

An Internship Report

on

**Measuring consumer satisfaction regarding Eastern Bank Credit
card and credit cards feature**

Prepared For

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Letter of Transmittal:

21st December, 2016

Dr. Suman Paul Chowdhury
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66 Mohakhali CA, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

With due respect and honor, I have furnished the internship report titled —“*Measuring consumer satisfaction regarding Eastern Bank Credit card and Credit cards feature*” which is a compulsory requirement of my degree. I have tried my best to provide all the relevant information and thereby fulfill the requirement. I found this report to be truly challenging in many aspects and indeed very interesting in relation to the various interpretational exercises. I have a strong belief that the report will fulfill your expectation and I have tried to give my best effort so that I can prepare a concrete report as per your instruction. I would be very grateful if you accept my report. Thank You.

Sincerely yours,

MahbubaFatema
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Acknowledgement:

Initially, I wish to thank the Almighty Allah, the Supreme Authority of the universe for untold Grace and profound kindheartedness that he has bestowed on me for completing this valuable work. The successful completion of any course requires support from various persons. I have been fortunate to get the guidance and supervision of my teacher, friends and others.

I want to express my deep sense of thankfulness and sincere appreciation to my honorable sir Dr.Suman Paul Chowdhury, Assistant Professor, and Coordinator, BRAC University, Bangladesh, for his valuable guidance and special supervision of my work.

I would like to convey my special thanks to RezwanaMahzabeen, Associate manager, Department of Digital banking and payment of Eastern Bank and as well as all the employee of EBL especially Card Center for giving me full cooperation and support in preparing this report. Finally, I thank BRAC University, for giving me the opportunity to have a real life experience in this field which will guide me in future.

Abbreviations:

ATM Automated Teller Machine

BB Bangladesh Bank

BCCI Bank of Credit and Commerce International Limited

BDT Bangladeshi Taka

CB Consumer Banking

CMS Customer Management Service

CPV Contact Point Verification.

EFTN Electronic Fund Transfer Network

FC Foreign Currency

HIPO Half Interest Pay Order

PIN Personal Identification Number

POS Point of Sales

ROI Return on investment

SWIFT Society for Worldwide Inter Bank Financial Transfer

TIN Tax Identification Number

UBS Universal Banking System

VISA Visa International Services Association

Executive summary:

The main aim of this report is to measuring consumer satisfaction regarding Eastern Bank Credit card and credit cards feature. EBL has established itself as one of the leading and fastest growing Bank in Bangladesh. It offers all available second-generation products and services to its target market; one of its premium products is the VISA credit. The card includes many competitive features and tries to augment its market position from different aspects in a highly competitive and mostly saturated market place. In this report at first I have provided a background of the Report. Next, I have given a short description of Eastern Bank Ltd. Then next part is project part. In that part I have discussed Credit card history and some lucrative features of EBL. I discussed about the types of credit cards, credit cards features, fees and charges and different offers of credit card. After that I gave the credit card application procedure. Then I figured out the SWOT analysis of EBL credit card. Then in the next chapter I analyzed the questionnaire data. I tried to mentioned cardholders response, what is the percentage to correct answers and correct answers, what is the maximum age limit of cardholders and overall the percentage of awareness among cardholders. Then I mentioned some findings of data analysis about how EBL can improve then service in credit cards. After preparing the whole report, I had some findings regarding the credit cards features and offers. As an inexperienced person I may have made many mistakes in those findings, but whatever I felt from my point of view, I only pointed out those. Based on those findings, I recommended some points which may help the bank to increase the number of new satisfied customer and to keep existing cardholders satisfied as well as increasing cardholder number.

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Introduction

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Chapter: 1

Introduction part

1.1 Introduction:

The company that I have taken to make an internship report is Eastern Bank Ltd (EBL) the new generation private commercial was established by a group of winning local entrepreneurs conceiving an idea of creating a model banking institution with different outlook to offer the valued customers, a comprehensive range of financial services and innovative products for sustainable mutual growth and prosperity. The Bank is being managed and operated by a group of highly educated and professional team with diversified experience in finance and banking. The Management of the bank constantly focuses on understanding and anticipating customer's needs. EBL provide clientele services in respect of International Trade it has established wide correspondent banking relationship with local and foreign banks covering major trade and financial centers at home abroad. Credit is a method of selling goods or services without the buyer having cash in hand. A credit card is only an automatic way of offering credit to a consumer. Today, every credit card carries an identifying number that speeds shopping transactions. I am an employee of Eastern Bank ltd. I have been working at cards operation department for the 2 years. So that's why I have selected my internship report on cards operation. Eastern Bank ltd has been operating their cards activities by various departments like Settlement, New Accounts, Maintenance, Transaction processing, Dispute etc. In the main part of this report I will disclose how different wings operating their activities.

1.2 Origin of the Report: The internship report is a basic course requirement of the MBA Program of BRAC University. This program has been designed for the students to provide basic theoretical and practical knowledge in the job activities in the context of Bangladesh as well as worldwide. This report has been prepared on practical orientation. As such, I have worked on my interested business sector and my intern paper focuses on **“Measuring consumer satisfaction regarding Eastern Bank Credit card and credit cards feature.”**

1.3 Objective of the Report: The main objective of the internship program is to formalize me with the real market situation and help me learn how bookish concepts are used in the real market.

Broad Objective:

- ❖ To know the card business of Eastern Bank Limited.

Specific Objective:

- ❖ To draw an overall view of the credit card market in Bangladesh and then identify the prospects of EBL in Cards Business.
- ❖ To find out how EBL is operating their operational activities in cards industry.
- ❖ To Identify and focuses the problems of Card Management System of Eastern Bank Limited.
- ❖ To develop knowledge and a clear understanding about Card Business of Eastern Bank Limited.

1.4 Scope of the Report: The report limits its scope to Eastern Bank Cards Division only and some other operational activities of cards sector of other bank in Bangladesh.

1.5 Methodology of the study: This report is mainly based on primary data. As an employee of Eastern Bank Ltd I have observed most of the procedures how our Bank is operating their activities in cards market. Besides I have observed how cards business is operating in our country. So, to achieve my objective I have used both primary and secondary data.

1.5.1 Primary Source: I have collected Primary data from different wings of Cards operations in EBL like Settlement, New Accounts, Maintenance, Transaction processing department. As an employee of EBL, I have already gathered information from these departments.

1.5.2 Secondary source: The secondary data is collected from the MIS of EBL. To clarify different conceptual matters Internet, different articles published in the journals & magazines are

used in this report. Basically secondary sources will be used to clarify the overall cards business in Bangladesh.

1.6. Limitations of the report: Although I have got the full co-operation from employees, clients & officers of EBL and they also gave me much time to prepare this report properly in the way of my study. On the way of preparing of this report, I faced following problems that may be termed as the limitation of the study:

- Confidentiality of data was an important barrier that was faced during the conduct of this study.
- Data collected was based on questionnaire. Some customers are not interested to fill up the questionnaire. They don't feel safe to fill up the questionnaire although I mentioned in my survey that this survey will be used only for educational purpose.
- I wanted to add the different category customer credit cards data. They feel scared about the cards security. So I eliminate that question from survey.
- The research exercise was conducted within a limited duration. So a detailed study could not be made. If I can do a good amount of survey, I may get more proper information of this report.
- Some restrictions in Bank policy do not allow disclosing some data and information. For this reason I have not shown any figure regarding the issuance of cards.
- Although employees of Card Division have tried their best to help, but their nature of job is such that gives them little time to discuss.

Company profile

Chapter: 2

Company profile

2.1. Background of Eastern Bank Ltd:

The bank has scheduled commercial Bank under private sector established within the ambit of Bank Company Act, 1991 and was incorporated as a Public Limited Company on August 08, 1992. Eastern Bank Limited started commercial banking operations from August 19, 1992. A huge public response has enabled the Bank to keep up the plan of expanding its network. Within a span of eighteen years the bank has been able to deliver services to its customers through forty-nine branches. In terms of profitability the bank has outperformed its peer banks.

As a fully licensed commercial bank, Eastern Bank Ltd. is being managed by a highly professional and dedicated team with long experience in banking. They constantly focus on understanding and anticipating customer needs. As the banking scenario undergoes changes so is the bank and it repositions itself in the changed market condition.

Eastern Bank Ltd. offers all kinds of Commercial Corporate and Personal Banking services covering all segments of society within the framework of Banking Company Act and rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, and real state to software.

2.2 Corporate Profile of Eastern Bank Ltd.:

<i>Corporate Profile of Eastern Bank Ltd.</i>	
Name of the Company:	Eastern Bank Limited
Chairman:	M Ghaziul Haque Managing

Director & CEO:	Ali Reza Iftekhar
Legal Status:	Private Limited Company
Founded:	1992
Slogan:	Simple Math
No. of Employees:	3000+
Number of Branches:	81
Number of ATM:	197
Number of CDM:	72
Countrywide number of priority center:	15
Countrywide SME center	57
Internet Banking:	ibanking@ebl.bd.com
Cards Center:	cardsteam@ebl-bd.com
24x7 Contact Center:	Helpline number: 16230 or +88028332232
Website:	www.ebl.com.bd

2.3. Vision:

To become the most valuable brand in the financial services in Bangladesh creating long-lasting value for our stakeholders and above all for the community we operate in by transforming the way we do business and by delivering sustainable growth.

2.4. Mission:

- ✚ We will deliver service excellence to all our customers, both internal and external.
- ✚ We will ensure to maximize shareholders' value.
- ✚ We will constantly challenge our systems, procedures and training to maintain a cohesive and professional team in order to achieve service excellence.
- ✚ We will create an enabling environment and embrace a team based culture where people will excel.

2.5. Values:

+ Service Excellence:

- **We passionately drive customer delight.**
- **We use customer satisfaction to accelerate growth.**
- **We believe in change to bring in timely solution.**

+ Openness:

- **We share business plan.**
- **We encourage two-way communications.**
- **We recognize achievements, celebrate results.**

+ Trust:

- **We care for each other.**
- **We share knowledge.**
- **We empower our people.**

+ Commitment:

- **We know our road-map.**
- **We believe in continuous improvement.**
- **We do our task before we are told.**

+ Integrity:

- **We say what we believe in.**
- **We respect every relationship.**
- **We are against abuse of information power.**

+ Responsible Corporate Citizen:

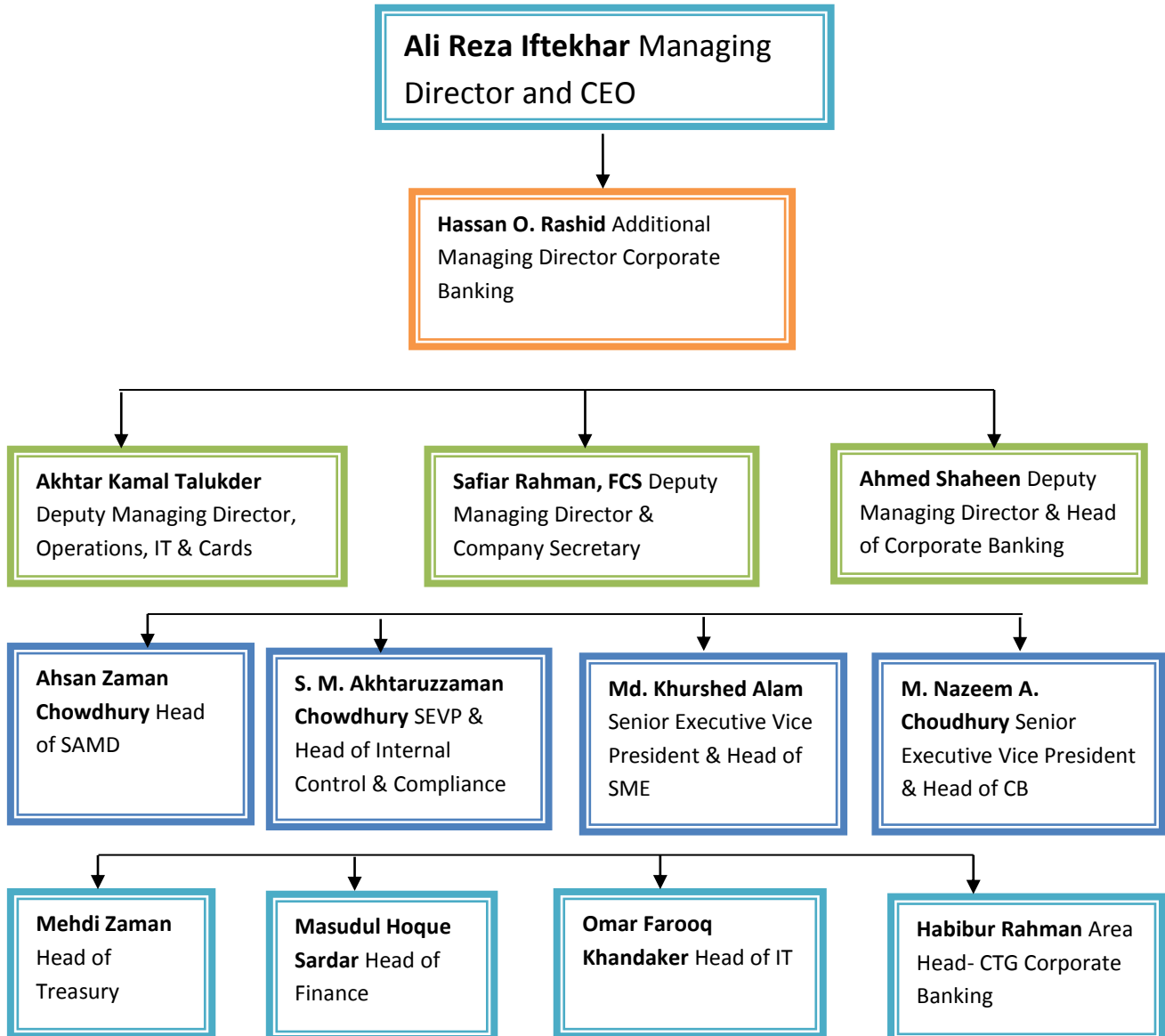
- **We are tax-abiding citizen.**
- **We promote protection of the environment for our progeny.**
- **We conform to all laws, rules, norms, sentiments and values of the land.**

2.6. Strategic priority:

- + Deploying flexible business strategy in facing growing challenges in order to remain on sustained growth path.
- + Exploring cross-selling opportunities through improved coordination and multi-skill development.
- + Ensuring responsible governance through conformity with the laws and by conducting all our activities honestly, responsibly and ethically.
- + Creating a corporate culture in which performance is rewarded equitably.
- + Pursuing balanced growth through selective lending and by offering value proposition.
- + Bringing the attitudes and goals of our people in line with the needs of our clients and the overall economy.
- + Leveraging balance sheet management through improved productivity, recovery and cost rationalization.

2.7. Managing committee of EBL:

The EBL Management Team is committed in leveraging their wealth of banking experiences to take the bank to greater heights by pursuing efficient cost management and promoting consistent productivity gains through seamless coordination between business functions to deliver sustained growth.



2.8. Brand Value: Eastern Bank’s claim, “Simple Math” has always been much more than just a marketing slogan or an advertising strap line, it defines the way that the Bank does business. Through the consistent delivery of the promise EBL aims to live its brand promise of excellence, relevant client solutions and responsibility to all stakeholders. Simple Math – as the strap line goes, EBL offers simplicity in all its banking services and products. From products and services to processes, EBL tries to uphold the essence of the message, simplicity. EBL strongly believes in investing in human capital and as such people is regarded as the most valuable asset of the company. All in all, EBL has established itself as a valuable brand in Bangladesh symbolizing innovation, quality and trust.

2.9. Company Milestones:

August 8, 1992	Incorporated.
August 16, 1992	Commenced banking operations.
March 20, 1993	Listed with Dhaka Stock Exchange Ltd.
November 12, 1998	First dividend declared for income year 1997.
January 19, 2002	Centralization of Trade Services.
July 17, 2003	Launched online banking services across all the branches.
January 25, 2004	Obtained permission from Bangladesh Bank for Offshore Banking Unit, Bangladesh.
May 19, 2004	Commenced of operations of Off shore Banking Unit, Bangladesh.
September 11, 2004	Listed with Chittagong Stock Exchange Ltd.
June 27, 2005	Authorized share capital increased to BDT 3.3 billion.
November 30, 2005	Partnered with IFC under Global Trade Finance Program (GTFP) for better handling complex trade transactions.
March 5, 2006	Centralization of liability product processing functions at Service Delivery.
June 6, 2006	Launched SME Banking Division.

November 09, 2006	Partnered with ADB under Trade Finance Facilitation Program (TFFP) to receive guarantee and revolving credit facility.
July 1, 2007	Launched Own Managed Cards Software and Production System.
May 25, 2008	First 'Right Issue' declared @ 2:1 at par.
February 13, 2009	Commencement of Investment Banking Operations.
April 19, 2009	Registration of EBL 1st Mutual Fund with Securities and Exchange Commission.
April 26, 2009	Launched Priority Banking for premium customer segment.
April 2009	Awarded 'Superbrand' by Superbrands Inc. for the period 2009-2011.
November 2009	EBL was awarded 3rd position for Annual Report 2008 in the 'Best Published Accounts' by ICAB and conferred a 'Certificate of Merit' award for 'Best Presented Accounts and Corporate Governance Disclosures Awards 2008' by SAFA.
December 30, 2009	Established 'EBL Investments Limited' a fully owned subsidiary to do merchant banking (MB) operations (MB License received in January 2013).
March 1, 2010	Acquired 60% shares of a brokerage house 'LRK Securities Limited' renamed afterwards as 'EBL Securities Limited' and was acquired fully in 2012.
April 4, 2010	Implemented 'Universal Banking System (UBS)', world's one of the renowned core banking solutions as a first bank in Bangladesh.
January 09, 2011	Incorporated 'EBL Asset Management Limited', a fully owned subsidiary of the Bank to do asset management i.e. managing mutual funds.
May 11, 2011	Centralized operations of EBL got Quality Management Systems Certificate as per ISO 9001: 2008
June 25, 2011	Adjudged the Best Financial Institution 2010 at the DHL Daily Star Bangladesh Business Awards.
November 25, 2011	Conferred Global awards for Brand Excellence in the category of 'Best Banking and Financial Services' by The Global Brand Congress.
November 28, 2011	Incorporated with HK authority 'EBL Finance (HK) Limited', the fully owned first foreign subsidiary of EBL.
July 19, 2012	Crowned Asia's Best Employer Brand Awards 2012 in the category of 'Best HR

	Strategy in line with business' by World HR Congress & Employer Branding Institute.
July 25, 2012	EBL CEO awarded 'CEO of The Year' by World HR Congress & World Brand Congress Hosted by Asian Confederation of Businesses.
October 1, 2012	Annual Report 2011 Awarded 2nd prize as 'Best Presented Annual Report Awards' by ICAB.
October 5, 2012	IFC awarded EBL the Best GTFP Issuing Bank in South Asia in 2012
March 22, 2013	EBL wins the Best Retail Bank in Bangladesh 2013 awarded by the Asian Banker.
February 20, 2014	EBL has been awarded the Best Partner for Working Capital Systemic Solutions in 2013 by IFC.
April 3, 2014	Best Retail Bank in Bangladesh 2014 awarded by the Asian Banker
April 29, 2014	EBL wins the ICMAB Best Corporate Award 2013
July 31, 2014	Global Brand Excellence Award by The World Brand Congress
November 11, 2014	Best Structured SME Bank of the Year 2014
November 30, 2014	The 14th ICAB National Awards for the Best Presented Annual Reports 2013
December 04, 2014	ICSB National Award for Corporate Governance Excellence 2013 in the banking company category
March 19, 2015	EBL wins the prestigious Best Retail Bank for Bangladesh 2015 award.

Job responsibilities

Chapter: 3

Job responsibilities

3.1. Job responsibilities:

My journey with Eastern Bank Limited starts at 2nd December, 2016. As a reputed bank EBL performs lots of function among them one of the important departments is card division. Currently this is also known as “Digital banking and payment”. My official designation is trainee assistant officer (Contact Center Executive) and worked here as a contractual employee. After joining EBL contact center I also pass 3 months as an intern. My intern period and current job responsibility is mentioned below:

As a contact center executive I mainly solve customer query over the phone. As EBL has lots of credit card holders so most of the time people ask those queries which are related with their card and their transaction. In some cases I also provide account related service over the phone.

Sometimes card holder’s card transaction was declines or after giving payment or making any transaction they did not get sms, or in some cases after generating statement card holder or account holder did not get sms so in that case after getting that issue as complain then we forward those issue to IT departments.

However, sometimes over the phone we also sale credit card as well as sale loan against credit card which is also known as HIPO. This over phone sales of card and HIPO ensure extra profit for employee.

Based on customer demand we also entered information in our module like if someone will go abroad then we update his card’s endorsement wise SAARC and NONSAARC limit, foreign part, enable ecommerce mode, convert limit from BDT to USD part. We also took

information for meet and greet service or pick and drop service to our valuable card holder.

In case of card and pin delivery related issue if required we forward that issue to other department so that customer can get their desired product urgently as well as his desired branch or billing address.

Again to ensure more secured and prompt service we also generate t-pin by over phone. By this t-pin service a card holder can his card's available balance, outstanding, last 5 transactions, credit limit etc.

Therefore, these are the services that I mainly do as an employee of EBL contact center.

*Eastern Bank Credit
card and credit cards
feature*

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Chapter: 4

Eastern Bank Credit card and credit cards feature

4.1 Card operation in Bangladesh:

In recent years banking industry in Bangladesh has been experiencing a dramatic growth. Use of credit card, a product of banks, is a relatively new phenomenon in Bangladesh, and its market has been growing rapidly with the increasing acceptability of plastic money in numerous outlets. According to the Financial Sector Review by Bangladesh Bank, between June and December 2010, the monthly volume of credit card transactions grew by 124%, debit cards increased by 112% and transaction through ATMs increased by 114%. However, since credit card is a relatively new phenomenon in Bangladesh, a large number of people are not familiar with the advantages and different features of using a credit card. Use of credit card reduces the complexity of human life. Therefore, credit card can play an important role in Bangladesh in improving people's living standard or lifestyle. Several banks like Mercantile Bank Ltd, Mercantile Bank Ltd, Standard Chartered Bank, Prime Bank Ltd, Eastern Bank Ltd, Trust Bank Ltd., Dhaka Bank Ltd, United Commercial Bank Ltd, City Bank Ltd, and National Bank Ltd and so on exist in the credit card market of Bangladesh.

Credit cards provide benefits to consumers and merchants not provided by other payment instruments. Since the credit card use and ownership have been expanding around the globe, credit cards have become as a major source in the financing of consumer purchases and a method of money transmission. Credit cards serve two distinct functions for consumers: (1) a means of payment and (2) a source of credit. The popularity of credit cards as a payment medium has been attributed to convenience of not carrying cash. Credit cards provide consumers a secure, reliable and convenient means of payment. Consumers often receive incentives to use their credit cards such as dispute resolution services, frequent-use awards, and interest-free short-term loans if no balances are carried between billing periods. Credit cards also provide various security features and limit consumer liability in the event of fraudulent use.

Unlike other payment instruments, credit cards allow consumers access to long-term credit, mostly uncollateralized, at the point of sale. Consumers that use this option are known as revolvers. Those cardholders who do not avail the credit feature are commonly referred to as convenience users.

Because of many convenient features of credit card usage, credit card has become a profitable product for many banks in Bangladesh. Therefore, while those banks that are offering credit card services at present are aggressively devising strategies to increase their customers and thereby capture increased market share, others are preparing to enter the market with the target to earn profit and establish a mark in the market. At present there are approximately 402,000 credit card users in Bangladesh. However, Banks has taken an aggressive initiative to expand their credit card operations rapidly and thereby increase its cardholders and market share.

4.2. History:

In today's modern world of technology credit card is a very extensively used mode of financial transaction and is widely known as plastic money. Credit cards serve two distinct functions for consumers: a means of payment and a source of credit. Consumer sensitivity to various aspects of credit card pricing reflects these two types of use. It has created an immense importance in the life of the people in the well off countries. Bangladesh is also following this trend and has come up with a number of credit cards. Most of these credit cards are marketed in the Bangladeshi business arena with the help of Master Card and VISA Card. There are about 402,000 credit cardholders in Bangladesh from different banks offering credit cards services. Almost one third of the market share is captured by Standard Chartered Bank and the others are trying to capture more and more market share with different types of marketing strategies.

About a decade ago the private commercial banks of our country launched new products in the form of plastic money called Debit Card and Credit Card. The pioneers of these cards, plastic money in Bangladesh are foreign commercial banks Standard Chartered Bank and American Express Bank. This plastic money allows the customer to shop in a hassle free way without having cash in hand, and withdraw cash from designated Automated Teller Machines (ATMs) without standing long hours in a long queue in the banks.

With technological help from the Information Technology Consultant Limited (ITCL) the private banks have introduced credit cards, which enable the customers to manage their day-to-day cash related activities more conveniently. This product is an alternative to cash and cheque. It provides the cardholders with lots of benefits like acceptance at numerous merchant locations and ATMs in Bangladesh.

Technical support is the key for providing solid Debit and Credit Card facilities for the customers. It requires a set of online banking system to provide a facility through which a customer can use the power of his/ her bank account. For example if a person has a credit card with credit limit of Tk.100,000, s/he has the facility of purchasing anything, from anywhere that accepts credit cards, of that amount without having to carry cash in his pocket. So, credit cards actually offer economical security without exposing to risk. The Point of Sale (POS) machine and the ATMs all are linked with a network so that credit or debit cards can be easily used on them and the customers get the service of plastic money.

In the 1920s, a shopper's plate - a "buy now, pay later" system - was introduced in the USA. It could only be used in the shops which issued it. In 1926, General Petroleum Corporation of California introduced its own fuel card to be used by the customers for buying gas from any of its oil stations all over the country instead of cash. The earliest form of the bank credit card was Charge-it, a system of credit developed by John Biggins in 1946; which allowed customers to charge local retail purchases. The system paved the way for the first bank credit card circulated by The Franklin National Bank of New York, presently known as European American Bank; which formalized the practice by introducing the first modern credit card in 1951. At that time Diners Club issued the first credit card to 200 customers who could use it at 27 restaurants in New York.

In 1958, American Express Bank introduced its corporate cards on travel and entertainment. In 1959 many card issuers were offering an added service of revolving credit. At this stage, California-based Bank of America extended the idea throughout the United States by introducing the BankAmerica (now VISA Card) in 1960 and franchising a single bank in each major city as its local affiliates.

On August 16, 1966, the group of fourteen banks formed the Inter bank Card Association (ICA), which later became Master Charge International. Later, Interbank (Master Charge) and Bank of America (BankAmerica) created international processing system to handle the exchange of money and information and establish an arbitrary procedure to settle disputes between members. As a result Interbank and Bank of America emerges as the leading bankcard system. In 1977, BankAmerica becomes Visa USA/Visa International. In 1979, Master Charge changed its name to MasterCard to reflect its expanding service.

The concept of using a card for purchases was described in 1887 by Edward Bellamy in his utopian novel Looking Backward. Bellamy used the term credit card eleven times in this novel.

4.3. Credit Card Issuing Bank in Bangladesh:

Today carrying cash money is riskier as well as carrying more money is a boring practice. To avoid this many tools is used like payment order, demand draft and bank draft. But these have many limitations. To overcome these limitations credit & debit card has introduced. In this paper we will discuss the credit card operations in Bangladesh.

The Bangladesh credit card industry is gradually evolving, with most banks in the nation offering credit card services to eligible customers. Credit cards are the primary mode of transactions is different in case of different banks. The features of credit card and its facilities also vary bank to bank. Some of the issuing banks name are: AB bank, Agrani Bank, Eastern Bank Limited, Brac Bank, IFIC Bank, City Bank, Standard Chartered Bank, United Commercial Bank, Bank Asia Limited, Mercantile Bank Limited, Dutch Bangla Bank Limited, National Bank Limited, Mutual Trust Bank limited, Prime Bank Limited etc. Therefore, Today's market is a competitive one. All banks are trying to sustain in the market for a long time by offering competitive advantages to the customers. From my point of view as an employee of EBL our main competitors are mainly SCB, Brac, and City Bank. They also are doing their level best in the competitive market.

4.4. Features:

The credit card is rectangular and looks like a phone card. From appearance, credit card is a plastic card having a magnetic strip, issued by a bank that authorizes the card holder to buy goods or services within credit limit. At present, credit card production adopt international ISO

standard. The standard credit card is made by plastic with a length of 85.725mm, width 53.975mm, and height 0.762 mm. The strip is read electronically by specialized machines called Point of Sale (POS) Terminals at merchants or Automatic Teller Machines (ATM). It is a layered piece of hard plastic with holograms and security features.

4.5 Importance of Credit Cards:

A credit card is a great financial tool. It can be more convenient to use and carry than cash, and they offer valuable consumer protections. Paper money and coin are risky and burdensome for carrying. One can avoid the toll of finger-counting changes in this system. Dollars, Pounds or Taka can be plundered, lost or stolen. But there is no such fear for card. The cardholder is given a code number called PIN (Personal Identification Number) without which the card cannot be used at sales or services points where the PIN is required. Only the owner of the card will be entitled to use it. In case the card is stolen or lost the clients' bank will issue a fresh card.

4.6 Advantages and Disadvantages of Credit:

❖ Advantages:

- **Purchase Power and Ease of Purchase**

Credit cards can make it easier to buy things. If you don't like to carry large amounts of cash with you or if a company doesn't accept cash purchases (for example most airlines, hotels, and car rental agencies), putting purchases on a credit card can make buying things easier.

- **Protection of Purchases**

Credit cards may also offer you additional protection if something you have bought is lost, damaged, or stolen. Both your credit card statement (and the credit card company) can vouch for the fact that you have made a purchase if the original receipt is lost or stolen. In addition, some credit card companies offer insurance on large purchases.

- **Building a Credit Line**

Having a good credit history is often important, not only when applying for credit cards, but also when applying for things such as loans, rental applications, or even some jobs. Having a credit card and using it wisely (making payments on time and in full each month) will help you build a good credit history.

- **Emergencies**

Credit cards can also be useful in times of emergency. While you should avoid spending outside your budget (or money you don't have!), sometimes emergencies (such as your car breaking down or flood or fire) may lead to a large purchase (like the need for a rental car or a motel room for several nights.)

- **Credit Card Benefits**

In addition to the benefits listed above, some credit cards offer additional benefits, such as discounts from particular stores or companies, bonuses such as free airline miles or travel discounts, and special insurances (like travel or life insurance.) While most of these benefits are meant to encourage you to charge more money on your credit card (remember, credit card companies start making their money when you can't afford to pay off your charges!) the benefits are real and can be helpful as long as you remember your spending limits.

❖ **Disadvantages:**

- **Blowing Your Budget**

The biggest disadvantage of credit cards is that they encourage people to spend money that they don't have. Most credit cards do not require you to pay off your balance each month, so even if you only have \$100, you may be able to spend up to \$500 or \$1,000 on your credit card. While this may seem like 'free money' at the time, you will have to pay it off -- and the longer you wait, the more money you will owe since credit card companies charge you interest each month on the money you have borrowed.

- **High Interest Rates and Increased Debt**

Credit card companies charge you an enormous amount of interest on each balance that you don't pay off at the end of each month. This is how they make their money and this is how most people in the United States get into debt (and even bankruptcy.)

4.7. Credit Cards of Eastern Bank Ltd:

To create a revolution in the Card market, EBL has come with its Credit Card which is full of different features and facilities. There is huge business potentiality and customer's demand of

EBL Credit Card in the market. EBL believes that day by day EBL Credit Card will become the preferred choice to the consumer for its quality, price and facilities. EBL is providing credit cards by obtaining principal membership from VISA International till now and just did agreement with MasterCard International. It issues four types of credit cards in Bangladesh. These are – Signature, Platinum, Gold and Silver. Each of these cards comes with a host of following different lifestyle benefits and privileges under different packages.

4.8. Remarkable projects of EBL credit card:

In addition to the up-gradation of existing products, EBL has come up with remarkable projects to facilitate its customers. They are:

- ❖ **HIPO:** Half Interest Pay Order(HIPO) is an EMI plan for EBL credit cardholders, which can be issued from the unused balance of his/her credit card as Pay order, EBL to EBL Account transfer, or transfer to other bank's Accounts through EFTN.
- ❖ **Debit EMI:** EBL brings EMI facility for debit cardholders for the first time in Bangladesh. Debit cardholders of EBL with a fixed deposit can now turn their high volume purchase at select merchant outlets into easy monthly installments of 3 to 12 months.
- ❖ **ROBI Smart MasterCard:** EBL has launched co-branded prepaid card with Robi offering all the special discount offers associated with EBL prepaid cards. In addition, it comes with a complementary card cheque.
- ❖ **ATM POS Acquiring for MasterCard:** This project has enabled MasterCard transactions in EBL ATM and POS.
- ❖ **EBL SKYPAY:** It is an Online Payment Gateway Service designed to help merchants who want to provide their customers a simple, safe, secure and convenient way to buy their business's products or services online.
- ❖ **VISA GP EXPRESS DUAL CHIP:** This is a chip based co-branded prepaid card with GP with which cardholders can make foreign currency transactions.

4.9. Types of Credit Card: EBL customize their credit cards to several schemes or redesign its concept by segregating its usage on level of customers need at home or aboard liked silver, gold or platinum card which varies in limit, due time and charges. Moreover, they also introduce

many complementary and supplementary features to remain attractive and unique in highly competitive marketplace.

- ✚ Visa Classic Card
- ✚ Visa Gold Card
- ✚ Platinum Card
 - ❖ VISA Platinum Card
 - ❖ Women Platinum Card
 - ❖ Army Platinum Card
- ✚ Jet Airways Platinum Card
- ✚ Corporate Platinum Card
- ✚ Signature Lite Card
- ✚ Signature Acci-shield Card

4.10. Some highlights of EBL credit card:

Basic key features of all credit cards:

Immediate cash advance facility, Auto debit facility, Simple revolving loan facility, Maximum 45 Days interest free period, First Card Cheque book Free, Supplementary Card up to 2, EBL Sky lounge facility (as per updated schedule of charges), Chip Card validity: 5 years, Currency: BDT & USD, Every purchase transaction is considered for interest free period of maximum 45-days and minimum 15 days Maximum Credit Limit for all unsecured card is BDT 5 Lac (Travel Quota \$7000 for Non- SAARC and \$5000 for SAARC & Myanmar)

Dedicated Contact Center:

EBL have 24/7 Customer Service where client can call or contact with the customer officer for placing complains or requesting answers to queries.

METLIFE ALICO RISK ASURANCE PROGRAM:

- All cardholders are automatically enrolled into the program

- Fee of 0.35% on their monthly outstanding balance-charged on the statement date of each month
- In case of de-enrolment, C/H's (Except EBL employee) request will forward to the Cards 22
- Operations to de-enroll from the facility.
- Eligibility 59 years 5 months and 29 days
- ❖ **Dual Benefit (Natural Death and Total Permanent Disability):**
 - Full waiver of total outstanding in case of Permanent disability of card holder.
 - Nominee will get the amount equals to the total outstanding of the card.
- ❖ **Triple Benefit (Accidental Death):**
 - Full waiver of total outstanding in case of Permanent disability of card holder.
 - Nominee will get the amount equals to the total outstanding of the card.
 - Insurance benefits up to BDT 10 Lac in case of accidental death of card the holder.

CIB fee is applicable at the time of-

- For every approved card, CIB fee is charged on the very first statement generated for that card.
- At the time of limit enhancement cases this fee is also applicable

ATM and POS Limit:

- From ATM: 50% of the total credit limit including cash advance fee
- From POS: 100% of the available credit limit

Outstanding Repayment:

- Minimum 5% To 100% auto debit Instruction from EBL CASA account
- Cash Payment through EBL Branches
- Payment through Bills Pay Machine
- Payment through Cheque
- Payment through Internet Banking
- Payment through sky banking
- Payment through other banks EFTN

Cash Advance Facility

- Withdraw Cash from any of the 3000+ VISA ATMs country wide and at over two million VISA ATMs worldwide
- 50% of BDT limit can be withdrawn
- Interest is calculated on daily basis (83 paisa per BDT1000)
- Cash Advance Fee—From EBL ATM: 2 % on withdrawal amount and from other ATM 3% or BDT100/\$5 whichever is one higher plus 15% VAT

SMS Alert:

- SMS alert on every usage
- SMS mentions: Usage (place/merchant amount, Date and Time)
- Alert on bill generation
- SMS mentions: Billed amount, minimum payment and Last date of payment)

Card Cheque Facilities:

1. Account payee only

- Pay any person/establishment or can be credited to an EBL savings/current account (other than the cardholder's account).

2. Pay for any purpose

- Particularly high ticket size payment (e.g. house rent, school fees, etc.) where card acceptance facility is unavailable.
- In places where a surcharge/extra charge is generally levied on credit cards (e.g. jewellery shops, electronics stores, etc.).
- Cardholder can use this facility up to the maximum of his/her available balance at his/her credit card
- Processing fee on card cheque transaction amount and 15% VAT on it.
- Cheque book of 10 leaves will be issued to cardholders.

- It's an account payee cheque only no cash transaction could be done by card cheque

4.11. Details features of EBL credit card:

(a) Visa Classic Card: Credit limits minimum BDT 20,000 & maximum BDT 500,000
Purpose/Eligibility to get EBL Credit Card. To provide the card those applicants with minimum monthly income BDT 20,000 Nationality: Applicant must be citizen of Bangladesh or Non-Bangladeshi holding a valid work-permit. Age range for both Base and Supplementary card applicant:

✚ For Unsecured cards - 21 to 60 years and

✚ For Secured cards - 18 to 70 years.

Key Features:

➤ Onetime fee life time free under 18 transactions

Discount:

- 5% discount on hotel booking @ www.agoda.com/ebl (when EBL Card Holder make online hotel booking transaction through www.agoda.com/ebl, the card holder will get 5% on the bill amount.
- Advantage discount at local restaurants, shops, Fashion outlets

(b) Visa Gold Card: Credit limit minimum BDT 50,000 & maximum BDT 500,000
Purpose/Eligibility to get EBL Credit Card To provide the card those applicants with minimum monthly income BDT 50,000

Nationality: Applicant must be citizen of Bangladesh or Non-Bangladeshi holding a valid work-permit.

Age range for both Base and Supplementary card applicant:

- ✚ For Unsecured cards - 21 to 60 years and
- ✚ For Secured cards - 18 to 70 years

Key Features

- ✚ Onetime fee life time free under 18 transactions

Discount:

- ✚ 5% discount on hotel booking @ www.agoda.com/ebl (when EBL Card Holder make online hotel booking transaction through www.agoda.com/ebl, the card holder will get 5% on the bill amount.
- ✚ Advantage discount @ local restaurants, shops, Fashion outlets

(c) Visa Platinum Card: Credit limit minimum BDT 150,000 and maximum BDT 500,000

Purpose/Eligibility to get EBL Credit Card Nationality: Applicant must be citizen of Bangladesh or Non-Bangladeshi holding a valid work-permit.

Age range for both Base and Supplementary card applicants:

- ✚ For Unsecured cards - 21 to 60 years and
- ✚ For Secured cards - 18 to 70 years.

Minimum Income: An applicant Income that supports to get minimum Credit limit of BDT 150,000 **Key Features**

- ❖ 1 time fee lifetime fee under 18 transactions.
- ❖ Global Currency usage privileges along with local currency.
- ❖ Complimentary meet and greet service @ HajratShahjalal international airport, Dhaka (Card holder should inform EBL through EBL Contact Center for getting the service)
- ❖ Risk Assurance Program enrollment

- ❖ 6% discount on hotel booking @ www.agoda.com/ubl (when EBL Card Holder make online hotel booking transaction through www.agoda.com/ubl, the card holder will get 6% on the bill amount.
- ❖ Access to 600 Plus VIP Airport Lounge worldwide (\$27/visit). Special privileges at top golf clubs across the world
- ❖ Complimentary VISA concierge service and emergency support services across the world

EBL SKY Lounge Facility: Lounge access:

- For Base card holder: Card holder along with one guest plus children below 12 years will get free access.
- For supplementary card holder: Card holder can access for free but Guest cannot access free.

Number of Sky lounge visit:

- For Platinum Card holder: Free access 4 times in a calendar year.
- For EBL Staff: Free access as many times as card holder visit

(d) Women Platinum Card Credit limits minimum BDT 150,000 & maximum BDT 500,000

Purpose/Eligibility to get EBL Credit Card Nationality: Any woman eligible for platinum credit card. Applicant must be citizen of Bangladesh or Non-Bangladeshi holding a valid work-permit.

Age range for both Base and Supplementary card applicants:

- ✚ For Unsecured cards - 21 to 60 years
- ✚ For Secured cards - 18 to 70 years

Minimum Income: An applicant Income that supports to get minimum Credit limit of BDT 150,000

Key Features:

- ✚ Onetime fee lifetime free under 18 transactions.
- ✚ Designed especially for women.
- ✚ Zero renewal fee upon 18 transactions per year.
- ✚ International concierge service.
- ✚ Global Currency usage privileges along with local currency.
- ✚ Global lounge facility (as per updated schedule of charges)
- ✚ Complimentary meet and greet service @ Hazrat Shahjalal international airport, Dhaka
- ✚ 6% discount on hotel booking @ www.agoda.com
- ✚ Access to 600 Plus VIP Airport Lounge worldwide (\$27/visit). For Airport Lounge details please visit @ www.prioritypass.com
- ✚ Discount at over 75,000 hotels worldwide through www.hotelclub.com/visa
- ✚ Special privileges at top golf clubs across the world
- ✚ Dedicated website for worldwide VISA Platinum card holders (www.visapremium.com)

EBL SKY Lounge Facility:

➤ **Lounge access:**

- For Base card holder: Card holder along with one guest plus children below 12 years will get free access.
- For supplementary card holder: Card holder can access for free but Guest cannot access free.

➤ **Number of Sky lounge visit:**

- ❖ For Platinum Card holder: Free access 4 times in a calendar year.
- ❖ For EBL Staff: Free access as many times as card holder visit

(e) ARMY Platinum Card: Credit limit minimum BDT 150,000 & maximum BDT 500,000

Purpose/Eligibility to get EBL Credit Card Nationality: Any Bangladesh Army officer (Not Navy/Air force) in service, eligible for credit card, can avail Army Platinum Credit card by default.

Age range for both Base and Supplementary card applicants: • For Unsecured cards - 21 to 60 years and for Secured cards - 18 to 70 years .

Minimum Income: An applicant Income that supports to get minimum Credit limit of BDT 150,000

Key Features:

- Zero Issuance Fee
- Designed especially for Bangladesh Army
- Annual fee waiver upon 18 transactions.
- Complimentary meet and greet service @ Hazrat Shahjalal international airport, Dhaka.
- 6% discount on hotel booking @ www.agoda.com
- Access to 600 Plus VIP Airport Lounge worldwide (\$27/visit). For Airport Lounge details please visit @ www.prioritypass.com
- Discount at over 75,000 hotels worldwide through www.hotelclub.com/visa
- Special privileges at top golf clubs across the world
- Dedicated website for worldwide VISA Platinum cardholders (www.visapremium.com)

EBL SKY Lounge Facility:

➤ **Lounge access:**

✚ For Base card holder: Card holder along with one guest plus children below 12 years will get free access.

✚ For supplementary card holder: Card holder can access for free but Guest cannot access free.

➤ **Number of Sky lounge visit:**

➤ For Platinum Card holder: Free access 4 times in a calendar year.

➤ For EBL Staff: Free access as many times as card holder visit

(e) Corporate Platinum Card: Credit limits minimum BDT 150,000 & maximum BDT 500,000.

Purpose/Eligibility to get EBL Credit Card Nationality: To Manage Company's Travel and Entertainment Expenses more effectively (Locally and Globally) corporate Houses can apply for the corporate Platinum credit card

Age range for both Base and Supplementary card applicants: • For Unsecured cards - 21 to 60 years and • For Secured cards - 18 to 70 years

Corporate Benefits: • Manage Your Company T & E-Locally and Globally • Manage Company Spend More Effectively • Flexible Billing and Settlement options • Daily or monthly transaction authorization limits can be set for each employee cardholder **Key Features:**

- ❖ No supplementary card will be given
- ❖ First cheque book will cost Tk. 250
- ❖ No EMI settlement fee will be applicable
- ❖ 6% discount on hotel booking @ www.agoda.com
- ❖ Access to 600 Plus VIP Airport Lounge worldwide (\$27/visit). For Airport Lounge details please visit @ www.prioritypass.com

EBL SKY Lounge Facility:

➤ **Lounge access:**

✚ For Base card holder: Card holder along with one guest plus children below 12 years will get free access.

✚ For supplementary card holder: Card holder can access for free but Guest cannot access free.

➤ **Number of Sky lounge visit:**

✚ For Platinum Card holder: Free access 4 times in a calendar year.

✚ For EBL Staff: Free access as many times as card holder visit

(f) Signature Lite Card Credit limit is minimum BDT 400,000 and maximum BDT 500,000

Purpose/Eligibility to get EBL Credit Card: Provide the card only to high profile business man, CEO or Chairman of recognize/ company

Key Features

- ✚ 1% cash back on all retail purchases round the year
- ✚ Back-Up card facility
- ✚ Semi- annual Account Summary
- ✚ Renewal Fee waive off under 18 Transactions.
- ✚ Complimentary meet and greet service @ HajratShahjalal international airport, Dhaka
- ✚ Free Priority Pass on request
- ✚ Free Access to 600 plus VIP Airport Lounge worldwide for base card holder only. Special privileges at top golf clubs across the world
- ✚ Complimentary VISA concierge service and emergency support services across the world.

EBL SKY Lounge Facility:

➤ **Lounge access:**

- ✚ For Base card holder: Card holder along with one guest plus children below 12 years will get free access.
- ✚ For supplementary card holder: Card holder can access for free but Guest cannot access free.

➤ **Number of Sky lounge visit:**

- ✚ For Signature Lite Card holder: Free access times 8 in a calendar year.
- ✚ For EBL Staff: Free access as many times as card holder visit

➤ **Global Lounge Access:**

- For Signature Lite Card holder: Free access times 8 in a calendar year.

(g) **Signature Acci- Shield Card** Credit limit is minimum BDT 400,000 and maximum BDT 500,000

Purpose/Eligibility to get EBL Credit Card Provide the card only to high profile business man, CEO or Chairman of recognize/ company

Key Features

- Insurance benefit up to BDT 1Crore Lac in case of accidental death of card holder
- Complimentary meet and greet service @ Hajrat Shahjalal international Airport, Dhaka

Free Access to 600 plus VIP Airport Lounge worldwide for base card holder only. For Airport Lounge details please visit @ www.prioritypass.com

- Discount at over 75,000 hotels worldwide through www.hotelclub.com/visa
- Semi- annual Account Summary
- Special privileges at top golf clubs across the world
- Complimentary VISA concierge service and emergency support services across the world
- Dedicated website for worldwide VISA Signature holders (www.visasignature.com) - Register Here for Concierge Services.

EBL SKY Lounge Facility:

➤ **Lounge access:**

- For Base card holder: Card holder along with one guest plus children below 12 years will get free access.
- For supplementary card holder: Card holder can access for free but Guest cannot access free.

➤ **Number of Sky lounge visit:**

- For Signature Acci Card holder: Free access times 8 in a calendar year.
- For EBL Staff: Free access as many times as card holder visit

➤ **Global Lounge Access:**

- For Signature Acci Card holder: Free access times 12 in calendar years

4.12. Lucrative offers with EBL Credit Cards:

a. EBL ZIP

EBL ZIP is an equal installment plan that allows cardholder the flexibility to convert retail purchase transactions at partner outlets into an installment scheme where the cardholder pays back the amount over a tenor ranging from 3 months to 24 months without any interest. EBL ZIP is merchant specific. Cardholders' can make their purchases from the specified merchant Outlets and pay in installments.

Objective a) To increase credit card usage b) To attract new cardholders by adding value to our proposition c) To gain a competitive advantage and d) Create brand awareness in the market

Features and Benefits of Campaign

- The main features and benefits of EBL ZIP are mentioned below.
- Ability to make high volume purchases without any interest.
- No further credit approval or documents required
- Convenience to payback in 3, 6, 9, 12, 18 or 24 months of installments.

Environment 5 different banks have already been offering EMI products for Cards since 2003. This is a very popular product proposition for different international and local banks all over the world including Bangladesh. This product will increase card usage and cardholder outstanding and help EBL be at par and beyond with the competition.

Product Dynamics: Minimum purchase amount of BDT 5000 is required to enjoy the EBL ZIP facility. All the products which merchants offer under this scheme can be transferred to EBL ZIP by using EBL credit card All individual transactions done by either the Primary or Supplementary Cardholder can be transferred to the EBL ZIP scheme. Cardholders' have to fill up a form available in the merchant outlets. The completed form then will be sent to EBL Cards Division by the merchants. After the required scrutiny if everything checks out, the transaction

will be transferred to EBL ZIP. Cardholders' will get a confirmation letter from EBL. . Cardholders' can choose from 3, 6, 9, 12, 18, or 24 months as the repayment period 40 for the purchase transaction to be paid in Installments under EBL ZIP depending on the Merchant agreement. Cardholders' need to fill out a form kept in partner outlets to avail EBL ZIP scheme. , there is no down payment or joining fee. Cardholders' only have to repay the monthly installments over the period they have chosen Cardholders' do not need to pay any interest under this scheme. Cardholders' can avail EBL ZIP for maximum 5 times in a calendar year. Cardholders 'can choose to repay the remaining installments in one lump sum amount. Cardholders' will get a letter from the Bank confirming the transfer of the transaction to EBL ZIP to be paid in equal monthly installments. Besides this, details of their Installment Plan will also appear on their monthly statements. Cardholders' credit limit will remain same after the amount is transferred. The amount transferred to EBL ZIP remains —blocked on the card and Cardholder's available balance will only increase as and when he pays his monthly installment. Cardholders' credit limit will remain same after the amount is transferred. The amount transferred to EBL ZIP remains —blocked on the card and Cardholder's available balance will only increase as and when he pays his monthly installment.

b. EBL Discount Partners:

Eastern Bank has agreement with some of the companies. If consumer buys from that outlet s/he will get discount by using EBL credit cards. In discount partners it is mentioned that consumer will get the discounts in which outlets or all of the outlets. Different discount partners provide different rates of discounts. Based on policy outlets offer minimum 5% to maximum 60% discount on their products or services. There are two types of discounts facilities.



Discount/ Privileges for all EBL Cards
Signature Card

Discount/ Privileges for Platinum &

ELECTRONICS AND HOME APPLIANCES	COMPUTER AND ACCESSORIES	FURNITURE	TRAVEL AND TOURISM
ACI Ltd	Computer Source	Akhter Furniture	Ace Aviation
Esquire Electronics	Daffodil Computers	Otobi	Asian Holidays
Electro Mart	Global Brand Pvt. Ltd	Navana Furniture	Make My Trip BD
Hayes & Haier	Ryans IT Ltd.	Nadia Furniture	Mermaid Eco Tourism
Rahim Afrooz	Unique Business	Regal Furniture	Just Holidays Ltd
Sony Rangs	EDUCATION	Hatil	The Voyagers
Vision	Academia	LIFESTYLES	Your Trip Mate Ltd
Walton	British American	Aarong	HEALTH AND BEAUTY CARE
Singer	Global Immeigration	Diamond Gallery	Bangladesh Eye Hospital
Transcom	WATER PURIFIER	Artistry	Women's World
MOBILE PHONE	Amio Water Treatment	Berger Paints	Laser Chain Skin Care
Excel Telecom	Uniliver Pure it	Fitness Plus	Apollo Hospitals
Robi Axiata Ltd	RESTAURANTS	Wedding Dairy	Oasis Hospital
Gadget & Gang	Village Restaurants	Watches World	AIRLINES
GrameenPhone Ltd	Moka Cafe	Time Zone	Novo Air
Okapia	Camera Zone	Regent Airways	

c. EBL HIPO (Half Interest Pay Order):

Product Summary

The purpose of the product will be to provide EMI facility for payment against credit cards. A credit card customer requesting a pay order (cash collection or transfer to EBL CASA), money transfer to any EBL account or account of other banks through EFTN worth any amount within his/her available limit can avail this service. Upon issuance of the payment order, the amount will be converted into easy EMI which will be subjected to half of the respective regular interest rate of the card. The product will hence be called 'Half Interest Pay Order' or H.I.P.O.

Objectives: a) To increase credit card usage b) To attract new cardholders by adding value to our proposition c) To encourage limit utilization among customers d) To gain a competitive advantage by creating a point of difference.

Features and Benefits of Campaign The main features and benefits of 'Half Interest Pay Order' are mentioned below. Ability to make payments through credit cards using easy EMI facility. Half interest rate than ATM withdrawal and Card cheque . easier than taking loan from the bank, convenient to payback in 3, 6, 9, 12, 18 or 24 months of installment.

Key Features:

1. All consumer credit card clients of Eastern Bank Ltd. are eligible for this facility.
2. **Transaction amount:** To be eligible for this service, the minimum amount must be above BDT 10,000 and within 95% of the available credit limit.
3. **Tenor/Payment options:** The cardholder can pay back the amount over a period ranging from 3 months to 24 months, depending on his/her preference, the installment payment options are 3, 6, 9, 12, 18, 21, and 24.
4. **Processing Fee:** 2% of the transaction amount will be applicable as the processing fee (both for customers and staff), 15% VAT will be applicable on this fee.
5. **Interest Rate:** The interest rate on H.I.P.O will vary according to card type. Half of the regular interest rate of the card (as per the card type) will be applicable for H.I.P.O. There will be no interest-free period for H.I.P.O., interest will be calculated from the day EMI is created.

Card Type	Interest Rate (p.a)
VISA Classic	18%
VISA Gold	18%
(VISA & MASTER Card) Platinum	16.5%
VISA Signature Lite	16.5%
VISA Signature – Acci Sheild	16.5%

6. **Process:** The cardholder does not need to fill in any forms to avail of this scheme. Any credit card holder (except corporate platinum) of Eastern Bank will be eligible for availing the service upon making a request to issue a pay order against the approved limit of his/her credit card. The cardholder only needs to call the Contact Center on 16230 and provide details of the amount/transaction i.e. Card no., transaction amount, branch name from where s/he is interested to collect the pay order etc. or beneficiary details i.e. beneficiary's EBL or other bank's account number.

7. **Pre-closure:** The cardholder has the option provided that s/he pays a pre-closure fee of early settlement of the Installment Loan amount 2% of the transaction amount or BDT 300 whichever is higher (VAT applicable).

8. **Delinquency Level and Auto-cancellation:** H.I.P.O. facility will be cancelled automatically when the credit card account reaches 90 DPD (arrears level) and the entire loan amount will get transferred to the card account and become fully due.

Risk Management: Credit limit on each credit card is approved after a thorough assessment process. H.I.P.O. facility will be provided on client's approved credit limit; therefore, apart from the prevailing risk of credit card, no additional risk is likely to result from this EMI loan

d. EBL EMV Chip Card :

EMV: EMV is an open-standard set of specifications for smart card payments and acceptance devices. The EMV specifications were developed to define a set of requirements to ensure

interoperability between chip-based payment cards and terminals. EMV chip cards contain embedded microprocessors that provide strong transaction security features and other application capabilities not possible with traditional magnetic stripe cards. EMV secures the payment transaction with enhanced functionality in three areas: ***Card authentication***, protecting against counterfeit cards. The card is authenticated during the payment transaction, protecting against counterfeit cards. Transactions require an authentic card validated either online by the issuer using a dynamic cryptogram or offline with the terminal using Static Data Authentication (SDA), Dynamic Data Authentication (DDA) or Combined DDA with application cryptogram generation

□ ***(CDA)***: EMV transactions also create unique transaction data, so that any captured data cannot be used to execute new transactions.

□ ***Cardholder verification***: Authenticating the cardholder and protecting against lost and stolen cards. Cardholder verification ensures that the person attempting to make the transaction is the person to whom the card belongs. EMV supports four cardholder verification methods (CVM): offline PIN, online PIN, signature, or no CVM. The issuer prioritizes CVMs based on the associated risk of the transaction (for example, no CVM is used for unattended devices where transaction amounts are typically quite low).

□ ***Transaction authorization***: Using issuer-defined rules to authorize transactions. The transaction is authorized either online and offline. For an online authorization, transactions proceed with magnetic stripe cards. The transaction information is sent to the issuer, along with a transaction-specific cryptogram, and the issuer either authorizes or declines the transaction. In an offline EMV transaction, the card and terminal communicate and use issuer-defined risk parameters that are set in the card to determine whether the transaction can be authorized. EMV cards store payment information in a secure chip rather than on a magnetic stripe and the personalization of EMV cards is done using issuer-specific keys. Unlike a magnetic stripe card, it is virtually impossible to create a counterfeit EMV card that can be used to conduct an EMV payment transaction successfully.

Benefits of EMV: The biggest benefit of EMV is –

- ✚ Reduction in card fraud resulting from counterfeit, lost and stolen cards.
- ✚ Provides interoperability with the global payments infrastructure – consumers with EMV chip payment cards can use their card on any EMV-compatible payment terminal.
- ✚ EMV technology supports enhanced cardholder verification methods and, unlike magnetic stripe cards.
- ✚ EMV payment cards can also be used to secure online payment transactions.

Typical contact EMV transaction flow:

1. From user's point of view, a contact EMV transaction consists of the following steps,
2. Cardholder inserts the chip card into the chip reader.
3. Cardholder may be asked to select language, a card brand (technically referred to as cardholder application selection), confirm amount or enter PIN.
4. Result of the transaction is displayed and a receipt may be printed.
5. Cardholder removes the chip card

4.13. EBL Credit Card Application Procedure: Credit card is being considered as risky product of a bank and there are many formalities and procedures that are needed to be followed by the authority and client. The overall process from application to disbursement of fund; from retail branch level operation to treasury level operation contains wide and multilateral function. It requires the support of different division in varied level like retail, credit, credit risk, card and treasury at the end. Measuring its riskiness and sensibility, process warrants a swift and efficient decision to be made so that authority and client both remain satisfied. The whole process takes 10-30 days to be completed.

Step- 1 (Card Application):- The first step of credit cards' operation process starts with relationship and banking practices between branch and applicant. It relates the applicant or potential client with retail credit or branch banking division of EBL.. An applicant has to fill up the application form and submit necessary document to the respective officer as per the

requirement. Nowadays, credit card has become a centralized product of the bank and it's only an entitled product of card division. So, card division has appointed many sales executive only for cards. The applicant has to abide by the terms and conditions strongly. If anyone doesn't read the terms and conditions carefully, then some acts may mislead the client and build negative ideology regarding card and bank like the so called hidden charges. A VISA Credit Card application form requires following information-

- Approve application comes from CFC
- APC keep track of all approve file.
- Contact center call all approve customer for limit checking
- Then they forward those application forms to Card Enrollment for Data Key In
- Card Enrollment Check the Following papers and documents before Key in System
 - a. Photograph
 - b. Tin certificate
 - c. Id documents (National ID)
 - d. Passport Copy/Photo ID/ National ID
 - e. Customers expected limit and approved Limit
 - f. Customers expected product and approved product

Customer Segment	Doc's Required
Salaried (A/C Payee)	a. Salary Certificate/Pay Slip b. 3 Months Bank A/C Statement
Salaried (Cash Payee)	a. Salary Certificate/Pay Slip b. 6 Months Bank A/C Statement.
Self Employed Proprietorship	a. 6 Months' Bank A/C Statement b. (Personal/Business)

	c. Trade License
Self Employed Partnership	a. 6 Months Bank Statement b. (Personal/Business) c. Trade License d. Partnership Deed e. Personal TIN / IT-88
Self Employed - Limited Company	a. 6 Months Bank Statement b. (Personal/Business) c. Memorandum of Association

Step-2 (Analysis):- At this step, the branch sends the application to the Credit Committee of Card Division at Head Office who analyzes the proposal of all short-term loans. They thoroughly look at the branch officials' recommendation report about an applicant and analyses the attached or enclosed documents and information.. This review report generally, explains the validity, legitimacy and strength of the documents and information. If a branch has recommended the application highly, it requires little analysis. They also take the company in which applicant is working or runs.. They decides a tentative credit limit and charges for the applicant and forward the scrutinized review report to the Head of the Division who approves or rejects the application. Branch recommendation and credit reputation is a big factor while analyzing a proposal

Step-3 (Collateral Judgment):- Card Division at this step, analyze and process the safety instrument (if available) like FDR Lien, Blank Cheque etc. this is sometimes based on due diligence policy of bank, evaluating the financial strength and credit reputation of applicant in the marketplace. They place locking instruction over Bank Ultimus' software to restrict the safety instrument from being encashed without clearance from Card Division.

Step-4 (Card Preparation):- Now Card Division generates PIN and card number for the approved application and compiles necessary card information before ordering cards. Bank sends requisition to VISA agent for preparing a card for bearing card number. The name, photo, signature of cardholder, date of issue and expire and some terms are printed on the card and the 12 digit number is embossed.

Step-5 (Acknowledgement of Client):- After the card is being prepared, the plastic card and clients statement including the name, address, card number is sent to the cardholders mailing address by post. This entails some instruction for the cardholder to respond in a designated way to card division upon receiving the card. After receiving confirmation from client about the receipt of card, the card division sends the last mail which includes the PIN number, terms-conditions of usage etc. PIN number is the most confidential items in the statement which should be maintained with utter secrecy. After having the PIN, the cardholder can instantly use the card. The cardholder can acknowledge the receipt of mail by phone call or email swiftly.

Step-6 (Disbursement of Fund):- Just after sending the first mail and fist acknowledge, the card division connects with the Treasury Division and instructs to post the credit amount to the cardholders account. The Treasury is the only authority to put money in an account of external client or cash clearing agent. Besides, treasury does many policy and major fund movement related activities after analyzing risk proportion.

4.14. Role of Card Division: Card Division is the main working body of the bank who deals with all types of card related affairs. Card division has continuously been attributing the most competitive features in the product. Card division has its independent sales and monitoring team for fulfilling target, avoids fraudulent practices around cards and meeting the challenges of market.

- ✚ Orders cards and prepares them for particular client
- ✚ Takes record of inward and outward cards
- ✚ Issues and cancels card
- ✚ Decides the credit limit
- ✚ Analyses the documents and safety instruments given by client
- ✚ Evaluates the branch recommendation and clients status
- ✚ Takes action for recovery and adjusts the collateral account.
- ✚ Designs, directs and oversees the tripartite agreement

✚ Maintains relationship with clients

✚ Measures risk of client and bank

4.15 Schedule of charges regarding EBL credit card:

Card Charges		Credit Card (VISA)			
Applicable form August'2016					
	Classic	Gold	Platinum	Women Platinum	Army Platinum
Issuance Fee/ Annual fee	Tk 1000	Tk 2000	Tk 4000	Tk 999	Tk 4000
Supplementary Card (Annual / Renewal fee) – 1st & 2nd	Free	Free	Free	Free	Free
Supplementary Card (Annual / Renewal fee) (From 3rd Card)	Tk 1000	Tk 1000	Tk 1000	Tk 1000	Tk 1000
Sky Lounge Visit fee (Including VAT)	Tk 2000	Tk 2000	Tk 2000	Tk 2000	Tk 2000
Sky Lounge Free Visit no (Yearly)	-	-	4	4	4
Global Lounge Access Fee (per person)	-	-	\$27	\$27	\$27
Global Lounge Access Free Visit no (Yearly)	-	-	-	-	-
Card/ Priority Pass Replacement fee	Tk 700	Tk 700	Tk 700	Tk 700	Tk 700
PIN Replacement fee	Tk 500	Tk 500	Tk 500	Tk 500	Tk 500

Late Payment fee	Tk500/\$10	Tk500/\$10	Tk500/\$10	Tk500/\$10	Tk500/\$10
Cash Withdrawal/ Advance Fee (from EBL ATM)	2%	2%	2%	2%	2%
Cash Withdrawal/ Advance Fee (from other ATM)	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5
Interest Rate (Monthly)	3%	3%	2.75%	2.75%	2.75%
Cheque Return fee	Tk 500	Tk 500	Tk 500	Tk500	Tk500
Duplicate E-Statement Fee (Per Month)	Tk 50	Tk 50	Tk 50	Tk50	Tk50
Over limit Fee	Tk 500/ \$10	Tk 500/ \$10	Tk 500/ \$10	Tk 500/ \$10	Tk 500/ \$10
Sales Voucher Retrieval Fee	Tk 300/\$10	Tk 300/\$10	Tk 300/\$10	Tk 300/\$10	Tk 300/\$10
Certificate Fee	Tk 500	Tk 500	Tk 500	Tk 500	Tk 500

- 1. Sky Lounge free visit no:** For every Platinum, Signature & Corporate Platinum Base card holder: Card holder along with one guest plus children below 12 years will get free access. Mentioned Card's Supplementary cardholder only avail this offer.
2. Except Jet Airways Platinum, Signature –Acci Sheild all credit cards renewal fee will be exempted on 18 transactions yearly.
3. Based on Credit Department's determined limit, Card Department will set the card type.
4. This schedule of charges is applicable for all general transactions. Stamp duty or other

charges (if any) will be applicable also. Without any notice bank has deducting power of any unspecified charges, which is not mentioned in this Schedule of Charges.

5. 15% VAT will be applicable for all fees & charges.

6. If applicable, than other banks charges will collect from customer.

7. Any kind of changes & refinement of Schedule of Charges, that will be notified by EBL website (www.ebl.com.bd)

8. Card Renewal Fee will be applicable if card closer request is given within the 30 days of Card Renew.

9. If VISA Cardholders want to use Global Lounge then Priority Pass will be needed. Priority Pass will be provided to those Cardholders who are applied for.

10. Issuance fee will not be applicable for – Army Platinum.

11. EMI early settlement fee will not be applicable for EBL ZIP.

12. NPS Tk. 15 (including VAT), Q- Cash ATM Tk, 10+ VAT, VISA, MASTERCARD, DINNERS ATM Tk. 25+ VAT.

13. Bank can chargers minimum BDT zero for any mentioned services or fees at its own decision.

Card Charges Applicable form August'2016		Credit Card (VISA)		
Platinum	Jet Airways	Corporate Platinum	Signature-Lite	Signature-Acci
Issuance Fee/ Annual fee	Tk 5000	Tk 1000	Tk 7500	Tk 12000
Supplementary Card (Annual / Renewal fee) – 1st & 2nd	Free	-	Free	Free
Supplementary Card (Annual / Renewal fee) (From 3rd Card)	Tk 1000	-	Tk 1000	Tk 1000
Sky Lounge Visit fee (Including VAT)	Tk 2000	Tk 2000	Tk 2000	Tk 2000
Sky Lounge Free Visit no (Yearly)	4	4	8	8
Global Lounge Access Fee (per person)	\$27	\$27	\$27	\$27
Global Lounge Access Free Visit no (Yearly)	-	-	8	12
Card/ Priority Pass Replacement fee	Tk 700	Tk 700	Tk 700	Tk 700
PIN Replacement fee	Tk 500	Tk 500	Tk 500	Tk 500
Late Payment fee	Tk500/\$10	Tk500/\$10	Tk500/\$10	Tk500/\$10
Cash Withdrawal/ Advance Fee (from EBL ATM)	2%	2%	2%	2%

Cash Withdrawal/ Advance Fee (from other ATM)	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5	3% or Tk 100/ \$ 5
Interest Rate (Monthly)	2.75%	2.75%	2.75%	2.75%
Cheque Return fee	Tk 500	Tk 500	Tk 500	Tk500
Duplicate E-Statement Fee (Per Month)	Tk 50	Tk 50	Tk 50	Tk50
Over limit Fee	Tk 500/ \$10	Tk 500/ \$10	Tk 500/ \$10	Tk 500/ \$10
Sales Voucher Retrieval Fee	Tk 300/\$10	Tk 300/\$10	Tk 300/\$10	Tk 300/\$10
Certificate Fee	Tk 500	Tk 500	Tk 500	Tk 500
Risk Assurance Fee (on outstanding amount)	0.35%	0.35%	0.35%	0.35%
Card Cheque Book Fee For 1st book (10 pgs)	Free	Tk 250	Free	Free

Note:

- 1. Sky Lounge free visit no:** For every Platinum, Signature & Corporate Platinum Base card holder: Card holder along with one guest plus children below 12 years will get free access. Mentioned Card's Supplementary cardholder only avail this offer.
2. Except Jet Airways Platinum, Signature –Acci Sheild all credit cards renewal fee will be exempted on 18 transactions yearly.
3. Based on Credit Department's determined limit, Card Department will set the card type.
4. This schedule of charges is applicable for all general transactions. Stamp duty or other charges (if any) will be applicable also. Without any notice bank has deducting power of any unspecified charges, which is not mentioned in this Schedule of Charges.
5. 15% VAT will be applicable for all fees & charges.

6. If applicable, than other banks charges will collect from customer.
7. Any kind of changes & refinement of Schedule of Charges, which will be notified by EBL website (www.ebl.com.bd)
8. NPS Tk. 15 (including VAT), Q- Cash ATM Tk, 10+ VAT, VISA, MASTERCARD, DINNERS ATM Tk. 25+ VAT.
9. Card Renewal Fee will be applicable if card closer request is given within the 30 days of Card Renew.
10. If VISA Cardholders want to use Global Lounge then Priority Pass will be needed. Priority Pass will be provided to those Cardholders who are applied for.
11. Issuance fee will not be applicable for – Army Platinum.
12. EMI early settlement fee will not be applicable for EBL ZIP.
13. Bank can chargers minimum BDT zero for any mentioned services or fees at its own decision.

4.16. SWOT Analysis: SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. “S” = Strengths – Attributes helpful for achieving the objective. “W” = Weaknesses – Attributes harmful for achieving the objective. “O” = Opportunities – External conditions that are helpful for achieving the objective. “T” = Threats – External conditions that may harm the business’s performance. The SWOT Analysis of Eastern Bank’s credit card is presented below:

Strengths:

- Large customer base
- EBL maintain Credit Card Policies and Procedures strongly.
- EBL still operates some of its operation manually, but trying to digitalize all.
- To attract customers, EBL always observes the market and always tries to realize what the market demands. For that it can fulfill the valued clients’ desires.

Weaknesses:

- Lack of technological resources as well as Internet banking

- Lack of knowledge of customer profile
- Insufficient focus on quality customer service and Technical problems.

Opportunities:

- Make awareness services to attract customers
- Opportunity to expand geographically within Bangladesh.
- Customers are looking for good quality and have the willingness to bank with Eastern Bank Ltd

Threats:

- Strong competition within other credit card provider banks
- Card fraud transactions
- Possibilities of losing customers
- Lack of appeal to younger, Student, affluent potential customers

4.17. Data Analysis: To find out the customer awareness of EBL credit card features I conduct a qualitative market analysis by survey which is filling up by credit card users. In this questionnaire I asked several basic credit card features of EBL, which is necessary to use a credit card. Basic questions related to payment procedure, statement query, credit card interest, international transaction facilities and customer's satisfaction level about EBL credit cards. In the appendix part some questions for the questionnaires are mentioned with analysis.

Age limit of Credit Card Holders according to survey: According to survey the age limit of credit card holders are 25 years to 45 years. Age of customer is important for EBL. EBL mostly provide unsecured cards to mid age people. In this survey 100 EBL credit card users are participated.

Customer awareness of Credit Card Holders according to survey: In my survey I asked 20 question. The questions are about interest free period, transaction information, payment procedure, international transaction, lounge facilities. According to answer many customer know

only old features, they put emphasize on credit cards fees and charge and many of them did show concentration about new features and offers that are belong to EBL currently.

Findings

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Chapter: 5

Findings

5.1. Findings: The use of credit cards, also referred as plastic money, is increasing gradually in Bangladesh as convenient for various types of transactions. Many people use the credit card but most of them are not aware of the credit card features. In the competitive market it is always challenging for a bank to sustain in a good position. EBL is trying to maximize its volume in card issues. In the last year it was the second highest issuer of visa cards in the card market. According to my survey, I found following information regarding credit card users' knowledge about the credit card features.

- ✚ Around 60% users are using the credit card for 6 months to 3 years.
- ✚ Most of the card holders mention that they know about the interest, fees & charges.
- ✚ Statement generating date is valuable for paying the due amount without any interest. Credit card holders have much knowledge about their statement date. Around 35% of people do not know about their statement generating date. According to that many of the customers do not know the payment date to due amount which will generate late payment fee as a fine.
- ✚ To pay the due amount of credit card there are 5 ways. Most of the customers pay the due by cash or cheque payments. Second most use the drop box & auto debit facility, where due amount deducted from EBL account on last payment date as previous instruction.
- ✚ Card cheque is a popular transaction in credit card. Most of the customers do not know about the maximum amount they can issue. Which will fine them cheque return fee & overdrawn fee.
- ✚ Many of the customers know the maximum interest free period of credit card transaction. This feature **will** help the customer to use the credit limit without any interest.

- ✚ Customer can know their monthly or yearly transactions through statement; contact center and EBL sky banking (which is launched recently for smart phone users). A very few customer know about all these procedures. Many customers know the procedure how to exempt the renewal fee.
- ✚ Now all of the credit cards of EBL are by default dual currency. For foreign transactions customers have to do 3 things. Most of the customers who visit foreign country regularly know about the procedures. People are aware of in foreign travelling.
- ✚ .Many of the customers knows about the sky lounge facility of EBL.
- ✚ Most of the customers endorsed their passport through EBL branches. But without branch they can also endorse in other two places.
- ✚ Among many features customers like HIPO facility. In this facility they can use the credit amount in half interest by pay order. Other facilities are also popular too.
- ✚ Most of the customers do not know the information about credit card fines. Any kind of mistakes will cost them fine for the transaction. Customers do not like these types of fine.
- ✚ Most customers want less fees & charges facility from EBL.
- ✚ Around half of users are satisfied with their credit card.
- ✚ In my survey the age of the credit card users is around 25years to 45 years. Most of them service in a private company & doing business. Mostly this age limit customers are aware of the credit card features.
- ✚ Last of all of my survey I found that overall 58% customers do not know the basic features of the credit card.

Therefore, some of the other analysis of survey is mentioned at the appendix part.

*Recommendations and
conclusion*

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Chapter: 6

Recommendations and conclusion

6.1: Recommendations:

Eastern Bank Limited has been successful in all of its operation since its inception. It has outperformed all its peer and competitor and peer banks in virtually all area of its activities. Still there is scope for improvement for the bank and the any or all of the following could be which Eastern Bank Limited can implement to better its performance. The specific and broad implications of the study are as follows:

- ✚ Train employees to provide better service to the card holders and form a strong sales force to sale its credit card.
- ✚ The bonus point system can be followed. Waiver on interest charges and/or renewal charges will strike into minds of the cardholders and they will be more satisfied and encouraged to do more and more card transaction.
- ✚ As other banks are giving the rewards point to the customer, EBL should also maintain this.
- ✚ Providing more campaign & features to customers. Make them aware of existing services.
- ✚ Customers should be offered occasional gifts and discounts, which can make the credit card more attractive and keep the consumer delighted.
- ✚ Regular customer survey could also be conducted with an aim to find out the customer's expectations or to know about their satisfaction on bank's performance.
- ✚ The bank should employ an outside company for recovery of its dues because it takes a huge of time for the bank's employees to recover stuck up credit card loan.
- ✚ EBL should increase the customer services quality.
- ✚ More Security level needs to be increased for customer reliability.

Finally, heavy marketing and promotional campaign should be conducted to popularize the product and make people aware of the service.

6.2: Conclusion:

From the analysis and findings of the study, it is obvious that there is a lot of market potential for EBL in the Credit Card Business and some areas of improvement are there also comparing to the existing issuers in the market. It is expected that Bangladesh will experience a heavy inflow of foreign companies investing in various sectors especially in IT and Gas and Oil Exploration and processing. This will give birth to various ancillary industries and services, which will ultimately increase the purchasing power of people. This factor enhances the chance of an upcoming growing population of the community who wants convenience of not carrying cash and the use credit card is the easiest way of doing so. Being a passive leader, i understand the drawback of not involving actively in the organization. But as a customer, I observed the trends and culture from its prevailing environment. We put lot of effort to find out, why and how they brought the changes in the system and what are the impacts of the changes on society and on the organization.. We found that private sectors are not that much efficient in comparison with the public sector. Still they have to go a long way to improve their capabilities. They also need to put into practice the training requirements for the existing and new employees to make the system more efficient and increase the knowledge to use the new technology changing with time. EBL has emerged as a bright leader who has rectified its weakness and worked on its strength and reduced its threat and grab the opportunities. Its capabilities, capacity and diversity are the focus of this whole change which was not only about the top managers but also about the junior employees who showed the enthusiasm towards this structural and cultural change.. Eastern Bank Limited is one of the most renowned private banks in the country. The credit management of Eastern Bank Ltd is quite well as well as their customer service. Eastern Bank Ltd is one of the pioneers in many criteria. EBL is committed towards the excellence in the service with efficiency, accuracy and proficiency. I wish total success of Eastern Bank Limited, and Special thanks to all the Employees of Cards Center, Dhaka

References

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7.1. References:

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2. Prater, C. & Metzger, T. (2010), —A guide to the Credit CARD Act of 2009. Retrieved from: <http://www.creditcards.com/credit-card-news/credit-card-law-interactive-1282.php>.
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8. Credit cards operations guide of Bangladesh Bank.
9. Prospectus of Eastern Bank Limited

Web Site:

- http://www.ebl.com.bd/home/EBL_Cards
- <http://www.ebl.com.bd/visasignature/>
- <http://www.ebl.com.bd/home>
- www.wikipedia.com

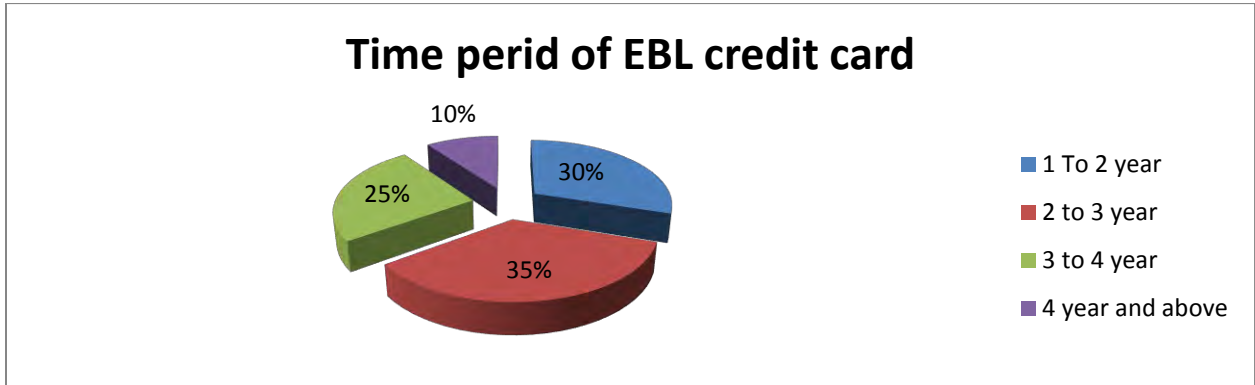
Appendix

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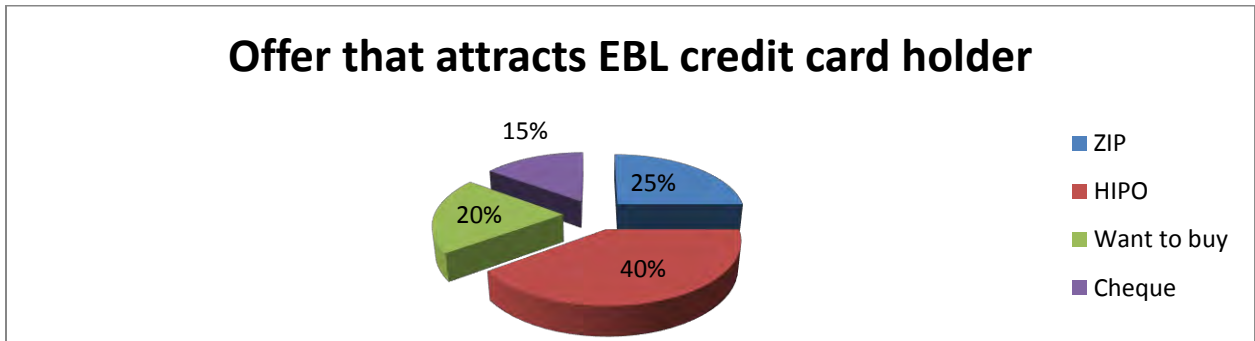
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Questions for the Questionnaires:

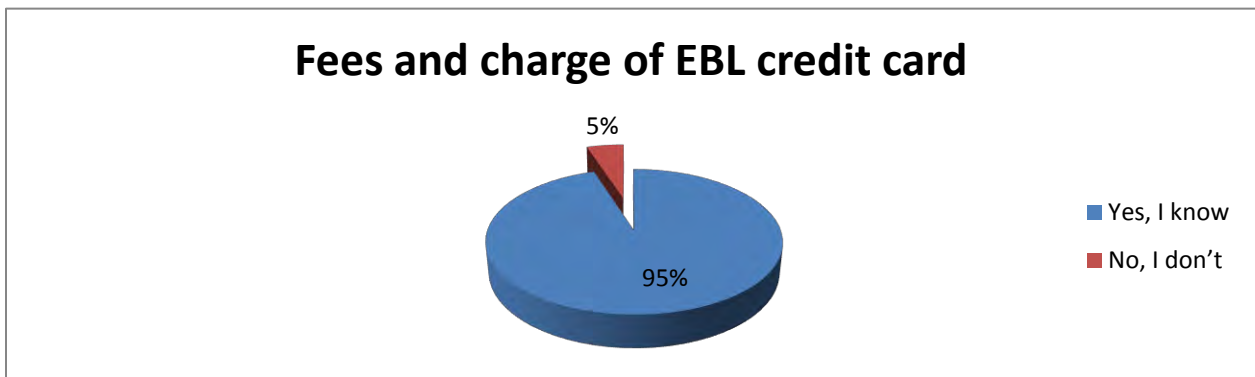
1. How long have you been with Eastern Bank's Credit Card?



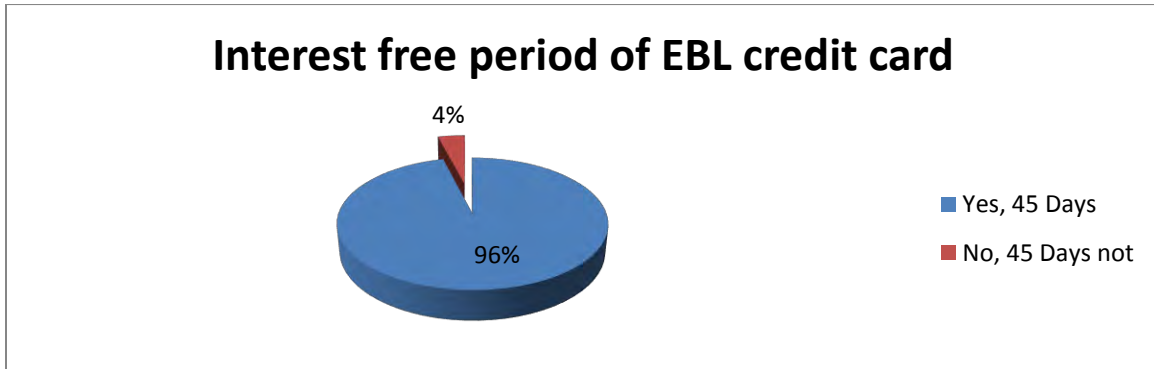
2. Which offer of EBL credit card attracts you a lot?



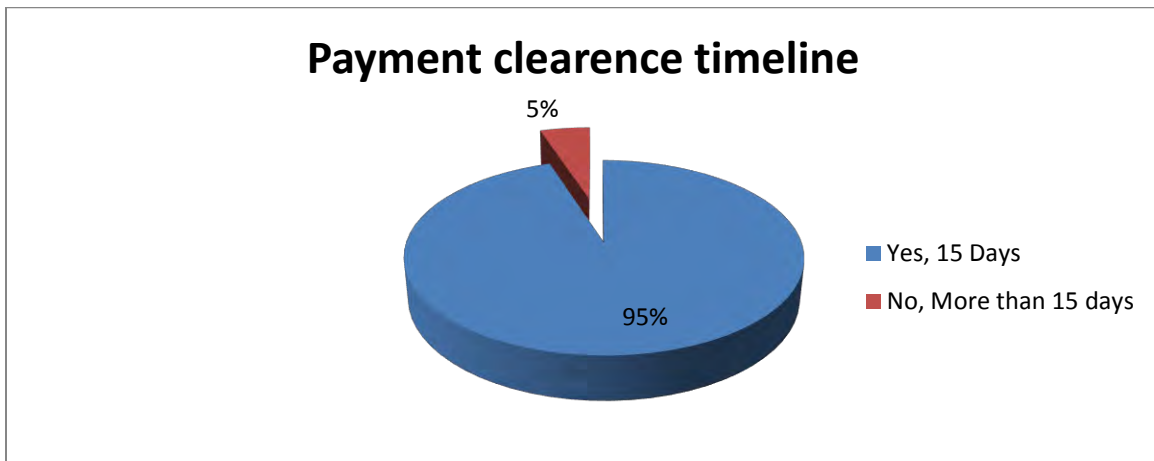
3. Do you know the interest rate, fees and charges of your credit card?



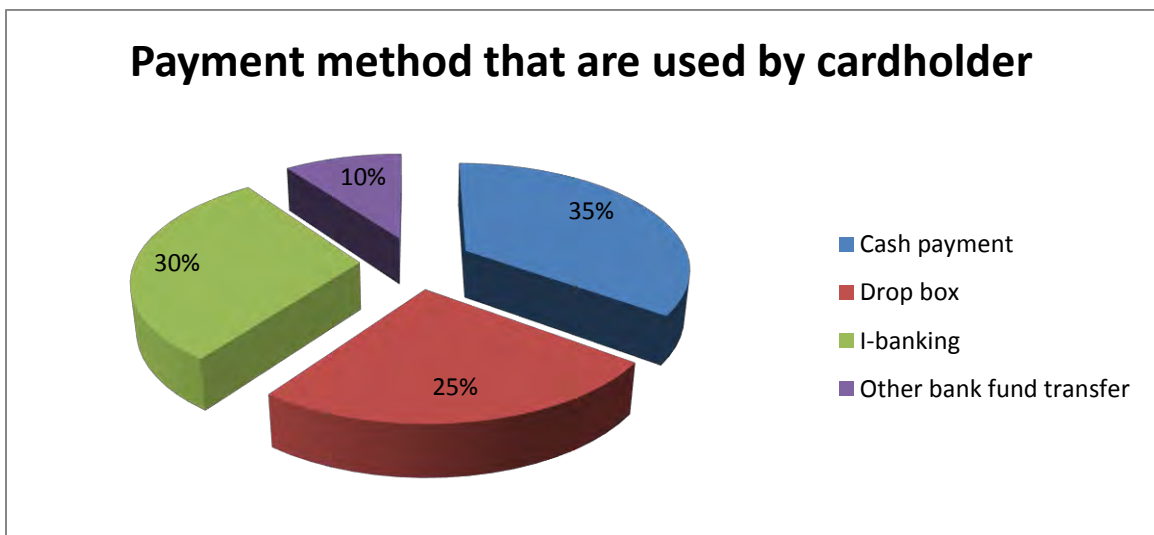
4. Please mention the interest free period of your credit card-



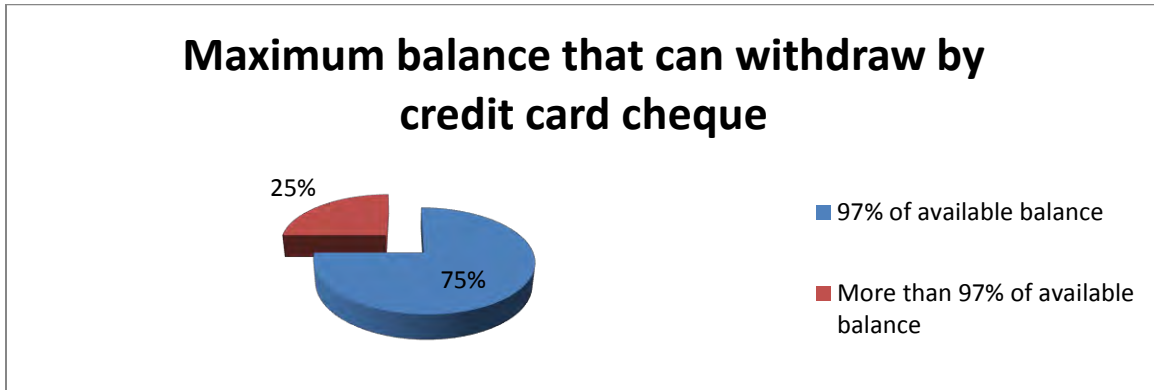
5. After generating the monthly statement how many days do you get to pay the due amount?



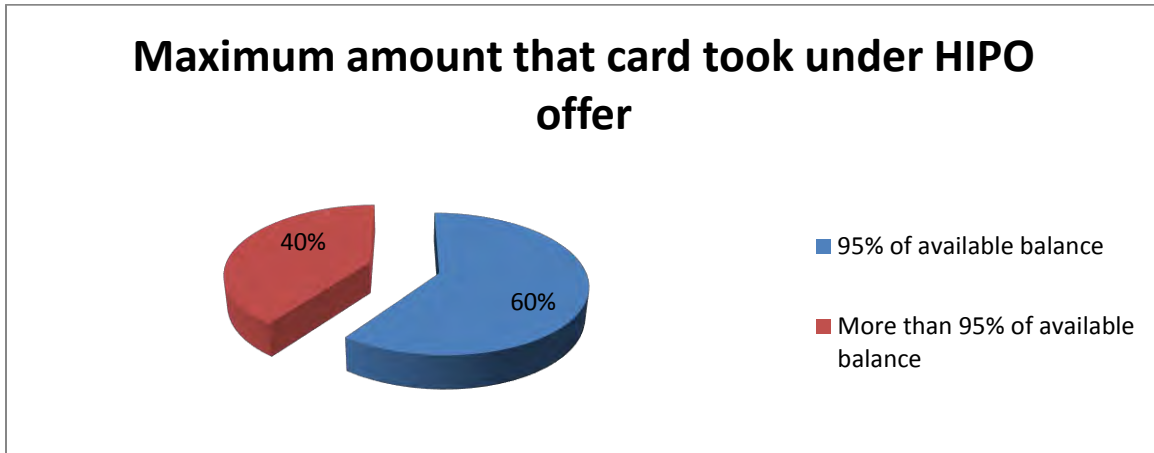
6. Which of the following method you used mostly to pay the due amount?



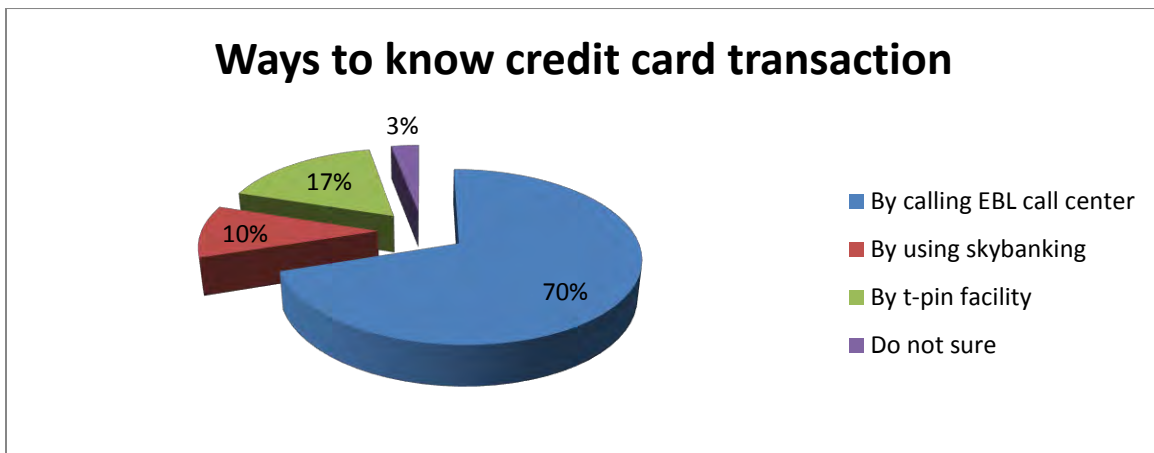
7. What is the maximum percentage of your available balance can you use to issue a credit card cheque?



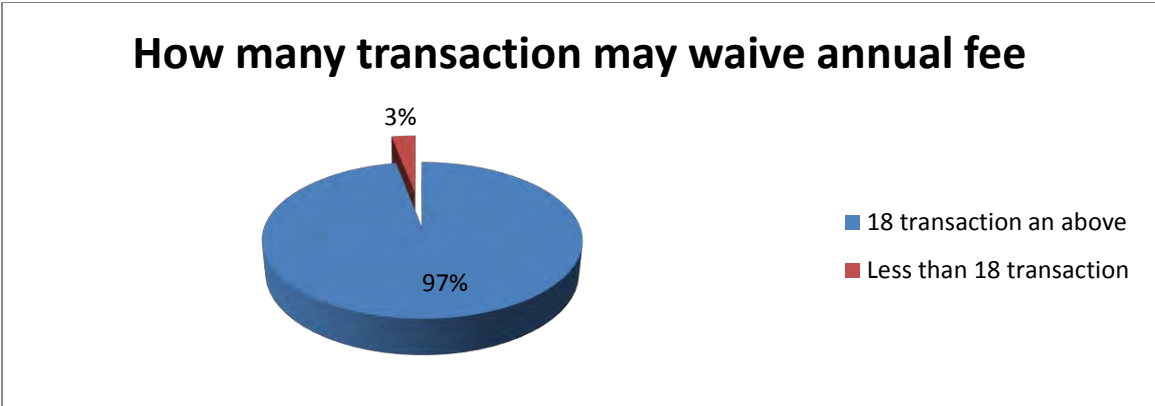
8. What is the maximum percentage of your available balance can you use under HIPO offer?



9. How many ways you can know about the total amount of your credit card transaction?



10. Annual credit card fee will be waived if you do-



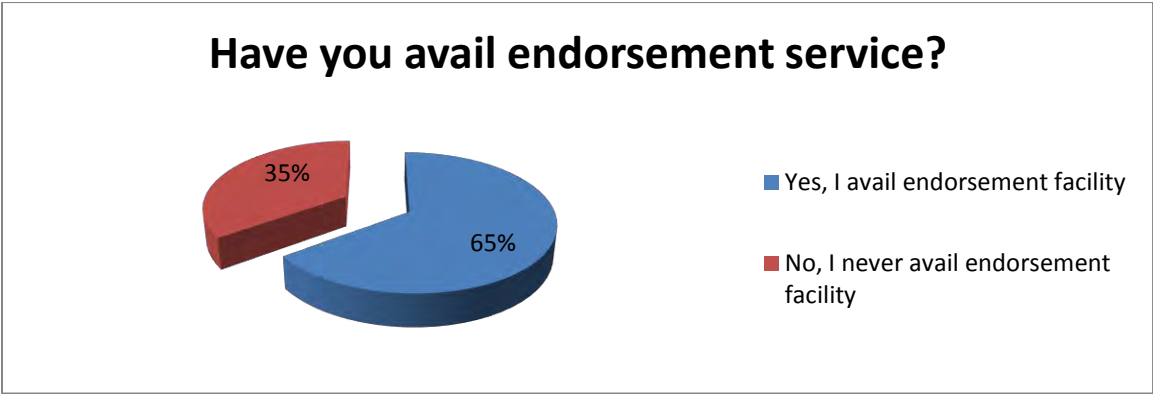
11. Have you heard about the sky lounge service related for Hazrat Shahjalal International Airport?



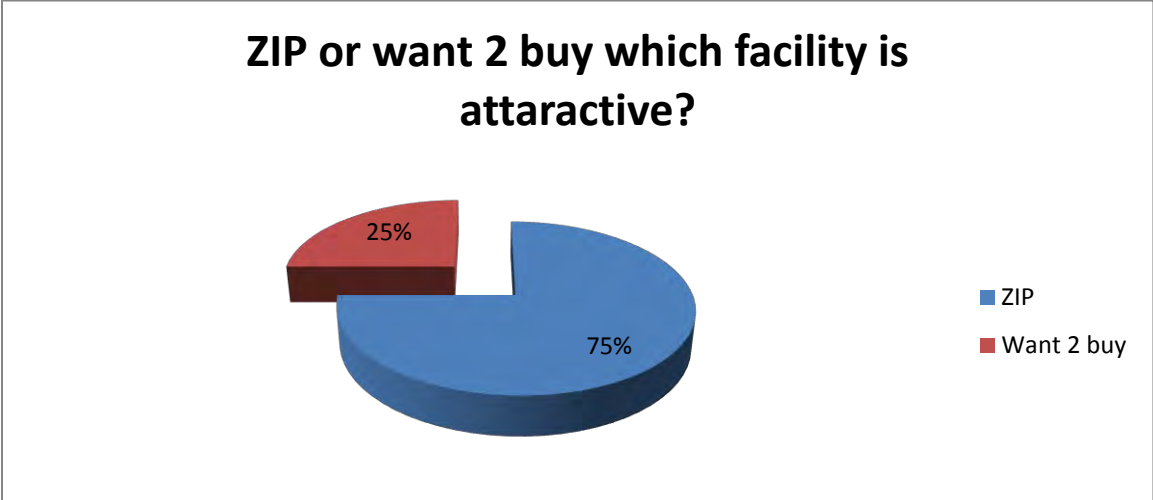
12. Have you heard about the meet and greet service at Hazrat Shahjalal International Airport?



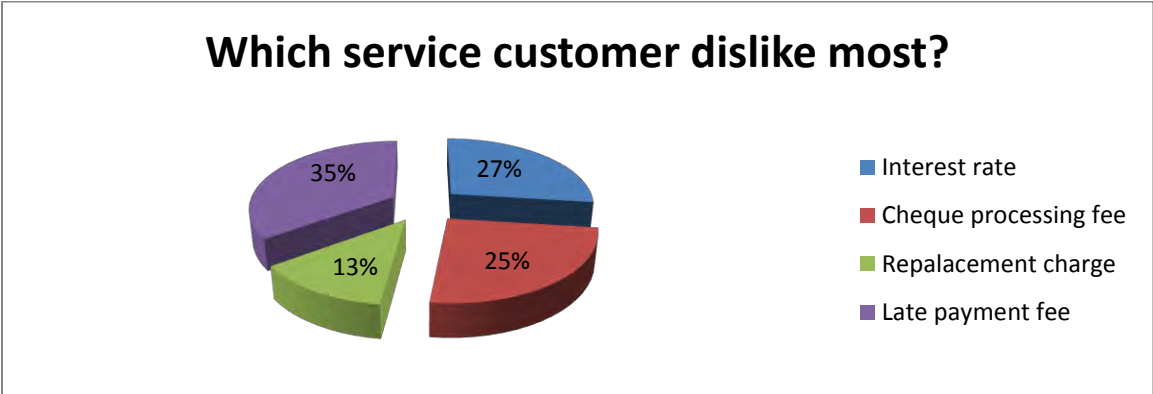
13. Where can you avail the endorsement facilities?



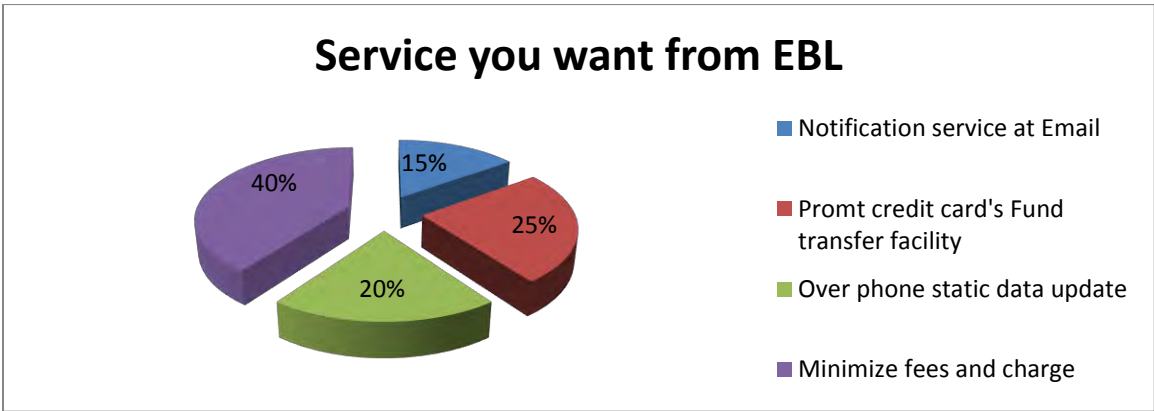
14. Which services and features related with ZIP or Want to buy of your credit card attract you the most?



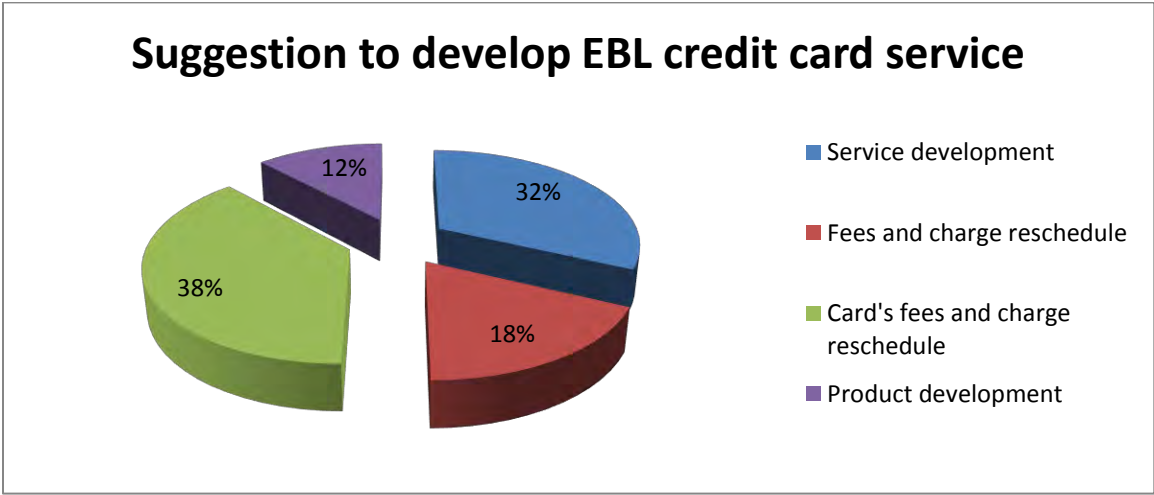
15. Which services and features do you dislike the most?



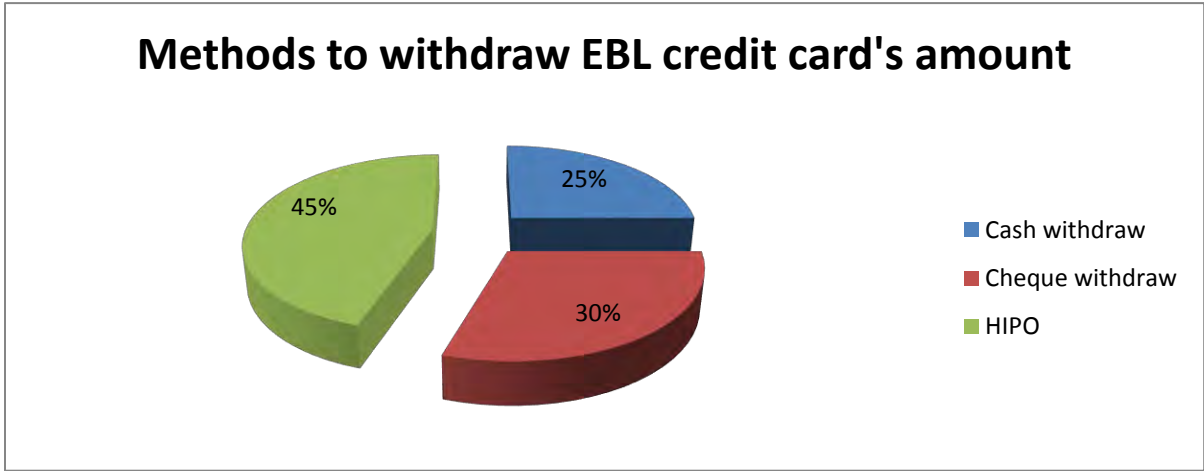
16. Which of the following services do you want from EBL?



17. Do you want to give any suggestion to develop EBL credit card services?



18. Which of the method you applied to withdraw EBL credit card's amount?



19. Do you think EBL should provide separate statement for base card and supplementary card?

Separate statement for base and supplementary card holder



20. Are you satisfied with number of ATM and CDM that EBL has?

Satisfaction level with the number of ATM and CDM machine

