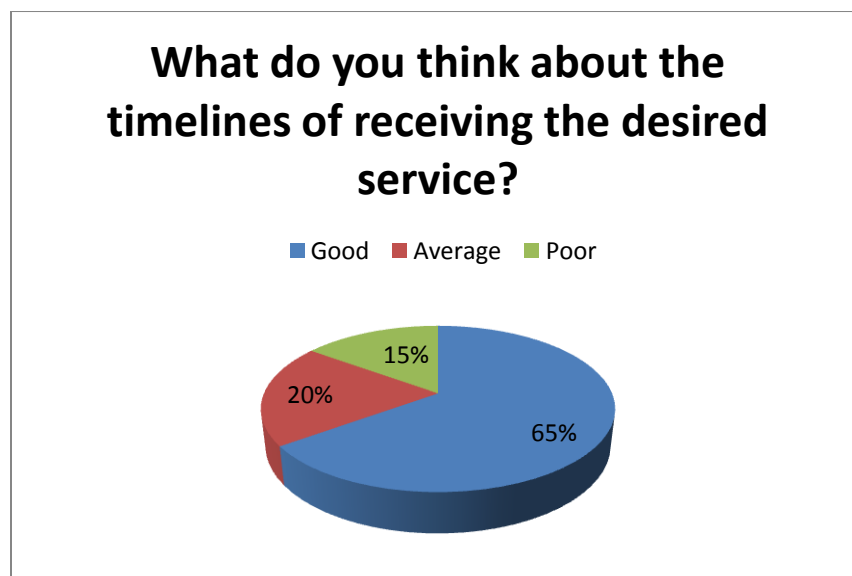


Question 3:

‘What do you think about the timelines of receiving the desired service?’

The answer options of this question are- Good, Average, Poor

65% people answered the option good, 20% people said its average and rest of the people means 15% people said its poor.

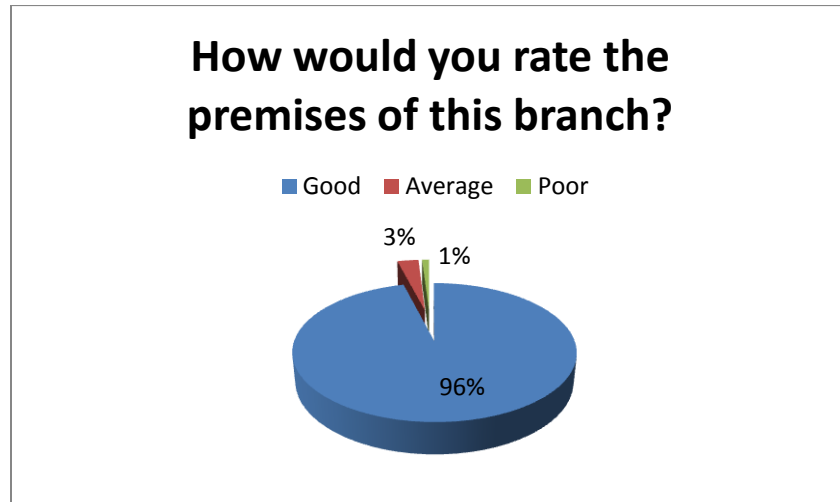


Question 4:

‘How would you rate the premises of this branch?’

The options are- Good, Average and Poor.

96% of the people said it’s good, 3% people said its average and 1% said its poor.

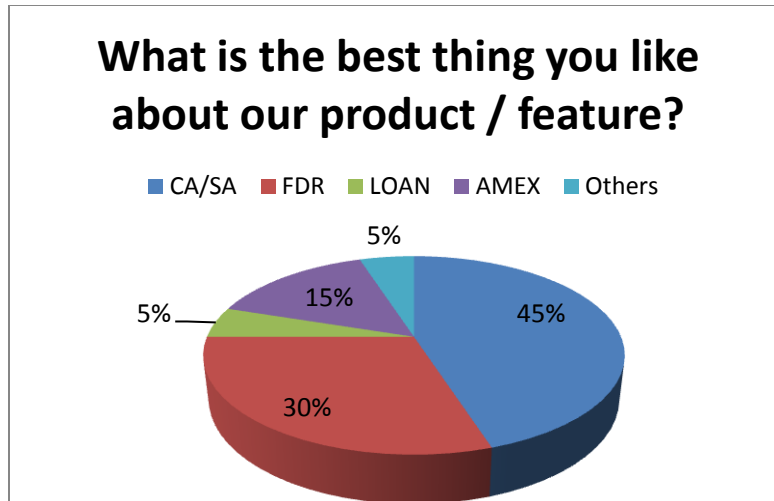


Question 5:

‘What is the best thing you like about our product / feature?’

The options for this question are- CA/ SA (Savings account/ Current Account), FDR, Loan, AMEX, Others

45% of the respondent answered CA/ SA, 30% of the respondent said FDR, 5% of the respondent said Loan, 15% of the respondent said AMEX and rest means, 5% of the respondent said others.



5.4 Analysis

This questioner is designed by CBL in such a way that customers can understand the questions easily and give their answer at a less time. We can also see that they have given fewer options to choose their answer.

In the questioner question number 1,2 and 3 aims to measure the customer satisfaction level and questions 4 and 5 helps them to understand in which sector they should do improvement. If we analyze question 1, 2 and 3 together we can see that, most of the customers are satisfied with the current service of Banani branch. Again question 4 and 5 helps to discover which side needs to improve. By answering the best service they are indirectly they are saying that other offers need to be improved.

At the end of the questioner there is a side where CBL asks for customers' comments and suggestions. In there, people can give comments or give CBL suggestions so that they can understand their lacking easily and improve them for better performance.

Chapter 6

SWOT Analysis and Industrial Analysis

6.1 SWOT Analysis

SWOT analysis means analyzing a company's strength, weakness, opportunities and threats in short it is known as SWOT. SWOT analysis of a company is very important so that we can assume where a company will stand in future and what initiatives it need to take in order to be on the top. So being one of the leading banking firms City Bank Limited has its own strength, weakness, opportunity and threat which are discussed in the following-

Strength-

- Good company reputation and working environment
- Professionalism and strong managing committee
- Systematic working style
- Has regular customer who are highly loyal to CBL
- Strong financial condition in the market
- Strong position in the market serving as one of the leading bank
- Online banking facility
- Good relationship with the customers
- Provides excellent and consistent service
- Dual Currency City VISA Card
- Large national and international network
- Highly trained employees who are responsible and reliable

Weakness:

Apart from all the strengths CBL has some weaknesses too and by acknowledging them properly they can turn their weakness into their strength. They are-

- Lack of training and motivation for the employees
- Less job rotation which reduces multiple task ability of the employees
- Number of branches is less in rural area
- Lack of training and experience in the junior level employees
- Less human resources in terms of the number of customers they have
- Less ATM booth
- Lack of effort in marketing of their offers

Opportunities:

- Huge business expansion opportunity in market
- Increasing trend in international business
- Purchasing power of people is increasing
- High growth in finance and technology
- Increasing support of Bangladesh Bank and Government in this Area
- Increasing amount of uses in banking sector opens new door for more banking business
- Increasing investment in technology

Threats:

- Increasing number of private banks day by day
- Pressure from Bangladesh bank of lowering lending rate
- Political unrest both nationally and internationally
- Poor technological infrastructure
- Lower FDR rate than other banks making customers go to other banks.

6.2 Industrial Analysis:

Banking industry is a growing industry and currently one of the biggest popular industry for business. Day by day the number of banks in private sectors is increasing which is increasing competition in the banking sector as well as it is the reason of decrease in quality.

As more and more competition is getting in this market CBL needs to gear up find more business opportunities in this market which will help them to guarantee their sustainability. Currently this industry is the most attractive industry for business and government is also encouraging business people to invest money in this market. As government is also encouraging the banking industry so, CBL has the opportunity to grow more.

CBL is not a new Bank. It has started its journey since 1979. So it has grown gradually and they know what they are doing and what their customers want. It is their huge strength because they know the industry and they know their customer they can expand as they have a huge amount of loyal customers.

Chapter 7

Findings and Recommendation

7.1 Findings

Due to my internship period in Banani branch I have learned a lot regarding retail banking and the industry of banking. It made me realize currently how important a banking industry is this and how it is totally depended on their customers. During these three months I have found many problems that are hampering the service and it is discussed below-

1. Due to lack of human resource, officers cannot attend their customers properly and it creates a negative impression on the bank.
2. Because of their lack of knowledge regarding all the retail offers, one customer officer of one particular offer do not know clearly know about other offerings and because of this customer has to from one desk to another. It creates customer dissatisfaction.
3. Not all the customers get proper attention, especially who are not a/c holder or bearer. Their dissatisfaction causes negative word of mouth.
4. Their EQM system causes high dissatisfaction in case teller area. According to the customer it takes more time with EQM.
5. CBL is too much centralized. For almost every service they need to send the customer request to the head office and then they pass the order. It has made their service more time consuming.
6. There is lack of waiting place in the premises which makes the bank premises congested when the number of customer is high.

7.2 Recommendation:

CBL is one of the biggest retail banks in Bangladesh. It has a large customer and it needs a good infrastructure and strategic planning to be ahead then other banks. They should give more concentration to their customer because they are not alone in this industry and others are improving themselves and giving CBL hard competition by giving extraordinary customer

service. The steps they should take to ensure smooth service to the customers are discussed below-

1. They need to give proper training to their employees so that they can work under pressure without compromising the service. Both the branch authority and the higher authority should be conscious about it.
2. They should increase their individual customer activity, people have become very busy and they do not have time to come in the bank. This group of people needs priority banking service. So, CBL should increase their priority banking service.
3. They should invent other types of deposit offers that are not available in the other banks so that, customers get attracted to CBL.
4. They should increase the number of ATMs they currently have.
5. They should increase their human resource in the branch because the number of foot fall is higher than the officers who are assigned to serve them. Because of low human resource, service time increases and customer satisfaction decreases.
6. They should plan more strategically so that they can compete with their rival banks.
7. Because of their centralized banking procedure, the service time has increased and the branch liberty has decreased. They should decrease their service time at this case.
8. They should improve their city touch service.
9. They should maintain customer database so that identify their priority customer and give extra service to them.
10. CBL should increase their loan facility.
11. Agriculture is the backbone of our country. They should increase their loan facility in this sector.
12. They need to give their entire customer service officers basic knowledge regarding every offering they have in every sector. So that, when a customer comes and asks them regarding a service they can easily answer them without asking someone else from that department.
13. Sometimes customers get confused regarding the hidden charge so they should clear the hidden charges to reduce customer harassment.

14. The higher authority should take necessary steps to improve job satisfaction because the employees are not satisfied then they cannot provide good service to the customers.
15. They should give more effort so that they can improve their relationship with their customers.
16. They have different branch for their priority customer and if they go to another branch then sometimes they do not get their desired service. It happens because general customers go to the other branches and sometimes it's not possible to give the priority that those customers expect. So they should identify ways by which priority customers will get priority service no matter which branch they go.
17. Identifying priority customer is not enough. They need to give them special services like wishing them on their special days, sending flowers on that day or giving them special offers.
18. Priority Customers are very sensitive. If they do not like something they easily switch to another bank and their word of mouth is very important. So CBL should keep a good relation with those customers.
19. General customers are more in numbers and CBL should give their attention to them so that their word of mouth can work as an important way of marketing.
20. CBL should emphasize more on marketing their offers so that customers get attracted and go to CBL for their financial need.

Chapter 8

Conclusion

These three months of experience was a tremendous experience which helped me to grow professionally and learned how to use my theoretical knowledge in practical field. The City Bank Limited is one of the renowned bank in Bangladesh and it has established itself in such a way that it is only going forward. CBL always adapts all the new technology at first which is one of the main reasons for their current position. Banking industry is a big industry. Retail banking directly relates with its customers because it gives individual banking to everyone who is eligible. My report gives a vast idea about retail banking and their customers. I not only learned the banking procedure but also learned how diversify a customer can be. Each customer has different mind and different thought about a particular thing. Dealing with them and giving them their desired service was one of the best things that I have learned during that period. This report can be helpful for CBL and also for other banks in their future strategic planning

References

- <http://www.immihelp.com/newcomer/bankaccount.html>
- Information to general public for opening and maintaining of Foreign Currency Account with Authorized Dealer banks dealing in foreign exchange. (n.d.). General Manager, Foreign Exchange Policy Department. Bangladesh: Bangladesh Bank.
- Organization history, mission, vision and values:
<https://www.thecitybank.com/vision.php>
- Customer Benefits of Credit Cards
<https://www.thecitybank.com/cityvisacreditcard/features.php>
- https://www.citytouch.com.bd:8443/ibs_retail/
- https://www.thecitybank.com.bd/retail_banking.php
- Customer benefits of American Express Card
<http://www.americanexpress.com.bd/personal/customerservice.html>
- Awards by City Bank Limited
http://www.thecitybank.com/awards_accolades.php
- Annual Report 2011
- Annual Report 2012
- Annual Report 2013
- Annual Report 2014