Report On

“The evolution of retail banking and its potential through digital financial services (DFS) of The City Bank”

By

Naurin Ahmed

ID: 18304084

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

BRAC Business School
BRAC University

September 2022

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Naurin Ahmed
18304084

Supervisor's Full Name & Signature:

Tanzin Khan
Lecturer, BRAC Business School (BBS)
BRAC University

Letter of Transmittal

Tanzin Khan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: The submission of report of my Internship on the topic of The evolution of retail banking and its potential through digital financial services (DFS) of The City Bank.

Dear Madam,

It is my pleasure and honor to demonstrate the internship report that I chose to write as major element of my Bachelor of Business Administration program at the BRAC Business School in BRAC University. Over the last three months, I have done working diligently and finished my internship at The City Bank Limited.

I was able to distinguish with both actual work and conceptual frameworks t the time of my intern at The City Bank Limited. Furthermore, the internship provided me with an excellent chance to gain knowledge about business culture. I sincerely wish that you find the report useful and reliable. The report was composed in a brief amount of time because the I was intern there only 3 months and a great deal of stress was in the workplace. As an outcome, there may be some inconsistencies in the report. For that reason, I politely request for being considerate in this regard.

I would like to sincerely thank you for every single your tips and guidance, something that I anticipate continuing to getting in the upcoming times. At the meantime if you have queries kindly let me know.

Sincerely yours,

Naurin Ahmed

ID: 18304084

BRAC Business School

BRAC University

Date: September 12, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between The City Bank and the undersigned student at BRAC University named Naurin Ahmed for the responsibility to prevention of information disclosure of the firm's classified data.

____

Naurin Ahmed

Student ID: 18304084

BRAC Business School

BRAC University

Acknowledgement

In the beginning, I want to acknowledge my academic supervisor, Tanzin Khan Ma'am, for guiding me through the completion of my whole report and managing to stay focused on my advancement on timeline. Because of the incredible information Ma'am given throughout the procedure, I had been capable of completing this whole report nicely. Secondly, I want to thank my on-site supervisor Ms. Gulshan Ara Ma'am at The City Bank Limited, for giving me the opportunity to get expert help as well as the information I required to finish my assigned task. Furthermore, I would like to appreciate my sincere gratitude to each and every coworker at City Bank Limited for their unwavering cooperation throughout my quest.

Executive Summary

The internship report has information about my work at The City Bank's Retail banking division at the time of my 3 months internship. This report consists of comprehensive research on utilization of DFS (Digital Financial Service) for Retail Banking smooth operations, in which the bank uses strategy and technology to get customers getting used to with the technological aspect of banking for easy and fast banking service. I had been working since 08 June 2022 to 07 September 2022. It gave me opportunity on not only to involve myself and understand banking processes in Bangladesh but also identify the thought process of establishing new way of doing banking in digitalized manner. In the beginning, this report represents my work experience of City bank in a descriptive manner. Additionally, it involves the information about the organization such as – overview, data and other essential information regarding it's functionality. Moreover, this report focuses on recognizing the importance of Digitalization of retail banking to make banking processes easier. After that, it displays the analysis of competitiveness and industrial positioning which can help the bank to identify its weak-points and work on it. Finally, it can help to direct the bank establish strong competitiveness and improve different ways digitalizing banking.

Table of Content

Table of Contents

Chapter 1

Overview of Internship

1.1) Student’s information

Name: Naurin Ahmed.

ID: 18304084.

Focus(major & minor): Human Resource Management (HRM) & Computer Information Management (CIM).

From: BRAC Business School, BRAC University.

1.2) Internship Information

1.2.1) Internship site:

Period: 08/06/2022 to 07/09/2022.

Company Name: The City Bank Limited.

Department/ Division: Retail Banking Division.

Address: New-Market Branch, House: 5 Novera Square(fl), Road: 02, Area: Dhanmondi R/A, PO: Dhanmondi, Dhaka-1205.

1.2.2) Internship Company Supervisor’s details

Name: Gulshan Ara.

Position: AVP & Senior Customer Service Manager.

I have been under her supervision during this 3 month. Her main work is in this branch if the CSO’s(Customer Service Officer) and RM’s(Relation Manager) are working properly or not; monitoring their activities if they are fulfilling the needs, criteria's, working and queries properly also less efficiently . The reason is, New-Market branch is a very busy retail banking branch and there's always a rush to serve all the customers they need to be very quick, smooth and correct, also taking appropriate decisions if any customer has a special case regarding transactions, changing specifics of the account holder.

1.2.3) Job Scope

Status : The City Bank recruited me as an Intern and I was appointed in the retail banking division of The City Bank limited.

Responsibilities: my duties were involved relating to being flexible and assigned to any position or job requirements the bank felt necessary at any given time. I adhered to the overall standards and guidelines of The City Bank Limited. The explicit written consent of the bank's authorized personnel, I was not allowed to engage in any form(directly or indirectly) with any other organization during my internship. I was not permitted to talk about any areas of the bank's operations that I learnt about while I was an intern. Most of the time tasks that were given to me were- Filling up RTGS form for customer, Credit Card opening, Current account opening, wrote declaration form, dollar endorsement calculation, doing customer survey for the company regarding their experience, attend customer if they are confused regarding anything related to bank and help them navigate, and data entry in excel file.

1.3) Internship Outcomes

1.3.1) Contribution to the company

- I had to complete a declaration form on the client's behalf when necessary, such as when the name of the company has not been given I would write it down and if there were any mistake in their parents name in the NID or differs then I would have known the correct of name from the customer write it down.

- In order to prevent money laundering, I also had to crosscheck the details of the persons details from the document when he or she given details are correct or not while opening an account and clarify if the KYC (Know Your Customer) Profile Form to match and confirm the individuals' basic information, for example, the person's income (monthly) and occupation.
- On behalf of the company, I had to do survey of feedback how is the branch performing from customer while they are waiting for their service, give entry to the data and send it to the head office's Customer Experience Manager's mail.
- I helped out an CSO(customer Service Officer) regarding dollar endorsement calculation as I mentioned earlier in New-Market Branch there's tremendous rush of people to ease the officer's work I used to write down the calculation of the dollar endorsed by the customer.

1.3.2) Benefits to the students

- An intern would gain the opportunity to put their knowledge gained in class to practical situations depending on their selected site on a daily basis by obtaining skills, for instance, interpersonal skills, collaboration, and knowledge regarding MS excel(Computer) also to attain the knowledge regarding banking which was really new to me.

- Internship helps a student to get real life work experience which can be added into the CV or resume and also help the student to understand how to behave in an organization.
- An intern may gain valuable knowledge concerning his or her abilities and flaws during an internship. Internships allow a student for performance outcome from supervisors and other professionals in this area, in addition to a distinctive step of hands-on educational and practical perceptions which an intern might not be able to recreate as an independent person.

- An intern gets an excellent opportunity to increase networking of professionals. For example, as I am working in a bank I have been working with talented CSO's and my supervisor who is at higher rank as an AVP & Senior Customer Service Manager they know my potential, enthusiasm and eagerness to work and consistently communicate with them so that they could help me out in my career endeavors and I can use their references in my resume.

1.3.3) Difficulties faced during internship period

- Recruiters exploit youngsters by allocating individuals to tedious, monotonous tasks for prolonged time.
- In the beginning it was quite hard for me to manage time. As, after covid-19 and quarantine I could not adjust to stay outside for long period of time and suddenly getting into a hectic environment where there is tremendous rush of customers and employees working in a robotic manner.
- Another, problem I faced is that in that branch I was the only intern in this branch. As I mentioned earlier there is tremendous rush my supervisor or any CSO could give me instruction what I need to do or what I need to learn. Thus, I used to ask them what I should or how can I help because file transferring one desk to another desk was not making me feel as if my work is productive. I did not bother of fearing what if I encountering any scolding or making them angry.

1.3.4) Recommendations

- My recommendation would be to provide manual or a hand-out to the interns what they would be learning in the bank such as- outline which course faculty used to provide us before we start the course to get a brief idea. Thus, it becomes easier for the interns what kind of work they would need to do and make them mentally prepared.

- Always lend a kind gesture to the interns as working atmosphere is new to them. Actually, being more helpful and understanding.
- If any employee is sick, they should not push that employee to work as Covid-19 has not gone yet. They should be considerate to employees.

Chapter 2

2.1) Introduction

The City Bank Limited (CBL) is a publicly listed commercial bank that provides a variety of products and services. Both local and global large investors and stakeholder possess it. The real aim of the bank is developing scope and continue pursuing target markets of different divisions which are not typically given services by conventional banking. The City Bank has been driven to provide "finest" internet banking facilities to its diverse clients' base across the country. The City Bank has emerged as a prominent one of the country's most rapidly expanding financial organizations The City Bank is currently looking for outstanding goal-oriented, energetic and inspired experts for a broad range of commercial roles to catch pace with the massive development of its allocation, connection, and diversified procedures aspects of commercial activity, the bank strives to be economically secure as well as environmentally beneficial institution. It focuses on industry and economic potentials while also assisting The City Bank and other interested parties in the creation of an accelerated, better and healthier, inclusive, and prosperous society to eliminate inequality in Bangladesh the upcoming year.

2.2) Overview of the Company

The City Bank is the biggest and 1st generation publicly held commercial bank in Bangladesh. It is among the longest surviving financial institutional company and the headquarter situated in Dhaka. The City Bank was established on 28th March, 1983 and started with around 12 local merchant. Even these directors actually started with capital of

34 million BDT that has since managed to grow to a relatively decent capital base and reserve position of 3.3 billion BDT.

Mashrur Arefin is the bank's current CEO and MD (Managing Director). The company's headquarters is in Gulshan, Dhaka. The City Bank now has 132 locations. Retail banking, corporate financing, SME banking, women's banking, digital banking, asset management, equity brokerage, and security are all services provided by the bank. It has licensee of Visa and MasterCard Debit and Credit Card, in addition to being the only American Express Card licensee in Bangladesh. Moreover, for issuing fresh credit card, the bank is accountable for every bookkeeping and financial reporting, service and support of clients, administrating credit, and fee approvals, in addition to advertising of American Express card in Bangladesh. The financial institution has received numerous honors for its amazing results in Bangladesh's banking industry. There are some awards on 2021 which are- Best Bank in Bangladesh Global Finance World’s Best Banks(2021), Best Bank in Bangladesh FinanceAsia Country Awards(2021), Best Digital Bank in Bangladesh Asiamoney Best Bank Awards(2021), Best Consumer Digital Bank in Bangladesh Global Finance World’s Best Digital Bank Award (2021), Best Innovation in Banks for Digital Loan Bangladesh Innovation Award (2021), Best CSR Bank in Bangladesh Asiamoney Best Bank Awards (2021), Leading Partner Bank in Bangladesh Asian Development Bank (ADB) under Trade and Supply Chain Finance Program (TSCFP) (2021), Best Retailer Banks Bangladesh Retail Awards 2021.

2.3) Management practices

2.3.1) Leadership style of The City Bank LTD.

The City Bank uses various styles of leadership styles so that the bank can run it’s operations smoothly and properly to accommodate customers criteria’s and needs, and also to make the employees work easier, all of these stated below-

1) Autocratic leadership style: A direct supervisor will every now and then delegate a few obligations to employees with a tight timeline, and the subjugated is required to complete the assigned task within the timeframe. The application of a timeframe demonstrates the utilization of an autocratic leadership style. Furthermore, the area manager or direct

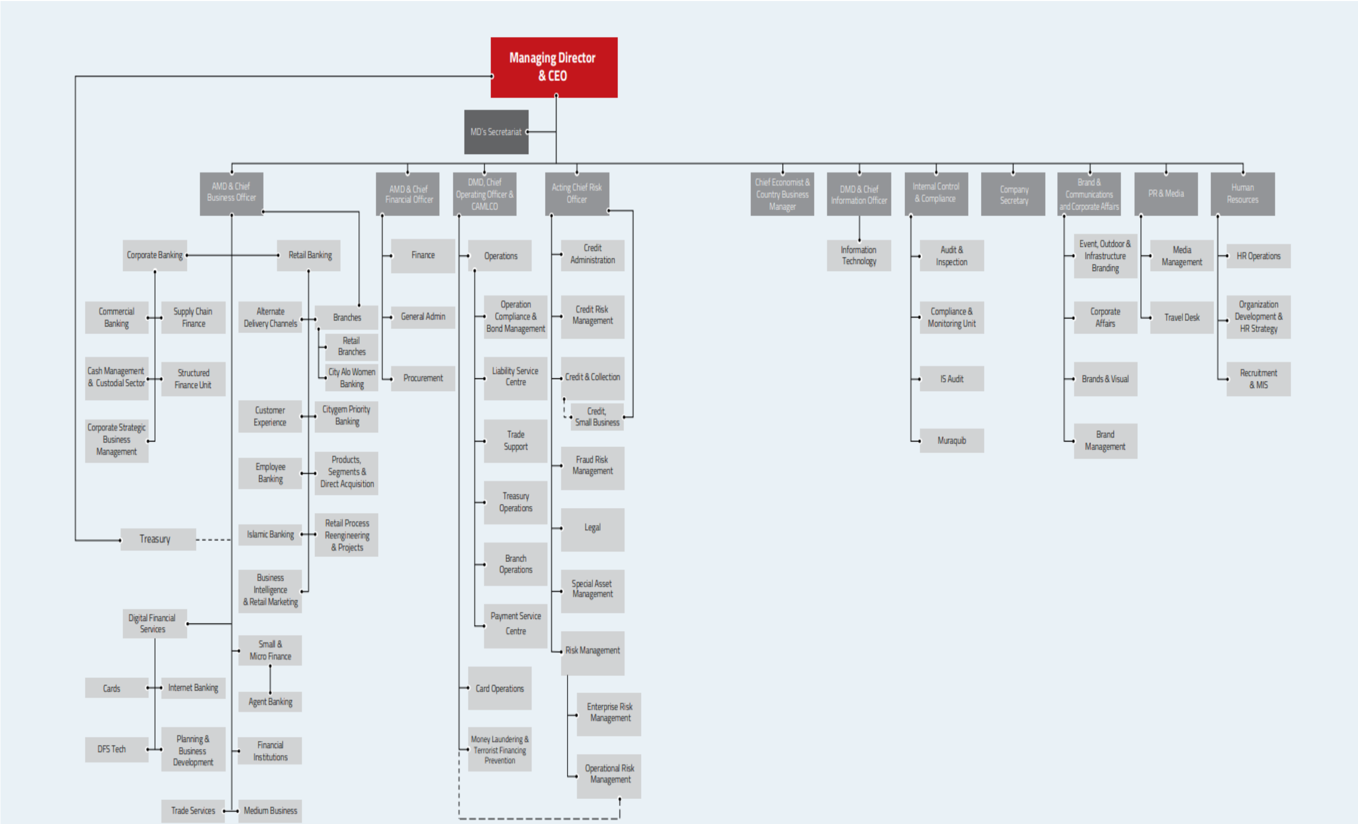
supervisor even needs to share a few action plan with employees in order for to focus on their work and develop a working style which helps them to work properly and smoothly so that they do not feel pressurized, establishes a good performance from each individuals.

2) Participative Leadership Style: Sometimes what happens is that an employee encounters unique case of customers, and so, the employee discusses with fellow employee who has knowledge or discusses with BOM (Branch Operation Manager) to get a resolve. To accomplish those particular tasks employees definitely work as a good team with proper synchronization.

3) Democratic Leadership style: Every department's workers come together to build up a determination of judgement and everyone can contribute providing useful recommendations to this procedures.

The mix of leadership styles the bank applies according to scenario they encounter or to take proper measurements so that can achieve their organizational objectives and provide quality work with efficiency.

2.3.2) Organogram (As per the annual report 2021)



2.3.3) Vision

“our vision is evolving into a financial supermarket with an ambition of winning while providing our interested parties with wonderful aspects”

2.3.4) Mission

- Provide a wide and varied range of products and services that distinguish and inspire all consumer groups.
- Become the 'Employer of Prime Selection' by delivering an atmosphere in which people can thrive and leadership can emerge.
- Consistently trial practices and channels to boost their efficacy and performance.
- Inspire and continue to innovate and digitization in order to ensure and improve outstanding service.
- Anything we do, we focus on ensuring community respect, better institutions, and compliance.

2.3.5) Values

- We are “Outcome-Focused.”
- We are 'encouraged' and 'committed.'
- We are 'translucent' and 'responsible.'
- We are 'brave' and 'chivalrous.'
- We are concentrating on 'quality client satisfaction.'

2.3.6) The Human Resource Planning

The City Bank LTD’s procedure of human resource planning depends on the organization’s remaining and future requirement of manpower utilization needed to attain goals. It determines on the effectiveness and efficiency Of HR planning so that they can accommodate employees into different department according to the needs of criterias’, abilities, skills and having knowledge to gain objectives correctly and in faster process. They utilize HR forecasting process to determine how many manpower needed in the future and to decide that they apply various types of evaluation systems to determine the level of criteria they require among the talent-pool and choose the right people.

2.3.7) Recruitment and Selection Procedure

Selecting is the procedure of hiring employees from a checklist and allocating people to a role within the organization, whereas **Recruiting** is the method of identifying prospective candidates and inspiring people to applying for a presently available or upcoming vacant position. The City Bank Limited has a rigid hiring and selecting legislation. The bank employs both internally and externally candidates. It promotes job openings on different social media platforms such as BDjobs and LinkedIn.

Internal Hunt,First of all, every worker in the Management Department should adhere to the following criteria in order to be eligible for the promotion:

1) Being appreciated with promotion, a worker must possess a relevant degree.

2) The person must be in charge of his or her dept's workforce.

3) The individual would have worked for the organization for a specific amount of time. This timeline is varying, according to the position the person should have worked within the similar position for at least 4 to 5 years.

Within the company, it requires 6 years to promote from official to the standard of executive.

External regards, The organization also places job opening newspaper ads. Furthermore, the financial institution monitors recruit on- campus. Additionally, applicants may apply willfully on the bank's careers website on its webpage and It can offer long term employment windows of opportunity for interns.

The bank's recruitment and selection process consist of several stages. First, applicants should submit their resumes. Having followed the inspection of Resumes and background checks, short listing individuals are invited to take standardized exams in order for the bank to evaluate them one‘s basic understanding and critical thinking abilities The applicants are then called in for direct interviews. Optimism, devotion, intelligence, truthfulness, interaction skills, and A few of the qualities The City Bank Limited begins to look for at the time of the sessions of the interview including the ability to handle difficult and confusing questionnaire.

Afterwards, the bank at last selects the most qualified applicants, they must submit to a clinical exam. Ultimately, they are hired as full-time employees.

Diagram of recruitment and selection

2.3.8) Compensation System:

The bank's pay scale is largely dictated by assessment of job. It signifies that the bank makes effort to reimburse according to the size of the issue or in another phrases, the job hierarchy The workers at Bank Ltd. are classified as AVP, Chief executive officers, CSO(customer services officer), Staff service employees, and Others. Employees, as a result, whenever it arrives to paying employees, the bank first determines the that role's category After that, the financial institution determines the position's ranking within the classification, categorization and compensation based on a remuneration spectrum.

The City Bank Limited is committed to a salary and benefits regulation that is adaptable, equitable, and competent. An individual's income is split into three parts: base pay, healthcare benefits, and housing assistance. Furthermore, the company gives its workforces' incentives such as welfare payments, insurance coverage, tuition assistance, pension funds, health coverage initiatives, and paid leave.

2.3.9) Training and Development

The City Bank limited has it own training center which is properly organized and up-to-dated equipment’s are provided. At first, they apply On-the-job and Off-the-job training processes.

The company does on-the-job training where the job holder learns and works in the practical work atmosphere where they understand how to manage their work in the actual workforce so that they become productive and adaptive.

Off-the-job training techniques include lectures and tutorials, motion picture demos, case analysis, other practical sessions, and encoded guidance. The City Bank Limited learning center provides a wide range of coursework. The financial institution, for instance, offers comprehensive courses, classes of executive levels, computer classes(use-Finacle), and many other training programs to help its manpower develop new skills.

Coaching given by the senior employee to help the new job holders to execute any job related work, improve skills and make them expert at the same time. **Job rotation** happens a lot to make the senior level employees to be experts at different department to become more skillful and adaptive.

2.3.10) Performance Appraisals

The Firm use performance evaluating management mechanisms to measure workers based on a wide range of performance benchmarks to guarantee that they are receiving which manpower compensate for. Worker performance should be measured because it maintains staff on track and allows them to be made liable and accountable. Furthermore, it allows staff to concentrate on their effectiveness and enhance them-self by placing in an increasing driving effort in the jobs.

The City Bank Limited assesses worker effectiveness in a variety of ways. For instance, the bank assesses performance on the basis of previous professional experience.

In addition, the bank relies on 360-degree feedback. By using method, supervisors, colleagues, distributors and customers have all been required to complete a survey. They use their interns to get information about the employees and the situation of the branch.

2.4) Marketing Practices

2.4.1) Marketing or promotional strategy is the method by which an organization inspires the acquisition or selling of a particular item or facility. Marketing is considered the most crucial components of any organization because it allows it to interact with its clients and increase its revenues. The City Bank Limited also employs various advertising tactics to introduce to its clients conventional and upgraded services and offerings.

The City Bank **Brand and Communications department** is responsible of instituting, sustaining, and broadening the bank's image as a trustworthy insurer of unique financial facilities. City Bank, aims individuals who have funds who are seeking to place it in the bank, SME enterprises that put cash and borrow money or take loans from banks in order to run smoothly.

Moreover, the bank gives students chances to inspire student banking, and it specifically aims **women to open using City Alo**. Via television commercials, Facebook page, news outlets, and commemorations, for example, the bank attempts to entice and attract its clients with fresh banking facilities. On festive situations, such as New Years, Women's Day, and Victory Day, the bank aims at promoting its offerings. Moreover, City Bank is continually striving to enhance its offerings and services in order to boost client satisfaction and involvement. For instance, City Bank introduced in Bangladesh, **1st ever "Digital Nano Loan" service in collaboration with BKash.**

2.4.2) Target Segments

- **Commercial Banking**: The City Bank's commercial banking intended audience is medium- sized enterprises who wish to develop into big businesses. The City Bank's intended audience is commercial banking where Dhaka’s targets include drug companies, concretes, garments, multimedia and electronics, fabric, and appliance companies. Steel, auto-mills(rice), agro - based, concrete, chemical industries, and companies of leather are all aimed in Chattogram and other parts of Bangladesh.

- **Retail Banking**: People from a specific group are aimed by the City Bank for traditional banking and monetary supporting for there own economical stability advancement and growth in the realm of retail banking.
- **SME Banking**: This is where The City Bank Ltd. concentrates on local firms and offers monetary support to individual people who desire to prove their business skills.
- **Agent Banking**: The City Bank's agent banking customers are individuals who reside in rural or remote regions at which banking institutions are really not accessible.
- **Corporate Banking**: Huge enterprises with big and idealistic banking services requirements for industrial prosperity and personnel progress are the City Bank's intended audience for corporate banking. Participants also help micro - enterprises to achieve and access to finance, notably in the nation's massive agriculture industry.

2.4.3) Products and Services

- **Savings Account**: It is generally opened by people, these accounts gain benefits at a fixed rate which is prescribed by the bank time-to-time under the guidelines of Bangladesh Bank.
- **Current Deposit Account**: it is non-interest bearing account which is opened by an individual who has a proprietorship business.
- **RFCD Account**: RFCD (Resident Foreign Currency Deposit) is an interest bearing forign currency account. Money is being secured in the account on the basis of various timeline such as term deposit accounts.
- **NFCD Account**: this account bears interest which is a foreign currency account. The least tenor of attaining interest in the account is one month. Clients can ;keep money in the account more than one month such as 3, 6 and 12 months time.
- **DPS accounts**: The City Bank DPS offers ambitious interest rates and installments that can be afforded by our clients.
- **Fixed Deposit Account**: An account which has been opened for a certain allocated or fixed timeframe by depositing certain amount of money known as fixed deposit account. It is the deposit which is fixed and repayable only after a particular time is over. The money deposited in the account can not be withdrawn before the expiry of period although premature encashment is allowed subjecting to specific terms and conditions.

There are many more account related products are provided but mentioned above are the main ones.

Card services

American express card: Since 2010, The City Bank has decided to offer 3 kinds of AMEX cards: Silver, Gold, and Platinum, each of them dual currency. The bank also provides debit card American Express named CityMaxx which can be given in dual currency mode.

Visa Card: It is a multiple currency card capable of being approved in BDT as well as US dollars. It is released in our Bangladesh in BDT and in other nations in US dollars. There are also 2 types: silver and gold. It is provided both credit card and debit card.

Union Pay: It is a card provided to the account holder who often visits China or does business with Chinese companies for easier transaction. For that reason , this kind of card is being provided. As debit card it is provided by the bank.

MasterCard license that they have any customer wants can get debit card of MasterCard.

Loans that they provide are- short terms which repayment within 1 year time or even less, mid-term loan which of 5 years, long-term loans which is of 5-10 years, housing loans which is provided according to various amount depending on development of land, house renovations, furniture and fixing, air conditioner and some items that are granted to purchased by cross checking the person's ability to repay the loan, there are other loans such as industrial loans, installment loans and so on.

2.5) Financial performance and Accounting Practices

2.5.1) Financial Performance

	2021	2020	2019
Current ratio(times)	0.9	0.9	0.8
Return on Average Equity(ROE)	15.8%	14.8%	9.9%
Return on Average Asset (ROA)	1.2%	1.1%	0.7%

Net Profit After Tax(BDT MN)	4743	4012	2472
Price Earning Ratio(Times)	6.1	6.3	8.7
Debt to Equity Ratio	12.4	12.3	13.0
Net Interest Margin	4.6%	3.8%	5.0%
Operating Profit Margin(per Branch)	76.9	53.3	62.8
Earning per share	4.4	3.9	2.4

The current ratio representing 2021is 0.9 which shows that the bank's current assets are enough to allocate expenses on the basis of current liabilities even though it is better than the situation of 2019. It is shown that 2019 the current ratio dropped to 0.8 then increased to 0.9 at 2020 and still able to maintain 0.9 in 2021.

Return on Average Equity of the bank shows that in the consecutive 3 years 2019,2020 and 2021is being increased over time that refers that the ability to generate profitability and efficiency has increased and earn more profit.

Return on Average Asset of the bank shows that in 2019 it was 0.7% low compared to 2020(1.1%) and 2021(1.2%) which represents that the company able stabilize earnings in incremental manner utilizing the assets efficiently.

The City Bank's Net profit after tax is higher in 2021(4743 BDT mn) and 2020(4012 BDT mn) than 2019 (2472 BDT mn) which is good.

Price Earning ratio on 2021 is 6.1 and in 2020(6.3) and 2019(8.7) which represents a good condition of the company the lower it is which would be best for the investors and the bank.

The City Bank's debt to ratio was 13 in 2019, then dropped in 2020 12.3, afterwards slightly increased in 2021 which is 12.4 which shows a decreasing financial amount which got slightly stabilized in terms of funding and asset management. The company needs to work hard to reduce it debt to equity ratio to keep away from risk of lenders.

Net interest margin was 5.0% in 2019 then dropped to 3.8% in 2020, again rose to 4.6% in 2021which shows even there was a fall in 2020 they worked hard and improved started to become sufficient.

Operating Profit Margin shows profitability generated by The City Bank's operations before taxes where it shows from 2019 to 2020 it went downwards then in 2021 it got increased which shows profitability increment in the financial industry.

Earning per share if it is increased the company would be able share common stock to the shareholders properly. The performance of the company is good as over the 3 years earning per share is increasing which represents the company's growth.

2.5.2) Accounting performance

With the exception of financial tools, that are assessed at a value which is fair, those same income statement, balance sheet and statements of financial matters have been prepared on the basis of accrual system, utilizing the historical cost principle and the viable business concept. In aspects of devaluation, fixed assets are devalued in statements of revenue using the straight-line technique over their expected useful lifespans. Devaluation on acquired determined on assets is imposed from the month of buying, on the other hand, devaluation or depreciation on expected to sell fixed assets is fully impose to charge to the month prior of the selling.

2.6 Operation Management

2.6.1)Operation of Branch: This is where BOM (Branch Operation manager) has the authority to ensure that the work operations in the branch happening according to compliance. For example, if the CSO's (customer service officer) giving proper input in the server to store data of a new account opening, BOM cross-check the information if he or she finds any problem they rectify it and sends back to CSO for corrections. Additionally, emphasizing on transfer which are cashless, it can be on financial basis or non-financial basis. Does reporting of internal work situations, also monitors and audits in terms to nullify activities of money-laundering. Creates report of all working processes.

The unit of BOM works as management of handling risk and live by the company's compliance to operate a branch ethically and properly. The rigid process to screen of BOM helps to progress, having control over risks, operation becomes more efficient and low cost.

2.6.2)Operation of Cards: The City Bank is Bangladesh's widest in card issuing and acquiring. Additionally, the bank is the only assigned in-charge of acquiring and issuing of AMEX (American Express) cards are available in Bangladesh. Cards are generated and filtered via the bank's system of card management a variety of stations in partnership with AMEX, Visa, China Union Pay, and Mastercard, The Card Operations system is in charge of this procedure. Back office crew with the authority of establishing effective preparation and serving with quality. For instance- Guaranteed the issuing of AMEX Islamic debit and credit cards in accordance with Shariah regulations, Made a significant contribution to the institution's(each branch) instant immersive and protected credit card issuance, Micro-ATM service being enabled, an elevated service that allowed individuals to withdraw money from any chosen vendor(merchant) locations utilizing their own debit card, Included an e-statement connect in the billing; SMS sent to cardholders, allowing them to see and download there own credit-card statements for clarification purposes and so on.

2.6.3) Information Systems

The City Bank Limited has a robust and effective ICT section that manages its daily operations. It would have been impossible for the worker to work from residence at the time of shutdown of Covid-19 without a powerful data mechanism. Among its sophisticated tech includes CityTouch, Ekhoni accounts, and Instant debit cards. There is an adequately-equipped MIS section in the department of HR that is in charge of managing the records of employees. The system stores all pertinent data on the staff. Furthermore, the company's efficient information systems aids in managing risk by assisting operational and company regulations.

2.7) Industry and Competitive analysis

2.7.1) Porters 5 forces analysis

Through this analysis it can represent The City Bank’s competitiveness in the industry to compete with other financial organizations. This analysis has made a huge influence on company strategic planning. Utilizing a structure that can accumulate many various factors as one uncomplicated model, The City Bank has been capable of efficiently assess the competitive atmosphere during a review of strategy.(As per the annual report of 2021)

Buyers' Power: Since Switching costs are fairly low, with hefty price responsiveness and straightforward, easier data access the power of buyers is a little high. As there are banks in the market who provides better services to the customers along with that many banks out there giving less interest on loan such as- they have a strong contender UCB Bank who provides a better services on secured loans which gives customer opportunity to avail loans at a low interest rate and less risky for the bank as well. Thus, the powers of buyers are high.

Competitive rivalry: The existence of a massive number of financial organizations, and banking institutions, as well as the rise of new firms of FinTech's has increased the competition and rivalry has become high with new offers which made it competitive. For example, UCB bank has a better fintech service named Upay, which has the option to get remittance whereas City bank CityTouch has not yet have the option yet; that gives the UCB Bank the competitive advantage than City Bank.

Suppliers' Power: Reduced costing deposits are hard to mobilize due to high contender rivalry and client choices. Since The City Bank is not the one only company gives facilities there are many other financial institutions who serve customer thus power of supplier is very high. As, I mentioned about UCB Bank there are other banks who give quick services on creating "Student File" where an account is being created for a student who would study abroad; this account creation takes more time in The City Bank than HSBC as an example.

Threat of substitution: The city Bank has always been strategic in terms of operation and always think of new ways to sustain, there is **low** chance in replacing The City Bank where critical services given and prioritized by government. As, The City Bank has been sustained in the banking business from 1983 they know different demands of the market and regulations of the government in terms financial purposes and that is their advantage according to that they can adapt easily. For that reason, banking process can not easily be replaced by any substitute as there are customer wants to get their work done in the branches.

Threat of New Entrants: Due to Covid-19 situation setting up financial organization is tough and it needs expert in capital market-based situation. Thus, the threat is **low**. In these recent times, the high inflation rates, low reserve in the bank of dollars and the damage of Covid-19 made situation hard to emerge a new banking institution and so the threat of new entrants is extremely low.

2.7.2) SWOT Analysis

Strengths

- Clients from all socioeconomic and demographic categories have a favorable opinion of the brand (The City Bank). As it has long prestigious reputation in the banking industry, it has a strong positioning in the financial market. Importantly, they are very trust worthy and helpful to their customers as their main motive to give best customer satisfaction and delight.
- A vast geographical network facilitates clients' direct exposure to our banking facility and **Innovative and technologically advanced ability to adapt**. The City Bank Limited is a versatile bank that aspires to be the first to embrace new technologies. The organization provides online banking to its clients through "Citytouch," which simplifies life for them. For example, through CityTouch a client can transfer money to Bkash and from their Bkash account they deposit money to their City Bank account within few minutes.
- Greater consumer trust and a huge brand prestige among people. As they provide great service in branches quicker and correct manner ensure to give the best service and also have long history banking facilities given to the people(clients or customers) as their banking operation stated in 1983 on 28th March never disappointed a customer, they have motive to delight their consumers.
- Expert and skillful manpower does have special proficiency in banking such as – using finacle. In The ERP (Enterprise Resource Planning) System of The City Bank they use Finacle for financial security needs which removes the difficulties and helps doing the automation process of organizing accounts, creating accounts instantly, inventory record controlling, accounting records, print outs of cheques and so on. For that reason, to handle this type of software City Bank hires and give training to their new recruits and old employees and They also provide CityTouch Services if any client is unable to operat the CityTouch.
- Unique and updated banking procedures where there are various of services regarding ATMs and “CityAlo” banking for female to attract female clients. For example, “City-Alo goal-based DPS” financial deposit goal schemes where the range of tenure 6 to 12

months. They provide women City-alo certification program if the female customer wants avail it which is partnered with North South University to excel in the skills of entrepreneurship the program is of 10 weeks.

Weaknesses

- Growing NPL(Non-performing Loan)s require greater regulations otherwise the customers does not pay on time specific parts of loans, which reduces sales and profits. That causes a lot of lose which creates problem in providing secured loans (such as- household loans) as the bank have less money in the NPL, renovation loans etc. Bank makes money through loan disbursement specially Secured loans(personal loans) which helps to profit, if that gets hindered there are prevailing losses.
- The City Bank Limited do not invest heavily in the marketing or promoting of its offerings and facilities. As a consequence, it decreases the likelihood of capturing multi-target markets fast.
- There are prevailing talent turnover ,skilled employee want progress in their career development which somehow fill missing and loss productivity and so they switch to other jobs.

Opportunities

- Expand access in remote regions through agent banking where the places do not provide banking services via agents the people can easily avail a bank account and get facilities banking along with instruction of ‘CityTouch’ service. For example, people residing remote side of Brahmanbaria knows a little, not well-versed about banking the agents of City Bank helps them understand about managing money and easy management of money through CityTouch.
- The emphasis on Islamic banking might very well help in meeting the requirements of delicate clients. As through CityIslamic banking the bank does not have to provide specific percentage amount of profit, the bank can provide any amount of profit such as- in conventional banking the bank has to provide 14% profit on his or savings which is set but in CityIslamic banking they can provide any percentage of profit every month, one month it can be 13%, the other month it can 10% depending on bank’s earnings.

- Concentrate on electronic banking to secure a prospective position in the industry. With the emergence of e-banking, The City Bank Limited would have additional alternatives, not just for Bangladeshi clients, and also for people in the international banking market.

Threats

- The country's shifting economical expansion rate has a major effect on the company's position financially. For instance, the Corona epidemic has had a bad effect on the global economy. The economy being unstable can become a threat. The financial situation of the bank is vulnerable.
- Bangladesh Bank imposes rigorous restriction and hasty regulation changes processes of banks in case of providing loan and deposit rates, in addition to other financial sector operations. As a consequence of these legislation, the prospective earnings of The City Bank might well be constrained. When a client or customer arrives in the bank to do RTGS(Real Time Gross Settlement) can be referred fund transfer they can not do it below 1 Lac BDT, Which is stated and ruled by Bangladesh Bank.
- There are many Fintech and digital-first banks pose a threat. For example- UCB bank's Upay poses a threat to City Bank's CityTouch as Upay is quite advanced, fast and secure.

2.8) Summary and Conclusion

The City Bank is among Bangladesh's greatest impactful financial institutions, and in latest times, the bank has focused more on its values and objectives and mission, with all of its existing resources collaborating to achieve its objectives. After assessing the bank's performance over the last 3 years, it was determined that the financial institution is tactically starting to move toward its aims and has attained a prominent hold in its customer base and the country's finance sector. In such a tough position of Covid-19, The City Bank was capable of boosting its earnings per share. Besides that, the bank is employing innovative strategies to increase the quantity of its services and offerings while attracting a growing number of clients.

Chapter 3

Topic: The evolution of retail banking and its potential through digital financial services(DFS) of The City Bank

3.1) Introduction

The City Bank focused on retail banking, which utilizes DFS. Retail banking is the section of banking in which banking firms undertake money - related deals with clients rather than corporate functionalities. In 2009, the city bank placed a greater emphasis on its retail operations. City Bank obtains retail deposit accounts, FDR, DPS, makes loans to their clients or retail loans, and offers a variety of card services (debit and credit) both national and international, along with NRB (Non-Resident Business). The bank sincerely desires to provide its customers with high-quality care, refined alternatives and offerings, and inventive financial solutions from smart channels.

However, City Bank Ltd. flourished the correlating connection with CityTouch for creating the new dimension in the retail market industry, and some problems appeared upfront. Strict rules and regulation for the DFS in monetary trajectory could be a major drawback at first. The digital financial services (DFS) scene of Bangladesh advanced multifold in 2019. This may be followed by the endeavors of the government, the keeping money controller, and policymakers in Bangladesh. As of December 2019, the nation had 971,000 MFS specialists who conducted 7.33 million every day transactions worth USD 156 million. Bangladesh features additionally create up to 11,320 operator managing account outlets that serve 5.26 million clients. As a consequence, 16 companies offer versatile money related administrations and 21 banks offer operator for keeping money administrations. In addition to, about 92% of the population presently live inside 5km of a monetary segment. So, the market of this service is getting popular, but sudden changes in rules and regulation could create a mess for the consumers. Consumers will be holding their savings into other assets other than saving in the bank and they will be deprived of getting privileges from the bank and technological advancement of banking sectors.

Competitiveness could be another problem for City Touch. City Touch already tries to give convenient access to customers for transferring their desired transaction. For example, Upay from UCB has create more flexibilities in foreign currencies incomings than City Touch Ltd. CityTouch tries to involve more secure situation. This process creates a gentle delay than other DFS system in Bangladesh. It also creates a drawback for consumers.

On the other hand, Stable cyber security maintenance is another problem at the time of flourishment in terms of digital financial services. Uses of smartphones are getting increased day by day, so more chances will be there for peoples involvement in DFS. Youth people of Bangladesh are now involving themselves more in Ed-tech learnings, more likely, elderly people are getting used to it. but maintenance of cyber security is now the biggest concern because information is important. For example, City Bank Ltd. has given facilities to the retail account holders for online check requisition, and customers can hold a check request to Customer Service Officers(CSO). So, City Bank has to maintain huge cyber security for ensuring better consumer services with security.

3.1.1)Research Objectives

Broad objective: The main objective is to find the resilient connectivity in between consumer and banking services for improving the liquidity in both parties where retail banking operation are done in a contactless manner in which monetary management and transaction through Digital financial services.

Specific Objective:

- To understand their convenient information tracking system development with mass scale of participation among the people through Digital financial service could be another goal to resolve.
- To evaluate the benefits and drawbacks of retail banking through DFS(Digital financial services).
- To define why City Bank's goal is to get consumers used to digital banking services.
- To understand the challenges of accumulating retail banking operation with DFS.

3.1.2)Research Questionnaire

- How consumer engagement is getting principle aspect for DFS flexibility in Private-owned banking sectors?
- What are the Challenges of Retail Banking operations be done in contactless manners where monetary management and transaction through DFS?
- How retail banking's functionality evolved through DFS?
- How much convenient it can be as tracking system development utilized in DFS where banking work process can be a resolve for customer services?

3.1.3) Literature Review

Retail banking is an essential part of the banking industry that provides a variety of services to each customers and local firms rather than huge corporations and other banks. Accounts (savings, current), wealth management(investment) and brokerage, mortgages and loans are common services. For that reason, customers are able to carry out transactions safely and securely through retail banks. Typically, the retail banks facilitated these services to customers straightforwardly through the branches. Additionally, now provide the services via mobile phone, online, and automatic teller machine (ATM). Sometimes, act entirely through the online and have no need of physical locations in terms of serving customers (Shi, Huiling, et al. 2012).

The banking has already evolved and will evolve from the conventional design to advanced day mobile banking which is a part of DFS, help consumers to access their banks via online mobile phones and get facilities whenever and from any place at any moment. Payment systems (DFS specifically mobile banking) has introduced novel methods of performing and maintaining balance inquiries, digital money transfer, payments of bill, and other services using a smartphone. Continuous progress and advancements in the areas of technology and information technology have resulted in a variety of augmentations in the configuration and replenish of services and items in the banking. Also, It helps the customers where mobile banking provides various services such as- payment of electricity bill, Mobile balance recharge and real time fund transfer and many more services. All of these help to give banks quality services to the customer and make banking faster, smoother (Singh, N; Srivastava, S; Sinha, N. 2017).

DFS helps retail banking in a sustainable manner where IT systems being set up with protection and lessening the use of paperwork help to do banking work quicker and smoother where any wastage does not occur and the cost of daily activities gets reduced due to digitalization. In which risk of supply gets reduced in terms of cards delivery, cheque delivery services, RCDM, RATM and mobile financial services and so on which these all are part of DFS (Ingemarsdotter, E., Jamsin, et al. 2019).

Retail banking referred as banking for customers or personal banking, is a type of banking that concentrates on general people as their customers instead of enterprises where efficiency being gained by time saving, convenient transaction procedures, and other technologically advanced IT-based financial services, digital banking has become increasingly prevalent among all levels of clients. Marketing messages are important for increasing the acceptance of Digital Financial Services (DFS) and building a stronger client list. Promotions perform a crucial role in raising awareness among both clients and non-customers, as well as facilitating its implementation in all various potential alternatives (Rumman, A., Shetu, et al. 2015).

Fintech had already boosted the size of companies by progressing investment and entrepreneurship-based industries in to capitalize on advances in technology while offering convenient and reasonable services of finances (Abu Amuna et al., 2019). Despite the Covid-19, the worldwide market of fintech expanded its development by 3/5ths via the introduction of a new product or the refurbishment of an existing product. Though DFS has encountered numerous challenges for market imbalances, which caused damages to business owners and the financial sector, as well as affected civilization entirely, The increasing rate of Internet banking adoption around the world demonstrates consumer interest to financial innovation, with China and India having the greatest rate of 87% among the 64% consumers globally (Young, 2019). All of these represents that retail banking has been evolved in a better way to serve customers utilizing DFS making banking system much easier.

3.1.4) Significance

Key aspects of this project include banking liability product features and parameters, different types of accounts and services, retail loans, money transfer, pay-order requisition, cheque requisition through CityTouch, online security of digital banking and changes happened during Covid-19 in banking process and security of accounts. Additionally, people does not require to visit The City bank’s branch in order to create an account, they can open account online using bank’s app City Ekhoni Account.

The thing which is triggering the most is that The City Bank want to make customers accustomed to digital Banking where they want the customers does not require to go to the bank for getting a document as well, for example- Bank statement. For this reason, they are recruit interns to communicate with the customer more often and help them how to use CityTouch, I-bank, aware the process of using digital platforms as customer has fear that what if their accounts being hacked. The City Bank wants them to be fearless assure them with security of the money.

As I mentioned earlier, The City Bank's ERP (Enterprise Resource Planning) System uses Finacle for financial security requirements, which erases struggles and aids in the technological method of organizing account balances, establishing accounts instantaneously, accurate inventory monitoring, accounting records, cheque printouts, and such. As a result, City Bank employs and trains new and existing employees to manage this type of software.

3.2) Methodology

The methodology of this study will include the significant statistical analysis and inclusion for supporting this paper. This study will be more likely a primary approach but a secondary approach is also needed for collecting data and information and observation from the articles and endorsements.

Sample Collection:

I am currently working as an intern in City Bank, so my primary approach will be on City Bank’s digital financial services and the current scenario of retail banking in City bank which includes 2.2m of consumers with 132 branches along with 15.8% of return on equity. It also includes the net profit of 4,743m taka with 1.2% returns on assets, along with earning 4.4 Tk. per shares according to the annual report of City Bank 2021,direct observation on daily activities, communicating with the clients and City Bank Customer Survey also would be collected.

Data Collection and Analysis procedure:

This study is based on secondary data. Secondary data were collected from various books, webpages, journals, articles, published literature, brochures, and the periodical reports, and annual reports of the selected banks.

Sample and Data: This research was conducted during my internship tenure in City Bank Ltd (Newmarket branch). City Bank Ltd. is a renowned privated-owned bank in Bangladesh accessing all around Bangladesh with 132 branches including major cities like Dhaka, Chittagong, Khulna, Rajshahi, Sylhet etc. City Bank Ltd also executes the primary expansion in digital financial service (DFS), keeping themselves in competition along with other DFS and MFS giants. During my internship tenure, I want to express my heartfelt gratitude towards my supervisor, Ms. Tanzin Khan, for directing me towards right direction for searching my exact information and logistics which is relevant to my research study. Moreover, the instruction from Ms. Khan helps me going forward to picking the suitable data and statistics which is necessary for my proposed study. Additionaly, I want to express my gratefulness to my supervisor Ms. Gulshan Ara, AVP & Senior Customer Service Manager, City Bank Ltd. Firstly, Ms. Ara gives me the basic idea about generating effecient CSO and RM works. More likely, she helps me to learn about customer engagement and smooth operation in terms of banking section in City Bank Ltd, including the evolvement of digital financial services in City Bank Ltd such as the operational side of CityTouch.

Quantitative Purpose: This research study employs the quantitative data for getting the exact number and statistics for drawing the accurate conclusion line. This data collection has been gathered from August 21,2022 to September 07,2022. I try to develop a structural formation with some specific questions about the basic knowledge of DFS among the running customer who already has retail banking connection with City Bank Ltd. Several amounts of customer have been participated during my survey time, mostly prefer Bengali language survey that's why I can reach out less amount of participant but still I can create a framework about the importance of digital financial services. During my internship, I have gain opportunity to talk with the customer about what they feel about the services and how the situation could be improved in a way that would be customer-friendly.

Convenience Sampling Method: This research study is basically follows the convenient sampling method but it also has a slight combination of both convenient sampling method and purposive sampling method. I have approached almost 30 customers for the survey, but around 5 people prefer to fill up Bengali language survey, so I have talk with them about it, and get the desire data, but almost 25 prospective respondents were there showed interest to participate in the survey. Primarily, I gave them the survey form, and told them about importance of digital financial services. Then, I told them about the purpose of getting this information. I have discussed the detail idea about the practices of digital financial services. Based on my background information, people from different region related to bank has filled the form up.

Age Demographic: As I was doing my internship in The City Bank of Newmarket Branch, I have encountered various kinds of people of different age and different occupational Background. While I was doing surveys among the 25 people, 11 peoples' age range were in between 20-29, their occupation was being as Service holder and Student. The students who opened a bank account their source of income was doing tuition. There was a student whose age is below 20 that person is a student but she's going to abroad for studies and so the financing would be provided by the parents. There was a woman whose age range is in between 40-49, she's a home-maker. Most of the people in the age range between 30-39,40-49, 50-59 were service holder or Businessman.

Thus, overviewing the Sample, prior information are:

Sample Size: 25, **Total Correspondent**: 30, **Bengali preferable correspondent**: 5 (Mock/Oral Interview), **Participant**: 25 (in written document).

3.3) Finding and Analysis

- Currently this bank has 167 ATMs, 176 RATMs(Real Time Automated Teller Machine), 64 RCDMs(Real-Time Cash Deposit Machine), 64 CDMs(Cash Deposit Machine). A customer care call is there to support retail banking all time. Foreign remittance service also given by retail bank of The City Bank where the services are- Inward remittance, Outward remittance, Western Union, RFCD account, Moneygram, NRB payments, Dollar Endorsement Purchase and so on.

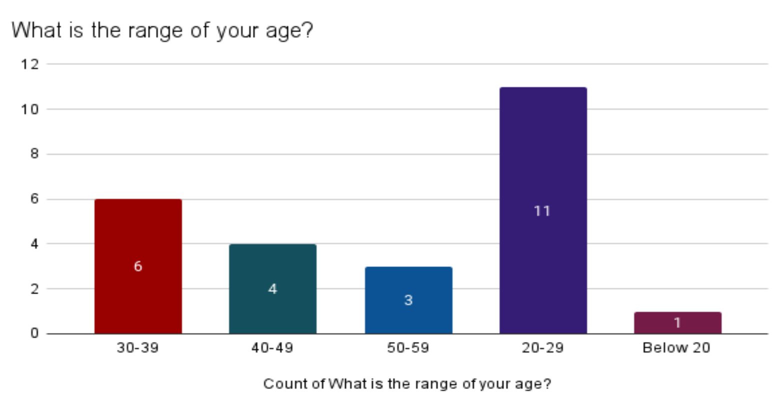
- In the RCDMs(Real-Time Cash Deposit Machine) and RATMs(Real Time Automated Teller Machine) in this machine system a person can easily deposit in the bank account instantly. In this scenario, a person has to insert money of 500 or 1000 TK note to deposit the amount the person prefers. Then, immediately information gets updated a receipt would give from machine and a message would be sent in the mobile phone. Although the deposit amount limit is 1 Lac TK.
- RTGS(Real-time Gross Settlement) also know as fund transfer which from one bank to another bank specifying bank related information, the name, branch name, routing number, account numbers and so on; if it done from the branch a person at least need to transfer fund of 1 Lac TK although Via CityTouch a person can transfer fund below 1 Lac TK.
- Following the prosperous accomplishment of a one-year pilot project, City Bank has announced a uncollateralized, immediate 'Digital Nano Loan' for bKash consumers. Qualified bKash consumers can utilize the bKash app for the application of a loan tend to range from 500TK to 20,000TK, obtain the loan instantaneously, and pay it back in 3 equal installments on monthly basis (EMI) from one‘s bKash accounts. The interest on the loan would be 9% per year, in accordance with Bangladesh Bank regulations.
- If a person opens an account through City Ekhoni Account app they would not be able to get cheque or card if they do not apply for requisition, in that situation, they can login to CityTouch App can give application for requisition for cheque book or debit card which they want. Then, they can go to the nearest The City Bank branch collect cheque or card showing digital receipt.

3.3.1) Analysis of the Survey

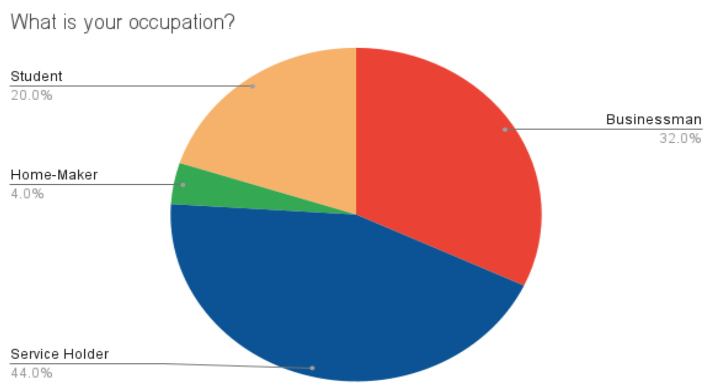
Survey on internship topic on The evolution of retail banking and its potential through digital financial services(DFS) of The City Bank										
SL No.	What is you name?	What is the range of your age?	What is your occupation?	"Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?	"As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers" . Do you agree?	Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch ,savings,loans and cards systems, RATM and RCDM etc)?	Do you think Digital Banking is easy to adjust of The City Bank?	Do you think the usage of CityTouch before covid was low and after Covid-19 the usage started to Increase ?	As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?	After the update of 15-17 August,Do you like the latest features of latest version of CityTouch ?
1	Rafiqul Islam	30-39	Business man	Strongly Agree	Agree	Yes	Yes	Yes	No	Yes
2	Abdur Rahman	40-49	Business man	Strongly Agree	Agree	Yes	Yes	Yes	No	Yes
3	Farzana Tuhin	40-49	Service Holder	Strongly Agree	Agree	Yes	Yes	Yes	No	Yes
4	Md. Nazrul Islam	50-59	Service Holder	Agree	Agree	Yes	No	No	Yes	No
5	Md. Parvez Ahmed	50-59	Business man	Neutral	Neutral	Yes	No	No	Yes	No
6	Mohammad Mohsin	50-59	Business man	Neutral	Neutral	Yes	No	No	Yes	No
7	Helena Begum	40-49	Home-maker	Neutral	Neutral	Yes	No	No	Yes	No
8	Sujal Kumar Das	20-29	Service Holder	Strongly Agree	Agree	Yes	Yes	Yes	Yes	No
9	Nowrin Ahmed Nandini	20-29	Student	Agree	Agree	Yes	No	Yes	Yes	No
10	Hasim Miah	20-29	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	Yes	No
11	Md. Fahim Rahman	20-29	Business man	Strongly Agree	Strongly Agree	Yes	Yes	Yes	Yes	No
12	Ananna Barua	20-29	Student	Strongly Agree	Strongly Agree	Yes	Yes	Yes	Yes	No
13	Mst Badaria Begum	40-49	Business man	Strongly Agree	Strongly Agree	Yes	Yes	Yes	Yes	No

14	Md. Nayan	30-39	Business man	Strongly Agree	Strongly Agree	Yes	Yes	Yes	Yes	No
15	Kabir Uddin	30-39	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
16	Ayesha Sultana Payel	20-29	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
17	Mohd. Mahdi Hasan Faheem	20-29	Student	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
18	Moyj Uddin Sharif	30-39	Service Holder	Strongly Agree	Agree	Yes	Yes	Yes	No	Yes
19	Nadia Hossain	30-39	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
20	Md Mezbah Uddin	20-29	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
21	Rakib Sickder	20-29	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
22	Mahade Hasan Shojib	30-39	Business man	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
23	Md. Shoaib Alam	20-29	Service Holder	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
24	Jannatul Ferdous Susmita	20-29	Student	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes
25	Fariza Tanvir	Below 20	Student	Strongly Agree	Strongly Agree	Yes	Yes	Yes	No	Yes

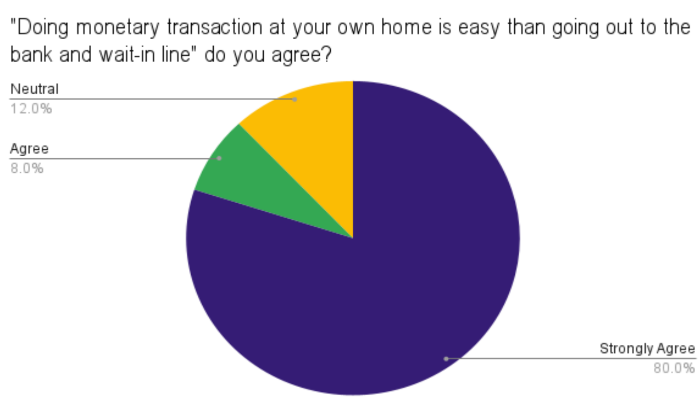
The Customer Survey I have given above according to that on the basis of my topic where 25 people gave me this type of responses. I have done analysis utilizing various visuals which are given below-



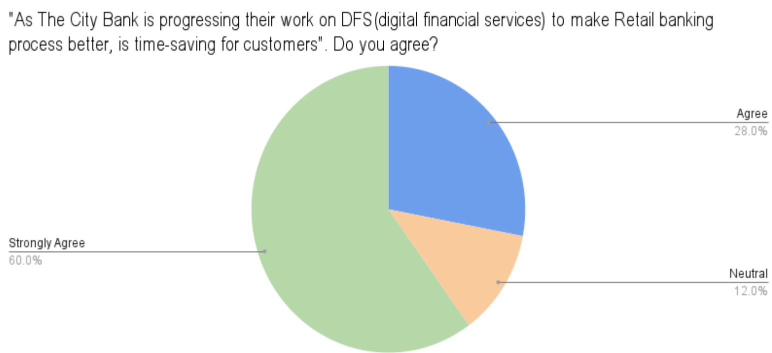
Among 25 people there were 11 people whose age were in between 20-29, one person who was below 20, there were 6 people whose age was in between 30-39, There were 4 people whose age were in between 40-49 and 3 people whose age were in between 50-59.



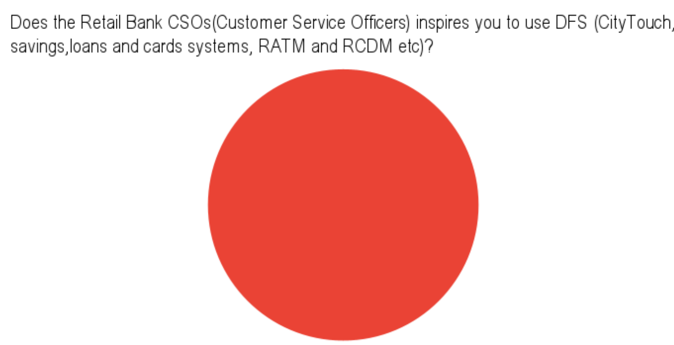
While I was doing the survey at the Newmarket Branch of The City Bank, I have faced most of the customer whose occupation was being as Service-Holder (44.0%). Then, the second most people whom I surveyed they having the occupation as Businessman (32%). After that, Students were 20.0% and Home-maker was 4.0%.



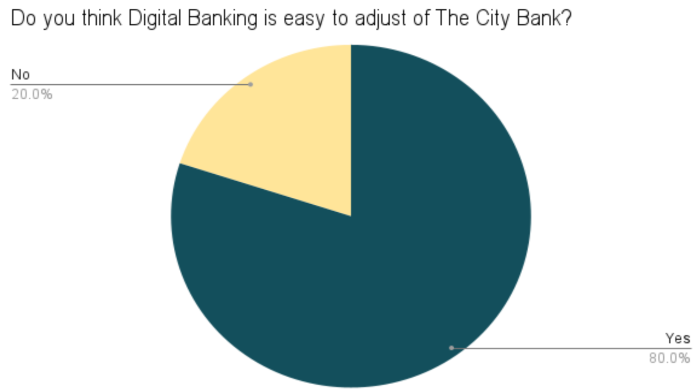
Most of the people agreed on that doing monetary transaction at their own house is easy than waiting in line of the bank where Strongly Agree was 80%, Neutral was 12% and Agree was 8%.



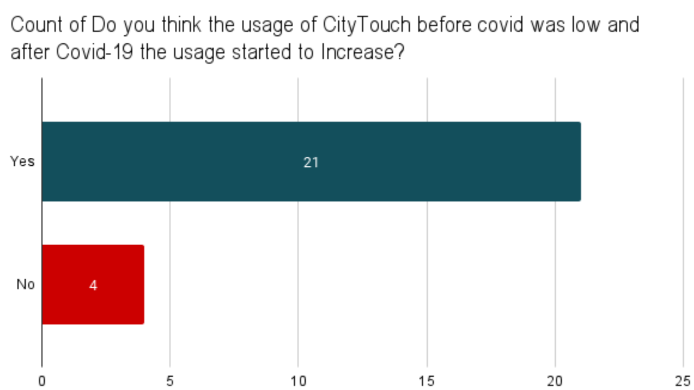
Here, I surveyed what percentage of people thought that the development of DFS was helping Retail banking processes better and time-saving for consumers, where 60% people Strongly Agree, 28% people Agree and 12% were Neutral.



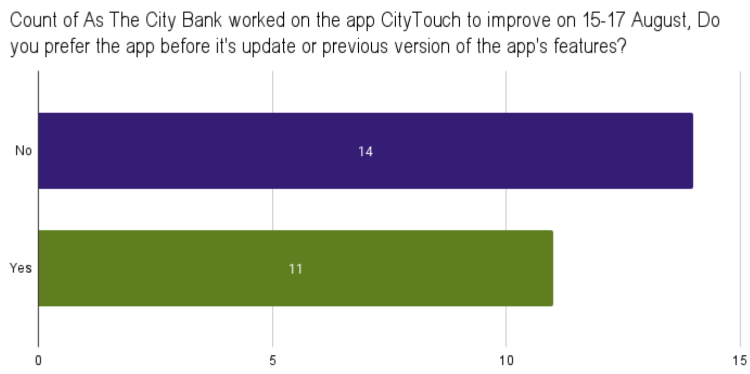
The people I have survey in the Newmarket Branch of The City Bank all them agreed or stated "Yes" that the CSOs(customer Service Officers) always inspired them to use DFS. For example- If a person comes to a counter to place request for new cheque manually every time CSOs would say, "Kindly use CityTouch app for new cheque requisition or give a call to the customer-care for cheque requisition". For that reason, no one could deny that.



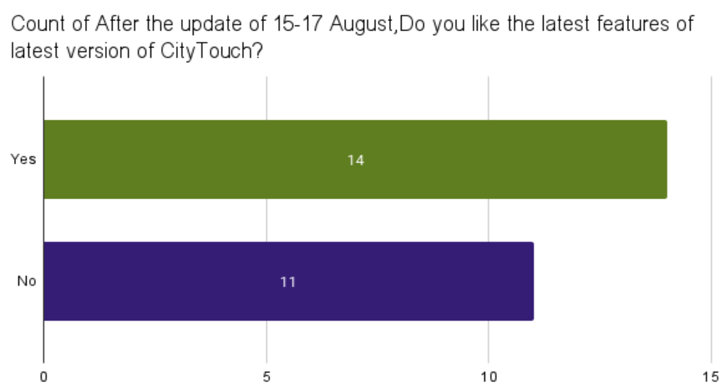
Here, in the analysis the people whom I have surveyed, the percentage of people think it is easy to adjust or not stated with yes and no. Thus, 80% of people said Yes as they think digital banking of The City bank is easy and 20% of people said No as these are not used to with the digital services.



Among 25 people 21 people believed that the usage of CityTouch app before Covid-19 was low and the usage got higher when the Covid-19 hit and stated they still use it. On the other hand, 4 people think the number usage did not get higher as they were not using it, as they were not familiar with that and they did not feel the need to use it.



Among 25 people 14 people stated "No" as they thought the latest version better whereas 11 people stated "Yes" as thought the previous version of CityTouch update of 15-17th August.



14 people agreed or stated "Yes" as they like the latest version after the update of CityTouch app 15-17th August among the people of 25 people. On the Contrary, 11 people stated "No" as they do not find the latest version easy.

3.3.2) Challenges of fully implementation of DFS

The main challenges in regards to DFS specifically to CityTouch app is that it is still in work in-process to upgrade so that the customer can easily understand the interface, navigate the options which they want to opt for; although the usage of the app is not that easy. Often times it takes lots of information which are not required while switching to a different mobile device which sometimes get hectic and frustrating for Customers.

In addition to that, most of the people in Bangladesh are not tech-savvy or does not have basic knowledge regarding digital banking and so, often the customer comes to branch to help them regarding the usage process of CityTouch app and it becomes more difficult if someone who uses City Islamic banking in that situation they have use the web version of CityTouch service not the mobile CityTouch Mobile App (which is only for customer holding conventional account) which gets a bit bothersome for the people.

Most of the people of our country are not literate they even ask the CSOs' to activate their instant credit that can cause threat of security and ethical work process.

3.3.3) The resolve of the Challenge we provide instruction manual to activate their own debit card and credit card and for the moment in every branch of The City Bank we provide CityTouch Service so that CSOs (Customer Service Officer) or interns help them to navigate the use of the app.

They can apply option In the CityTouch app for CityIslamic banking services.

The CSM (Customer Service Manager) who is in charge of BM (Branch Manager) always monitors the works when he or she sees that there are extreme crowd in the cash section, the CSM encourages customers to deposit money into RCDM or RATM to get fast service, security people also help them navigate to operate the deposit of machine system.

3.4) Summary and Conclusion

The analysis is basically being done for, if the DFS has retail banking evolve anyway as the Covid-19 hit; which way transactions has become more faster, has made the banking process convenient for people and make people aware about digital financial services easier. The completion of the project which would work and have an impact in a good way which banking procedures would effective and easy for clients. "Contactless monetary management and transaction through Digital financial services of The City Bank" can be stated as well, since it focuses on the digital aspect on banking where banking process has become more convenient for customer where they do not have to wait in the long line to deposit money or might as well physically need to be present or not for any sort of financial process.

3.5) Recommendations

- The City Bank should provide official tutorial to operate their online banking specifically CityTouch.
- Needs to do more Advertising over television, Facebook page, LinkedIn and social media platform for Availing varieties of services of DFS.
- Making the interface of the app more minimalistic and easier so that people can easily navigate without hassle and more secured by the help of IT team.
- Store enough debit cards in the branches so that customer avail instant cards service.
- They should improve the software and security systems in the CityTouch App.

References

- Express, T. F. (n.d.). *Digital and mobile financial services facilitate financial inclusion*. The Financial Express. https://thefinancialexpress.com.bd/views/views/digital-and-mobile-financial-services-facilitate-financial-inclusion-1552832325
- *City Bank & bKash jointly launch country's first Digital Nano Loan*. (2021). The City Bank. https://www.thecitybank.com/newsevent/city-bank--bkash-jointly-launch-country%E2%80%99s-first-digital-nano-loan
- Express, T. F. (n.d.). *City Bank's business grows amid Covid-19*. The Financial Express. https://thefinancialexpress.com.bd/stock/bangladesh/city-banks-business-grows-amid-covid-19-1596893882
- *The DFS ecosystem in Bangladesh*. (2020, March 15). Microsave. https://www.microsave.net/2020/03/15/the-dfs-ecosystem-in-bangladesh/

- Report, S. B. (2022, July 24). *City Bank's profit rises marginally in second quarter*. The Daily Star. https://www.thedailystar.net/business/news/city-banks-profit-rises-marginally-second-quarter-3078011
- (N.d.). Thecitybank.com. Retrieved September 12, 2022, from https://www.thecitybank.com/files/City_Bank_annual_report_2021.pdf
- (N.d.). Thecitybank.com. Retrieved September 12, 2022, from https://www.thecitybank.com/files/City_Bank_annual_report_2020.pdf
- Ingemarsdotter, E., Jamsin, E., Kortuem, G., & Balkenende, R. (2019). Circular strategies enabled by the internet of things—A framework and analysis of current practice. Sustainability, 11(20), 5689.
- Rumman, A., Shetu, S. N., & Islam, S. R. (2015). Impact of Advertisements on Online Banking in Bangladesh.
- Shi, H., Ma, W., Yang, M., & Zhang, X. (2012). A Case Study of Model Checking Retail Banking System with SPIN. J. Comput., 7(10), 2503-2510.
- Agarwal, V., Poddar, S., & Karnavat, S. J. (2020). A study on growth of mobile banking in india during covid-19. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 9461-9485
- Naz, F., Karim, S., Houcine, A., & Naeem, M. A. (2022). Fintech Growth during COVID-19 in MENA Region: Current Challenges and Future prospects. Electronic Commerce Research, 1-22.

Appendix

1) What is your name?
Ans: Rafiqul Islam
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60
3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
- Yes
- No
7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
   Ans: Abdeur Rahman
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?
   Ans: Farzana Tuhin
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - No

1) What is your name?
Ans: Md. Nazrul Islam.
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - ✓ 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - ✓ Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - ✓ Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - ✓ Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - ✓ Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - ✓ No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - ✓ No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - ✓ Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - ✓ No

1) What is your name?
Ans: Md. Parvez Ahmed

2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- ✓ 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- ✓ Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- ✓ Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- ✓ Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
- ✓ Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- ✓ No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- ✓ No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- ✓ Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- ✓ No

1) What is your name?
Ans: Mohammad Mohsin
2) What is the range of your age?
    - Below 20
    - 20-29
    - 30-39
    - 40-49
    - 50-59
    - Above 60
3) What is your occupation?
    - Student
    - Home-maker
    - Service Holder
    - Freelancer
    - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
    - Yes
    - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
    - Yes
    - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
    - Yes
    - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
    - Yes
    - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - No

1) What is your name?
   Ans: Helena Bogum
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?

Ans: Sujal kumar das

2) What is the range of your age?

- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?

- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?

- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?

- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?

- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?

- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?

- Yes
- No

1) What is your name?

Ans: Nowrin Ahmed Nandini

2) What is the range of your age?
   - Below 20
   - ✓ 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - ✓ Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - ✓ Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - ✓ Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - ✓ Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - ✓ No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - ✓ Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - ✓ Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - ✓ No

1) What is your name?
   Ans: Hasim Miah
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?
Ans: Md. Fahim Rahman

2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
   Ans: Ananna Barua
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?

Ans: MST Badaria Begum

2) What is the range of your age?
    - Below 20
    - 20-29
    - 30-39
    - ✓ 40-49
    - 50-59
    - Above 60
3) What is your occupation?
    - Student
    - Home-maker
    - Service Holder
    - Freelancer
    - ✓ Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
    - ✓ Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
    - ✓ Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
    - ✓ Yes
    - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
    - ✓ Yes
    - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
    - ✓ Yes
    - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
    - ✓ Yes
    - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - ✓ No

1) What is your name?
   Ans: Md Nayan
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?
Ans: Kabire Uddin
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60
3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
- Yes
- No
7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?

   Ans: Ayesha Sultana Payel

2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - No

1) What is your name?
Ans: Mohd. Mahdi Hasan Faheem
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
   Ans: Moyj Uddin Sharif
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
    - Yes
    - No

1) What is your name?
   Ans: Nadia Hossain
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch, savings, loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?
Ans: MD MEZBAH UDDIN
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?

Ans: Rakib Sikder

2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
Ans: Mahade Hasan Shojib
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
Ans: Md. Shoaib Alam
2) What is the range of your age?
- Below 20
- 20-29
- 30-39
- 40-49
- 50-59
- Above 60

3) What is your occupation?
- Student
- Home-maker
- Service Holder
- Freelancer
- Businessman

4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
- Yes
- No

7) Do you think Digital Banking is easy to adjust of The City Bank?
- Yes
- No

8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
- Yes
- No

9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
- Yes
- No

10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
- Yes
- No

1) What is your name?
Ans: Jannatul Ferdous Susmita
2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No

1) What is your name?

Ans: Fariza Tanvir

2) What is the range of your age?
   - Below 20
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - Above 60
3) What is your occupation?
   - Student
   - Home-maker
   - Service Holder
   - Freelancer
   - Businessman
4) "Doing monetary transaction at your own home is easy than going out to the bank and wait-in line" do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
5) "As The City Bank is progressing their work on DFS(digital financial services) to make Retail banking process better, is time-saving for customers". Do you agree?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
6) Does the Retail Bank CSOs(Customer Service Officers) inspires you to use DFS (CityTouch,savings,loans and cards systems, RATM and RCDM etc)?
   - Yes
   - No
7) Do you think Digital Banking is easy to adjust of The City Bank?
   - Yes
   - No
8) Do you think the usage of CityTouch before Covid was low and after Covid-19 the usage started to Increase?
   - Yes
   - No
9) As The City Bank worked on the app CityTouch to improve on 15-17 August, Do you prefer the app before it's update or previous version of the app's features?
   - Yes
   - No
10) After the update of 15-17 August,Do you like the latest features of latest version of CityTouch?
   - Yes
   - No