



Internship Report on

“An empirical study on customers’ satisfaction level regarding digital products of Al-Arafah Islami Bank Limited”



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Date of submission: 21st December, 2016

Letter of transmittal

21st December, 2016

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Subject: Submission of Internship Report on *“An empirical study on customers’ satisfaction level regarding digital products of Al-Arafah Islami Bank Limited”*

Dear Sir,

With due respect and humble submission, I want to state that I am very glad for having the opportunity to prepare and present the internship report on “An empirical study on customers’ satisfaction level regarding digital products of Al-Arafah Islami Bank Limited” as a BUS 400 course requirement to complete my Bachelor’s degree. It was a great experience working for internship report under your guidance. I want to express my sincere gratitude to you for your valuable guidance and endless support in preparing the report.

Sincerely yours,

(Mashrur Ridwan)

ID: 12204086

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Letter of Acceptance

This is to certify that Mr. Mashrur Ridwan, ID- 12204086, student of BRAC Business School, BRAC University, has completed his internship report titled on “*An empirical study on customers’ satisfaction level regarding digital products of Al-Arafah Islami Bank Limited*” under my supervision as a part of partial requirement for obtaining Bachelor of Business Administration (BBA) degree with double major in Accounting and Finance. This report can be accepted for evaluation.

Mr. Saif Hossain

Senior Lecturer,

BRAC Business School,

BRAC University

Acknowledgement

At first I want to express my gratitude to almighty Allah. Without His immense blessing and guidance it was not possible completing the report. He helped me to gain vast knowledge regarding banking sector which will help me in future. I also wish to have His blessing and support in future.

After that I want to thank Mr. Saif Hossain, senior lecturer of BRAC University. His guidance and support have helped me to complete the report in time and in more organized manner. I pray and hope that his support and guidance will be continued in future.

Finally, I want to thank all the employees of Al-Arafah Islami Bank, Uttara Model Town Branch. I have passed a great time with them last 3 months and they helped me throughout my internship program in gathering information and doing survey. I am grateful to them for giving me the opportunity of doing my internship program with them

I express my special gratitude to the following individual for helping me:

- 🕌 Mohammed Hossain, Senior Vice President and Head of branch
- 🕌 Md. Rafiul Rajib Chowdhury, Senior Principle Officer
- 🕌 Md. Monirul Islam, Senior Executive Officer
- 🕌 Md. Tarikul Islam, Senior Executive Officer
- 🕌 S.M Refath Soikat, Executive Officer
- 🕌 Md. Alauddin, Officer
- 🕌 Md. Saiful Islam, Officer

Executive Summary

Al-Arafah Islami Bank Limited (AIBL) is one of the pioneer Islamic Sharia based bank in Bank. AIBL has started its operation in 1995. From the very beginning, main focus of AIBL is providing the best quality service to its customers. Its constant effort and innovation in service have helped it to gain constant growth. To provide good quality service and fill up customers demand AIBL has launched few digital products- ATM service, E-banking. The report is regarding customers' satisfaction and scope of improvement of AIBL digital products.

First chapter of the report will provide information regarding cause of report and procedure followed to prepare the report. Second chapter will give an idea about banking sector of AIBL- starting of AIBL, products and digital products of AIBL, management procedure. Third chapter will describe my job as an intern in AIBL. Finally, fourth chapter will describe findings and analysis of research- customer satisfaction level, scope of improvement regarding AIBL digital products.

From the response of AIBL customers, we came to know that majority customers are more or less satisfied regarding AIBL digital products or service but they want more improvement like more ATM booth, more friendly software, network problem free booth service, accurate balance, more feature in I-Banking as well as SMS banking- utility payment, balance check option, transaction confirmation option. Moreover, we came to know that AIBL customers are not diversified- majority users belong to middle age group and female customers are not using digital products. Again, we also came to know that I-Banking service is still in dark side. Big portion customers do not know about I-banking facilities.

The report has ended by providing some valuable suggestion like changing marketing strategy to attract more young and female customers, to create awareness among customers regarding I-Banking service and to add more feature and development in digital products.

Chapter 1
Introduction &
Al-Arafah Islami Bank Ltd.

1.1 Introduction

In this competitive world, people consider time, effectiveness, quick service and quality. Digital products have given the opportunity to minimize time while getting better service. Customers, business and governments are adopting the change of technology and Banks are turning into more innovative to survive in the competitive banking industry. Therefore digital products of advanced technology are blessing to customers. Al-Arafah Islami Bank Limited is also providing some technology oriented products to its customers and digital products of AIBL are ATM card, I-Banking service, SMS Banking Service.

1.2 Problem Statement

“An empirical study on customers’ satisfaction level regarding digital products of Al-Arafah Islami Bank Ltd”

Customer is the main key factor of any business and the growth of the business is identified by customers’ satisfaction regarding the product or service. Bank industry is also facing a competitive world. Therefore Banks also need to know customers’ feedback, preferences and should customize their product or service according to customers’ preferences. Here the report has described customers’ feedback, the area of improvement of digital products of AIBL.

1.3 Selection of topic

The topic is based on the work I had done at AIBL during my three months long internship program in their Retail department. My internship advisor, Mr. Saif Hossain, has assigned me to work on the given topic after repeated discussion with me regarding the topic selection.

1.4 Background of AIBL

Al-Arafah Islami Bank Limited (AIBL) is a sharia bank which is following Islamic law while performing banking activity. The objective of AIBL is achieving success in here and hereafter by following the way of direction of Allah and his messenger (pbuh). AIBL was founded by a bunch of renowned Islamic scholars and pious businessman. AIBL has started its journey as private limited company on 18th June, 1995. The authorized capital of AIBL is Tk.15000.00 million and the paid up capital is Tk. 9469.58 million as on 31st December, 2015.

AIBL has now 139 branches (up to November 2016) of which 23 is AD. The equity of the bank was at Tk. 1923.61 crore on 31 December 2015, the manpower was 2978 as on 21 September 2016 and the number of shareholders was 41053 on 10 April 2016. According to CAMELS rating, AIBL has been rated as “satisfactory” or “B” as on December 2015.

(Source: www.al-arafahbank.com/profile.php)

1.5 Vision

To be a pioneer in Islami Banking in Bangladesh and contribute significantly to the growth of the national economy (Source: www.al-arafahbank.com/profile.php)

1.6 Mission

- 🕌 Achieving the satisfaction of Almighty Allah both here & hereafter.
- 🕌 Proliferation of Shariah Based Banking Practices
- 🕌 Quality financial services adopting the latest technology
- 🕌 Fast and efficient customer service
- 🕌 Maintaining high standard of business ethics.
- 🕌 Balanced growth.
- 🕌 Steady & competitive return on shareholders' equity.
- 🕌 Innovative banking at a competitive price
- 🕌 Attract and retain quality human resources.
- 🕌 Extending competitive compensation packages to the employees
- 🕌 Firm commitment to the growth of national economy.

(Source: www.al-arafahbank.com/profile.php)

1.7 Products and services of AIBL

Deposit	Investment
<ul style="list-style-type: none"> 🕌 Al Wadiah Current Deposit (CD) 🕌 Mudaraba Short Deposit (SND) 🕌 Mudraba Savings Deposit (MSD) 🕌 Mudraba Term Deposit (MTDR) 🕌 Monthly Profit Based Term Deposit (PTD) 🕌 Monthly Installment based Term deposit (ITD) 🕌 Al-Arafah Monthly Hajj Deposit (MHD) 🕌 Al-Arafah termed Hajj Deposit (THD) 🕌 Monthly Installment based Marriage Savings Investment Scheme (MIS) 🕌 AL-Arafah Savings Bond (ASB) 🕌 Foreign Currency Deposit (FCD) 🕌 Pension Deposit scheme (PDS) 🕌 Cash WAQF Deposit Scheme (CWD) 🕌 Mudraba Lakhpoti Deposit Scheme (LDS) 🕌 Mudraba Millionaire Deposit Scheme (MDS) 🕌 Mudraba (Special) Pension Deposit Scheme (MSPDS) 🕌 Mudraba Kotipoti Deposit Scheme (MKDS) 🕌 Mudraba Double Benefit Deposit Scheme (MDBDS) 🕌 Mudraba Triple Benefit Deposit Scheme (MTDBS) 🕌 Probashi Kallyan Deposit Pension Scheme 🕌 Mudaraba Savings Deposit-Student Farmers, Freedom fighters 	<ul style="list-style-type: none"> 🕌 Investment in Agriculture Sector 🕌 Investment in Industrial Sector 🕌 Investment in Business Sector 🕌 Investment in Foreign Trade 🕌 Investment in Construction and Housing 🕌 Investment in Transportation Sector 🕌 Hire purchase (HPSM) 🕌 Investment Schemes in Masque and Madrasa (MMIS) 🕌 Village and Small Investment Scheme (GSIS) 🕌 Small Enterprise Investment Schemes (SEIS) 🕌 Consumer Investment Scheme (CIS)
	Cottage, Micro, Small and Medium Enterprise (CMSME)
	<ul style="list-style-type: none"> 🕌 Al-Arafah Uddog (Small Enterprise Investment Scheme) 🕌 Al-Arafah Uthsob (Small Enterprise Financing Festival) 🕌 Al-Arafah Unnayan (Grameen Small Investment Scheme) 🕌 Al-Arafah Punji (Micro Enterprise Investment Scheme) 🕌 Al-Arafah Sonirbhar (Rural Agricultural Investment Scheme) 🕌 Al-Arafah Khamarbari (Rural Agricultural investment Scheme –group based) 🕌 Al-Arafah Solar Energy (Solar Energy Investment Scheme)
Digital Products	
<ul style="list-style-type: none"> 🕌 AIBL ATM card (Debit and Credit card) 🕌 E-Banking <ul style="list-style-type: none"> ○ I-Banking ○ SMS Banking 	

1.8 AIBL at a glance

Date of Registration	18 th June 1995
First Branch	Motijhil Branch
Head office	36, Dilkusha(6-9 Floor) C/A, Dhaka-1000, Bangladesh.
Opening Ceremony	27 th September 1995
Principle of AIBL	Islamic Sharia based Bank
Authorized Capital	Tk.15000.00 million
Paid up Capital	Tk. 9469.58 million
Equity	Tk. 19236.1 million
Number of Branches	139 (upto November 2016)
Deposit	TK. 169,887.08 Million
Investment	Tk. 162,503.14 Million
Number of Employees	2978
Number of Shareholder	41053
CAMELS rating	Satisfactory or B (December 2015)
CRISL rating	AA (Long term) and ST-2 (short term) (30 th June, 2016)

(Source: www.al-arafahbank.com/glance.php)

1.9 Digital Products of AIBL

In this competitive world, technology has introduced new way of banking. Technology has made possible of doing banking outside bank. Internet and smart phone has made possible banking any portion of the world without coming to bank.

AIBL successfully introduced beneficial digital products for its customers. By using these products and service, customers can do their banking without coming to the branch; can get the transaction alerts as soon as the transactions are done.

The list of Digital products of AIBL:

- 🏠 AIBL ATM card (Debit and Credit card)
- 🏠 E-Banking
 - I-Banking
 - SMS Banking

1.9.1 ATM Card

Al Arafah Islami Bank Limited has successfully launched ATM service in Bangladesh. The Bank has signed an agreement with MasterCard to provide greater coverage to its customer to access to ATM and POS machines across Bangladesh. Following features and benefits are provided by AIBL to its card holders:

🏠 Country-wide Acceptability

AIBL MasterCard saves customers from the hassle of carrying cash or writing checks, along with the freedom of making electronic payments anywhere in Bangladesh. It carries the MasterCard logo, ensuring countrywide acceptability.

🏠 Mini Statement and Balance Inquiry

Customers can ask for balance inquiry details and mini statements through any AIBL ATM.

🏠 ATM Withdrawal & Retail Purchase Limit

Customers of AIBL debit card can enjoy daily cash withdrawal limit up to BDT 50,000 and daily retail purchase limit up to BDT 50,000.

🏠 SMS Alerts

In order to track and record each transaction being made through AIBL card, AIBL has implemented SMS Alerts option which sends SMS to number of accountholder cell phone as soon as the ATM withdrawal or POS transactions are done to a registered phone number.

🏠 Transaction Details on Statement

Every charge and cash withdrawal at ATMs by Bank AIBL Card will be shown on bank statement, hence enabling customer to easily ensure the status of his account.

1.9.2 I-Banking

In this competitive world, internet banking has become a part and parcel service for any bank because of advance technology. Internet Banking refers to systems that enable bank customers to access accounts and general information on bank products and services through a personal

computer (PC) or other intelligent devices. AIBL has launched I-Banking service keeping demand of customers in mind. Through I-Banking service, account holders can check their balance and bank statement in anywhere of the world through internet.

(Source: www.al-arafahbank.com/sms-banking.php)

1.9.3 SMS Banking

SMS Banking is a service provided by banks or other financial institutions to send messages to customers' mobile phones using SMS messaging, or a service provided by them which enables customers to perform some financial transactions using SMS. It is also called SMS alerts or notification. AIBL provides alert service and enquiry service in SMS banking but enquiry service is still not available. Any transaction in ATM service will be notified to customers through SMS.

(Source: www.al-arafahbank.com/i-banking-at-a-glance.php)

Chapter 2
Working Experience at AIBL

2.1 Job Description

I did my job as an intern at AIBL Uttara Model Town Branch at general banking division. I had done my job for 3 months as per internship requirement of BRAC University. The working environment was quite satisfying. As an interne, I had learned many lessons and had gain experience regarding corporate world.

2.3 Competencies and Skills Acquired On the Job

- 🏠 Professionalism: During my internship at AIBL Uttara Model Town Branch, I had to follow certain rules and regulation and handle work under deadline. I have learned how to work in pressure and manage time as bank always remains busy. It had enhanced my professionalism skills.
- 🏠 Communication Skill: During my internship program, I had to deal with customers and had to solve the problem. I had to also communicate with respective staffs of AIBL Uttara Model Town branch. It had boosted up my communication skills.
- 🏠 Persuasive Ability: I had to familiarize the customers with the digital banking services and convince them to avail the services which over the time has developed my ability to persuade others.

2.4 Duties and responsibilities

🏠 Working in dispatch section

When any documents come to office, at fist the messenger comes to me. He brings two copies with him- one for office purpose use and another as receipt copy. I give a received seal and signature on receipt copy.

Then the document is given an entry number. There are 2 types of entry registry book. One is inward and another is outward. Inward registry book is used for giving entry number on the documents which comes to office and outward registry book is used to give an entry number on the documents which are sent to another mailing address from bank. Entry is given to keep the

record of documents whether the documents have come to office or the documents have been sent to another mailing address. Moreover, it also helps the document from being lost.

Writing application

If the customer is not familiar with writing application, I had to write application for them according to their requirement.

Filling up form

Bank remains busy and customers want quick service. Most of the customers comes to open the account without knowing any instruction. Therefore to give them quick service I had to fill up form for them. Like to open MITD or DPS, customers need NID card and birth certificate card photocopy of himself and nominee. Officer collects the information which we will not get from NID card photocopy and allow them to leave the office. After that I had to fill up the whole form and then it is posted in Ababil software.

Writing cheque book and term deposit slip

Some customers are not familiar with writing cheque books and term deposit slip and do not know how to write on them. I had to fill up them for the customers.

Dealing with customers

Sometimes I had to deal with customers. Sometimes officers remain busy in another work like lunch break. If any customers come at that time, I had to deal with them like helping them regarding any information.

Chapter 3

Findings & Analysis

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3.1 Objective of Research

- 🏠 To know customers' feedback on ATM service of AIBL
- 🏠 To know customers' response on newly introduced digital product- SMS banking, I-banking
- 🏠 To find out scope of improvement of digital products of AIBL

3.2 Methodology

- 🏠 To know feedback on ATM service of AIBL, a questionnaire will be provided to customers
- 🏠 To know customers' response on newly introduced digital product- SMS banking, I banking, a questionnaire will be provided to customers
- 🏠 To find out scope of improvement of digital products AIBL, interview of respective division and survey questionnaire will be used.

3.3 Research Hypothesis

Customers of Al-Arafah Islami Bank Limited digital products users are satisfied with digital products and services.

3.4 Research Question

“What is the standard satisfaction level of Al-Arafah Islami Bank Limited customers regarding the digital products? Who are the majority customers of AIBL digital products? Are the Customers of AIBL satisfied with digital products and services? What are problems they are facing during ATM experience? What features they prefer most in upcoming digital products?”

3.5 Types of research

There are three basic types of research, Descriptive, Relational and Causal. This research is a relational research. Relational research is designed to look at the relationships between two or more variables. The research project is about satisfaction level about digital products and services and we assess different variables which may influence the satisfaction level of the customers.

3.6 Time Reference of the research

We have done our research at a single point in time. So, it is a cross sectional research.

3.7 Population and Sample of the research

Theoretical Population

Theoretical population indicates the whole population. In this research project, theoretical population is all the account holders of AIBL Uttara Model Town Branch.

Accessible Population

Accessible population refers to the population of subjects available for a particular study. In this research project, accessible population is the account holders who had visited bank premises to do banking.

3.8 Sample size

Sample size was taken on random basis. Random customers were picked for Survey prrpose. In this research, 36 digital products users of AIBL Uttara Model Town branch were taken as sample size.

3.9 Sources of data

Data for the project have been collected both form primary sources as well as secondary sources. But most of the data collected from the survey.

Primary sources:

- 🏠 Face to face discussion with the employees of Al-Arafah Islami bank Limited
- 🏠 Survey the accountholder of AIBL Uttara Model Town branch through questionnaire who had visited the branch.

Secondary Sources:

- 🏠 Al-Arafah Islami Bank website
- 🏠 Audit reports of AIBL
- 🏠 Different website Link

Both primary and secondary data have been used to finalize the report. In my report, I have used primary data mostly but I have used secondary where it was not possible to get primary data.

3.10 Data collection method

Secondary data have been collected from company website and audit reports. Company history their product and services, other company related information are also collected from their website. Again, some online journals and articles also helped to get the insight of the recent retail banking and how the latest digitations have an impact on traditional banking.

Primary Data was collected through questionnaire survey and interview session with employees. Questionnaires are usually paper-and-pencil instruments that the respondent completes. As the research is based on customer satisfaction on digital products, customers has filled up the questionnaire. The questionnaire was properly organized which was able to find out the actual response of customers regarding existing AIBL digital products and improvement they want. Moreover, interview with AIBL staffs helped to get the scope of improvement which can be done and can help to attract more customers.

3.11 Limitations

Completing the internship report within 3 months was quite challenging. Similarly, gathering information and organizing them was quite difficult as I had to face lots of uncertainty while doing my survey work. It was quite difficult to manage time to do the survey as Bank and customers remain always busy. Preparing the report was a great learning process as it has given an opportunity of how to deal with customers, cope up with new environment, communicate in workplace and manage time.

As a whole the limitations of this report can be detailed as follows:

- ① Secondary sources were not efficient much and sometime unreliable. Besides there are not many articles on digital products of Bangladeshi banking sector.
- ① Confidential information was a big limitation of this report like which software Bank use to provide card service or SMS banking. As information was kept secret, it was not possible to compare among the banks.

- ⌘ Time constraint was another limitation. It was quite difficult to survey 36 people as digital products users do not visit banks if they do not face any problem. Initially 60 people were the target people to survey but 36 people have been surveyed.
- ⌘ The survey is based on only digital products users of AIBL Uttara Model Town Branch. Therefore sample size was digital products users of AIBL Uttara Model Town Branch. It could be better if it was possible taking sample on demographic ratio from all the branches of AIBL.
- ⌘ Bank remains busy all time. Customers also remain busy in bank. It was quite difficult getting their response to do survey.
- ⌘ There was lack of experiences in collecting information, doing analysis and assessment on digital products.
- ⌘ Comparing with other banks was not possible as information remains secret as it is confidential and secondary sources was not helpful in collecting information and reliable too

Overcoming all the limitations and preparing the report was quite challenging which will be help me in future to work under pressure and new environment.

3.12 Questionnaire

Survey on Customer satisfaction

[We assure the data collected will NOT reveal respondents' identity and data will be used only for survey purpose.]

Name:

Gender Male Female

1) What is your age group?

18-25	26-35	36-45	46-60	60+
-------	-------	-------	-------	-----

2) What is your profession?

Student	Service	Business	Homemaker	Others
---------	---------	----------	-----------	--------

3) How frequently do you use AIBL ATM service in a month?

1-2	3-5	6-10	10+
-----	-----	------	-----

4) How satisfied are you regarding the “availability of AIBL ATM booths”?

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
------------------	-----------	---------	-------------	--------------------

5) How do you evaluate safety and privacy of AIBL ATM service?

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
------------------	-----------	---------	-------------	--------------------

6) Which problems do you face mostly while using ATM service of AIBL?

7) How will you evaluate your satisfaction level regarding yearly charge fee of AIBL ATM service?

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
------------------	-----------	---------	-------------	--------------------

8) How often did your card get stuck in machine during last year?

9) How often did you face the problem of money being deducted from account without delivering cash?

10) How many days bank takes to return disputed card?

1-5 days	6-15 days	More than 15 days	Not Applicable
----------	-----------	-------------------	----------------

11) How will you evaluate note quality of AIBL ATM service?

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
------------------	-----------	---------	-------------	--------------------

12) Do you get SMS after every transaction of AIBL ATM?

Yes	NO
-----	----

13) How will you evaluate your satisfaction level regarding AIBL ATM service?

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
------------------	-----------	---------	-------------	--------------------

14) Do you use I-Banking service of AIBL?

Yes	NO
-----	----

If “Yes”, what is good about it and what are the areas of improvement?

If “No”, are you aware about the facilities of I-Banking service? Yes/NO

15) Do you use SMS banking of AIBL by which you can check account balance or you will get SMS after every transaction?

Yes	NO
-----	----

If “Yes”, what is good about it and what are the areas of improvement?

If “No”, are you aware about the facilities of SMS Banking service? Yes/NO

16) In a scale of 1 to 100 how will you rate the overall service quality of AIBL banking? (1 being the lowest point and 100 being the highest)

3.13 Customers' Feedback

Customers have filled up questionnaire. According to survey results, customers' response and findings from response have been organized.

🏠 **Response 1:** Gender Distribution ratio of AIBL digital products user.

Gender	Respondents	Percentage	Cumulative Percentage
Male	33	91.67%	91.67%
Female	3	8.33%	100.00%
Total	36	100.00%	

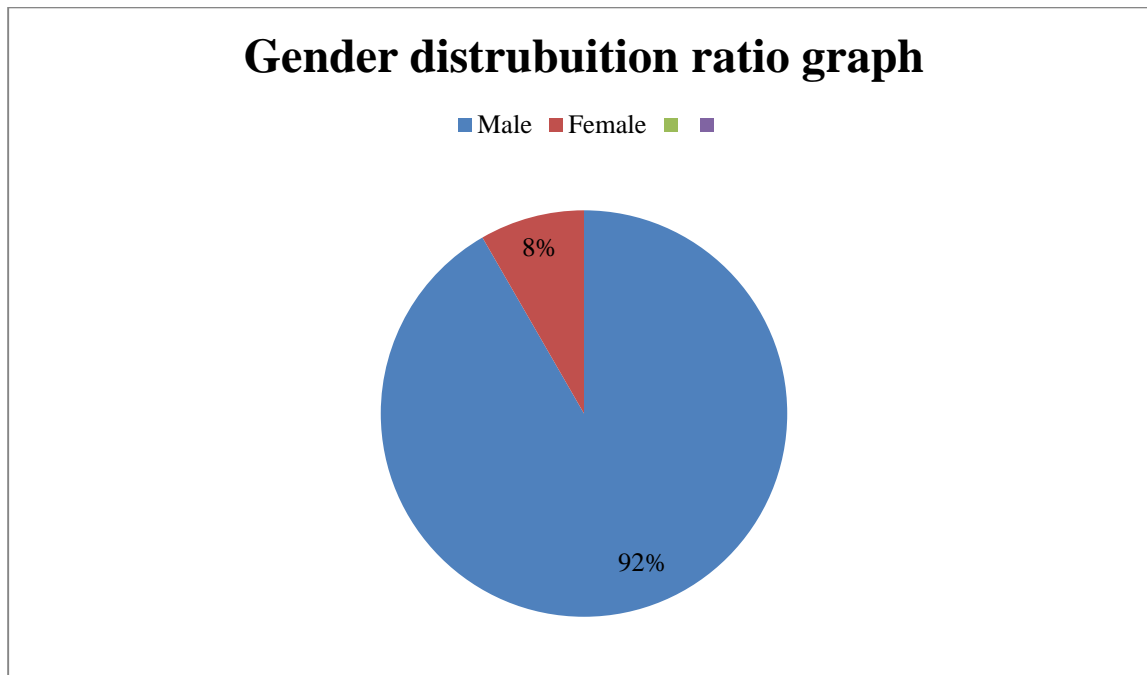


Figure 1: Gender distribution ratio graph

Analysis: From the graph we get that majority of AIBL digital product user is male. 92% of AIBL digital product user is male and 8% if AIBL digital product user is female.

🏠 **Response 2:** Age group ratio of AIBL digital product user

Age group (years)	Respondents	Percentage	Cumulative Percentage
18-25	3	8.33%	8.33%
26-35	21	58.33%	66.67%
36-45	9	25.00%	91.67%
46-60	3	8.33%	100.00%
60+	0	0.00%	
total	36	100.00%	

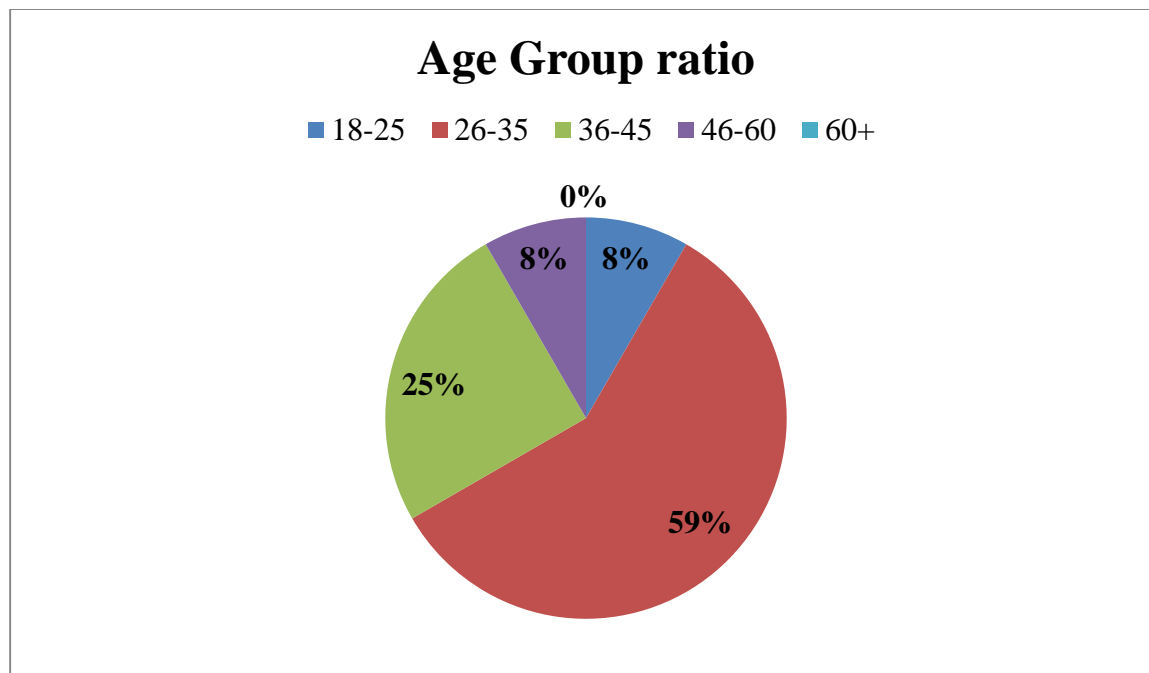


Figure 2: Age group ratio graph

Analysis: From the graph, we get that majority of AIBL digital product user belongs to age group. 59% of AIBL digital product user is between 26 to 35 years old. 25% user belongs to 36 to 45 years age group. 8% user belongs to both 18 to 25 years and 46 to 60 years age group.

🏠 **Response 3:** Profession distribution of AIBL digital product user

Profession of user	Respondents	Percentage	Cumulative Percentage
Student	3	8.33%	8.33%
Service	24	66.67%	75.00%
Business	9	25.00%	100.00%
Homemaker	0	0.00%	
Other	0	0.00%	
Total	36	100.00%	

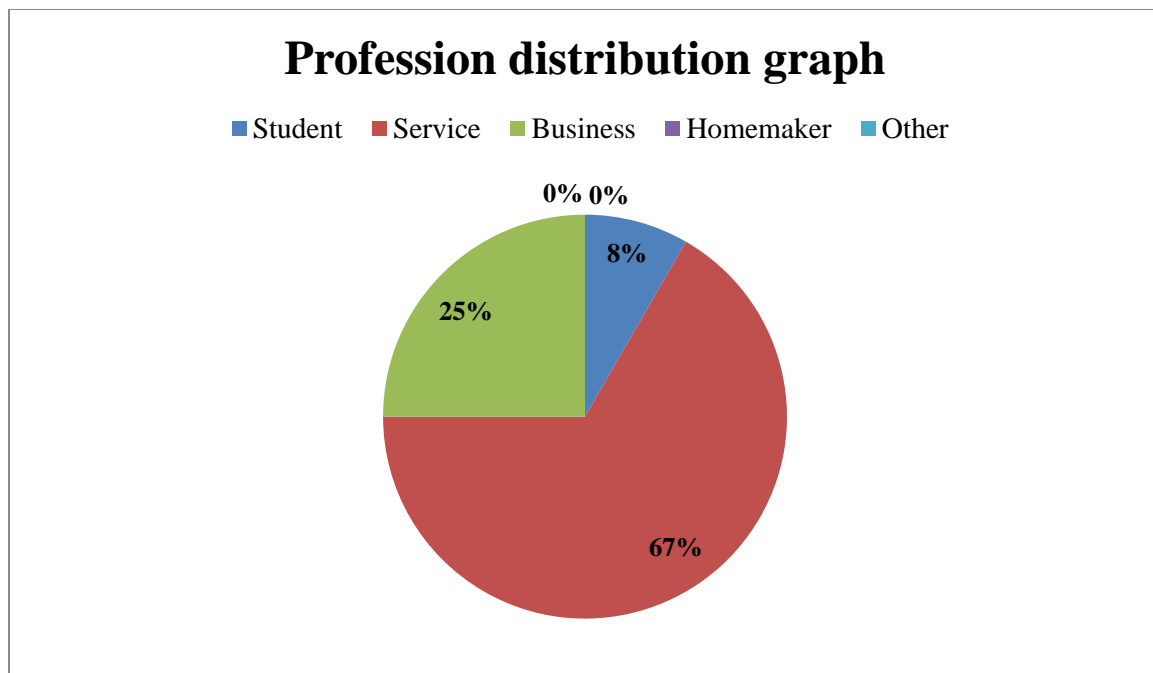


Figure 3: Profession distribution ratio graph

Analysis: From the graph, we get to know that 67% of AIBL digital product user is service holder. Moreover, 25% users are businessmen and 8% user is student. Homemakers are not interested in using digital product.

🏠 **Response 4:** Usage ratio of AIBL ATM service in a month by AIBL digital product user

Frequency of usage of ATM service in a month	Respondents	Percentage	Cumulative Percentage
1 to 2	0	0.00%	0.00%
3 to 5	6	16.67%	16.67%
6 to 10	15	41.67%	58.33%
10+	15	41.67%	100.00%
Total	36	100.00%	

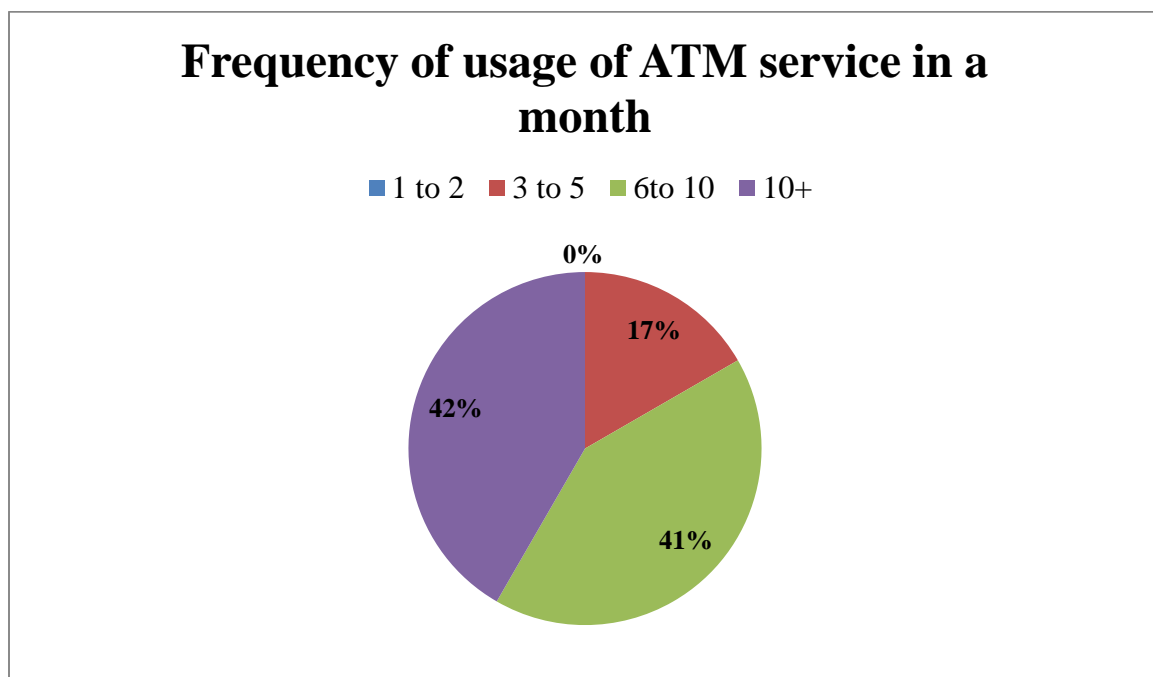


Figure 4: Usage ratio of AIBL ATM service in a month

Analysis: From the above graph, we get that majority customers use AIBL ATM service 6 to 10 times and more than 10 times in a month. Only 17% users use ATM service 3 to 5 times in a month. That means 83% customers use more than 5 times in a month.

🏠 **Response 5:** Satisfaction level of AIBL digital product user regarding “availability of AIBL ATM booths

Satisfaction Level regarding availability of ATM booth	Respondents	Percentage	Cumulative Percentage
Highly Satisfied	6	16.67%	16.67%
Satisfied	6	16.67%	33.33%
Neutral	9	25.00%	58.33%
Unsatisfied	15	41.67%	100.00%
Highly Unsatisfied	0	0.00%	
Total	36	100.00%	

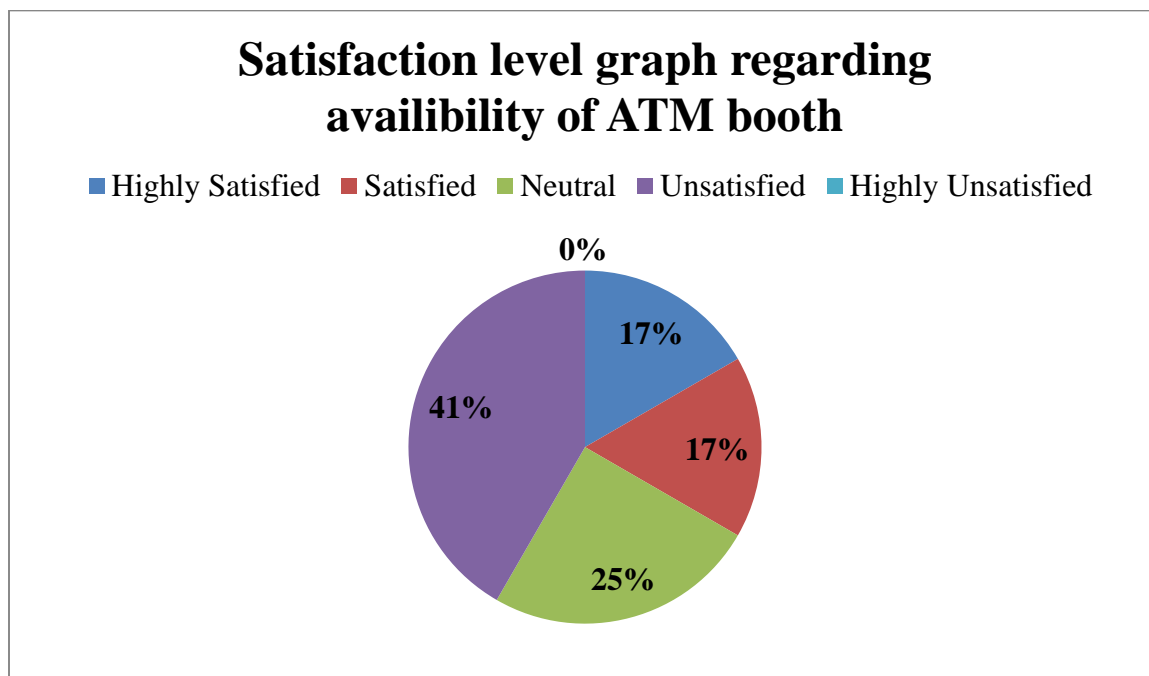


Figure 5: Satisfaction level graph regarding availability of ATM booth

Analysis: From the above graph, we get that big portion of customers are not satisfied regarding the availability of AIBL ATM booth. Though 33% customers have expressed positive result regarding AIBL ATM booth number, 41% customers said they are not satisfied regarding AIBL booth number and 25% customers have expressed neutral position regarding it.

🏠 **Response 6:** Satisfaction level of AIBL digital product user regarding safety and privacy of AIBL ATM service

Satisfaction Level regarding safety and privacy of AIBL ATM service	Respondents	Percentage	Cumulative Percentage
Highly Satisfied	6	16.67%	16.67%
Satisfied	21	58.33%	75.00%
Neutral	3	8.33%	83.33%
Unsatisfied	6	16.67%	100.00%
Highly Unsatisfied	0	0.00%	
Total	36	100.00%	

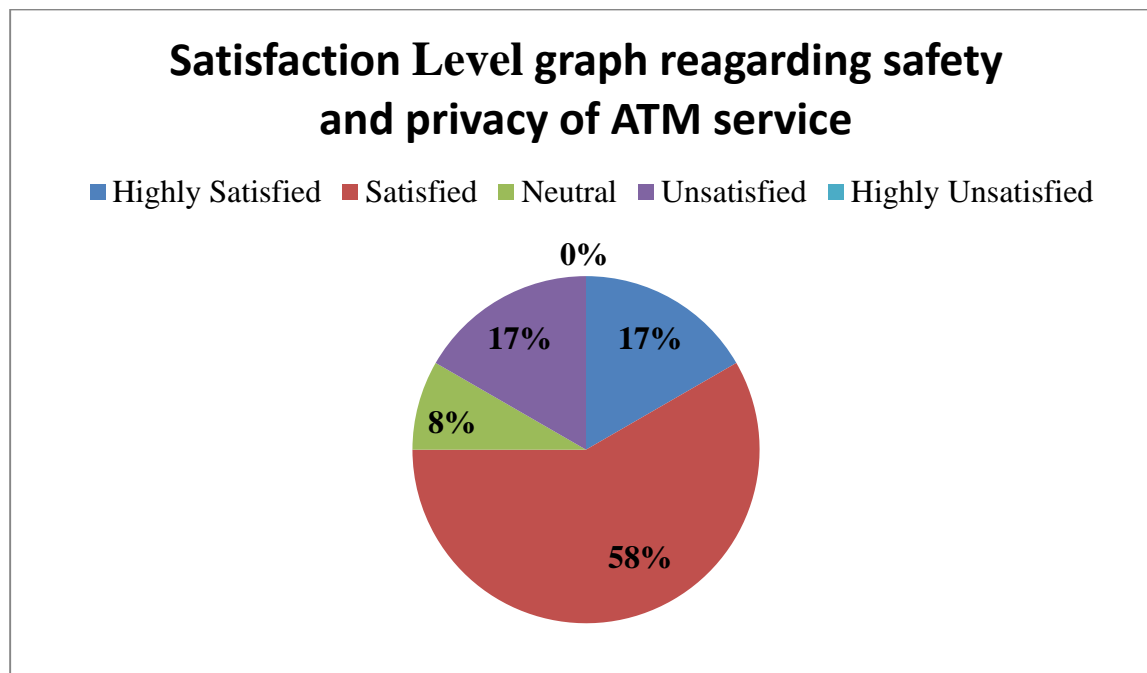


Figure 6: Satisfaction level regarding safety and privacy of ATM service

Analysis: The above graph says 75% customers have said positive reaction regarding safety and privacy issue of AIBL ATM service. It shows safety issues of AIBL ATM booth is on positive way with some lack as 25% customers are still in doubt regarding safety of AIBL ATM service.

🏠 **Response 7:** Problems faced by AIBL digital product user mostly while using ATM service of AIBL

Problems faced while using ATM service of AIBL	Respondents	Percentage	Cumulative Percentage
Unavailability of booth	15	41.67%	41.67%
Network problem	6	16.67%	58.33%
Unfriendly software	3	8.33%	66.67%
Machine disturbance	3	8.33%	75.00%
Unfriendly customer care center	3	8.33%	83.33%
Huge activation time	3	8.33%	91.67%
No problem	3	8.33%	100.00%
Total	36	100.00%	

Problems faced by ATM service user

- Unavailability of booth
- Network problem
- Unfriendly software
- Machine disturbance
- Unfriendly customer care center
- Huge activation time
- No problem

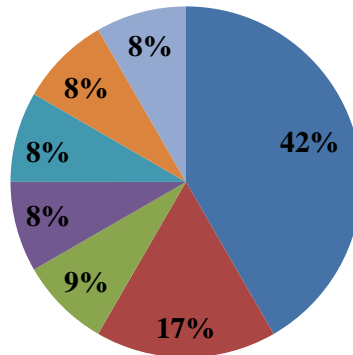


Figure 7: Problems faced by ATM service user

Analysis: AIBL digital products customers are facing lots of problem while using ATM service. From the graph, we get big portion of customers (42%) are facing mostly problem of unavailability of ATM booth. 17% customers have said they are facing mostly network problem that means ATM machine is not getting network. Moreover, 8% customers have said they are facing difficulty in understanding while using ATM service. Again, 8% customers said they found machine disturbance and another 8% customers wanted friendlier customer care. Though customers have faced some problems, 8% customers said they did not face any problem while using AIBL ATM service.

🏠 **Response 8:** Satisfaction level of AIBL digital product user regarding yearly charge fee of AIBL ATM service

Satisfaction level regarding yearly charge fee of ATM service	Respondents	Percentage	Cumulative Percentage
Highly Satisfied	9	25.00%	25.00%
Satisfied	12	33.33%	58.33%
Neutral	15	41.67%	100.00%
Unsatisfied	0	0.00%	100.00%
Highly Unsatisfied	0	0.00%	100.00%
Total	36	100.00%	

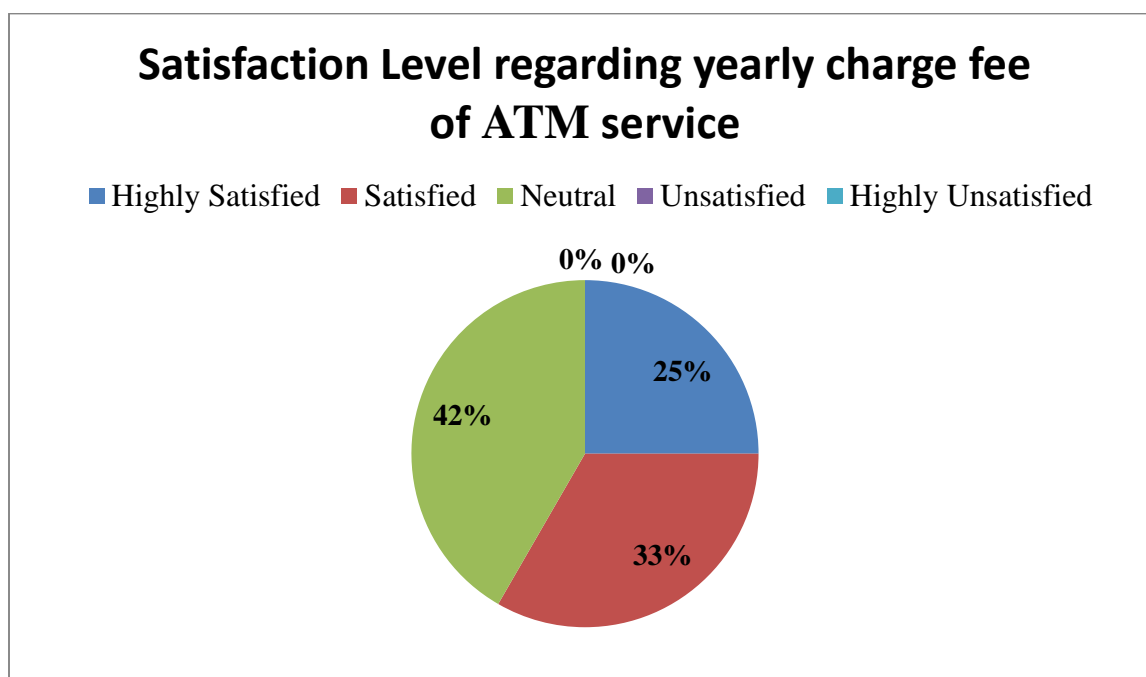


Figure 8: Satisfaction level regarding yearly charge fee of ATM service

Analysis: From the graph, we get 58% customers are highly satisfied and satisfied regarding yearly charge fee of ATM card.. Though 42% customers have expressed neutral opinion, none is unsatisfied regarding yearly charge fee of AIBL ATM service.

🏠 **Response 9:** Frequency of card got stuck in machine during last year by AIBL digital product user

Frequency card got stuck in machine during last year	Respondents	Percentage	Cumulative Percentage
0	27	75.00%	75.00%
1	6	16.67%	91.67%
2	3	8.33%	100.00%
Total	36	100.00%	

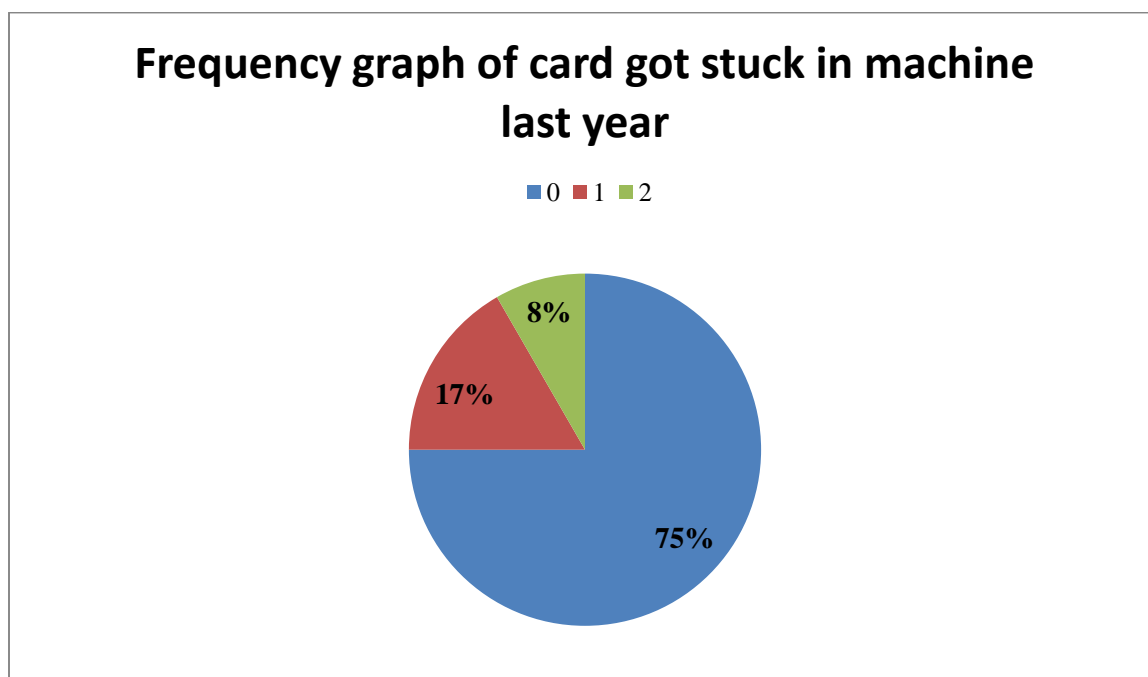


Figure 9: Frequency graph of card got stuck in machine last year

Analysis: From the above graph, we get that majority customers did not face the problem of card being stuck in machine during last year. 75% customers did not face the problem but 25% customers have faced the problem during last year.

🏠 **Response 10:** Frequency of problem faced by AIBL digital product user of money being deducted from account without delivering cash while using AIBL ATM service.

Frequency	Respondents	Percentage	Cumulative Percentage
0	21	58.33%	58.33%
1	12	33.33%	91.67%
2	3	8.33%	100.00%
Total	36	100.00%	

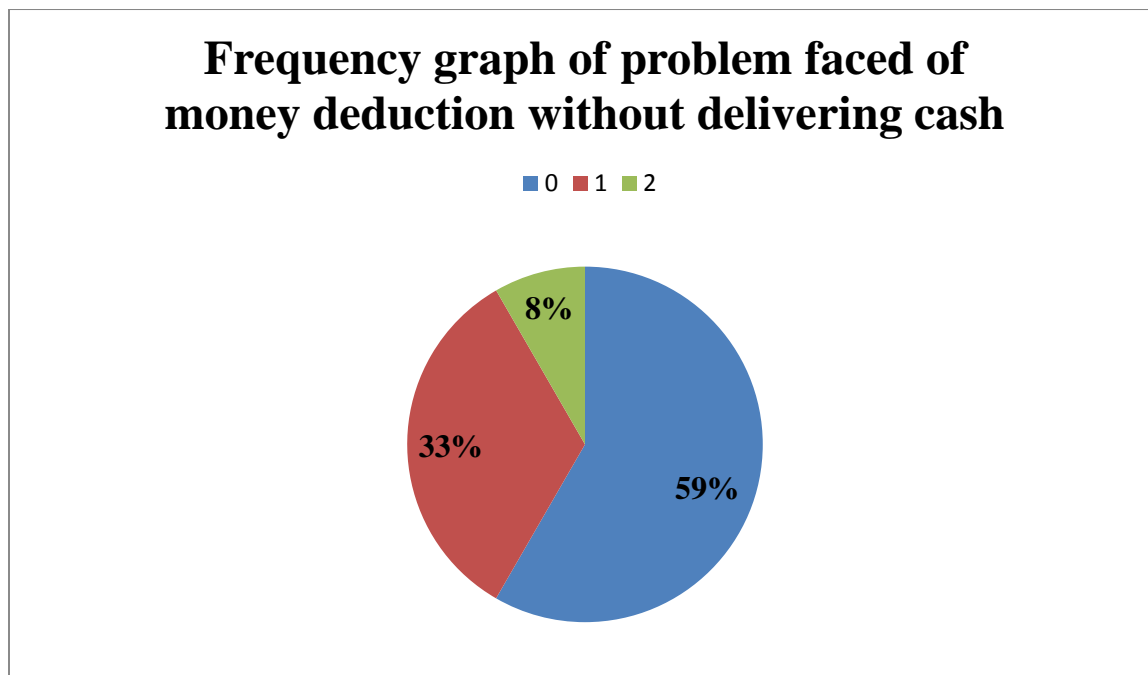


Figure 10: Frequency graph of problem faced of money deduction without delivering cash

Analysis: From the above graph, we came to know that 42% customer have faced the problem of money being deducted without paying cash. 8% customers have said that they have faced it twice and 33% have faced it only 1 time. 8% AIBL digital product user have said they have never faced the problem of money being deducted with paying cash while using AIBL ATM service.

🏠 **Response 11:** Response by AIBL digital product user on days bank takes to return disputed card

Days taken by bank to return disputed card	Respondents	Percentage	Cumulative Percentage
1-5 days	0	0.00%	0.00%
6-15 days	15	41.67%	41.67%
15+ days	6	16.67%	58.33%
Not Applicable	15	41.67%	100.00%
Total	36	100.00%	

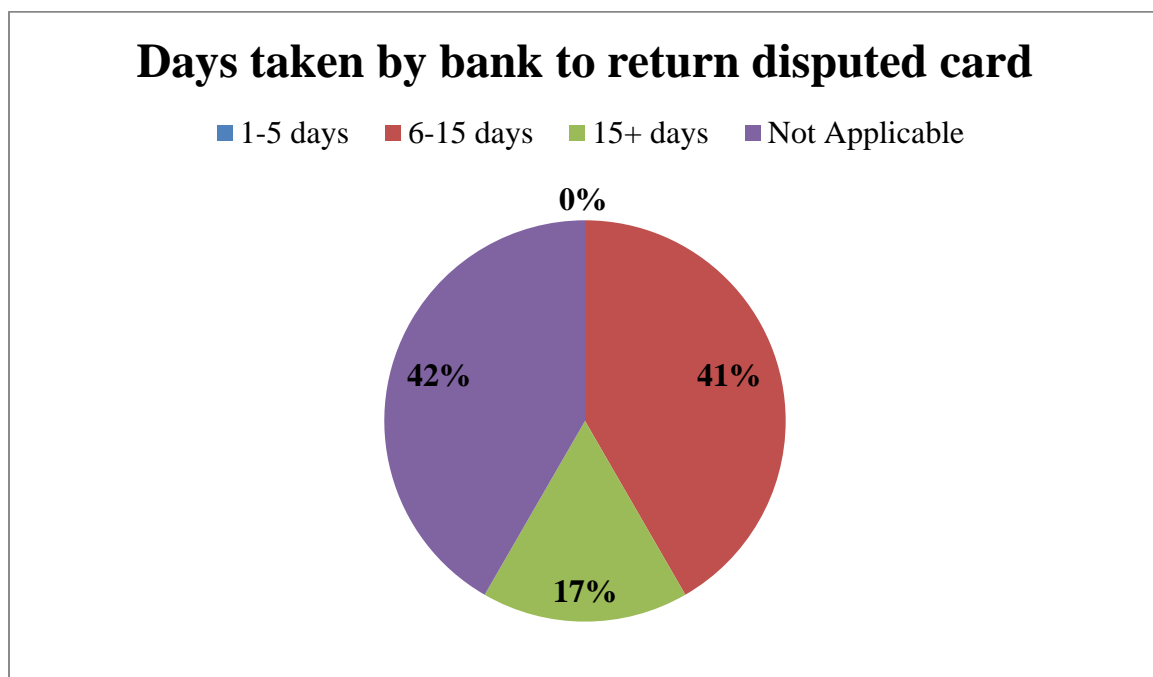


Figure 11: Days taken by bank to return disputed card

Analysis: From the graph, we get that 41.67% customers said that AIBL takes 6 to 15 days to return disputed card and another 16.67% customers have said that AIBL takes more than 15 days to return disputed card. Again, 41.67% AIBL digital product user have said that they did not face the problem of card being disputed.

🏠 **Response 12:** Satisfaction level of note quality of AIBL ATM service by AIBL digital product user

Satisfaction level note quality of AIBL ATM service	Respondents	Percentage	Cumulative Percentage
Highly Satisfied	9	25.00%	25.00%
Satisfied	15	41.67%	66.67%
Neutral	12	33.33%	100.00%
Unsatisfied	0	0.00%	100.00%
Highly Unsatisfied	0	0.00%	100.00%
Total	36	100.00%	

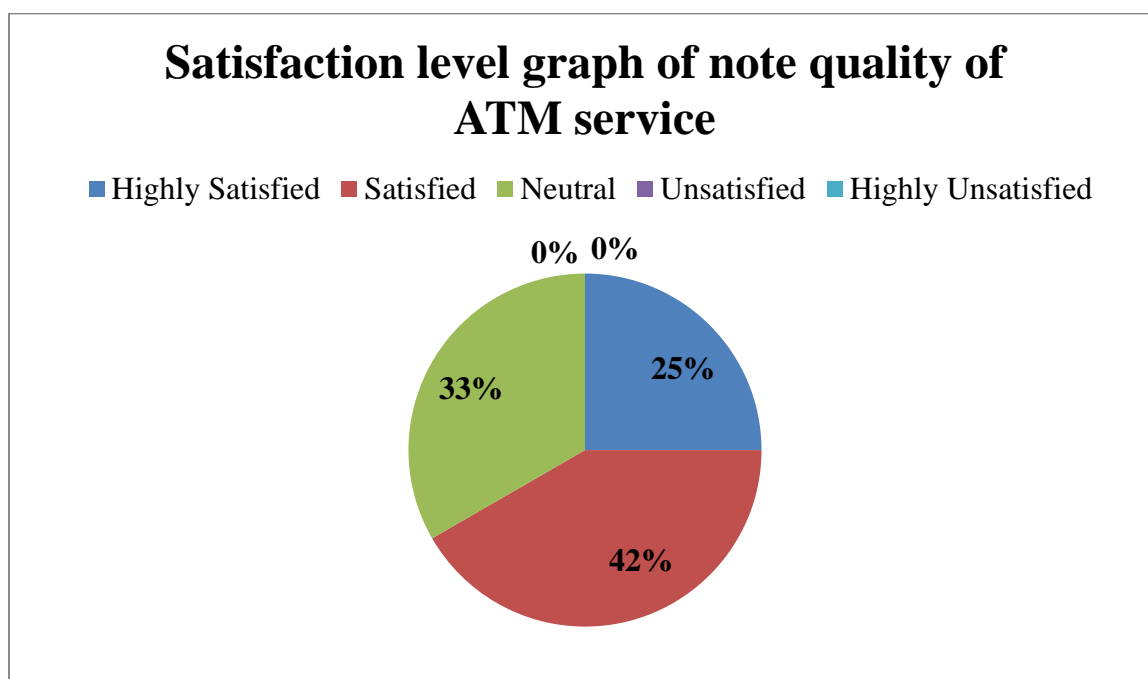


Figure 12: Satisfaction level graph of note quality of ATM service

Analysis: From the graph, we get that 67% AIBL ATM user have said that they are happy with the note quality AIBL ATM service and 33% respondents did not take any side regarding note quality of AIBL ATM service.

🏠 **Response 13:** Response of AIBL digital product user on getting SMS after every transaction of AIBL ATM

Get SMS confirmation	Respondents	Percentage	Cumulative Percentage
Yes	36	100.00%	100.00%
No	0		
total	36		

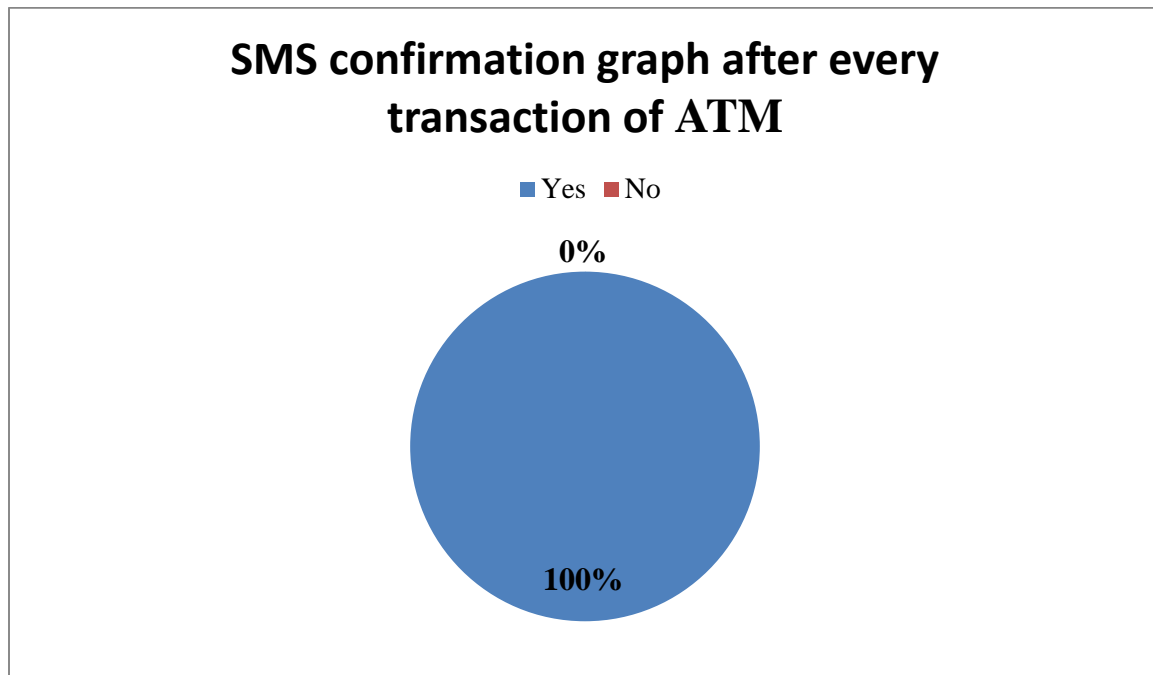


Figure 13: SMS confirmation graph after every transaction of ATM

Analysis: All the respondents have said that they get SMS after every transaction of AIBL ATM service. The above graph shows that AIBL is very effective in sending SMS after every transaction of AIBL ATM service.

🏠 **Response 14:** Satisfaction level of AIBL digital product user regarding AIBL ATM service

Satisfaction level regarding ATM service	Respondents	Percentage	Cumulative Percentage
Highly Satisfied	6	16.67%	16.67%
Satisfied	21	58.33%	75.00%
Neutral	3	8.33%	83.33%
Unsatisfied	6	16.67%	100.00%
Highly Unsatisfied	0	0.00%	
Total	36		

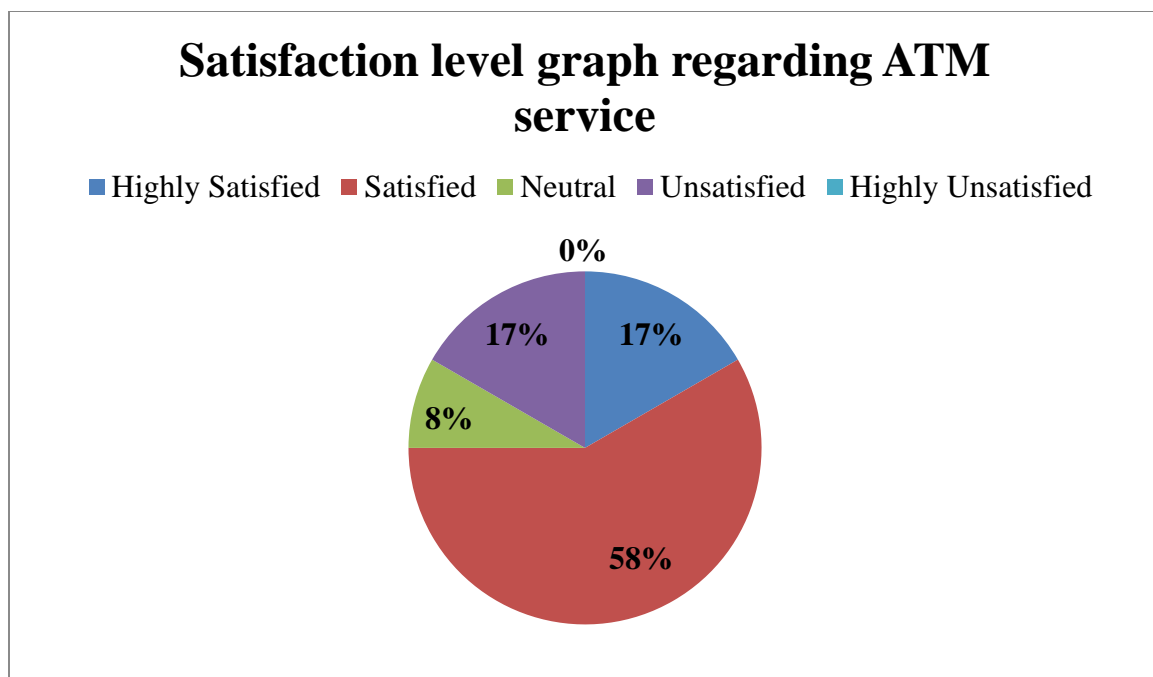


Figure 14: Satisfaction level graph regarding ATM service

Analysis: From the graph, we get that 75% AIBL ATM user have said that they are happy with AIBL overall ATM service and 8% respondents did not take any side regarding satisfaction level of overall AIBL ATM service. Though majority customers are happy regarding AIBL ATM service, 17% customers are not happy with AIBL ATM service. Therefore AIBL should work find out the reasons of their unhappiness.

🏠 **Response 15:** Response on using I-Banking service of AIBL by AIBL digital product user

User of I-Banking Service	Respondents	Percentage	Cumulative Percentage
Yes	3	8.33%	8.33%
No	33	91.67%	100.00%
Total	36	100%	

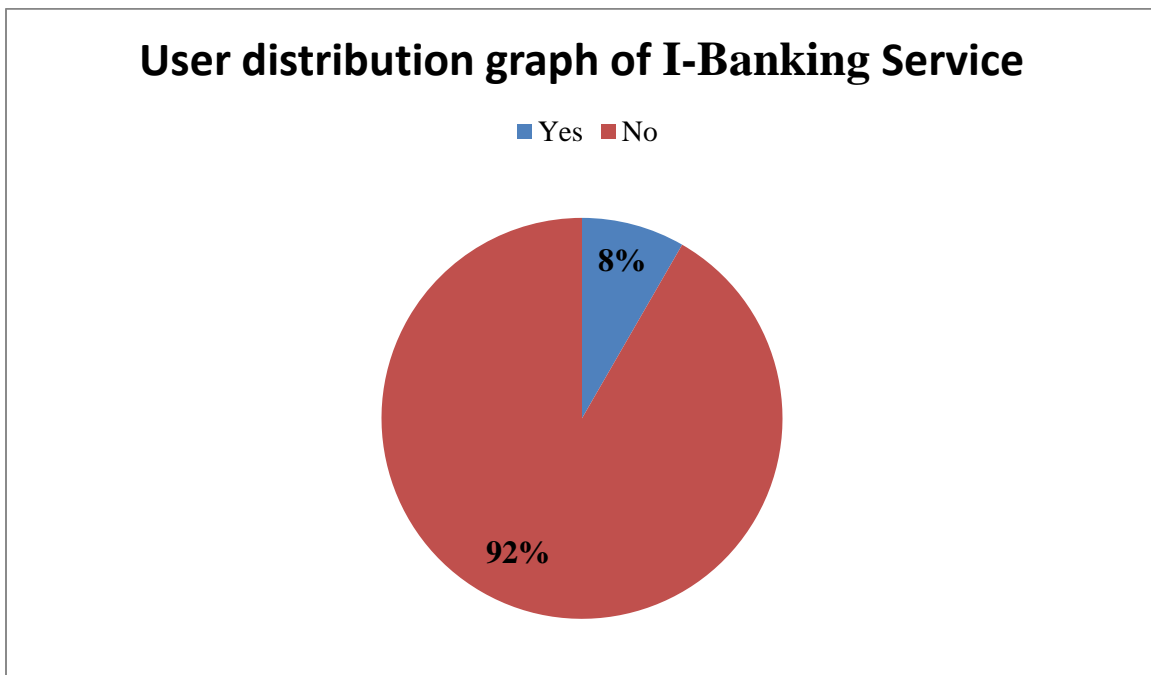


Figure 15: User graph of I-Banking service

Analysis: From the above graph, we get that 92% of AIBL ATM service user don not use I-Banking service of AIBL and 8% of AIBL ATM service users use I-Banking service. As huge number of customer do not use I-Banking service, AIBL should work hard with I-Banking service.

🏠 **Response 16:** Response of AIBL I-Banking service user regarding what is good about it and what are the areas of improvement

Areas of Improvement regarding I-banking service	Respondents	Percentage	Cumulative Percentage
Add more feature	1	33.33%	33.33%
Add money transfer and bill payment service	1	33.33%	66.67%
Add more complex security	1	33.33%	100.00%
Total	3	100%	

Areas of Improvement regarding I-Banking service

- Add more feature
- Add money transfer and bill payment service
- Add more complex security

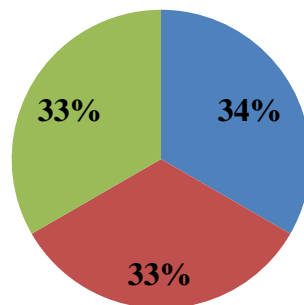


Figure 16: Areas of improvement regarding I-Banking service

Analysis: the above graph says, AIBL I-Banking service user wants more feature in I-Banking service like they want money transfer service, bill payment service like electricity bill, gas bill in I-banking service. Some customers think that more complex security should be featured in I-Banking service.

🏠 **Response 17:** Response regarding awareness about the facilities of I-Banking service by AIBL customers who do not use AIBL I-Banking service

Aware about I-Banking Service	Respondents	Percentage	Cumulative Percentage
Yes	20	60.61%	60.61%
No	13	39.39%	100.00%
Total	33	100%	

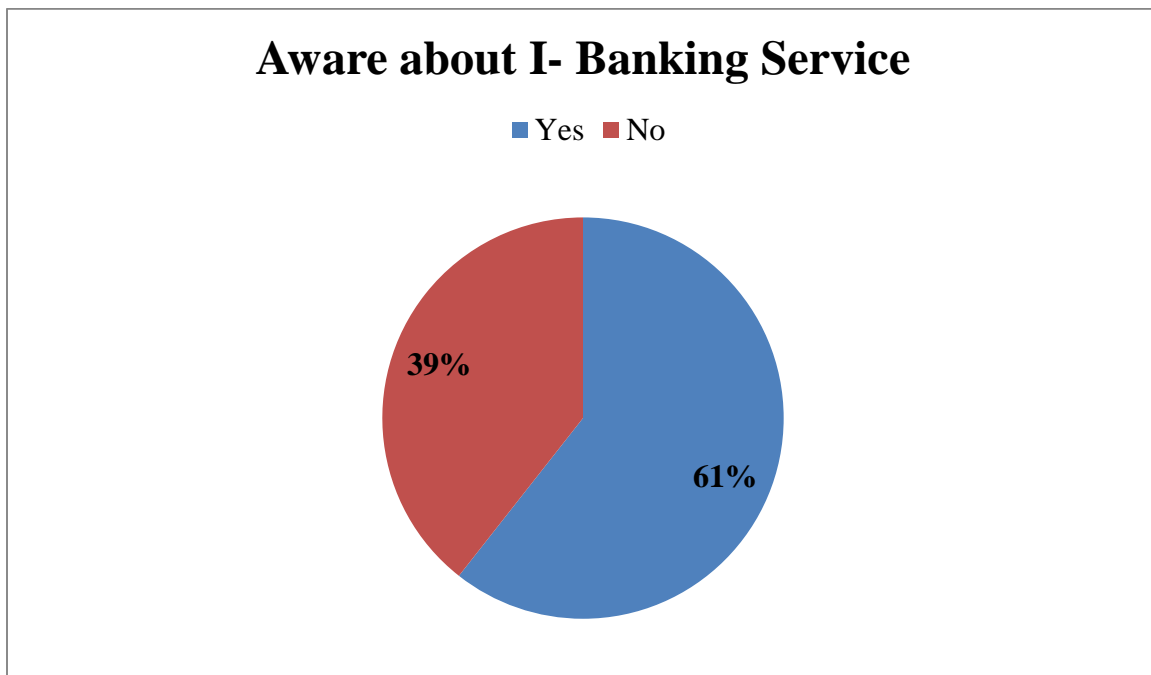


Figure 17: Aware about I-Banking service

Analysis: Above graph says that, 61% customers know about the facility of I-Banking service but are not willing to use it. Moreover, 39% customers have said that they do not know about i-banking service. Therefore, more marketing policy should implement to increase number of I-Banking service user.

🏠 **Response 18:** Response of AIBL digital product user regarding whether they use SMS banking service or not.

User of SMS Banking	Respondents	Percentage	Cumulative Percentage
Yes	33	91.67%	91.67%
No	3	8.33%	100.00%
Total	36	100.00%	

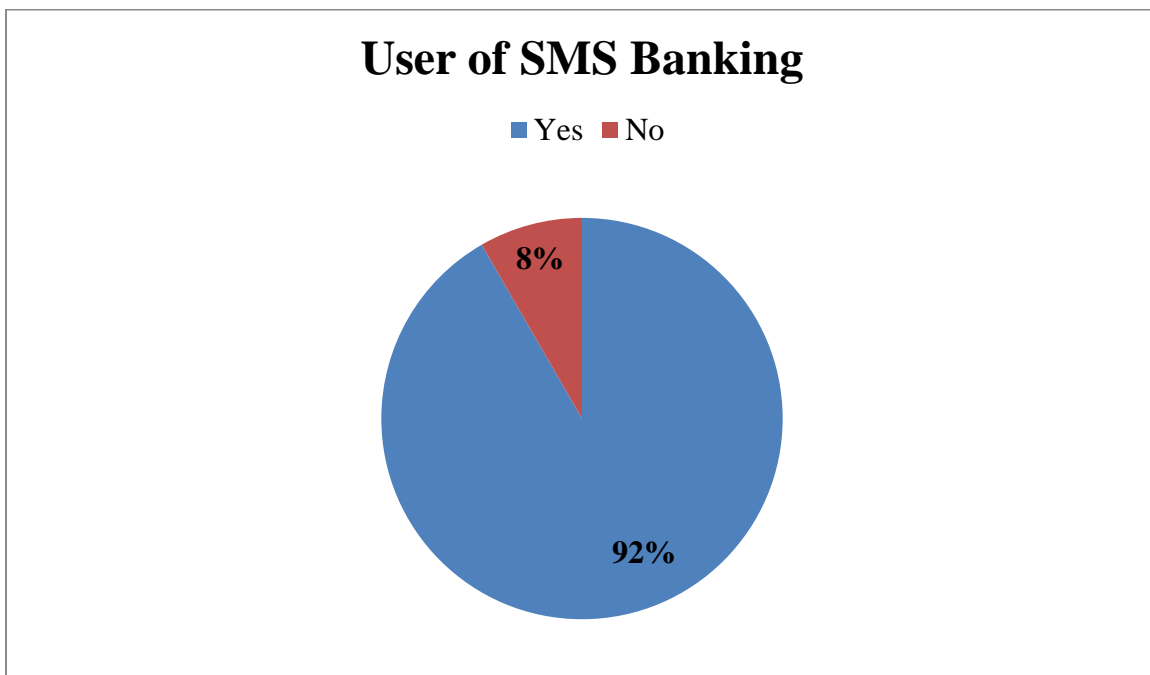


Figure 18: User of SMS Banking

Analysis: The above graph shows that 92% of AIBL digital product users use SMS banking service of AIBL. The statistics shows that AIBL SMS banking is popular among the customer. Though majority customers use AIBL SMS banking service, 8% customers still do not use AIBL SMS banking service.

🏠 **Response 19:** Response of AIBL SMS banking service user regarding what is good about AIBL SMS banking service and what are the areas of improvement

Areas of Improvement of SMS banking service	Respondents	Percentage	Cumulative Percentage
Add confirmation of transaction	6	18.18%	18.18%
Add balance check option	21	63.64%	81.82%
Failure to deliver SMS instantly	6	18.18%	100.00%
Total	33	100%	

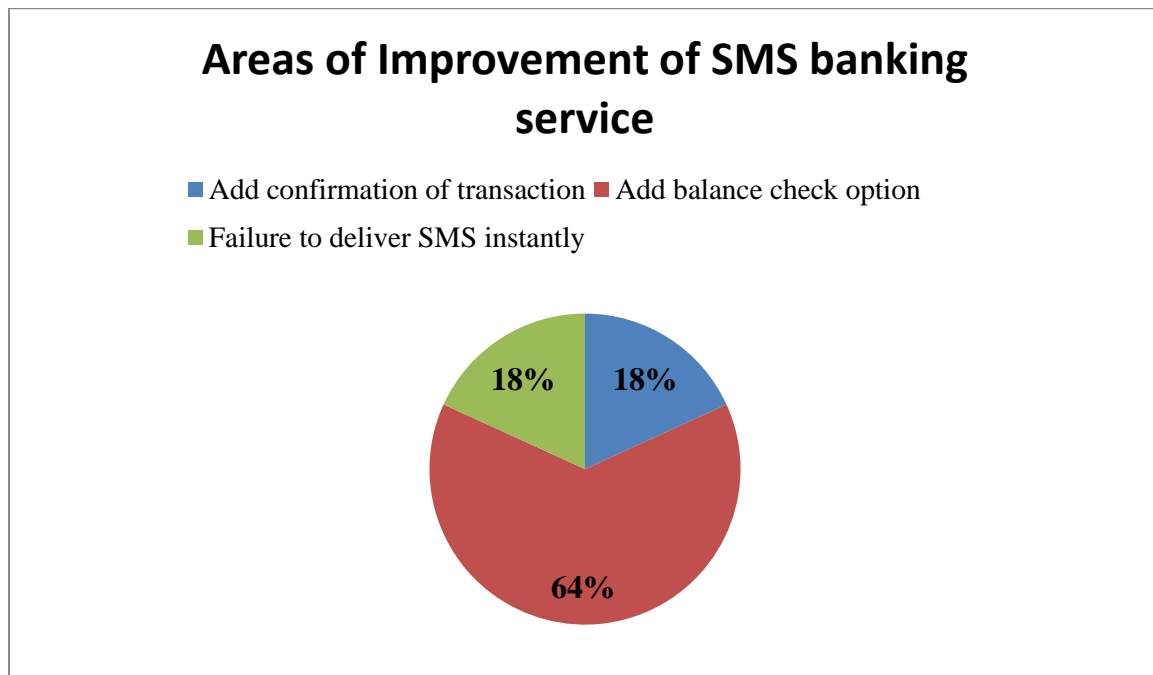


Figure 19: Areas of Improvement of SMS banking service

Analysis: 64% AIBL SMS banking service users have said that they want balance check option in SMS banking. That means majority of SMS banking service users wants to check balance through SMS. Moreover, another 18% wants confirmation of transaction like check clearance, money transfer confirmation through SMS. Another 18% have said that sometimes they did not get SMS after transaction in AIBL ATM service.

🏠 **Response 20:** Response regarding awareness about the facilities of SMS Banking service by the users who do not use AIBL SMS banking service

Aware about SMS banking service	Respondents	Percentage	Cumulative Percentage
Yes	2	66.67%	66.67%
No	1	33.33%	100.00%
Total	3	100%	

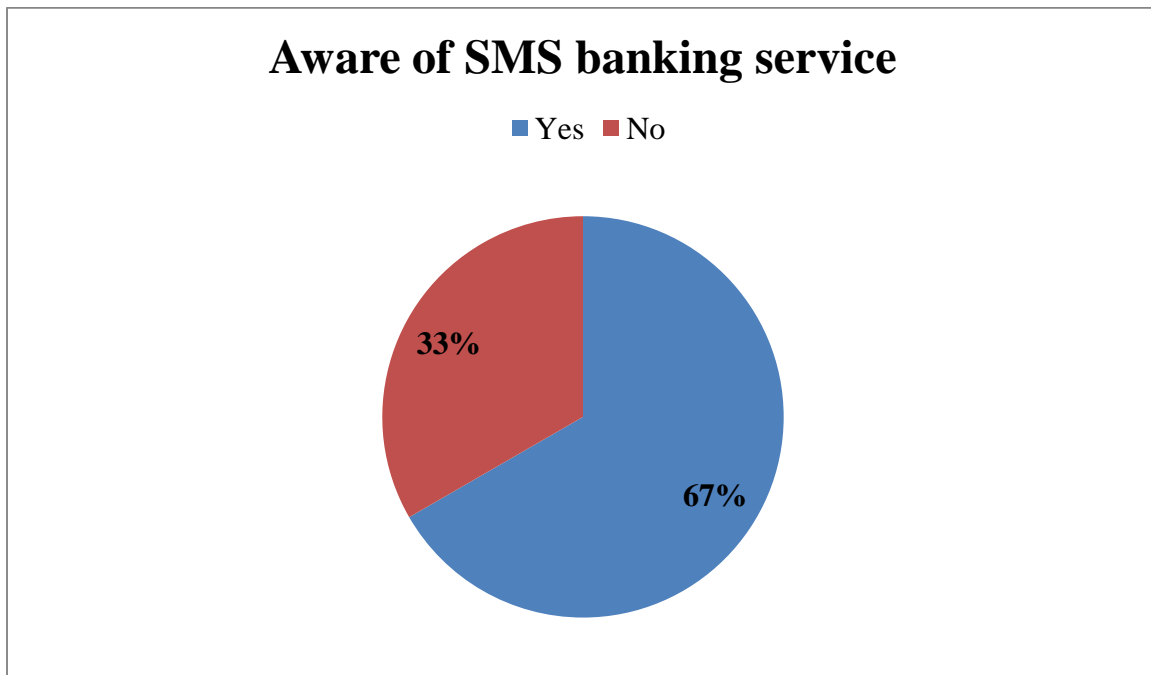


Figure 20: Aware of SMS banking service

Analysis: the graph shows majority customers of AIBL digital product users who do not use AIBL SMS banking service know about the facilities of AIBL SMS banking.

🏠 **Response 21:** In a scale of 1 to 100, rating of the overall service quality of AIBL banking by AIBL digital product user (1 being the lowest point and 100 being the highest)

Total Respondents	Average rating of the overall service quality of AIBL banking
36	76.70%

Analysis: AIBL digital product users were asked to rate the overall service quality of AIBL banking in a scale of 1 to 100 where 1 is the lowest point and 100 is the highest point. The average rating was 76.7% which indicates that AIBL service quality is good but AIBL digital product users want more improvement in service quality of AIBL.

3.14 Summary of Findings

- 🏠 Most of the AIBL digital products user is male. 92% AIBL digital products users are male
- 🏠 83.33% AIBL digital products users belong to 26 years to 45 years age group. That means young and middle aged people are more interested in digital products.
- 🏠 66.67% users of digital products users are service holder. 25% users are businessmen
- 🏠 83.34% AIBL ATM users uses ATM service more than 6 times in a month
- 🏠 A large portion of AIBL ATM service users which is 42% are unsatisfied regarding AIBL booth numbers. 25% users have expressed neutral opinion.
- 🏠 75% AIBL ATM service user are satisfied regarding safety and privacy issue of AIBL ATM service.
- 🏠 Customers of AIBL ATM service user are facing different types of problem while using AIBL ATM service. Among them 41.67% said they did not get available booth and 16.67% said they have faced network problem.

- 🏠 Most of the AIBL ATM service users are satisfied regarding yearly charge fee of ATM service.
- 🏠 75% customers have said their card did not have stuck in machine while using ATM service but still 25% have faced the problem.
- 🏠 41.67% have said their money has been deducted from account without paying cash and they have to inform it in branch.
- 🏠 58.34% customers have said AIBL takes more than 6 days even more than 15 days to return disputed card when 41.67% users have said they did not face the problem of card being disputed.
- 🏠 Majority customers (66.67%) are satisfied regarding note quality of ATM service.
- 🏠 AIBL ATM service users have said they get SMS after every transaction.
- 🏠 Though customers have faced lots of problem, majority customers have said they are satisfied with AIBL ATM service but 16.67% users are unsatisfied and 8.33% are in neutral position
- 🏠 Majority customers, 91.67%, do not use I-Banking service. Those who use want more features in I-Banking service.
- 🏠 Among the customers who do not use I-Banking service, 60% are aware about I-banking service and 40% still do not know about facilities of I-Banking.
- 🏠 92% digital products users use SMS banking service and they want balance check option, confirmation of transaction like deposit, withdrawal option in SMS banking.
- 🏠 Those who do not use SMS banking majority of them are aware about facilities of SMS banking.
- 🏠 Customers have given 76.7% rating to overall service quality of AIBL which indicates AIBL is providing good quality service to its customers.

3.15 Recommendation

Marketing policy

AIBL should readjust its marketing policy to get more female users and to diversify professions of users as it is concentrating only on service holder and businessmen. Students are potential customer and AIBL can launch new pricing policy and opportunity to grasp their potential customer like EBL have launched lifestyle card for students. Moreover, facilities of I-Banking are still in dark side to customers and AIBL marketing policy should focus creating awareness regarding I-Banking facilities.

ATM Service

A little concentration should be given on service quality of ATM service. AIBL has less ATM booth than some bank. AIBL has 121 ATM booths when DBBL has 4279 ATM booths, IBBL has 410 ATM booths, and Prime bank has 152 ATM booths. Therefore at first AIBL should increase the booth number. After that AIBL should focus on network and should more quick in returning disputed card. Moreover they should focus on the problem of money deduction without paying cash as it can create a bad reputation in market.

Awareness regarding I-banking

I-Banking service is still not popular among customers and they do not know about facilities of I-Banking service. AIBL should try to aware customers regarding I-Banking service. AIBL can provide leaflet to their customers while visiting bank premises to create awareness.

Adding features

According to customers' response, they want more features in I-Banking service and SMS banking like bill payment service and money transfer service in I-banking as well as balance check option in SMS banking.

3.16 Conclusion

AIBL is committed to provide good quality service to their customers. Digital products are giving a great opportunity to AIBL to serve their customer and to meet the demand of customers by providing quick service. In this competitive world, people lead a busy lifestyle and they have reduced their dependency on cash to plastic card. People want more service like utility bill payment, money transfer from account to account, account balance check and better service without facing any interception.

AIBL ATM service is facing some difficulties like customers face availability of booth, network problem, more friendly software, more transparency and accurate balance. Solving the problems can make AIBL ATM service more competitive in bank industry.

Again, female ratio is very few in digital products user. More diversified customer can make an organization stable and can boost up profit. Moreover garbing potential customer like student can ensure a stable growth. Therefore more marketing strategy should take by AIBL.

I-Banking and SMS banking have great future in generating profit and to ensure growth if they are properly nourished. Huge marketing strategy and adding feature will attract more customers to use the services which will also help and ensure growth of the bank by reducing time expand on retail customers and by giving opportunity to focus more on other sector.

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3.18 Appendix Abbreviation

CRABL- Credit Rating Agency of Bangladesh Limited

ATM- Automated Teller Machine

SMS- Short Message Service

MITD- Monthly Installment based Term deposit

AIBL- Al-Arafah Islami Bank limited

DBBL- Dutch Bangla Bank Limited

IBBL- Islami Bank Bangladesh Limited