



Internship Report



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BUS 400

Internship Report

On

bKash Limited

Submitted To

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BRAC University

Prepared and Submitted by

Inspiring Excellence

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Date of Submission: 29th August 2017

Letter of Transmittal

29th August 2017

Mr. Ariful Ghani

Lecturer

BRAC Business School

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Mohakhali, Dhaka

Subject : Submission of internship report on “Analysis of Consumer Satisfaction level on bKash Limited as a mobile financial service provider”.

Sir,

It is my exuberant pleasure and privilege to apprise you that I, Afrita Mannan, want to submit my internship report, a mandatory part of the internship program, titled as “Analysis of Consumer Satisfaction level of bKash a mobile financial service provider”. During my three months (1st June to 31st August 2017) long internship period I was assigned as an intern of Alternative Channel, Sales Division of the department of sales. I have tried my best to include the organizational history as well as the working process of bKash Limited, most importantly, followed by the determination of the consumer satisfaction level of the products and services of bKash as a mobile financing service.

I will be very grateful if you kindly receive my internship report and take necessary steps to complete my internship process. I will also be able to provide you further related information connected to internship at any moment.

Thanking you

Sincerely Yours,

Afrita Mannan

ID: 13104215

BRAC Business School

BRAC University

Acknowledgement

I would like to thank almighty Allah who has helped me to complete my internship process and gave me ability to finish this internship report.

I would like to thank my respected faculty Mr. Ariful Ghani, Lecturer, BRAC Business School. I would like to thank him for inspiring and gifting me knowledge that I shall forever treasure. I also thank him for providing me with detailed instructions on how to proceed with my internship process and also supporting and helping me when I faced difficulties through the period.

Moreover, I would like to appreciate my organizational supervisor, Mr. Masrur Chowdhury (Head of Alternative Channel, Sales Division) Mr. Mohammad Ziaul Haque, (Deputy General Manager, International Remittance) and Mr. Shah Imran (Assistant Manager, Commercial Division) of bKash Limited who have helped me during this internship period. They have put tremendous efforts in turning my internship period into process of enthusiasm and new experience and learning. They have always showed their support and encouraged me every time.

Furthermore, I would not forget to thank my seniors and colleagues in the organization who was always there to show their support which have helped me to ease my internship process.

Last but not the least I would also very grateful to my family and friends who were always by my side in each and every situation.

Executive Summary

bKash Limited is a subsidiary of BRAC Bank. It was first originated in 2010 as a joint venture between BRAC Bank Limited, Bangladesh and Money in Motion LLC, USA. Mainly it is a private limited company which is created especially to provide mobile financial services in Bangladesh. Its mission is to provide affordable, suitable, convenient and consistent financial service towards the consumers. More than 70 people among each 100 of the population of the country live in rural areas where access of the formal financial services is difficult. But these are the people mostly in need of such services. And that is why bKash's main focus is to serve the deep rural people.

bKash is promising their user's to make life more easy and comfortable day by day by providing attractive and extraordinary products and services. bKash is proud to serve more than three (3) crore of it's consumers through a number of two (2) lac agents. Consumers can now send money anywhere, pay bill, shop and buy airtime through bKash. bKash provides some core and experiential benefits to their users. bKash ensures it's users to be fast, secure, convenient, affordable and nationwide.

This report contains a brief finding of the consumer satisfaction on the products and services of bKash Limited. The history and organizational background of bKash is also summarized in the report. Moreover, a survey report, analysis and its finding have been included to reach to a result and find some recommendations about the consumer satisfaction of bKash Limited.

Furthermore, I have also included each and every detail of the tasks and responsibilities that I had to follow within my three months long internship period. There is a brief informational summary on my department as well as about it's hierarchy. Adding to that I have also included the extended tasks and responsibilities that I had to follow within the period.

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CHAPTER 1

COMPANY PROFILE

Internship Report

bKash Limited

1.1 Company Profile

bKash Limited is a subsidiary from BRAC Bank. It was first originated in 2010 as a joint venture between BRAC Bank Limited, Bangladesh and Money in Motion LLC, USA. In April 2013, International Finance Corporation (IFC) became an equity partner who is a member of the World Bank Group. Bill & Melinda Gates Foundation became the investor of the company in April 2014. bKash Limited is following the great objective to ensure the access towards a broader range of financial services for the general people of Bangladesh. It focused to serve the low-income general people of the country by providing services that are reliable, convenient and affordable.

More than 70 people among each 100 of the population of the country live in rural areas where access of the formal financial services is difficult. But these are the people mostly in need of such services, either for receiving funds from family members in distant locations, or to access financial tools in order to improve their economic condition. Less than 15% of Bangladeshis are connected to the formal banking system whereas over 68% have mobile phones. These phones are not only devices for talking, but can be and should be used for more useful and sophisticated processing tasks. bKash was conceived primarily to utilize these devices and telecom networks to extend financial services in a secure manner to the remote general masses of Bangladesh.

bKash possesses the most high number of agents country wide which is more than 160,000 in number who are serving continuously each and every service that bKash offers.

1.2 Mission

By providing financial services that are convenient, affordable and reliable, bKash aims to widen the net of financial inclusion. bKash wants to provide a solution for Mobile Financial Services, built on a highly scalable Mobile Money platform, allowing the people of Bangladesh to safely send and receive money via mobile devices.

1.3 Benefits

bKash, as a mobile financial service provider promises its users five core benefits which are fast, affordable, secure, convenient and nationwide. These benefits are described in a brief below,

Fast

bKash promises its consumers to be the fastest transaction process. One can send and receive money within minutes through bKash.

Affordable

The sending and receiving money through bKash is very low of cost comparing with global standard. It has been a great advantage for the general people of the country.

Secure

Each and every transaction of bKash is based on a PIN of personal identification number which is very secure. Moreover, the bKash account will be fully secure even if one lost his or her mobile. So bKash is promising the best security in transaction of money.

Convenient

bKash is highly convenient for its users. People can send and receive money anywhere and anytime. bKash is serving its consumers 24 hours a day and 7 days a week.

Nationwide

bKash has more than 160,000 agents nationwide and more than 300 ATMs. So the availability of the service is very high nationwide.

1.4 Products and Services

bKash is offering the below mentioned products and services to all of its users,

Cash In

One can load cash in their bKash account through any of the bKash agent or ATMs. This process is free of charge.

Cash Out

Users are able to withdraw cash from their accounts from the bKash agents as well as from the ATMs. bKash charges a very low service charge for this.

Send Money

Money can be transacted from one account to another account virtually through bKash. The cost is conveniently low and enables users to comfortably send money.

Payment

bKash is available in the majority of market to pay through.

Buy Airtime

People who use mobile are in need of regular airtime. bKash enables its users to directly buy airtime from their accounts.

International Remittance

bKash has tied up with western union and mastercard to receive money from the foreign countries which has enabled the rural people to directly receive money from the family members who are living in other countries.

Interest on Savings

Users can enjoy up to 4% of interest annually on their savings in the bKash account.

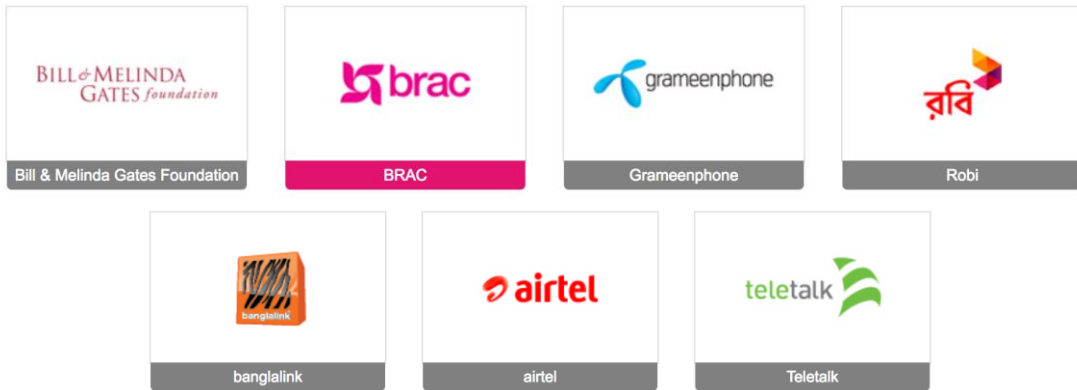
1.5 Board of Directors

Mr. Shameran Abed, part of the senior management of BRAC microfinance program in Bangladesh is the Chairman of bKash. Among the other directors of bKash there are Ryan Gilbert, Andi Dervishi, Nicholas Hughes, Arun Gore, Iqbal Quader, Nihad Kabir, Kazi Mahmood Sattar and Selim R.F. Hussain.



1.6 Partners of bKash

bKash partnered with Bill and Melinda Gates foundation in April 2014. Bkash itself is a subsidiary of BRAC bank and partnered with the BRAC itself. Moreover, it is also partnered with the telecom services of the country in order to serve the best.



1.7 Organization Structure

bKash Limited is divided into several divisions and the divisions are divided into different departments. Moreover, the departments are also sub categorized into some channels. Some of the departments of bKash limited and their tasks are described below,

Department of Human Resource Management

The department of human resource management is responsible for recruiting, screening, evaluating the employees as well as does the job of compensation, training and employee benefits. The human resource department is sub categorized into recruitment and selection, training and development, compensation and motivation etc.

Department of Marketing

The tasks of marketing department encompasses with public relation, direct branding, product and service marketing, lead and demand generation, digital promotion, content creation, Customer relationship management, database management etc.

Department of Sales

Department of Sales are responsible for determining the sales target, strategy selection for target achievement, implying the strategies and achieving the sales target.

Department of Supply Chain Management

The supply chain management is responsible for coordinating all the logistics related to the supply chain such as strategy identification, source managing, logistical supports, managing the security and return system etc.

Department of Account and Finance

Accounts and finance department is fully responsible for all the accounts of the company as well as the for all the financial transactions. These are such as accounts payable and receivable tracking, monthly as well as yearly revenue tracking, managing the payrolls, reporting and recording the financial transactions etc.

Department of External Corporate Affairs

External Corporate Affairs department is responsible for all types of corporate affairs that has to be handled externally and thus have to do a lot of external communication. In short this department is referred as ECAD.

1.8 Company Hierarchy (Commercial Division)

The commercial division is divided into two departments, marketing and sales, both having their specific and different objectives and responsibilities. The hierarchy of the whole division starts with the Head of the Division. The commercial division is divided into some departments such as department of marketing, department of sales etc. Each of the departments has their own department heads.

The sales department is sub categorized into several channels to keep the process active properly. Some of these channels are,

- Sales Operation Channel
- Alternate Channel
- Business Sales
- Strategic Development Channel

Each and every of these channels have their own heads who are responsible for their specific channels. Each of these channels maintain a hierarchy from general managers to officers. The complete hierarchy of commercial division is given below,



Figure: Organizational Hierarchy (Commercial Division)

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CHAPTER 2

JOB DESCRIPTION

Internship Report

2.1 Name of the Job

I consider myself lucky to get the chance to work at bKash Limited for 3 months. I have worked as an intern in Alternative Channel, Sales Division. During my internship period I have worked under the supervision of Mr. Masrur Chowdhury,

Head, Alternative Channel, Sales Division. Under this department the employees handle and control the alternative sales rather than regular sales. However, I got the opportunity to work under this department for four weeks.

2.2 My Tasks, Responsibilities and Duties

I was assigned with multiplex tasks during my internship time. Basically my initial tasks were to assist my seniors in their day to day tasks and duties. I have tried to help my seniors to complete any task within deadline. The following tasks and responsibilities I have given during my internship period.

Government Project Related Tasks

bKash Limited has signed a contract with the government owned, Agrani Bank Limited, to build up a partnership for disbursement of stipend for the secondary school students. The government wants the rural students to continue their study despite of having financial issues. That is why government gives them stipend so that they can continue their study properly. bKash Limited took this responsibility to send the stipend amount to the receiver through bKash. Around 300,000 students of 2,916 secondary schools are receiving the stipends under Secondary Education Sector Investment Program (SESIP). The tasks related to this project are described in the following.

1. Data entry of all the students information in to a single spreadsheet, their parent's wallet number and other basic information.

2. Revise and correct the data if any error found as well as finding out the missing data.
3. I was also responsible to check whether the disbursement process was done or not.
4. I had to go through the complaint letters from different schools and take necessary steps to solve them.
5. I had to prepare different data sheet with the undisbursed accounts.

6. I had to put the wallet number in student information sheet by seeing it in paper letter or other excel sheet.
7. I had to check the duplication of data and edit it.

NGO Onboarding Plan

During my internship period my supervisor assigned me to share my ideas and better solution about NGO onboarding plan. Depending on it I had to prepare mental mapping as well as activity plan of the NGO onboarding. I had also prepared a list based on the mental mapping to finalize what types of works need to do and which department's involvement is essential for NGO onboarding plan. Furthermore, I had to make presentation slide on it and delivered it to my supervisor.

Training for Effectively KYC Check

I had to attend training about how to do QC (quality check) on KYC (know your customer) agent form. I had checked so many KYC agent forms. For this purpose I had to go BRAC CENTRE to work with their employees in order to check the KYC agent form. Moreover, I had to communicate several times with BRAC employees to receive the agent KYC form or to give the accepted and rejected KYC form after doing the quality check.

Moreover, I had to check the list of agent wallet numbers who were going to receive Eid bonus from bKash. After receiving all the data from the territory supervising officer (TSO), I checked whether they had inputted the right information or not.

Field Work

I had to do field work. I had to go BRAC CENTRE for working purpose. I have visited some particular BRAC NGO within Dhaka to supervise whether the agents are filling up the KYC agent form based on rules or not and to ask which types of problems they are facing while filling up the KYC form.

2.3 Personal development

This internship opportunity helped me to develop and sharpened my different skills, professionalism, time management, team work ability which has a high influence on my career. And it will also help me for my career development. I have learnt a lot of lessons from my internship period at bKash limited. These are,

Communication Skill

Developing a good communication skill is necessary for who want to work in corporate culture. However, this internship period helped me to develop my communication skill in a professional way. bKash Limited helped me to learn how to communicate with co-workers in a professional way. Here, I also got the opportunity to communicate with different people in other organization. This organization helped me to improve my communication skill.

Technical Skills

As my major is in Human Resource Management and Marketing I have to keep good knowledge in Microsoft Excel, Microsoft PowerPoint and Microsoft word. Here I got this scope to master these skills. At first I have followed my seniors how they work. As most of the works has to do in Microsoft Excel it is necessary to learn shortcut method in excelling to do the work quickly. My seniors helped me a lot in that case. They taught me how to complete the work quickly by using some excel related term. Furthermore, I have improved my skills on Microsoft Power point. I have improved my skills on typing in Bangla. I had polished my Microsoft Office Application knowledge by working with data.

Professionalism

bKash Limited highly follows professionalism. I had to communicate and interact with lots of people and I had to maintain formal dress code. This formal communication and formal dress code helped me to increase my professionalism.

Punctuality

Last 12 weeks I had to go office everyday timely. I had to stay in the office from 10am to 6pm. This time management helped me to be more punctual.

Team work ability

Many times I had to work with my colleague as a team. This helped me to improve my team work ability and how to complete the work within timeline.

Ability to work under pressure

Sometimes I had to handle number of works at a time under pressure. This taught me how to complete the work within deadline.

2.4 Critical Observation

During my internship period I have found that the seniors are very helpful. Here the juniors can learn from seniors and seniors help them without any hesitation.

Employees are very informative. Moreover, while working I had to work with the government project related work. They would send most of the data information in a manual way which made it very difficult for us to work on. Furthermore, being a government project I had to be much cautious while going through the data as well as working with them.

2.5 Recommendations

During my internship period I have faced a particular problem. As bKash Limited does not give internet access to the interns for confidentiality purpose in first week I had to face much difficulty. I was not able to do any tasks properly or receive anything from my supervisor through emails. Moreover I was not able to update my supervisor through internet. After a week I was given a limited access to the server so that I can work alongside my supervisor. I would recommend that if the interns were given access to the internet properly but in a secure way it will be much helpful for them to do their tasks and keep their supervisor updated timely.



CHAPTER 3

CONSUMER SATISFACTION SURVEY

Internship Report

3.1 Introduction

In this competitive market place every business competes with each other for acquiring consumers. Businesses who have achieved success in these competitive environments are the ones that make consumer satisfaction a vital part of their business strategy. Consumer satisfaction is a significant term because it provides proper measurement of satisfaction so that business owners and marketers can use to manage and flourish their businesses. Still some businesses are not considering consumer satisfaction as an important element and that is why they are lagging behind in terms of success rate. So it is necessary to determine the consumer satisfaction level of every company as consumers are the key to achieve success.

bKash Limited is a private limited company which is created especially to provide mobile financial services in Bangladesh. Its mission is to provide affordable, suitable, convenient and consistent financial service towards the consumers. The utmost objective of bKash is to assure a wide range of financial services for the people of Bangladesh. Furthermore, it is very tough for the people who live in rural areas to

access the formal financial services. That is why it has an extraordinary focus to serve the low earning groups of the country. bKash have brought some products and services to make the life more easier of general people. Very successfully bKash has established and raised their identity. It is a very happy news that bKash is now serving 3 core consumers through 2 lac agents and covering 64 districts successfully. People can now easily send money, bill payment, do shopping through bKash. bKash believes that consumes/clients are their greatest strength. Therefore they are committed to provide quality services for their consumers. Although the bKash is growing fast but at the same time market is becoming more competitive. As a result bKash is trying to determine how to retain the satisfaction level of the consumers as well increasing the customer base.

3.2 Problem Statement

The problem statement of the project is to determine the consumer satisfaction level of bKash as a mobile financial service provider (MFS).

In this project I have tried to analysis the consumer satisfaction level through survey method, articles, journals, taking interview from bKash's employees, work experience and work environmental observation. Based on it I have got some findings which are also added in my report. Depending on it I have prepared recommendation which can help to increase consumer satisfaction level in future.

3.3 Purpose of the Project

The main purpose of the project is to measure the consumer satisfaction level of bKash as a mobile financial service provider (MFS). In order to gain this broad objective I have sorted out the following specific objectives

1. Finding out the consumer satisfaction levels basing on the individual products and services of bKash.
2. Measuring the loyalty level of bKash users.
3. Determining the user friendliness of bKash.
4. Understanding the mental map of bKash users.

3.4 Limitations

While preparing the internship report I have faced following limitations,

Confidentiality code

bKash officials maintain a high level of confidentiality about their data and information. For this reason secondary data sources was quiet limited.

Access to information

Interns are not allowed to access the bKash main server. That is why I have faced some limitations of consumer based information.

Unavailability of online information

Due to high sensitivity bKash does not allow much insight on the internet. Thus it was quite difficult to access secondary data and research reports on bKash.

However, all the respondents of the survey are educated and use internet regularly. They can be students, officers, teacher housewives and entrepreneurs. I could not collect data from deep rural people because of time limitation. So the findings of the analysis are based one highly educated people.

3.5 Timeline

I was enrolled into bKash Limited for a three months long internship process. During this timeline I had to follow the time schedule as per the company policy. According to the company policy bKash employees have to follow a strictly maintained office hour from ten o'clock in the morning till six o'clock in the evening. As a result, I had to work on my internship report as well as my surveys after this time period. I tried to talk and interview mu colleagues within the office hour preferably at lunch time. As for the survey I had to indulge much time for preparing the questions first for a few days after proper research. And after that I had to spend time in approaching to the target sample for filling the questionnaire. After that I had to give another week of time for preparing the internship report and draw a result to it. I also had to check each and everything that I wrote in my report by my organizational supervisor.

3.6 Methodology

The report is crafted by using both primary and secondary data. In order to determine the consumer satisfaction level of bKash as a mobile financial service mostly primary data has been collected. As bKash maintains high level of confidentiality for data and information a small number of secondary data has been used too.

Primary data

Survey

I have prepared some specific questions based on the objectives in order to collect needed information from consumers which would help me to determine the consumer satisfaction level.

Face to face interview

I have interviewed my senior supervisor as well as some random employees of bKash Limited in order to obtain the necessary information to complete the report.

Observational findings

While working in the organization I have observed some scenario of bKash Limited and was involved directly with consumer base which have helped me in preparing the report.

Secondary data

Secondary data has been extracted from various online sources such as the official website of bKash Limited, some articles and reports from the online archive. Due to high secrecy a little number of secondary data has been collected for preparing this report.

Research Method

I have used Descriptive research method in order to gain the objectives of the report. Here, I have chosen descriptive research because it is more appropriate and goes with my topic

3.7 Survey Method

The primary intention for doing survey is to measure the consumer satisfaction level of bKash as a mobile financial service provider. The survey is conducted by preparing questionnaires and taking face to face interviews. For data collection total 18 questions are prepared. Among them 3 questions are general type of questions and rests of 15 questions are prepared based on these following areas:



All the questions are close ended questions. The questionnaires are filled up by participants in online. However, the questionnaires are constructed in a simple way so that everyone can understand the questions and basing on it they can answer.

Population

The population of this report is all the remaining consumers of bKash Limited inside Bangladesh as bKash main aims is to serve all the people of Bangladesh.

Sample

Sample is the subset of a population depending on it the main research has been organized. I have used Convenience Sampling Method for this research. The sample

size is 80. Among them 44 were male and 36 were female. In terms of percentage, 55% were male and 45% were female.

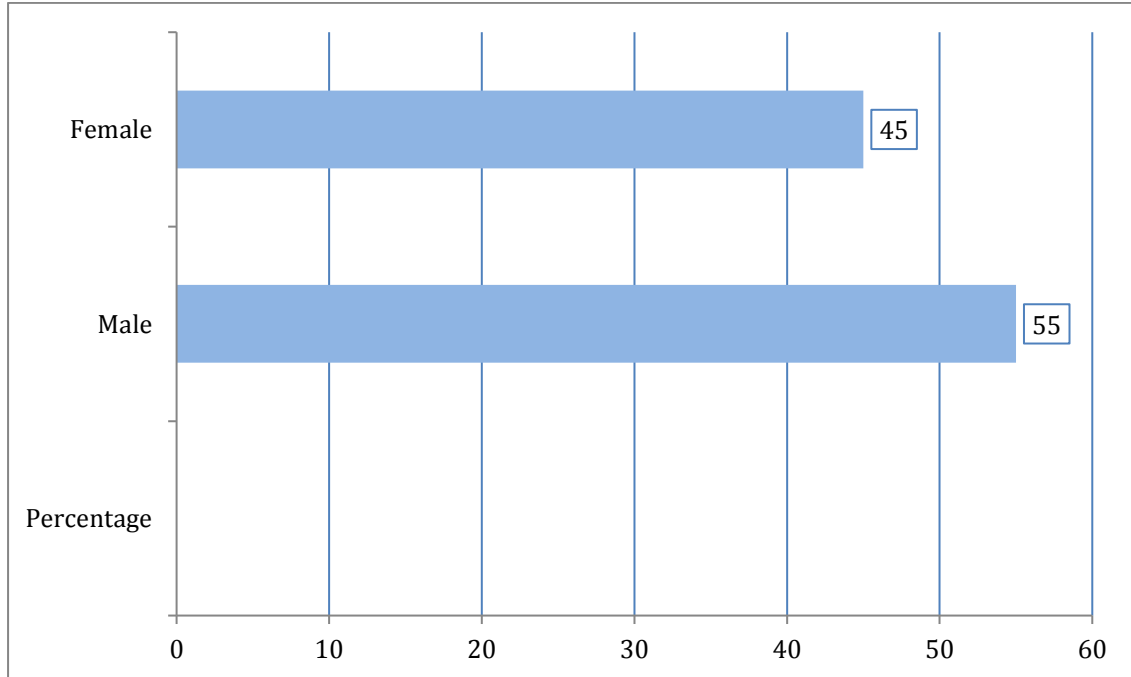


Figure 1 Percentage of Male and Female Sample

Scale of Measurement

For conducting the survey I have used Nominal scale and 5 points of Likert scale as these two scales are easily constructed and popular for general people.

3.8 Analysis

Total 15 questions were asked basing on 5 areas. These were ease of application, customer service prowess, access to the market, transaction policy and availability of the service points. Rest of the three questions were general questions. The results of the analysis of each area have been given below.

Ease of Application

The first area was ease of application on which I have tried to determine the satisfaction level of consumers how they feel when they used the application of bKash. The questions that I have prepared for this area were-

- How do you feel about bKash application in terms of general use?
- How will you rate the functionality of bKash application?
- How will you rate the user friendliness of bKash application?

General use related satisfaction

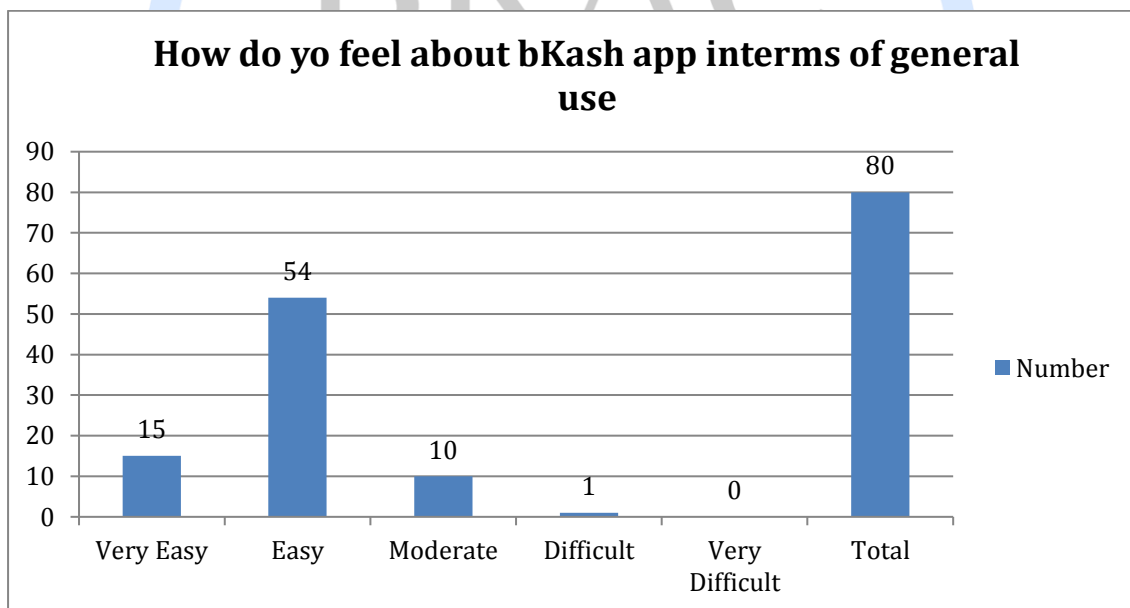


Figure 2: How do you feel about bKash app in terms of general use

From this chart we can say that out of 80, 15 people think it is very easy to use the bKash application. 54 people think it is easy to use bKash application, 10 people are moderate about this matter. Only 1 person thinks that it is difficult to use bKash application in their day to day life. Lastly, no one thinks that it is very difficult to use bKash application.

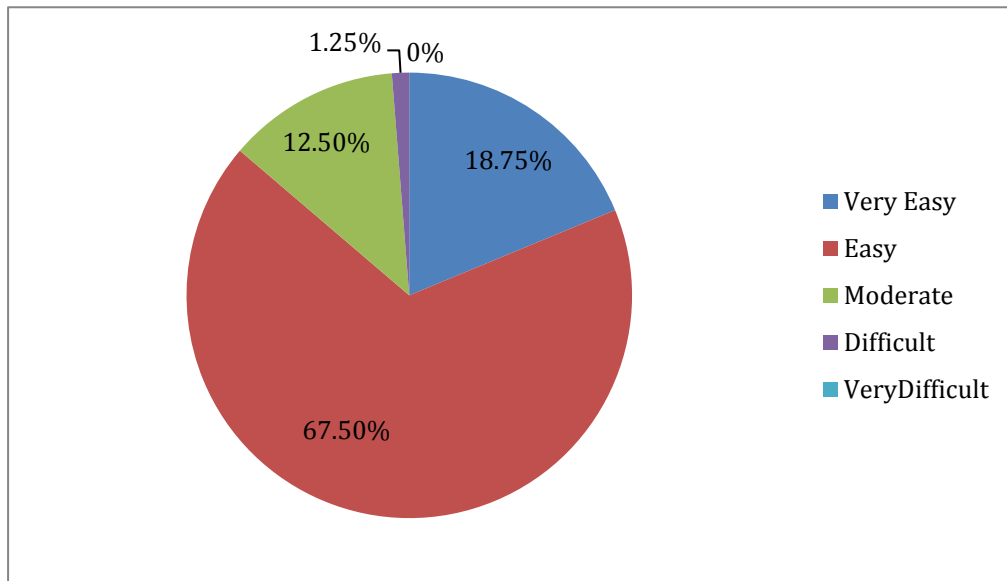


Figure 3: How Do You Feel About bKash app in terms of general use

From this figure we can understand that 18.75 percentage people consider that it is a very easy application. 67.50 percentages believe that bKash application is easy to use. 12.50 percentage people are moderate and only 1.25 percentages consider that it is difficult to use bKash application. So we can say that most of the people of the sample size are satisfied in order to use the application of bKash.

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Functionality Of bKash System

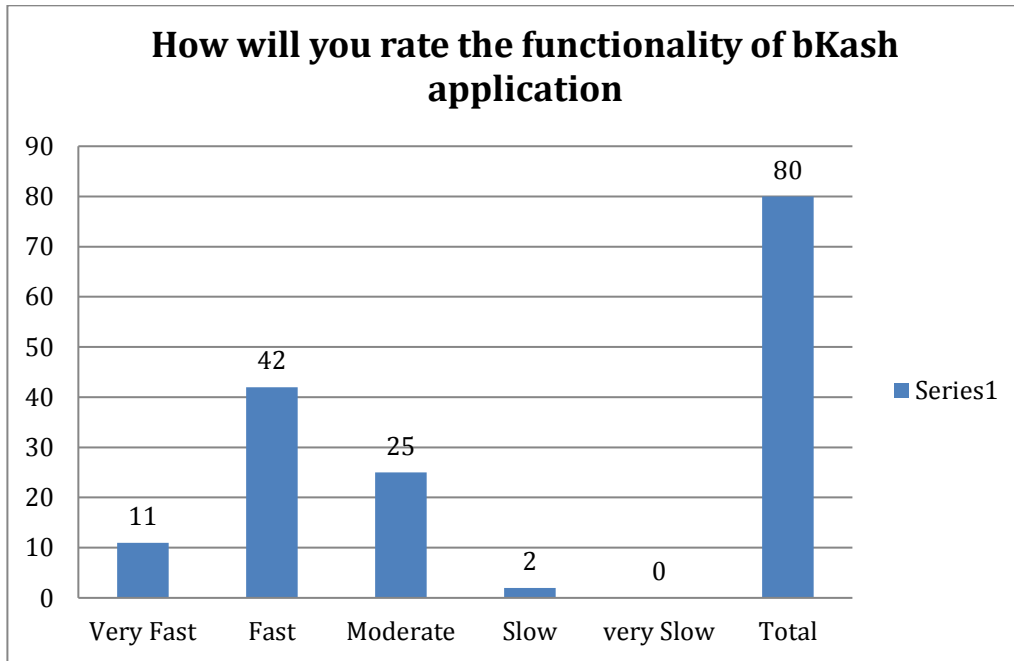


Figure 4: How will you rate the functionality of bKash app

After asking this question 11 people believes that bKash application works very fast, 42 people considers that the application works fast, 25 people are moderate and only 2 people thinks that it works slow.

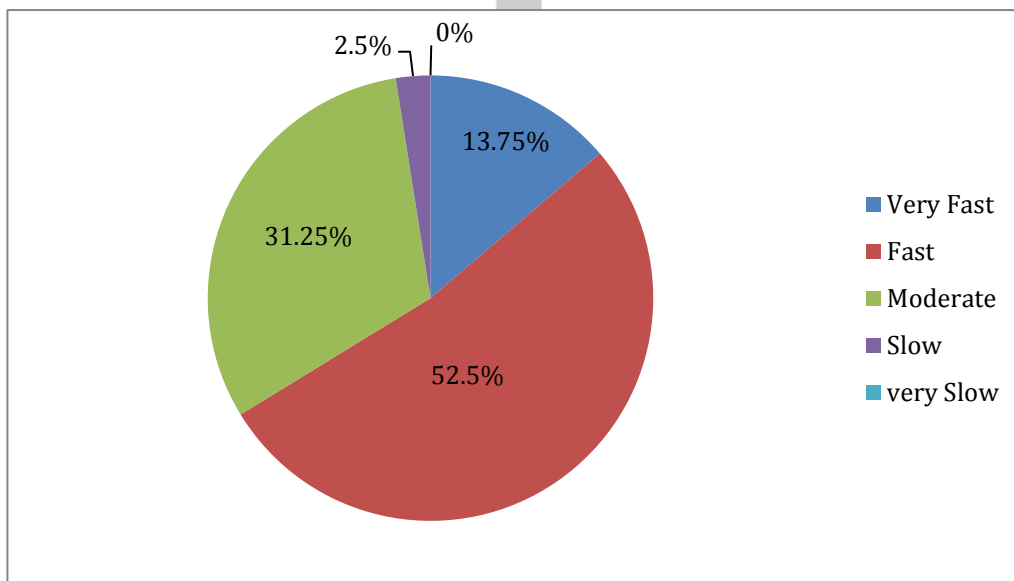


Figure 5: How will you rate the functionality of bKash app

This figure says that 13.75% people consider that the bKash application works very fast, 52.5% people accepts this fact that it works fast, 31.25% people’s opinion are moderate and 2.5% people believed that the application of bKash is slow. No one said that it is very slow. Overall we can say that the consumer satisfaction level about the functionality of bKash application is good.

User Friendliness of Application

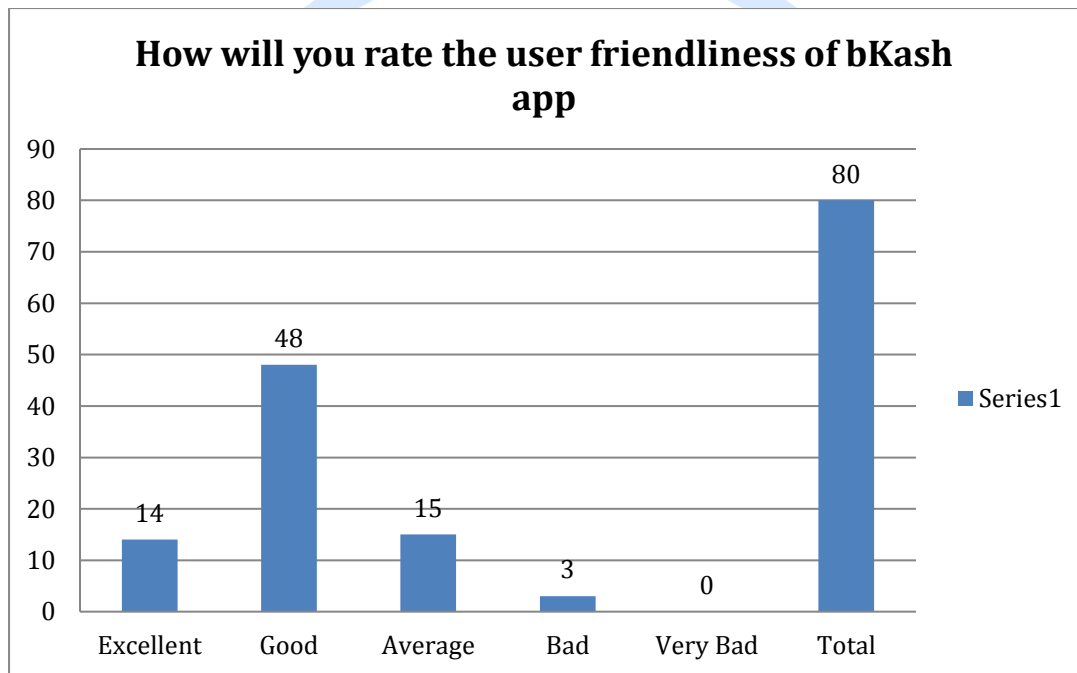


Figure 6: How will you rate the user friendliness of bkash app

14 people believes that it is an excellent application, 48 people considers that it is a good application fast, 15 people thinks it is an average application and only 3 people think that it is not a user friendly application.

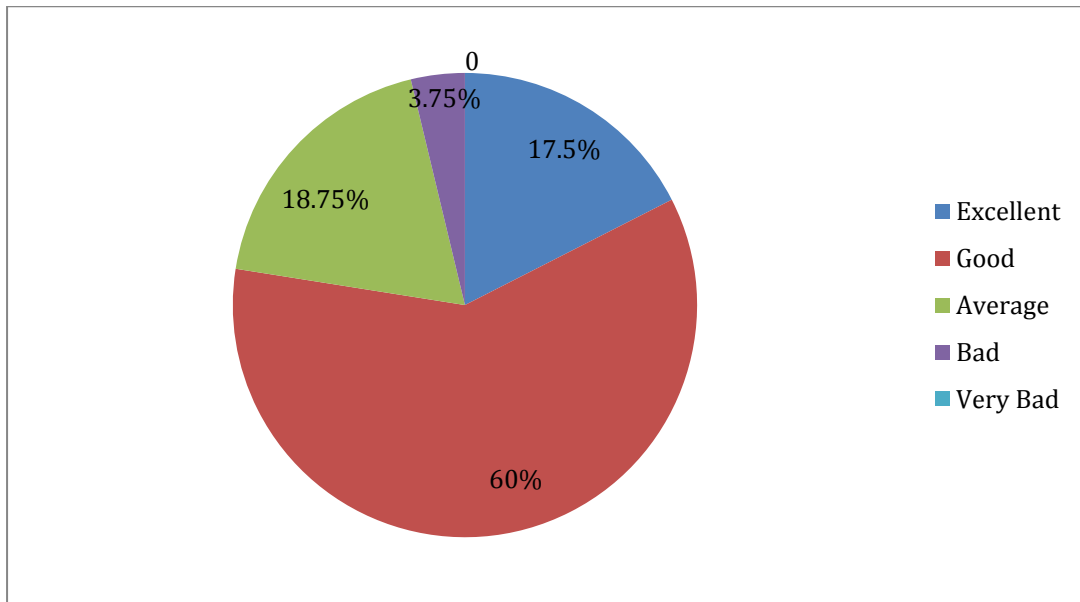


Figure 7: How will you rate the user friendliness of bKash app

From this chart we can see that in terms of the user friendliness of the bKash app 17.5% rated excellent, 60% rated good, 18.75% average, 3.75% bad and none of them rated very bad.

Customer Service Prowess

In this area I have prepared 3 questions to measure the consumer satisfaction level about customer service representatives of bKash. The three questions are-

- What do you think about the skills of the customer service representatives of bKash?
- What do you think about the response rate of the customer service representatives?
- How do you feel about their problem solving skills?

Skills Related Satisfaction

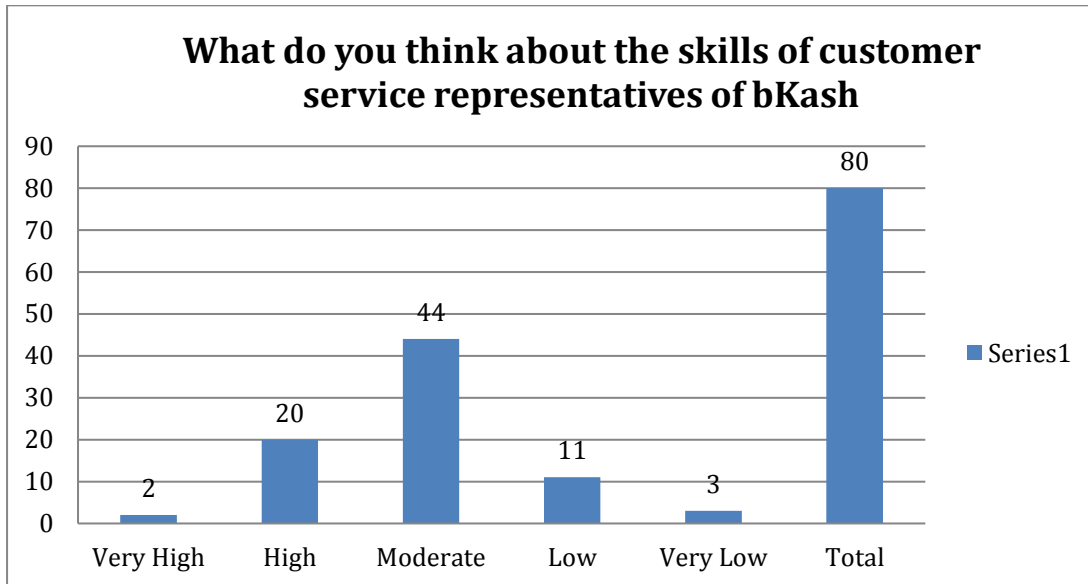


Figure 8: Rating of customer service representative skills

From this chart we can say that out of 80, 2 people think the skill of customer service representatives are very high. 20 people think it is high, 44 people are moderate, 11 of them think low and only 3 of them think it very low.

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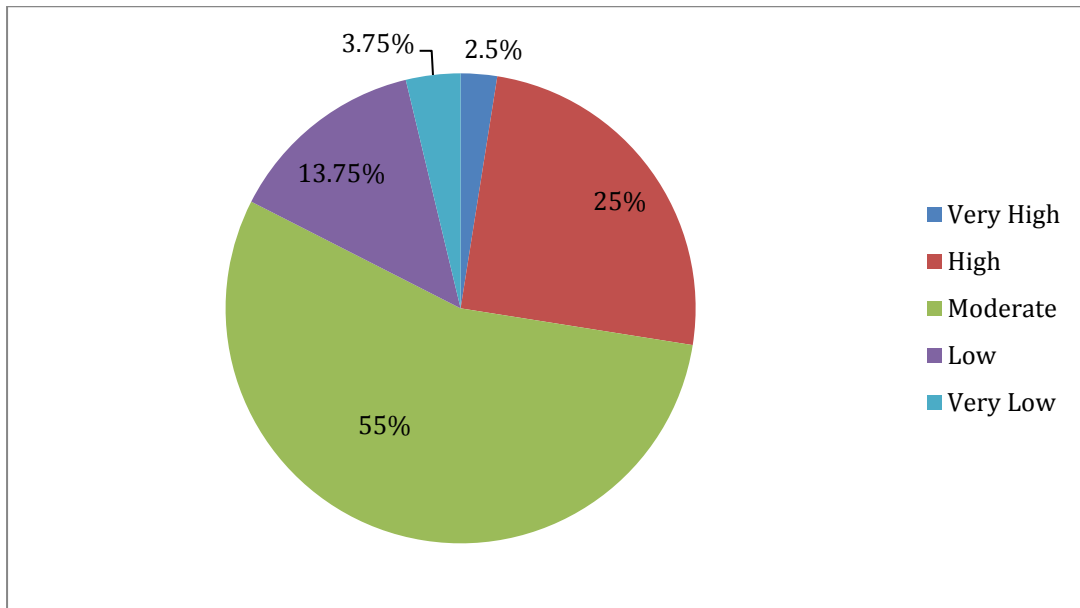


Figure 9: what do you think about the skills of the customer service representative of bKash

From this chart we can see that in terms of the skills of customer service representatives 2.5% rated very high, 25% rated high, 55% moderate, 13.75% low and 3.75% rated very low.

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Response Rate of Customer Service Representative

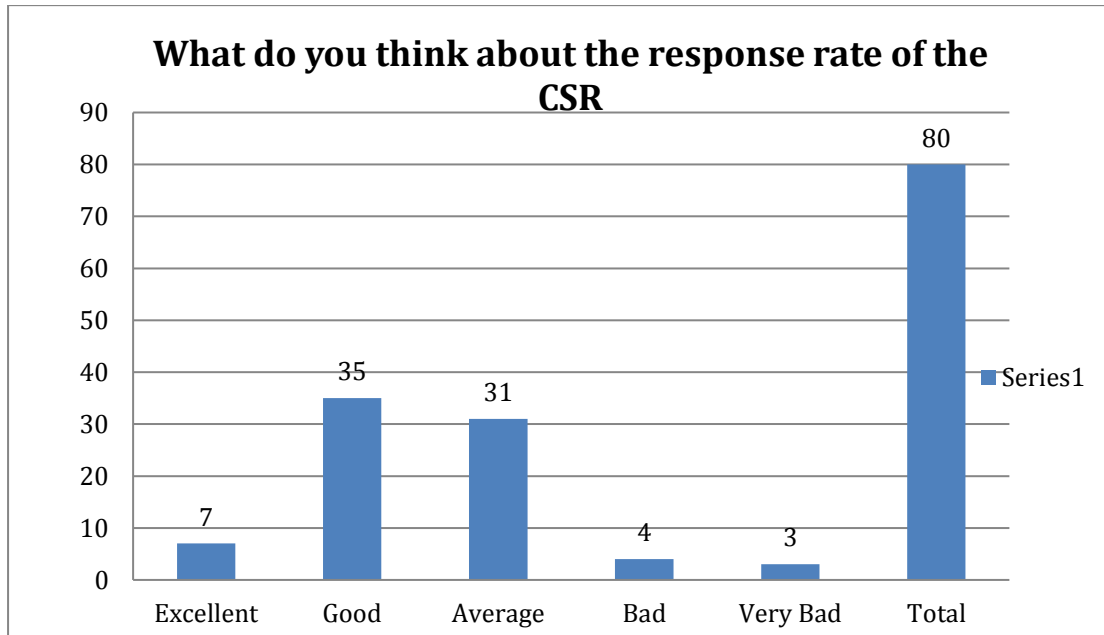


Figure 10: Rating of CSR response

From this chart we can say that about the response rate of customer service representative out of 80, 7 people think excellent, 35 people think it is good, 31 people are average, 4 of them think bad and only 3 of them think it very bad.

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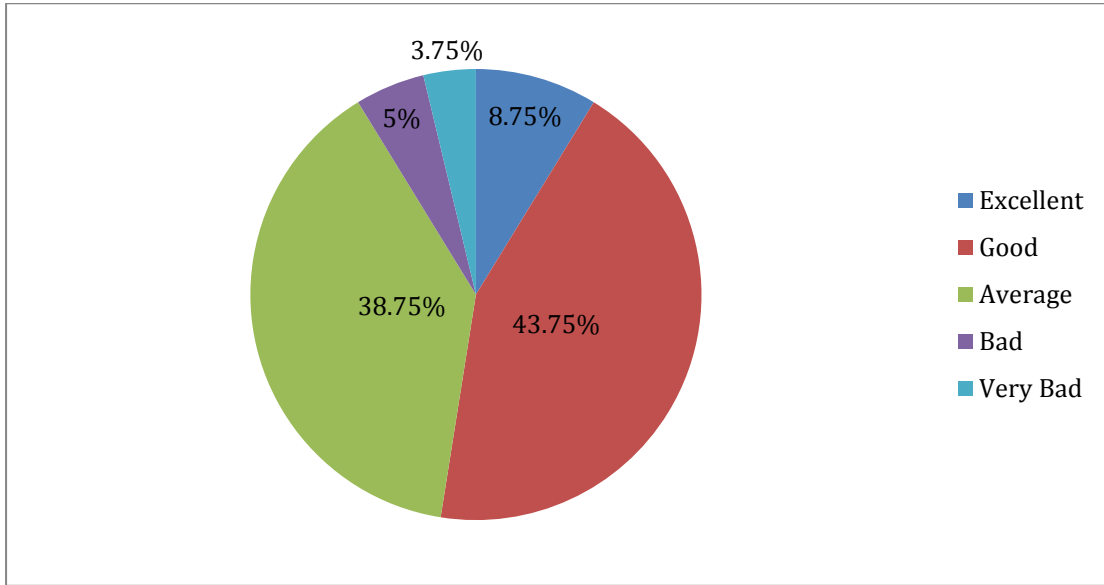


Figure 11: what do you think about the response rate of the customer service representative

From this chart we see that in terms of the response rate of the customer service representatives 8.75% rated excellent, 43.75% rated good, 38.75% average, 5% bad and 3.75% rated very bad.

Problem Solving Skills Related Satisfaction

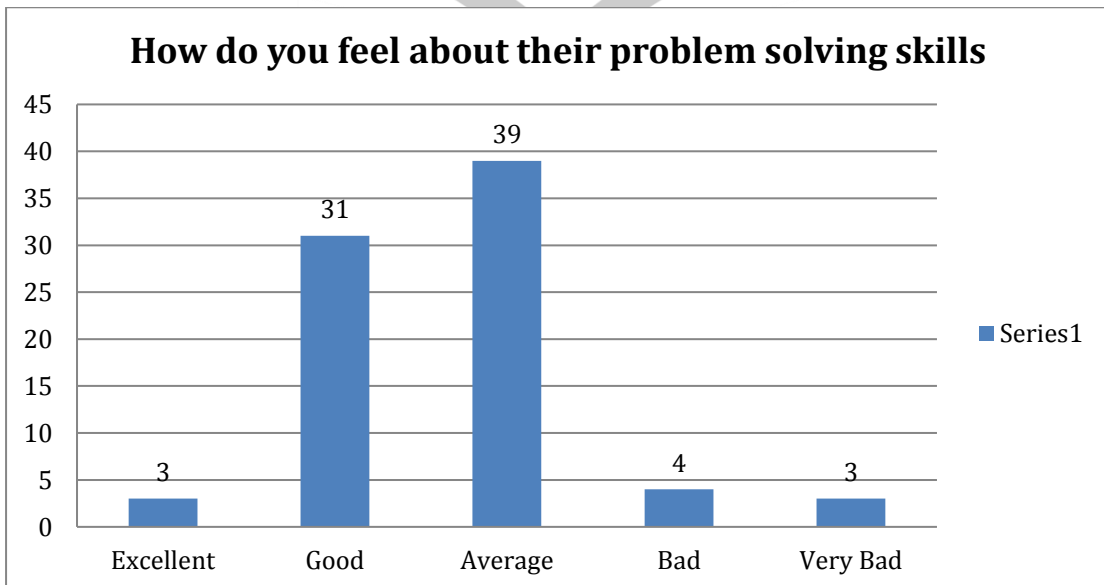


Figure 12: Rating of problem solving skills

From this chart we can say that the problem solving skills of customer service representative out of 80, 3 people think excellent, 31 people think it is good, 39 people are average, 4 of them think bad and only 3 of them think it very bad.

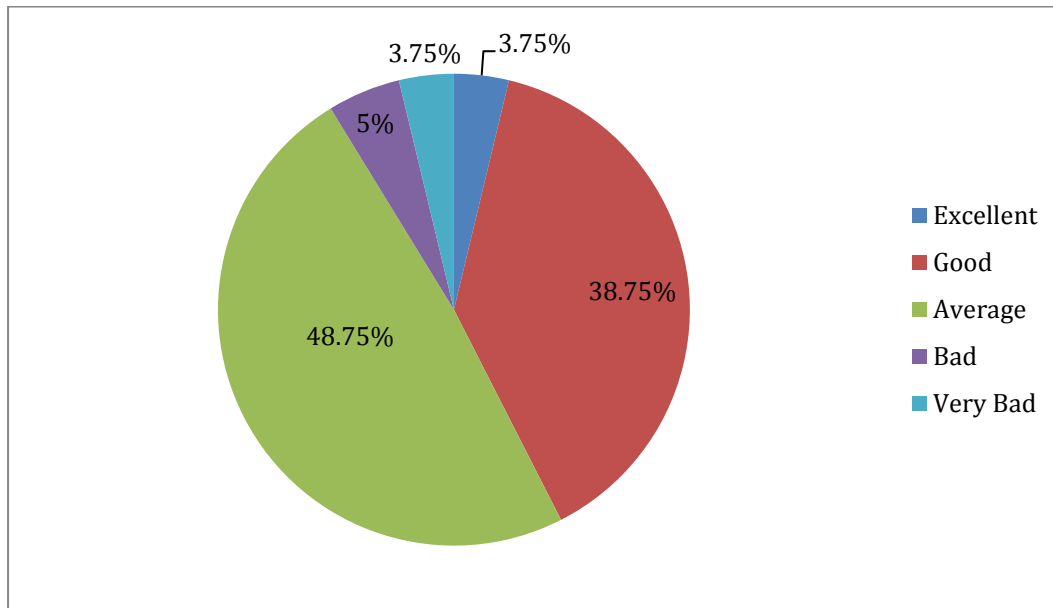


Figure 13: How do you feel about their problem solving skills

From this chart we see that in terms of the problem solving skills of customer service representatives 3.75% rated excellent, 38.75% rated good, 48.75% rated average, 5% rated bad and 3.75% rated very bad

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Access To The market

This area also helped me to measure the consumer satisfaction level of bKash as a mobile financial service. From this area I could learn whether consumers feel flexible whenever they need the access of bKash in general market. Based on this area I have prepared 3 questions-

- What do you think about the accessibility of bKash to the general market?
- Have you ever paid anywhere through bKash?

-Have you ever faced or heard of any problem while paying through bKash in anywhere?

Accessibility Related Satisfaction In General Market

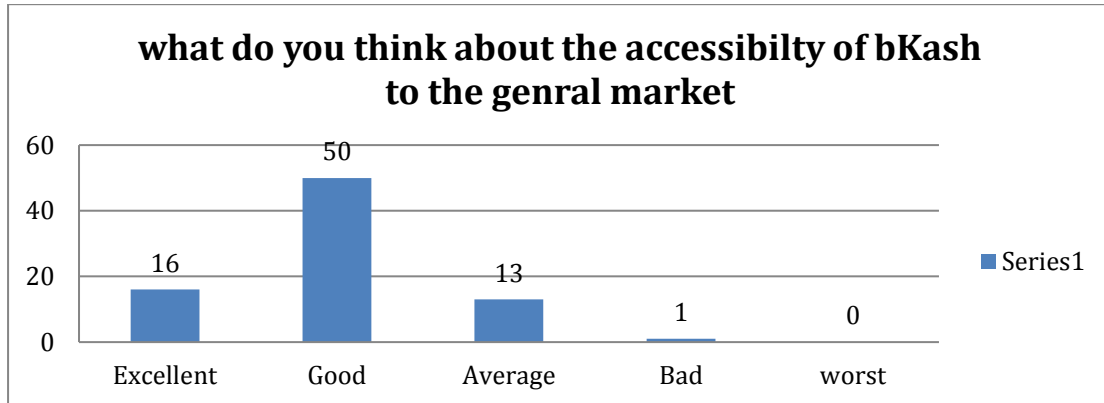


Figure 14: Accessibility of to the general market

From this chart we can say that about the accessibility to the general market out of 80, 16 people think excellent, 50 people think it is good, 13 people are average, 1 of them think bad and none of them think it worst.

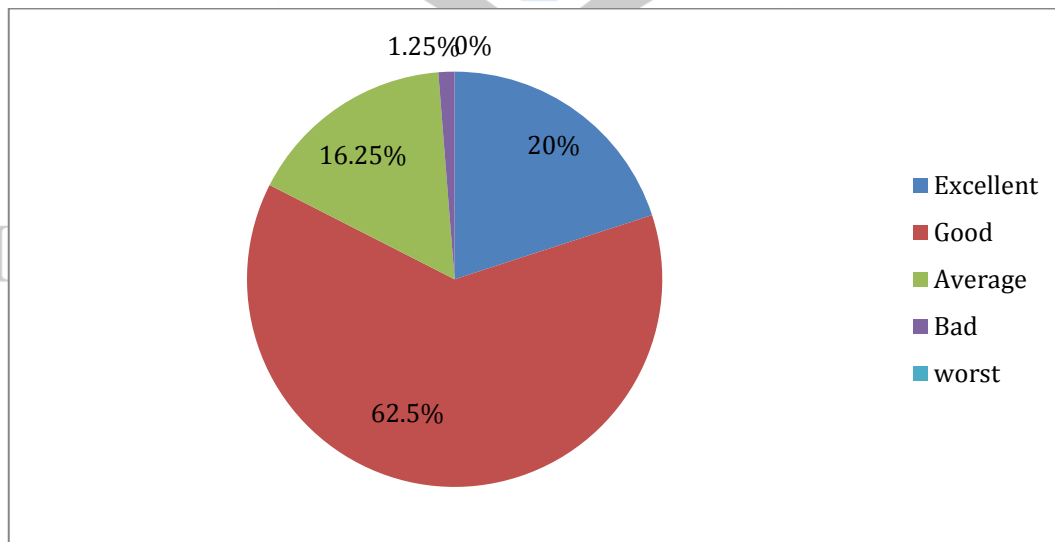


Figure 15: what do you think about he accessibility of bKash to the general market

From this chart we see that in terms of the accessibility to general market 20% rated excellent, 62.5% rated good, 16.75% average, 1.75% bad and none of them rated worst.

Paying Facility In general Market

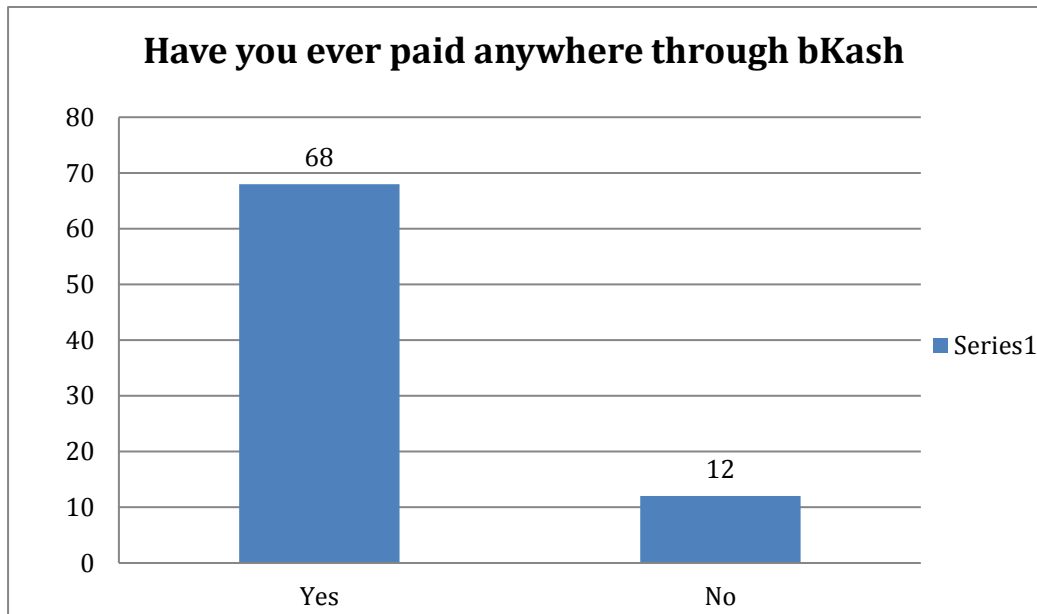


Figure 16: Have you ever paid anywhere through bKash

Among the 80 people surveyed 68 have paid through bKash in different markets and 12 of them have never used it for payment.

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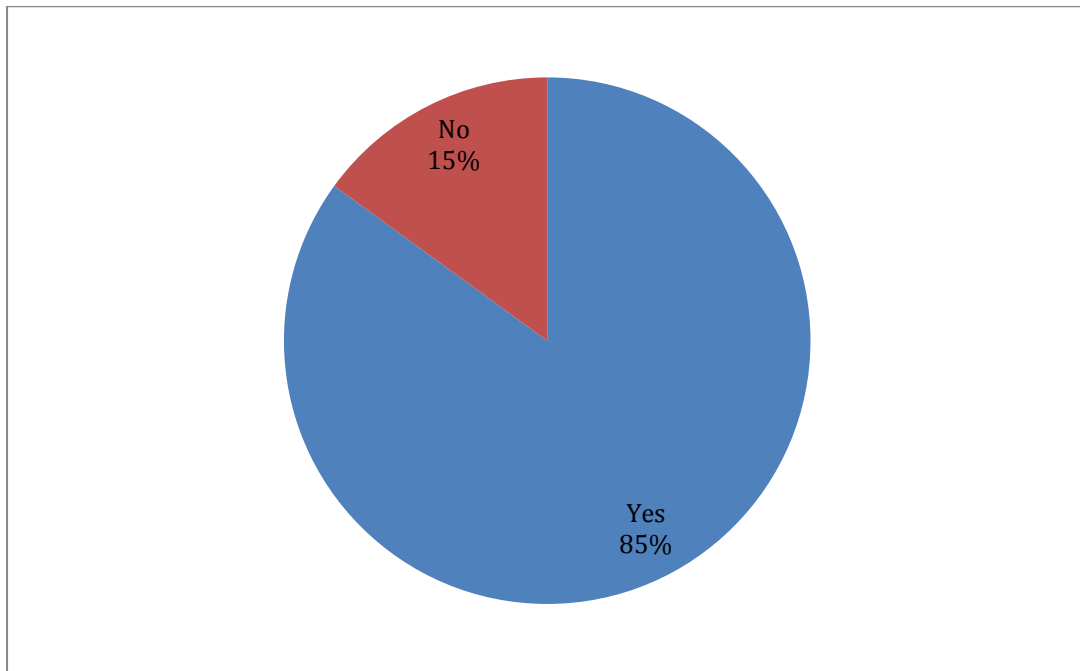


Figure 17: Have you ever paid anywhere through bKash

From this chart, we can see that 85% of people have paid somewhere through bKash but 15% have not.

Facing Problem While Paying Through bKash

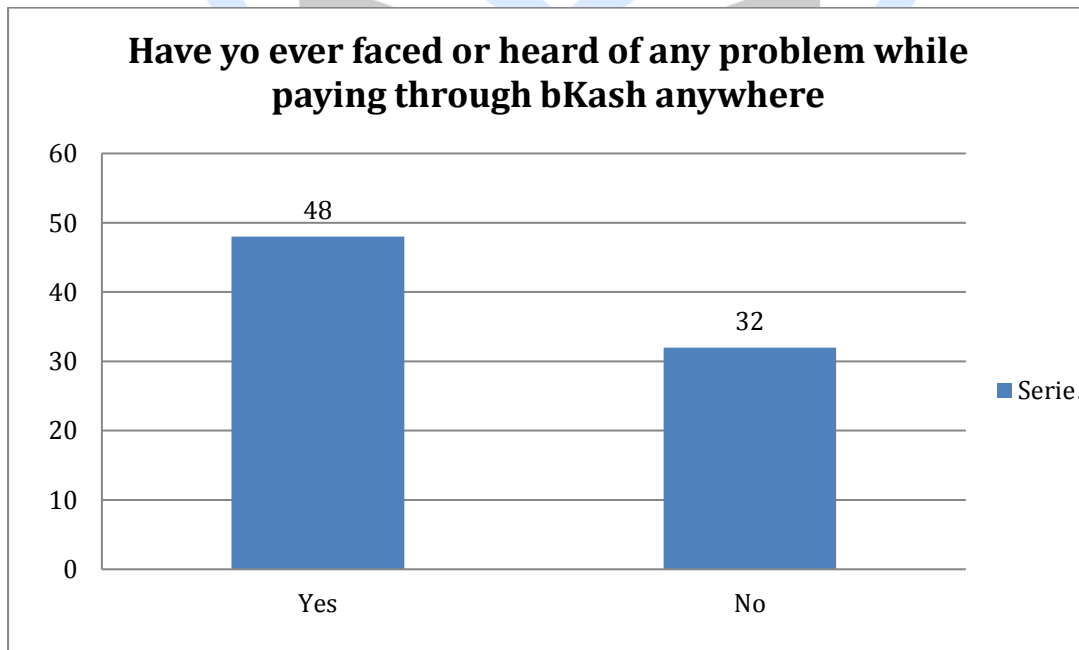


Figure 18: Have you ever faced or heard any problem while paying through bKash anywhere

Among the 80 people who have been surveyed, 48 of them have heard about or faced a problem while paying through bKash and 32 of them have not.

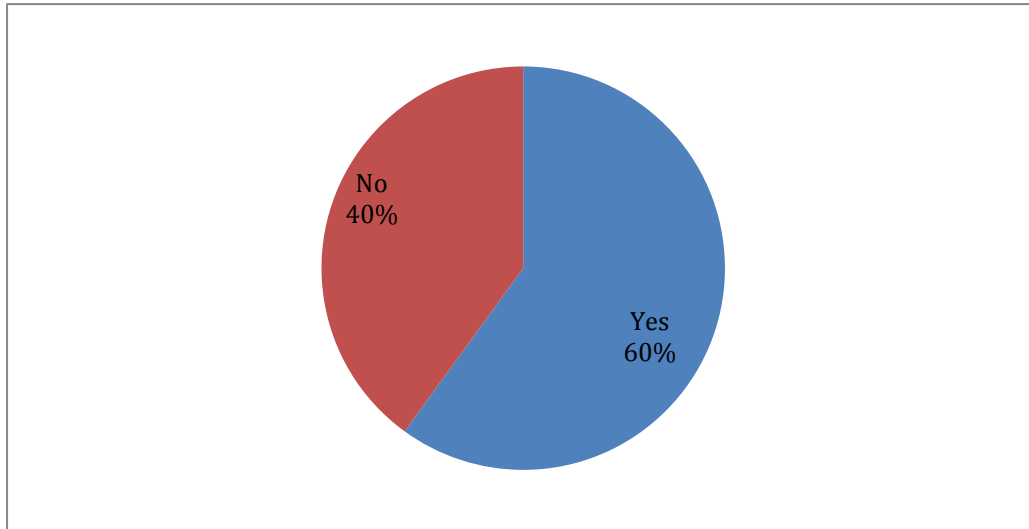


Figure 19: Have you ever faced or heard any problem while paying through bKash anywhere

From this we can see that 60% have faced or heard of a problem while paying through bKash and 40% have not.

Transaction Policy/Method

In this area I have prepared three questions to know the satisfaction level of consumers about the transaction policy of bKash. The questions that I have asked to the general people are-

- What do you think about the service charge of bKash?
- How will you rate the service charge basing on affordability of general people?
- How will you rate the security of the transaction process of bKash?

Opinion about the Service Charge Of bKash

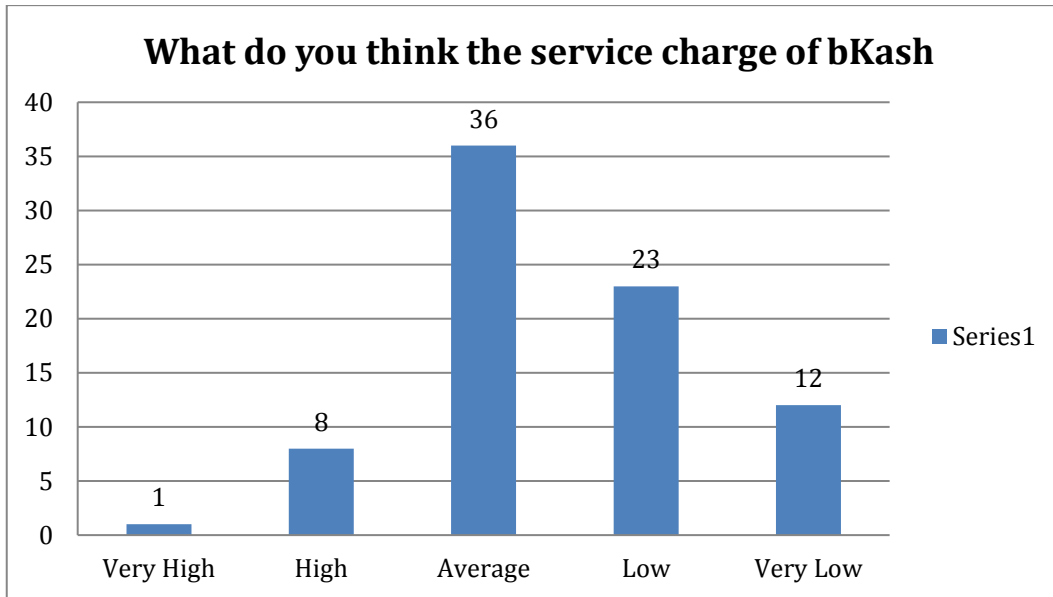


Figure 20: what do you think about the service charge of bKash

From this chart we can say that about the service charge out of 80, 1 people thinks very high, 8 people think it is high, 36 people are average, 23 of them think low and 12 of them think it very low.

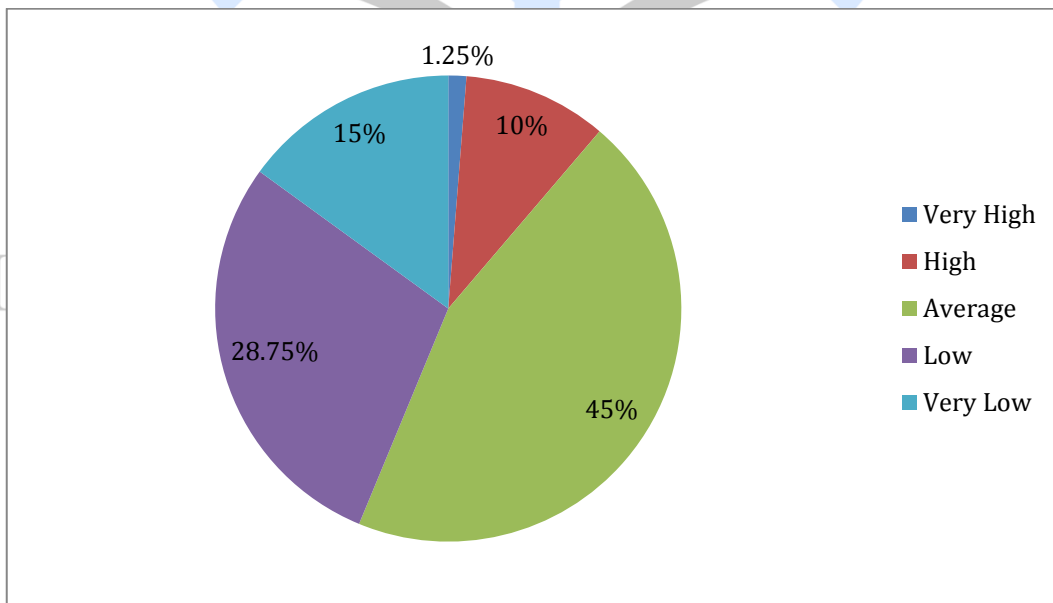


Figure 21: what do you think about the service charge of bKash

From this chart we see that in terms of the service charge of bKash 1.25% rated very high, 10% rated high, 45% average, 28.75% low and 15% rated very low.

Affordability of general people

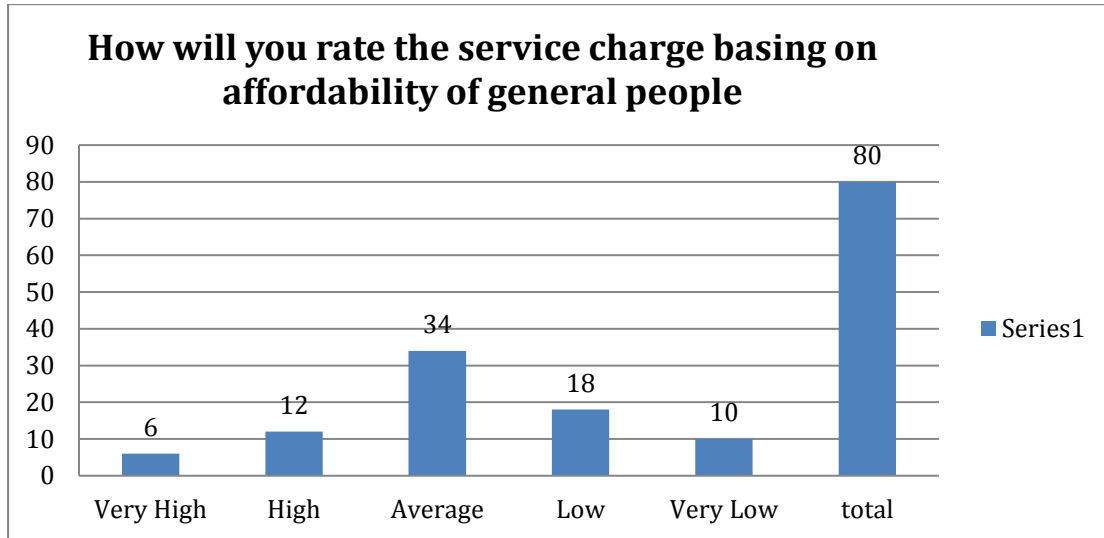


Figure 22: How will you rate the service charge basing on affordability of general people

From this chart we can say that about the affordability of the service charge among general people out of 80, 6 people think very high, 12 people think it is high, 34 people are average, 18 of them think low and 10 of them think it very low.

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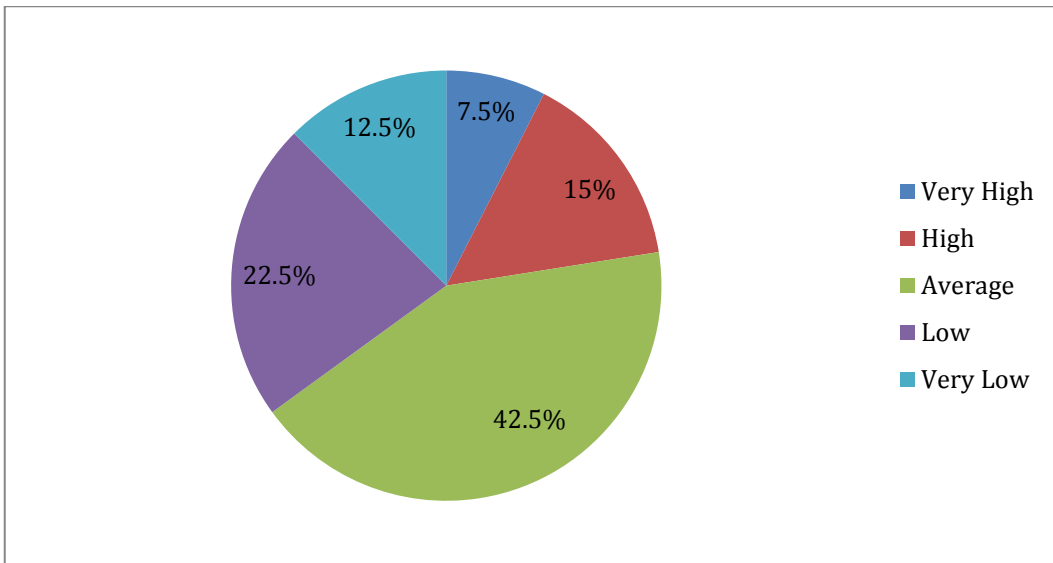


Figure 23: How will you rate the service charge basing on affordability of general people

From this chart we see that in terms of the service charge basing on affordability of general people 7.5% rated very high, 15% rated high, 42.5% average, 22.5% low and 12.5% rated very low.

Security of Transaction Process

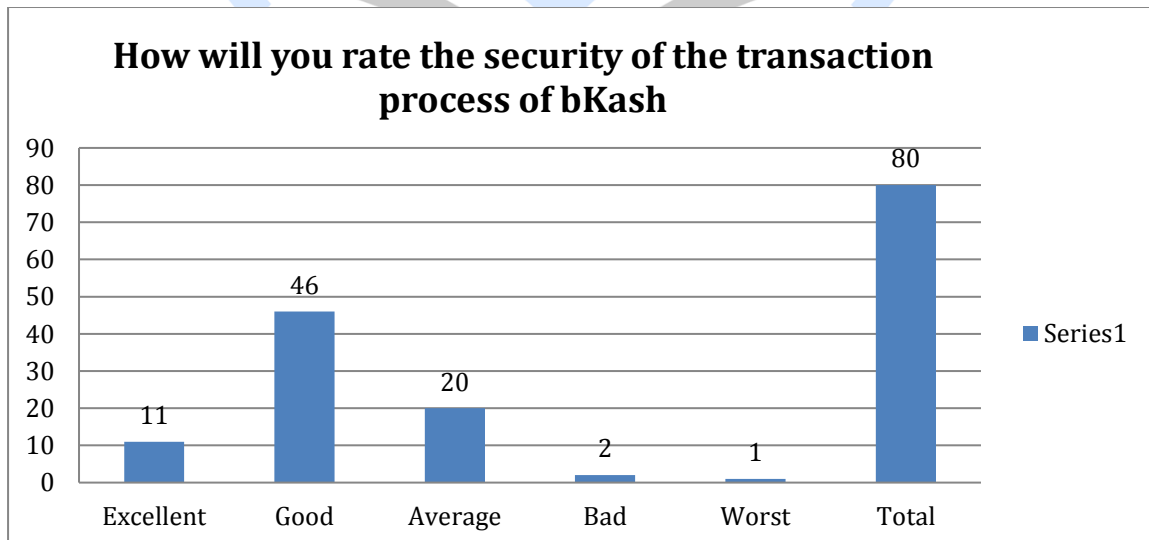


Figure 24: How will you rate the security of transection process of bKash

From this chart we can say that in terms of the security of the transaction process out of 80 people, 11 people think excellent, 46 people think it is good, 20 people are average, 2 of them think bad and only 1 of them thinks it is worst.

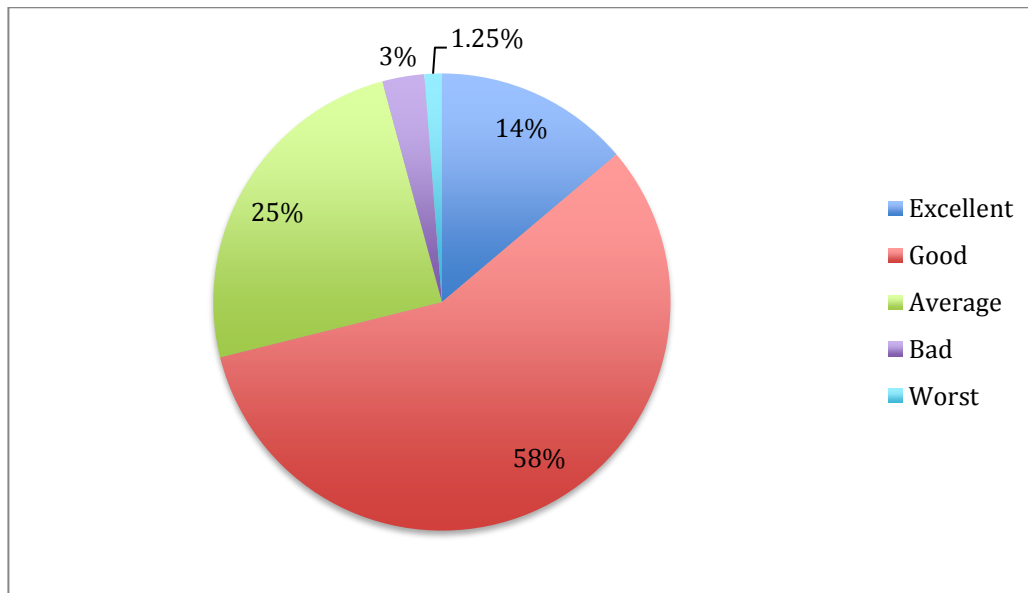


Figure 25: How will you rate the security of transaction process of bKash

From this chart we see that in terms of the security of the transaction process 14% rated excellent, 58% rated good, 25% average, 3% bad and 1.25% rated worst.

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Availability of Services and Service Point

The main purpose of this area is to know the opinion of consumers about the availability of bKash's products and services and the service point. I have made three questions under this area to measure the satisfaction level. The three questions and the analysis are described below.

-How will you rate the sending money through bKash?

-How will you rate the availability of bKash points in terms of Cash in/Cash out?

- How will you rate the convenience that you feel while buying airtime through bKash?

Availability of Sending Money

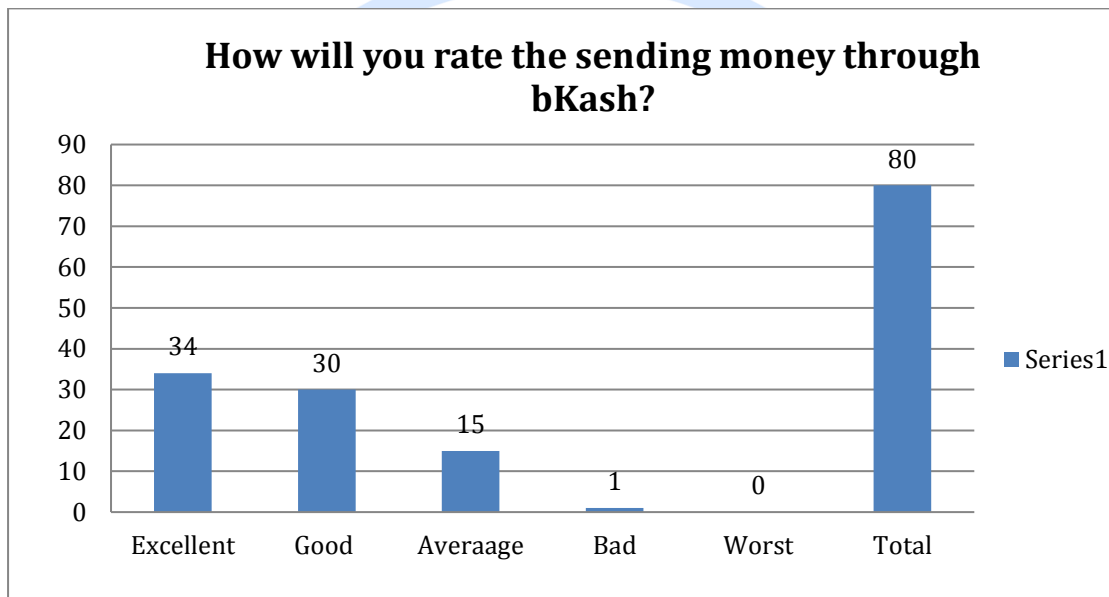


Figure 26: How will you rate the sending money through bKash?

After seeing this chart it is clear that out of 80 34 people think that availability of sending money through bKash is an excellent process, 30 people think that it is good, 15 people thinking are average. Only one person thinks it is bad. No one said worst.

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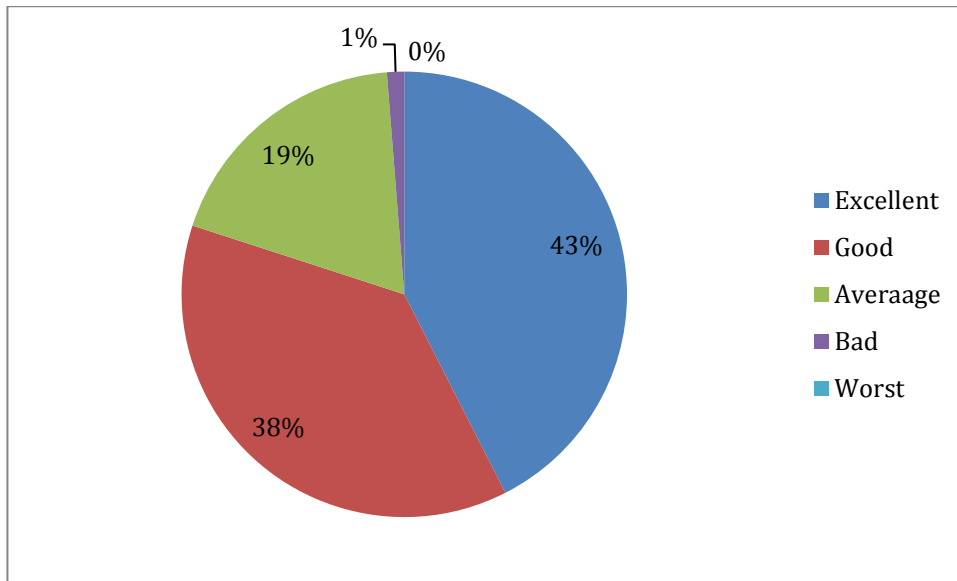


Figure 27: How will you rate the sending money through bKash?

Here, we can see that in terms of the availability of sending money through bKash 43% rated excellent, 38% rated good, 19% average, 1% bad and 0% rated worst.

Availability of bKash points for Cash in/ Cash out

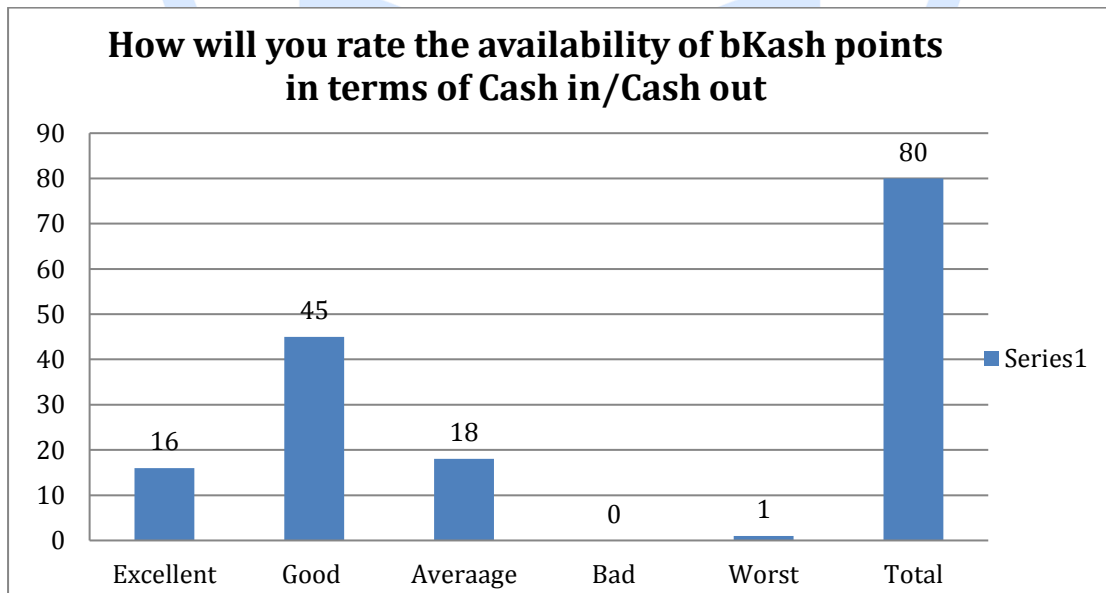


Figure 28: How will you rate the availability of bKash points in terms of Cash in/Cash out

16 people said excellent about the availability of bKash point in terms of Cash In and Cash Out. 45 said it is good. 18 were average and only one thinks availability of bKash point in terms of Cash In/ Cash Out is worst.

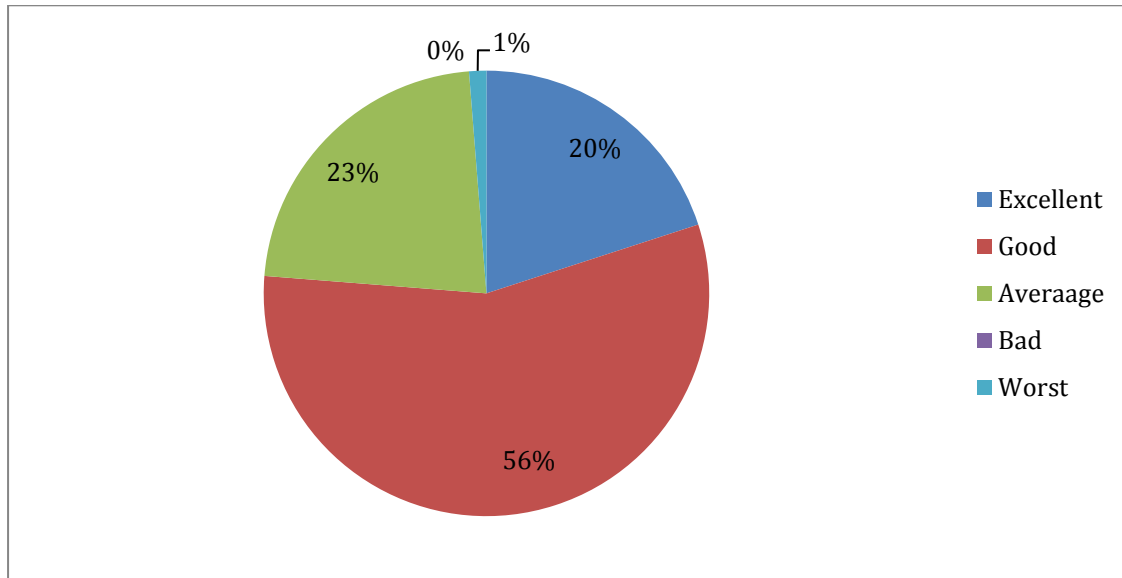


Figure 29: How will you rate the availability of bKash points in terms of Cash in/Cash out

From this chart, we can see that in terms of the availability of bKash points for cash in and cash out 20% rated excellent, 56% rated good, 23% average, 0% rated bad and 1% rated worst.

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Buying Airtime Through bKash

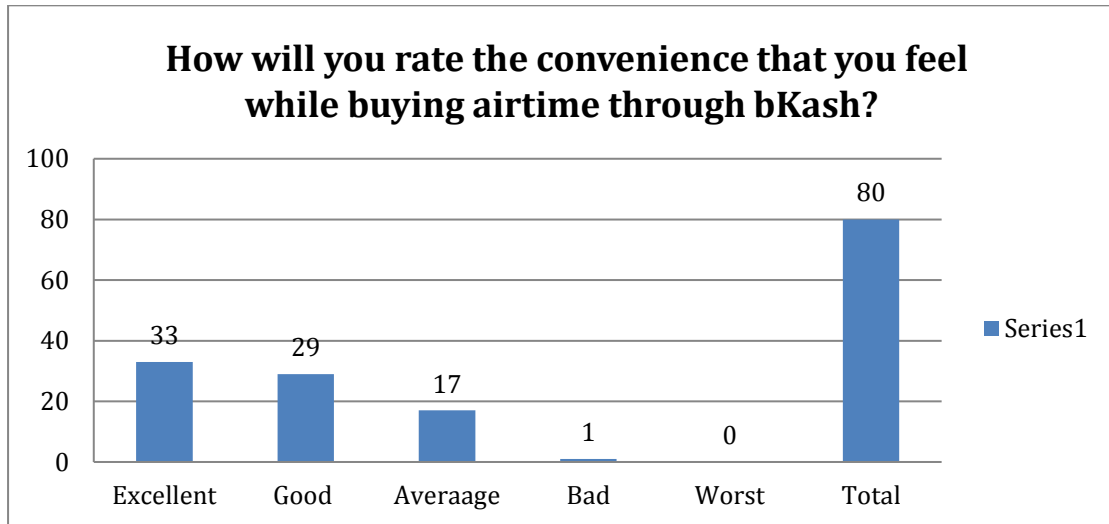


Figure 30: How will you rate the convenience that you feel while buying airtime through bKash?

In this area 33 people feel excellent to buy airtime through bKash, 29 people feel good, 17 people's opinion are average, 1 person feels bad and no one thinks worst.

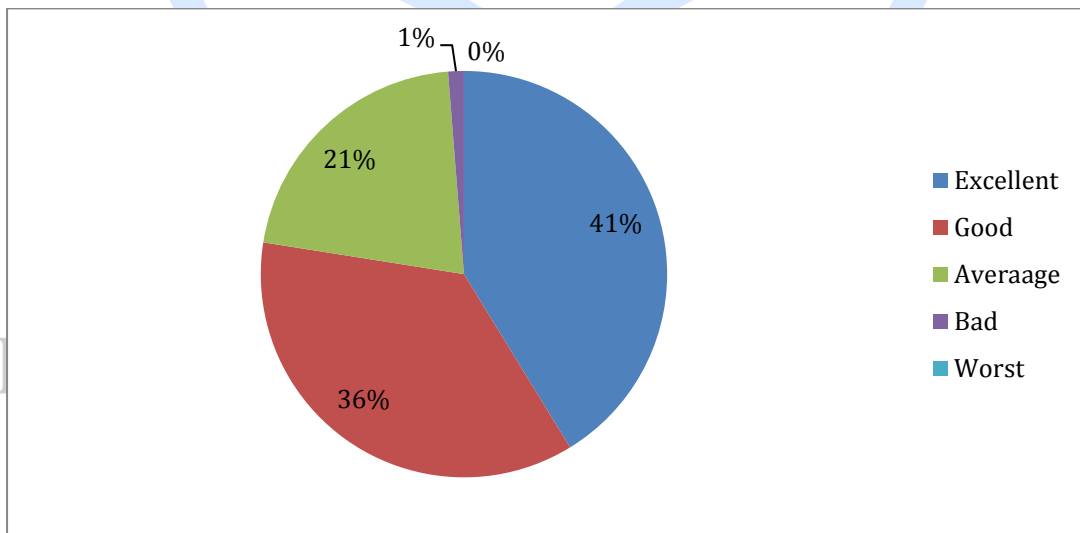


Figure 31: How will you rate the convenience that you feel while buying airtime through bKash?

Here, we can see that in terms of buying airtime through bKash 41% rated excellent, 36% rated good, 21% average, 1% rated bad and 0% rated worst.

For doing better analysis about consumer satisfaction level of bKash as a mobile financial service I have prepared 3 general questions. The questions are described below.

- When did you first open your bKash account?
- Which of the following words will you use to describe bKash?
- Are you going to recommend bKash to your friends and family

Question1: Which of the following words will you use to describe bKash

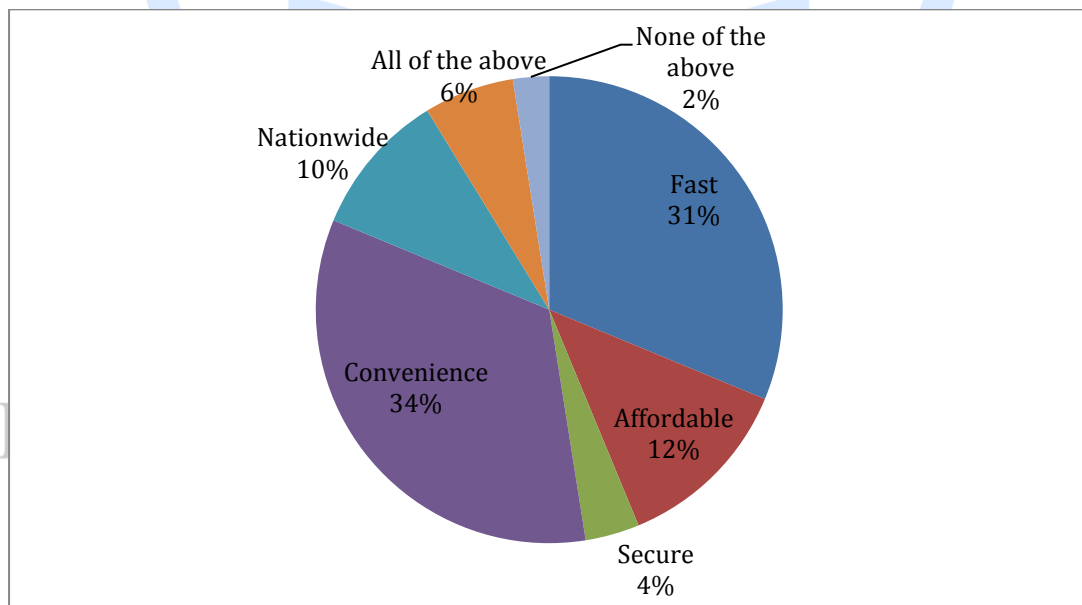


Figure 32: Which of the following words will you use to describe bKash

From this chart we can understand that 31% rated bKash is fast, 34% rated bKash is convenience, 12% rated it is affordable, 10% rated it is nationwide, 4% rated it is secure, 6% rated all of the above and only 2% rated none of the above.

Question 2: Are you going to recommend bKash to your friends and family?

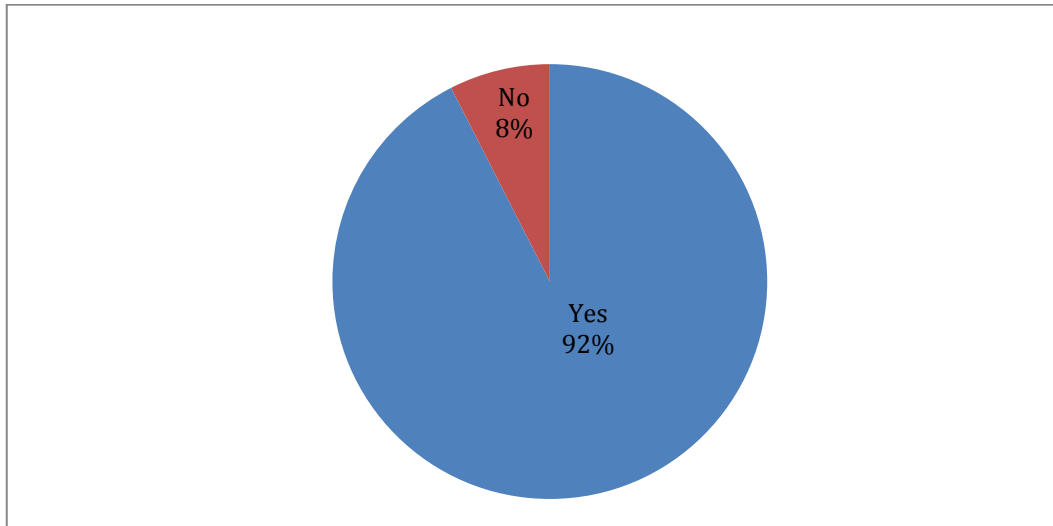


Figure 33: Are you going to recommend bKash to your friends and family?

In this chart it is clear that 92% people want to recommend bKash to their friends and family. Only 8% people do not want to recommend bKash to their friends and family.

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3.9 Findings

The main purpose of this survey is to measure the consumer satisfaction level of bKash as a mobile financial service. For that reason I have tried to collect data over these 5 areas from 80 respondents. This survey helped to know the satisfaction rate and also the dissatisfaction rate of consumers. However, it is not possible for any organization to satisfy their consumers always for each and every sector. But still the main goal for all organization is to keep satisfies all of their consumers.

Howsoever, the findings from this survey is describing below.

86.25% consumers are satisfied with the bKash application for general use. 12.50% consumer's opinions are average only 1.25% are dissatisfied. So, it is clear that consumers feel easy when they use the bKash application. The satisfaction rate is very good.

66.25% respondents are satisfied with the functionality of bKash application. In other words these particular percentage respondents consider the functionality of this application works fast. 31.25% are moderate opinion and 2.5% percentage consumers are dissatisfied. Overall, consumers are satisfied with the functionality of bKash application. But for future innovation is necessary retain and also increase the satisfaction level.

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From analysis I have found that 77.5% consumers are satisfied with the application friendliness. 18.75% respondents are moderate and 3.75% percentage consumers are dissatisfied with the application friendliness. Overall, satisfaction level is high here.

In the case of customer service representatives skills only 27.5% consumers are satisfied. 55% are moderate and 17.5% consumers are dissatisfied. Consumer's satisfaction level is not up to the mark. Here, improvement is essential.

52.5% consumers are satisfied with the response rate of customer service representatives. 38.75% rated average. 8.75% respondents are dissatisfied with it. Though the satisfaction level is good enough but organization should work on it to increase the satisfaction percentage more.

42.5% consumers are pleased with the problem solving skills of customer service representatives. 48.75% rated average and 8.75% are dissatisfied with the problem solving skills of customer service representatives. Although the dissatisfaction level is only 8.75% but average opinion rate exceeded the satisfaction rate. However, the organization should focus on it for future success.

82.5% consumers are satisfied with the accessibility of bKash to the general market. 16.75% consumer's opinion is average. Only 1.75% consumers are dissatisfied. Here, the satisfaction rate is excellent and bKash's performance is outstanding here.

85% consumers said that they have paid somewhere through bKash and 15% consumers did not pay anywhere yet. So, bKash's access to the market is in a proper stage. Before bKash people had to wait for long queues which was too much time consuming but now for bKash consumers can transfer the payment from their home without any queue and minimal time consumption. Therefore we can assume that consumer satisfaction level is very high.

60% respondents have faced or heard of a problem while paying through bKash and 40% have not. Respondents have faced or heard of a problem in the time of payment and the percentage rate is high. So, consumer's satisfaction level is not up to the mark. And if organization does not focus on it they can face trouble in future.

43.75% respondents consider that service charge of bKash is low, 45% respondents are moderate in this particular area and 11.25% consider the service charge of bKash is high. Here, consumer's dissatisfaction level is only 11.25%. So, consumers are more or less satisfied with the service charge. Moreover, 35% respondents assumed that the service charge is affordable for all. 42.5% gave their average opinion and

22.5% respondents said it is not affordable for all. So, more or less consumers are satisfied with the service charge.

72% respondents are satisfied with the security of transaction process of bKash. 25% rated average. And 4.25% are dissatisfied. The dissatisfaction level is very low here. So, in terms of security of transaction process bKash is doing a great job.

81% respondents are satisfied in the case of sending money through bKash. Only 1% is dissatisfied. In this particular area satisfaction level is so high because of bKash's innovation. It is because consumers now can send money from anywhere if the sender and the receiver have bKash account. bKash is trying to make the consumer's life more easier through their successful innovation.

76% respondents are satisfied because of the availability of bKash point for Cash In/ Cash Out. Only 1% is dissatisfied. However, this survey has proved that bKash is offering needful products and services for their consumers to make their life easier.

77% respondents are satisfied because they feel convenient whenever they need to buy airtime they can easily buy airtime through bKash if they have cash in their bKash account. 1% respondents are dissatisfied and 21% are average. In this specific sector consumer satisfaction level is very high.

31% rated that bKash is fast, 34% rated that bKash is convenience, 12% rated that it is affordable, 10% rated that it is nationwide, 4% rated that it is secure, 6% rated all of the above and only 2% rated none of the above. From this finding it is clear that 98% respondents are somehow satisfied with bKash and their products and services. Only 2% respondents are dissatisfied. Overall consumers is getting benefits from bKash's products and services.

In the last questions I wanted to measure the loyalty level of bKash users. After analyzing I have found 92% people want to recommend bKash to their friends and family. Only 8 respondents do not want to recommend bKash. It is clear that

consumers are very loyal to bKash and they are satisfied with bKash as a mobile financial service.

So, it is almost clear that consumer's dissatisfaction level or average opinion is high in some particular sectors. Like customer representative's skills, problem skills of CSR, facing or hearing problem while paying through bKash and affordability of service charge for general people. Organization should work on it for future success. But consumers are very happy with the products and services of bKash. Moreover, they feel convenient when they take bKash's services. Consumers are very loyal to bKash.



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Recommendations

1. bKash Limited should work on customer service representative's skills and also on their problem solving skills. Because they are the one from whom consumers take information and help. Sufficient training and guidance is necessary how to solve the consumer's problem effectively and efficiently. As consumers want immediate solution for their problems, CSR should be also very fast otherwise consumer's dissatisfaction level can be very high in future. Thus, it can decrease the loyalty level of consumers for bKash Limited.
2. 60% respondents said that they have faced or heard problems while paying through bKash. bKash Limited should do an extensive survey in order to know what types of problems consumers are facing while payment and find out the ways to solve them.
3. Sometimes the existing users of bKash Limited face some difficulties while requesting for a new pin after they had forgotten the old one or somehow blocked it. This problem occurs as bKash Limited only allows 1 hour portal to reset the pin. It is very short time because anyone can busy with another work and for that reason they could not check the message. So, the organization should extend the time to reset the pin.
4. The respondents of the survey think that the service charge of bKash Limited is not affordable for all general people. bKash Limited should work on it as consumers are the key to success and achieving their satisfaction level is more important than anything.
5. A number of times some fraudulent individuals try to trick people through bKash and harms them financially. Moreover, these types of people often steal the money of other by unfair means. bKash Limited should upgrade their security policy or introduce a completely new security system that will be hard for the law breakers to con the users as well as much easy for the general people.

Conclusion

bKash Limited is one of the leading mobile financing services of Bangladesh who were the pioneer in this sector. They have been serving their wide range of users great quality products and services since 2010. At present they are now serving more than three (3) crore of it's regular users through a number of two (2) lac agents as service points. The ultimate objective of bKash is to ensure access to a broader range of financial services for the people of Bangladesh. Moreover, It has a special focus to serve the low income population of the country in order to acquire broader financial inclusion by providing services that are affordable, reliable and convenient.

Within my three months long internship period in bKash I had a wonderful experience and got to know a lot about the company as well as the corporate sector of Bangladesh. I have also experience the great company culture of bKash Limited and have acquired much insight about the organization. I have also gained much knowledge on the work process as well as the organizational policies of the bKash Limited. Moreover, I have also acquired some major information on the partners of the company as well as it's stakeholders. Furthermore, I had to maintain strict punctuality while working as an intern in the company. On the other hand, within this internship period, the internship opportunity has helped me greatly in developing my personal, technical as well as corporate skills.

After completing the consumer satisfaction survey on bKash Limited it is much clear through the findings of the specific survey that the consumers of the bKash are much satisfied on the prodcuts and services of the company as a mobile financial service provider. On the other hand, through the survey I have also learned that though the consumers are satisfied but bKash Limited need to upgrade and improve on some specific areas such as skills of the customer service representatives, security of the transaction, pin setting issues etc. It is very necessary in this competitive industry for bKash Limited to retain their topmost position as a mobile financial service provider in the country.

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APPENDIX

Internship Report

Appendix

Consumer Satisfaction Survey on bKash

Dear bKash User,

The main purpose of this survey is to know about the consumer satisfaction level on bkash Limited as a mobile financial sevice provider in order to provide the best quality products and services. We appreciate you for giving us your precious time in filling up this survey.

1. When did you first open your bKash account?
 - Less than (6) months ago
 - Within six (6) months – one (1) year ago
 - Within one (1) – two (2) years ago
 - Within two (2) – three (3) years ago
 - More than three (3) years ago

2. Which of the following words will you use to describe bKash?
 - Fast
 - Affordable
 - Secure
 - Convenient
 - Nationwide
 - All of the above
 - None of the above

3. How do you feel about bKash system in terms of general use?

Very Easy	Easy	Moderate	Difficult	Very Difficult
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4. How will you rate the functionality of the bKash system?

Very Fast	Fast	Moderate	Slow	Very Slow
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5. How will you rate the user friendliness of the bKash system?

Excellent	Good	Average	Bad	Worst
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6. What do you think about the service charge of bKash?

Very High	High	Average	Low	Very Low
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7. How will you rate the service charge basing on affordability of general people?

Very High	High	Average	Low	Very Low
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8. How will you rate the security of the transaction process of bKash?

Excellent	Good	Average	Bad	Worst
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9. What do you think about the skills of the customer service representative of bKash?

Very High	High	Average	Low	Very Low
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10. What do you think about the response rate of the customer service representatives?

Excellent	Good	Average	Bad	Worst
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11. How do you feel about their problem solving skills?

Excellent	Good	Average	Bad	Worst
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12. Have you ever paid anywhere through bKash?

- Yes
- No

13. What do you think about the accessibility of bKash to the general market?

Excellent	Good	Average	Bad	Worst
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14. Have you ever faced or heard of any problem while paying through bKash in anywhere?

- Yes
- No

15. How will you rate the sending money through bKash?

Excellent	Good	Average	Bad	Worst
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16. How will you rate the availability of bKash points in terms of cash in/out?

Excellent	Good	Average	Bad	Worst
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17. How will you rate the convenience that you feel while buying airtime through bKash?

Excellent	Good	Average	Bad	Worst
------------------	-------------	----------------	------------	--------------

18. Are you going to recommend bKash to your friends and family?

- Yes
- No

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