Report On

# General Banking Activities & the Practice of MIS in Dutch Bangla Bank PLC

By

Name: Tanjimur Rafid Hossain Pathan

ID: 17104159

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

October 2023

## Declaration

It is hereby declared that

1. The internship report submitted is my/our 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:**

______________________________

**Tanjimur Rafid Hossain Pathan**

ID: 17104159

**Supervisor's Full Name & Signature:**

______________________________

**Md. Hasan Maksud Chowdhury**

Assistant Professor

BRAC Business School

# Non-Disclosure Agreement

This agreement is created and enter into by and between **Dutch Bangla Bank PLC** and **Tanjimur Rafid Hossain Pathan**, ID: 17104159, a student at BRAC University.

# Letter of Transmittal

Date: 05/11/2024

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

Kha-224 Merul Badda, Dhaka-1212

**Subject:** Submission of the internship Report on **“General Banking Activities & the Practice of MIS in Dutch Bangla Bank PLC”**

Dear Sir,

I am happy to submit the report on General Banking Activities and MIS Practice in Dutch-Bangla Bank PLC under your making. Working on this report has been a fulfilling experience for me as this was an in-depth analysis and study of these areas which I have tried to address during my internship.

I hope you would accept this report for your review, and I would be glad to questions or clarification as required. Any support and consideration for this would be greatly appreciated. Thank you very much.

Sincerely Yours,

___________________________

Tanjimur Rafid Hossain Pathan

ID: 17104159

BRAC Business School

BRAC University

Date: November 5, 2024

# Acknowledgement

My sincere thanks to all those who helped and guided me in the preparation of this internship report. Gratitude goes first to my academic supervisor Mr. Md. Hasan Maksud Chowdhury for his massive help and support and feedback. Without his ongoing support and all the pointers and insights along the way, this report would have hardly been possible.

I would also like to extend my heartfelt gratitude to Mr. Mohammad Jahangir Alam, Senior Assistant Vice President (SAVP) of the Corporate Branch at Dutch-Bangla Bank PLC, who was my organizational supervisor. In sharing knowledge of my position, he helped make my interning experience. He brought a lot of knowledge and experience, which was very valuable to my learning.

My sincere gratitude is to Mr. Md. Amin Islam, Senior Executive Officer of DBBL, who has provided necessary supports and valuable contributions to prepare this report. The perspectives he offered on behalf of the bank made my work better.

Lastly, special thanks to everyone who supported me in one way or another during this phase. But each interaction and every experience has helped me grow as an individual and a professional. Thanks for making me today Thank you for making me.

# Executive Summary

This report is about my internship experience at Dutch-Bangla Bank PLC, describes more on general banking activities and the use of Management Information System in the daily activities of the bank. During my time as an intern, I really delved into the core principles of banking such as account service, customer support, and associated transaction protocols. These are the principal operations that DBBL focus on to ensure the customers with smooth access, smooth transactions and quick support. Most of my learning was to see that MIS keep DBBL process ongoing and organized. MIS not only helps the bank for customer information management but also assists in inter-departmental operational process. Through their digital banking services, such as online banking, mobile notification, and the secure handling of data, I was able to experience how a customer-centric ecosystem can be created by DBBL. My supervisors, fellow colleagues helped me to observe both the practical and strategic side of banking. The clarity that they provided, gave me perspective, how a company like DBBL does it to achieve customer satisfaction, innovation and growth. Joining an advanced period such as this would provide me a good head-start within basic foundation of banking practices, as well as glimpses of a changing financial institution like the DBBL.

# Contents

# Chapter 1

## Overview of Internship

### 1.1 Student Information

**Name:** Tanjimur Rafid Hossain Pathan

**ID:** 17104159

**Program:** Bachelor of Business Administration

**Major:** Computer Information Management (CIM)

### 1.2 Internship Information

**Period:**3 months (From 31-10-2023 to 31-1-2024)

**Company Name:** Dutch Bangla Bank PLC
**Department:** General Banking

**Address:** 47 Motijheel Commercial AreaDhaka-1000, Bangladesh

#### 1.2.2 Information of Organization's Supervisor:

**Supervisor Name:** Mohammad Jahangir Alam
**Position:** SAVP- Senior Assistant Vice President.

### 1.2.3Job Description, Duties, and Responsibilities

I got to be involved in several tasks related to several general banking functions during my internship at Dutch-Bangla Bank Limited (DBBL). The role I had and their responsibilities taught me the working of everyday life of how one thing leads up to and how every task wakes up and operates in favor of the bank and its customers. Key duties included:

A few of the key points are as follows:

**Keeping Records:** I supported to keep records for numerous transactions, customer data, and documentation follow-up. Such responsibility was vital and formed the basis for accurate handling of customer interactions and tracking their services through DBBL.

• **Capture of Customers:** Capturing customers became crucial for validating account details and adhering with regulations. Maintaining records of customers in terms of being up to date and safe to keep is one of the important part of working towards high standard of information management which further helps DBBL to maintain business success.

• **Account Opening:** I participated in opening the account for new customers, took applications from new customers as well as in some instances verifying their identities, and directing them to the required documentation. In this role, I learned about regulatory compliance and how DBBL strictly adheres to the Know Your Customer (KYC) policy to deter potential fraud.

• **Cheque Book Issue**: One of the most important tasks that I had to perform was to help customers in ordering and getting a new cheque book. This involved verifying customer identities, documenting serial numbers and outlining the bank’s policy for cheque book utilization.

• **Customer ID Verification:** I verified customer identity as a part of KYC activities. It was essential for security, keeping accounts with correct details, and ultimately complying with DBBL’s stringent regulatory requirements.

• **Communication with Other Employees**: In the team-based work culture of DBBL, I frequently communicated with colleagues from other functional areas, influencing the coordination of tasks to avoid disruptions while providing services. This experience opened my eyes to the necessity of teamwork internally to further organizational goals.

## 1.3 Internship Outcomes

Overall, I had a very holistic internship that allowed me to develop many different capabilities that are key to the banking sector. Some key outcomes include:

**Organizational Skills:** I was required to perform multiple tasks like record keeping, account opening, and document verification, which made me develop the skill of prioritizing responsibilities and making sure all tasks were executed in a systematic and practical manner. This experience taught me how to be organized, a very important component of a fast-paced banking environment.

• **Developed Soft Skills:** Dealing with customers and other team members developed my communication and interpersonal skills. The way customers and clients handled, how I will talk to them clearly, patiently, explaining, and some questions can go on just to develop a good relationship and hopefully, satisfaction.

• **Software Skills**: Set of skills attributed to refining in my working period with DBBL, I started growing my confidence with the bank software solution for processing customer data, transactions, and documentation. These technical know-hows were significant to effectively and efficiently manage consumer data, and I came to terms with the supportive role that technology has in banking.

### 1.3.1 My Contribution to the Organization

As an intern, I focused on the daily activities of DBBL and tried to contribute as best as I could to the customers and the work done by DBBL. My job was all about increasing productivity by automating account opening processes, updating records accurately and resolving customer queries on time. As a person who managed customer documentation and customer identity verification, I played a role in DBBLs regulatory compliance and correctness. I also helped to maintain a steady flow of tasks by working with co-workers to ensure that every plate was taken care of during rush hours, which increased customer satisfaction and also improved back of house productivity.

### 1.3.2 Benefits to the Student

The experience I gained through my internship in DBBL was very fruitful and beneficial for my character development and professional experience. This real-world experience helped me understand broad banking functions as well as how a supportive function operates within a large financial institution. I developed an understanding of customer service, data management and financial compliance, in essence, the real-world application of my theoretical studies. I also think it built resilience because I had to learn to juggle responsibilities in the rigged, highly regulated environment that I will carry with me into a career in banking itself.

### 1.3.3 Problems and Difficulties Faced During the Internship

My internship was full of ups and downs and I struggled at times when it came to customer interactions. Mistakes during documentation check or delays caused certain amount of frustration to customers and this required some of the patience and clear communication from us to resolve it. Plus, multi-tasking, especially when it was busy, was challenging, and coping with the banking environment was tough at first. Nonetheless, they were good lessons in customer service and time management, which were actually both great for my career.

### 1.3.4 Recommendations (Future Internship Opportunities for the Company)

I have some suggestions to improve DBBL internship program according to my experience:

**A Structured Training Program:** A properly designed orientation program for the interns will not only provide them with a brief overview of the structure of the banking operations but also help in bringing them up to speed. This might be some hands-on training for accounts management, bookkeeping, and other customer service procedures.

**Mentor for Interns:** Having a mentor to help guide the intern through complex tasks or procedure that an intern may not be accustomed to or aware of, can greatly enhance the account of internship. Having a mentor in the door can be invaluable, enabling interns to get up to speed with a wide range of questions in real time knowing that they have someone to turn to.

**Feedback Mechanism in Place:** If the interns are given feedback sessions continuously, it would help them know their strengths and weaknesses too. Supervisors may write informal progress reports to help interns in adjusting their approach to perform better and thus make the internship more meaningful.

**Increase in Remuneration:** As an intern I think the remuneration given from the organization was not adequate for an intern compared to the task he/she was assigned. Increasing remuneration will motivate them work harder and will make them interested in applying for internship in future.

# Chapter 2: Organization

## Dutch-Bangla Bank Limited in a Brief

### 2.1.1 Bank Profile

Dutch-Bangla Bank Limited (DBBL), founded in 1995, is a joint venture of Bangladeshi Entrepreneurs and the Netherlands Development Finance Company (FMO). DBBL, incorporated on June 3, 1996, become a market leader in Bangladesh Banking Industry by being the first bank to launch digital banking service in Bangladesh. DBBL originally targeted corporate customer to deliver financial solutions and promote small and medium sized enterprise (SME) but later upscale its service to individual, which improved financial inclusion for urban and rural area significantly. DBBL is tech-focused, known for having the largest Automated Teller Machine (ATM) network and various digital services in Bangladesh, making daily banking easy for millions.

While the DBBL is driven by its being socially responsible and contributes to health, education and disaster relief in Bangladesh. The bank's culture encourages new and dynamic thinking while ensuring that the bank's commitment to enhancing quality of life and improving communities would not be compromised, leading to positive perception among customers and stakeholders alike. Combining technology with traditional banking, DBBL has remained relevant with evolving customer needs by focusing on both financial and social growth.

### 2.1.2 History

DBBL was established by Bangladeshi entrepreneurs with FMO - the Dutch development bank. Up to this point, DBBL's main priority was mostly trying to fill the gap in a traditional banking sector, where SMEs were neglected as a whole. Bangladesh’s banking sector was seen as a growth area, and so when DBBL first started to grow, it did so by introducing a lot of the digital banking services that completely changed the course of banking in Bangladesh.

DBBL has quite a history over the years with a few milestones more:

• **1996:** Start business operation of DBBL which mainly focused on corporate and SMEs client.

• **2001:** DBBL launched one of the pioneer internet banking of Bangladesh.

• **2006:** Introduction of the ATM network, which grew quickly to be the largest in Bangladesh, promoting access to finance throughout the country.

**2010-present:** Over the years DBBL has been upgrading its digital product portfolio with various offerings such as mobile banking which enabled the clients to remotely avail the banking service to make the banking service more accessible, easy and secure for the clients from any part of Bangladesh.

The bank evolved through a legacy of using technology for customer convenience, outreach of financial services to unbanked areas of the country and enhancing the Bangladeshi banking sector.

### 2.1.3. Goals

DBBL is on a mission of promoting financial inclusion and technological advancement in the banking sector. Key goals include:

**Customer Experience:** DBBL works by providing a diverse selection of services that meet the needs of many different demographic groups, keeping the customer experience at the forefront of their model; The bank aims at building long-lasting relationships therefore, it provides readily available digital banking options along with simplified processes.

**Financial Inclusion:** A key objective of DBBL is to make banking accessible to rural and underserved communities, which aligns with the larger vision of economic development in Bangladesh. This objective forms the basis for most of the bank's social responsibility operations and branch expansion work.

**Upgrading Digital Architecture:** DBBL aims to keep itself in the leading part of tech by means of upgrading its digital architecture, utilizing new financial technologies, and innovating new products in digital banking space. The bank aims to provide effective, high-tech, economical banking solutions and this goal is echoed in its strategy.

**Sustainable Growth:** DBBL has been committed to generating sustainable growth and profits while maintaining ethical standards and providing social benefits. In alignment with its growth strategy, the bank is keen on expanding its product mix and digital footprint.

**Corporate Social Responsibility (CSR):** DBBL embeds CSR into its business model and runs a number of projects regarding education, health, disaster relief, environment, etc. This objective aligns with DBBL's commitment to the betterment of society overall.

### 2.1.4. Business Objectives

DBBL Recognizing the business objectives are set in such a way them to correlate along with the goals31. These objectives include:

**Market Expansion –** DBBL wants to further expand its operations all over Bangladesh both physically and through digital channels. It enables the bank to be tapped in a wider customer base, particularly in areas where the financial services are scarce since it has a focus on rural penetration.

**Product and Service Innovation:** DBBL places a premium on innovation to meet the changing requirements of consumers, particularly in respect to digital services. They include periodic updates and improvements to internet banking, mobile banking, and ATM services for the customer experience and customer security.

**Operational Efficiency:** By leveraging sophisticated Management Information systems (MIS) and data analytics, DBBL consistently enhances its operational efficiency, thereby reducing the turnaround times of transaction processing as well as fine-tuning workflows across departments.

**Financial Performance:** DBBL intends to maintain profit-oriented operations through investment, risk import, etc., while remaining within the limits of its corporate social responsibilities. A healthy risk assessment framework, set to mitigate of potential threats, keeps the financial health of the bank intact.

**Customer loyalty and retention:** DBBL aims to provide consistent and high-quality services and create long-lasting relationships with the customers. DBBL provides a high service quality and contributes to the satisfaction and loyalty of customers.

### 2.1.5. Branch Expansion

A key element of DBBLs growth strategy is branch expansion. DBBL has recently opened branch all over Bangladesh both in city and semi city and rural area. An extensive branch network that not only increases the bank's customer base but also implements its role in enhancing financial inclusion. DBBL has also established a very wide ATM network to facilitate its customers with access to their accounts across the country, apart from its branch network.

DBBL conducts regular analysis of the areas which has less service of banks so that they can serve the clients by opening their branches and ATMs there. However, The DBBL branches reach out to its customers in the rural areas and places them strategically to provide the essential service and ease the burden of the people having less exposure to the banking services. This wide spread branch network allows DBBL to grow extensively from other banking sectors and helping to develop the economy of the remote areas.

### 2.1.6. Office Automation

DBBL operational model is derived from office automation instrumenting office automation is the driving force behind same in the bank derives from technology & desk job, acquiring processes that implement & use technology to their administrative processes. That kind of automation deals with transaction processing, customer service, and data management powered by modern software tools. DBBL has a comprehensive management information system (MIS) which centralizes all data related to customers and transactions within the bank which helps in speedy processing of client profiles and providing information during the transaction. Automation also adds to productivity as employees are able to concentrate on serving customers instead of performing repetitive tasks.

DBBL has a total digitalization of the system as per branches, ATM and digital platforms are synchronized and all are in the same line meaning everything is automated so a real time databased synchronization between branches, ATM and digital platforms. For example, if a customer buys something from one channel, it will be immediately be available on all channels, so it will be both seamless and smooth service as soon as the transaction happens at a branch or irrespective of the online transaction. DBBL implements office automation to promote workflow and strengthen data security since digital records cannot get lost physically like actual documents/ records.

## 2.1.7. Prospects

Therefore, the future prospects of DBBL remain bright with the bank expanding and diversifying its digital financial product offerings. DBBL is poised with a strong infrastructure and customer loyalty to capitalize on the rapid adoption of digital banking in Bangladesh. They also have excellent opportunity to capitalize on new financial technology trends, such as blockchain and artificial intelligence, which can help increase the efficiency of operations and delivery of services as well.

Mobile banking is another potential area for DBBL. For example, by investing in a mobile banking platform, DBBL can attract more customers — especially the younger ones (traditional banking may still predominately be preferred by the older generation). Additionally, its CSR initiatives add to the bank's prospects by enhancing brand reputation and ensure customer loyalty.

## 2.1.8. Objectives

The Purpose of DBBL Drives its Sustainable Growth and Community Engagement. These objectives include:

**Digital Transformation —** DBBL aspires to transform fully into a digital banking model to enhance operational efficiency and customer experience. It entails an ongoing enhancement of its mobile and internet banking platforms, and training on new digital tools.

**Educating Customers on Digital banking apps:** Our effort is to roll out educational initiatives to enable customers to better understand and use our digital services, especially in rural areas that might be relatively slower in the technology adoption curve.

**Enhancing Security for Data**: Data safekeeping have always been on top of the list of priorities for DBBL. The bank invests in innovative security systems like multi-factor authentication and encryption to protect customer details against cyber-attacks.

**Community Empowerment and Corporate Social Responsibility:** The social responsibility activities of DBBL is an inseparable part of its business model. While achieving its own business success, DBBL also wants to spread a ripple effect to this communities by contributing to education, health care, and disaster relief.

# General Banking

## 2.2.1 Introduction

The general banking functionalities operate as the bedrock of Dutch-Bangla Bank Limited (DBBL) financial services, by managing everyday customers, carrying out transactions and catering to different kinds of accounts. This chapter describe the whole general banking operation of DBBL in terms of account opening, deposit schemes, remittance and fund transfer. DBBL General Banking Department Customer satisfaction and healthy operational efficiency starting point hence the well organized and easy to use UX Make general banking department the first point of contact for most of your customer.

## 2.2.2. GB Department

DBBL prides its General Banking Department as the center of customer interaction, performing key banking functions. This department assists account opening, cash services, cheque issuance, local and international money transfers, etc. People in this department are high erstwhile prepared and volition beryllium capable to accommodate differing needs that you may request, verified types of accounts, forms of remittance, and documents. DBBL — General Banking Department is tactfully organized to ensure optimum efficiency-and minimizing customer wait time which is highly significant to ensure good banking habit of customers. General banking operations are essentially focus areas itself because it is the first experience and impression of customer reliability and values of DBBL which is to banking with fairness.

## 2.2.3. Account Creation

DBBL General Banking Department guides its customers regarding about opening different types of accounts on the verge of necessity by it's Account Opening Section. Customers are then required to fill out a simple application, provide identification documents, references, and pay an initial deposit to open an account.

DBBL is bound by law to adhere to stringent Know Your Customer (KYC) protocols in order to confirm identities, combat fraud, and promote transparency in all transactions. The representatives of the bank assist the clients in comprehending the specifications and the correctly eligible account kind chased through the customer which makes the occasion as smooth as feasible. Different arrangements apply to businesses opening accounts — for example, documentation about registration, tax ID and, if there are several persons who are authorized to operate the account, their separate authority and permission required for operations with the account. DBBL also caters inclusive range of people by providing student is account opening section and senior citizen is account opening section.

### 2.2.4. Types of Account

DBBL has different types of accounts to serve different customers:

• **Savings Account:** One of the most basic customer account types designed for individual customers who prefer to save and earn interest on their deposits. To promote saving nationwide, DBBL provides an interest rate, which is calculated on a daily basis, and paid on a monthly basis with high competitiveness over time. It also offers flexibility to customers as the account can be withdrawn without any penalty provided that the minimum balance condition is fulfilled. For students and senior citizens, DBBL also has specific savings accounts with special benefits.

• **Current Account:** The current account is mainly for enterprises, which have to make multiple transactions with good liquidity. DBBL's current accounts, which are interest-free but permit unlimited deposits and withdrawals, are perfect for companies with a high payment throughput. It has an additional feature of overdraft on it for the customers who have a good financial history. This means if you are in need of money and you do not have any money in your account, then with this account type you have access to your money and balance.

• **Fixed Deposit Receipt (FDR) Account:** A fixed-deposit account at DBBL allows customers to earn a higher interest rate on deposits at a fixed rate of interest over certain term periods such as three, six or twelve months. Longer terms tend to also have higher interest rates which can have significant value to customers who want more on their savings. The FC can not be withdrawn before maturity without a penalty, further promoting the long-term savings.

• **Short-Term Deposit (STD):** This type of account is used by corporations and institutions desiring liquidity, coupled with nominal interest. Under STDs, businesses get access to their funds on short notice, making it compliant with the operational cash flow of a business.

DBBL provides different types of accounts to suit the preferences of different enterprises, individual customers, small business customers as well as corporate ones.

### 2.2.5. Savings Deposits Account

DBBL provides a Savings Deposits Account for individuals which serves as a fund deposit facility with interest rate returns over a specific time period, thereby promoting savings behavior of the general public. This account is eligible for interest only if it meets the minimum balance requirements set by the bank during a monthly basis and interest is calculated on a daily basis and credited to the account at end of a month. Another part of DBBL is saving accounts which helps customers save money safely and easily while earning a return on the account balance.

DBBL provides added services to those with savings accounts, including online portals, SMS banking, and debit cards. These services then improve the customer experience by offering access to money and at any moment checking one own account activities. DBBL savings account is in high demand among individual clients who look for safe and easily accessible banking-based services.

### 2.2.6. STDs → Short Term Deposit Accounts

Short Term Deposit (STD) accounts allow us to have the purpose for the institutional clients that manage liquidity to cover operational subject. STD accounts can be withdrawn on short notice, making them suitable for companies that need to deal with funds on a rolling basis unlike FDRs. STDs generally offer lower interest rates than FDRs, but they remain a drawcard for businesses with funds remaining in the account. STD accounts are preferred by corporations and government agencies, along with organizations that require flexibility in managing their cash.

The STD account is very flexible and can be utilized for several types of transactions including cheque issuance, electronic transfer, and direct deposits. The STDs have a flexible withdrawal system which enable the corporate clients to withdraw the fund whenever they feel necessary, which enhance the corporate business function and allow bank to provide more competitive option for the business account.

### 2.2.7. FDR Account

FDR or Fixed Deposit Receipt are for customers who want to deposit a fixed amount of money for a fixed duration of time that gets them higher interest. FDR Terms DBBL offers a number of terms from three months to several years, and your interest earnings would grow along with your FDR terms. In traditional banks, money locked in fixed deposit receipts (FDRs) returns a stable revenue to their customers, while it is impossible to withdraw money before the term handmade to them is over without a penalty.

When a customer opens an FDR, he/she is given a deposit certificate that contains the amount and the term in which the money will be deposited along with the interest that will be charged and the form in which the interest will be paid, thus making a clear agreement between DBBL and the customer. Customers who prefer sticking towards long term investments with assured and risk free returns on their deposits also tend to choose this type of account. DBBL has a decent management of FDR section for timely metering and the prompt service after term ends.

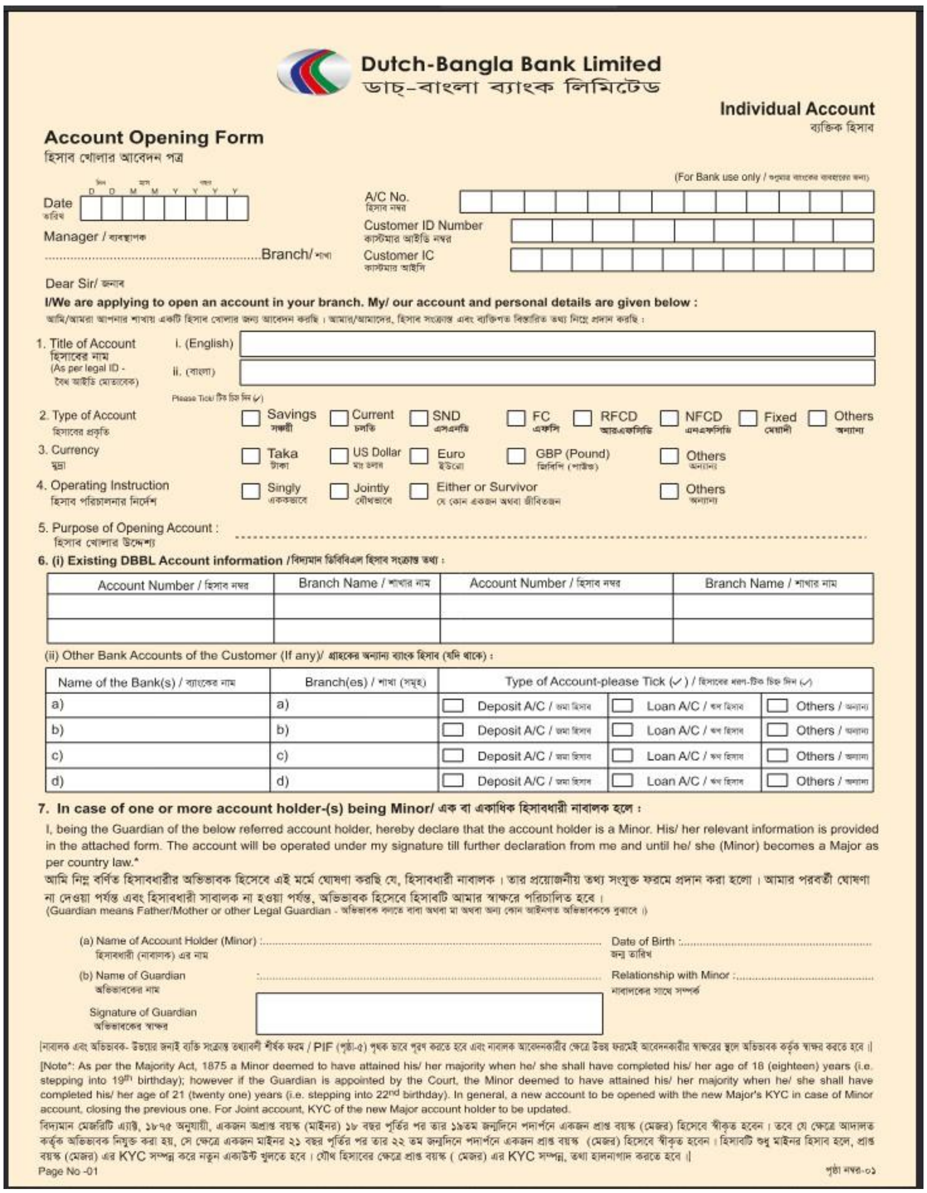
### 2.2.8. Current Account

Current Account – Designed for the use of business and government aid institutions. It earns no interest, but makes an unlimited number of transactions, which is important for companies that conduct large numbers of transactions on a daily basis. The investigating authorities have found various features of DBBL's current accounts, such as online banking, overdraft facilities and cheque book issuance. They provide clients with general access to their funds and are well-suited to a flexible cash flow entity.

For immediate cash needs, current account holders can avail themselves of DBBL’s overdraft facility that provides short-term funds to cover current expenses. The overdraft privileges are available to clients with sound financial backgrounds, and the customers only pay interest on the overdraft amount, thus a cost-effective tool for dealing with contingencies for the business.

## 2.2.6. Individual CD A/C

Current Deposit (CD) accounts held by a single person. Individual Current Deposit (CD) accounts are helpful for customers who need the benefits of a current account, just not as an enterprise. These accounts provide regular access to cash and can be used for unlimited transactions but they do not typically generate interest. The Individual CD A/C offers sufficient liquidity to meet expenses for customers that require regular access to funds while keeping availing basic banking services such as cheque issuance and fund transfer.



Dutch-Bangla Bank Limited
ডাচ্-বাংলা ব্যাংক লিমিটেড

Individual Account
ব্যক্তিক হিসাব

**Account Opening Form**
হিসাব খোলার আবেদন পত্র

(For Bank use only)

Date: D D M M Y Y Y Y

A/C No. / হিসাব নম্বর

Customer ID Number / কাস্টমার আইডি নম্বর

Customer IC / কাস্টমার আইসি

Manager / ব্যবস্থাপক

..............................................................Branch/ শাখা

Dear Sir/ জনাব

**I/We are applying to open an account in your branch. My/ our account and personal details are given below :**

1. Title of Account / হিসাবের নাম (As per legal ID - বৈধ আইডি মোতাবেক) i. (English) ii. (বাংলা)

Please Tick/ টিক চিহ্ন দিন (✓)

2. Type of Account / হিসাবের প্রকৃতি: ☐ Savings ☐ Current ☐ SND ☐ FC ☐ RFCD ☐ NFCD ☐ Fixed ☐ Others
3. Currency / মুদ্রা: ☐ Taka ☐ US Dollar ☐ Euro ☐ GBP (Pound) ☐ Others
4. Operating Instruction / হিসাব পরিচালনার নির্দেশ: ☐ Singly ☐ Jointly ☐ Either or Survivor ☐ Others
5. Purpose of Opening Account : / হিসাব খোলার উদ্দেশ্য ...........................................................
6. **(i) Existing DBBL Account information** :

| Account Number / হিসাব নম্বর | Branch Name / শাখার নাম | Account Number / হিসাব নম্বর | Branch Name / শাখার নাম |
|---|---|---|---|
| | | | |
| | | | |

(ii) Other Bank Accounts of the Customer (If any)/ গ্রাহকের অন্যান্য ব্যাংক হিসাব (যদি থাকে) :

| Name of the Bank(s) / ব্যাংকের নাম | Branch(es) / শাখা (সমূহ) | Type of Account-please Tick (✓) | | |
|---|---|---|---|---|
| a) | a) | ☐ Deposit A/C | ☐ Loan A/C | ☐ Others |
| b) | b) | ☐ Deposit A/C | ☐ Loan A/C | ☐ Others |
| c) | c) | ☐ Deposit A/C | ☐ Loan A/C | ☐ Others |
| d) | d) | ☐ Deposit A/C | ☐ Loan A/C | ☐ Others |

7. **In case of one or more account holder-(s) being Minor/** এক বা একাধিক হিসাবধারী নাবালক হলে :

I, being the Guardian of the below referred account holder, hereby declare that the account holder is a Minor. His/ her relevant information is provided in the attached form. The account will be operated under my signature till further declaration from me and until he/ she (Minor) becomes a Major as per country law.*

আমি নিম্ন বর্ণিত হিসাবধারীর অভিভাবক হিসেবে এই মর্মে ঘোষণা করছি যে, হিসাবধারী নাবালক। তার প্রয়োজনীয় তথ্য সংযুক্ত ফরমে প্রদান করা হলো। আমার পরবর্তী ঘোষণা না দেওয়া পর্যন্ত এবং হিসাবধারী সাবালক না হওয়া পর্যন্ত, অভিভাবক হিসেবে হিসাবটি আমার স্বাক্ষরে পরিচালিত হবে।

(Guardian means Father/Mother or other Legal Guardian)

(a) Name of Account Holder (Minor) :.............................. Date of Birth :..............................

(b) Name of Guardian :.............................. Relationship with Minor :..............................

Signature of Guardian

[Note*: As per the Majority Act, 1875 a Minor deemed to have attained his/ her majority when he/ she shall have completed his/ her age of 18 (eighteen) years (i.e. stepping into 19th birthday); however if the Guardian is appointed by the Court, the Minor deemed to have attained his/ her majority when he/ she shall have completed his/ her age of 21 (twenty one) years (i.e. stepping into 22nd birthday). In general, a new account to be opened with the new Major's KYC in case of Minor account, closing the previous one. For Joint account, KYC of the new Major account holder to be updated.

Page No -01

*Figure: Individual Account Opening Form*

## 2.2.10. Account Closing

In order to close an account, the account holder has to write an application for account closing to the branch manager or any authorized person. The bank checks that there are no additional purchases not yet charged and refunds any remaining money to the customer Part of the account closure includes looking for any outstanding charges or fees and paying these before closing the account.

DBBL has a systematic approach of closure process where all the records are updated and the status of customers account clearly mentioned. Unused cheques are requested back from the customer, while in the case of a debit or an ATM card, these are canceled (if available) and then returned to the customer to keep the account protected after it has been closed.

## 2.2.11. Cheque Book Issue and Remittance

Cheque Book Issue and Remittance Section at DBBL deals with cheque book requests and local and foreign remittances. Customers are issued cheque books against their savings and current accounts to carry on non-cash transactions. DBBL also has different instruments for foreign remittances such as demand drafts, pay orders, telegraphic and mail transfer. This, in turn, offers customers one of the most trustworthy and secure sending services of money inside Bangladesh and outside of it.

## 2.2.12. Cheque Book Issuance (For Newly Created Account)

While opening an account with DBBL, they hand out a cheque book on demand. This process of issuance involves verification of the customer details and unique serial number of the cheque book for tracking. Here they explain proper usage of cheque for new account holders in order to avoid any unauthorized access or misuse of cheque and what they really are and procedure according to banking rules.

### 2.2.13. Cheque Book Issuance (For previous Account)

Existing customers can order new cheque books when they use all the cheques issued. This is done to ensure that all earlier cheques are accounted for and there is no misuse. Issuance system is strictly recorded at DBBL level and access to cheque books is possible only with reduced risk.

### 2.2.15. Pay Order (PO)

A Pay Order (PO) is a local non-negotiable instrument that can be used to make payments within the same city and provides customers with a safe and simple way to transfer funds without carrying cash. In contrast with demand drafts, POs are usually confined to local vendor payments like single city or branch areas. POs are guaranteed by the customer's account or cash deposit and issued solely by the bank, ensuring the recipient receives the guarantee amount.

Purchase Orders are regularly utilized by the customers to conduct legal and business transactions, where a trustless, pre-funded payment is essential. Payout orders are often used for payments to government agencies, court fees, or various settlements with vendors. To guarantee safe handling, DBBL records each Pay Order serial number, customer name and the amount paid in its system with the provision of tracking and verification.

### 2.2.16. Telegraphic Transfer (TT)

Telegraphic Transfer (TT) refers to a method of electronically transferring money from one bank to another, either within a single country or across international borders, by using SWIFT codes. TT services for customers within DBBL looking for an immediate route of payment, involving sending payments to suppliers as well as transferring funds to family abroad. DBBL has different fees for TT services based on the international transfer amount and destination, and they assure that all TT transfer processes are done based on international transfer regulations. DBBL customers can always exchange their fund by using TT service at DBBL which is a fast and secured method to transfer fund instantly around the world.

### 2.2.17. Mail Transfer (MT)

Mail Transfer (MT) is an old fashion way of transferring funds by post in DBBL branches or between any other banks. While TT has taken precedence over electronic methods in contemporary times, DBBL has not halted MT services for customers who prefer or require conventional ways—the service continues to remain functional in remote areas where digital access is higher. MT provides the facility of secure transfers for customers without the requirement of a physical branch visit and every transaction is tracked and recorded through DBBL.

### 2.2.18. FDR Section

All activities related to the FDR accounts such as deposit processing, interest calculation, renewal or closure of FDR are managed under the Fixed Deposit Receipt (FDR) Section. FDR accounts are highly rigid in their terms and require meticulous recording to ensure customers get their fair share of interests. The FDR Section also manages the early withdrawal requests, and it facilitates transparency through details on penalties and adjustments on interest for an early access to funds.

### 2.2.16. FDR Opening

To create an FDR, customers opt for a deposit tenure, then deposit funds either through cash or an account transfer. The DBBL provides a receipt mentioning with important information including interest & the maturity periods along with the account information. FDs offer customers a low-risk, reliable option for building up savings, while yielding increased return rates than typical savings accounts. FDR account: Representatives from DBBL will help customers through our FDR account process without the fuss and explain the details, advantages, and conditions.

### 2.2.20. FDR Liquidation

Upon maturity of the FDR, on a maturity date, DBBL initiates the liquidating of the FDR, delivering the principal along with any accumulated interest to the customer. The money is available for customers for reinvestment or cashouts at their discretion with DBBL, the interest rate is reduced because the duration is short, and everything is crystal clear in the penalty section for early repayment. DBBL's FDR segment aids customers in efficiently harnessing the benefits of a long-term savings mechanism by providing transparent policies.

| Term | Amount Range (BDT) | Interest Rate (%) |
|---|---|---|
| **3 months** | 10,000 and above | 2.50% - 6.15% |
| **6 months** | 10,000 and above | 3.00% - 6.15% |
| **1-2 years** | 10,000 and above | 3.00% - 6.15% |
| **3 years+** | 10,000 and above | 3.00% - 6.15% |

*Figure: Amount and Interest Rate of FDR*

## 2.2.21. Clearing-Bills Section

Clearing & Bills Section handles the transactions related to interbank cheques, drafts and other bills ensuring customers make interbank payments with guarantee. BACH ensures speedy cheque clearing for DBBL customers to enjoy fund in their accounts. This section is essential in ensuring smooth cash flow and financial health by processing inward transactions as well as outward transactions for multiple banks thus improving DBBL's Reliability Index.

## 2.2.22. Inward Clearing

Inward clearing means clearing of cheques represent other Banks but drawn on DBBL. Clearing & Bills Section – Checks If funds are assuring, validity of cheques and clears the transaction for payment. Such a mechanism ensures smooth interbank cheque transactions and stability of funds in banking network DBBL has a very strict clearance policy which minimizes the risk of fraud and maintains the security and reliability of the bank.

### 2.2.23. Outward Clearing

Outward clearing is the operation of cheques that DBBL has received for payment from their customers but which is drawn on another bank. These cheques are collected by DBBL, sent to the respective bank for encashment and the proceeds deposited into the customer's account after clearance. This external clearing process ensures that DBBL customers bank on peace of mind while depositing cheques from across other banks. DBBL has shown us how efficient processing and meticulous documentation can enhance commitment of Customer Focused Banking Services being their second to none through effective and efficient processing and documentation of remittance.

### 2.2.24. Customer Service and Help Desk

DBBL customer service and support desk plays the most vitals roles in resolving customers inquiry, complain and request of assistance. This is about things related to account transactions, banking products and account status, so representatives are trained up to provide accurate, clear information. Immediate support with customer service staff, who in addition clear up coordination with the relevant departments in cases of larger issues. The emphasis that DBBL puts on customer service goes to a long way in making the banking experience more pleasant, ensuring that the clients are appreciated and updated.

# MIS Practice in DBBL

## 2.3.1. Brief History of Management Information System (MIS) in Banking Sector in Bangladesh

In Bangladesh, the banking sector is being totally converted to the MIS system by putting off the paperwork and giving the central power of processing data through Management Information Systems (MIS). Back in the days, the banking systems of Bangladesh used a traditional record-keeping mechanism where most of the transactions were done and recorded in paper. This not only had a long service providing time but also was prone to errors due to human involvement. MIS use in India took off in the 1990s, and with the introduction of data processing systems for commercial banks, automated banking systems were established in the country. To start off with, banks were focused on computerization of core transaction systems (CS) and data storage (DS) majorly for operational efficiency.

The late2000s represented another watershed shift in account management with the introduction of digital banking (internet banking, mobile banking), which was finally enabled by mature MIS frameworks. Various banks, especially top performers, immediately used MIS for customer data, transaction records and interbank exchanges that resulted in overall operational efficiency by banks like Dutch-Bangla Bank Limited (DBBL). The impact of a centralized MIS would enable DBBL to accommodate real-time data processing, cross-branch synchronization, and digital customer service to lead the charge for modern banking services in Bangladesh.

## 2.3.2. Practice of Management Information System in Dutch—Bangla Bank Ltd.

Dutch-Bangla Bank Limited (DBBL) utilizes a sophisticated MIS framework to deliver effective customer-oriented services. The MIS system of the bank collects data across various departments and provides them with real-time data across branches. Such centralized methodology allows DBBL to remove bottlenecks, reduce processing times and work based on data driven decisions. Apart from helping the bank to manage customer accounts, transaction records, loan portfolios and human resources, the MIS framework serves as an important consideration of operation, planning and control. All customer data is protected and managed within industry standards, where data security and regulatory compliance are ingrained in the database management system (MIS) of DBBL.

Many of the digital services offered by DBBL — such as online and mobile banking — rely on the MIS system for enabling customers to perform transactions and view account information whenever they choose. The internal communication, coordinated work between sections will also help to boost the efficiency and customer satisfaction for DBBL due to MIS.

### 2.3.3. PMIS (Personal Management Information System)

The Personal Management Information System (PMIS) of DBBL is a special module to handle human resources of the bank. It records all information for each employee including job responsibilities, attendance, salary, performance, and training requirements. It enables DBBL to facilitate better utilization of resources and enhance the efficiency of HR processes through PMIS (Personnel Management Information Systems) allowing the managers to recruit/promote/dispose the right human capital at right time to right places.

In keeping a centralized database system of employee details, PMIS limits the number of manual data handling and also facilitates easy access to records by HR personnel and department managers. For example, automating payroll calculations and performance reviews reduces administrative burden and improves accuracy. PMIS is also a tool for DBBL to align its HR practices, as it helps to monitor employee performance and training programs that can facilitate skill development.

### 2.3.4. Resources of DBBPLC

DBBL MIS: DBBL operates its MIS using a large number of hardware/software resources which are integrated to operate smoothly, securely and efficiently. DBBL's resources for MIS are an essential data processing and storage location that aids in secure communication amongst departments and branches. Major resources include:

#### Core Banking Software

Core banking software is a fundamental part of DBBL's MIS that handles the key functions like account management, transaction process, loan disbursement, deposit, etc. This software connects all DBBL branches and customers who can operate transactions throughout the bank's network. Real-time data processing is an essential functionality of the core banking software providing fast updates across accounts and minimizing back-office activity reducing customers waiting for transaction confirmation text message.

DBBL has developed an integrated core system that enabled online banking, which allows bank customers to have access to their accounts at anytime from anywhere over the internet, and at any time through the mobile (4). DBBL uses a centralized core system which allows for customer interaction to be massively secure, well logged and documented and for those record to be accessed by human users with the right permissions when they need to.

#### Internet Banking Software

The software of DBBL’s Internet Banking allows customers to find a secure online platform where they can access their Accounts, Check Balance, Check Transaction History, Transfer funds, Pay bills, etc. To enhance security, the software utilizes encryption and multi-factor authentication to protect customers from unauthorized access to sensitive information. DBBL internet banking service is in line with customers demand on services round the clock opening doors for tomorrow banking, where branches are generally overcrowded which lead to convenience of the users.

They have complete integration with the core banking system, which enables the platform to sync dates in real time, thus ensuring that every transaction made online is updated instantly on the customer side. The internet banking service, provided under the banner of DBBL, is a customer-facilitating service (of the bank); rather, it is a fundamental part for the bank to expedite its digital strategy with a view to decreasing its dependency on rather physical branches as well as spreading the facility of cashless transaction over the country.

## SMS Banking

SMS Banking forms a significant part of the customer notification and transaction alerting system at DBBL. With SMS banking, customers will receive alerts on their mobile phones instantly for each transaction made at the bank, be it a deposit, withdrawal, or transfer. It also keeps the customers informed about any account activity as soon as they are performed which helps to identify unauthorized transactions early, serving as a protection factor.

Also, when it comes to notification, SMS Banking allows the customer to access some banking actions via SMS commands (e.g., checking account balance). This is useful in the circumstances where they do not have access to the internet and only use mobile networks to manage their account. So, despite the limitless advantages of SMS banking of DBBL, it can increase access and security and lead customers to trust the bank's services more.

## Database and System Software

DBBL utilizes database systems which are essential in effectively storing large quantities of data such as account information, transaction histories and ensuring it is secure and organized. DBBL uses a powerful database management system (DBMS) to store data centrally and guarantee data integrity; those with authorization can have instant access to relevant information. The database system provides the ability to handle complex queries to expose the needed data for the MIS for either day to day operations or from a high level for strategic planning.

Along with the DBMS, operating software helps manage the entire system of MIS hardware that includes transaction terminals, desktop computers, and server systems over branches. DBBL operates its OS to provide a stable and optimal platform for all MIS applications to reduce downtime and maintain service quality.

## ERP System of DBBPLC

At DBBL, the core of managing its resources, from financial management to HR processes and to inventory, is the Enterprise Resource Planning (ERP) system. It allows a bird eye view of all operational activities taking place in an organization and helps the department heads to manage resources carefully because the ERP is integrated with various functional areas. Connecting finance, human resources, procurement and inventory, the ERP system helps to improve efficiency as a result of especially synergy both in workflow and by reporting in real-time.

Sector–wise: The Data Consolidation Capability of its ERP improves decision making functional area managers benefit from timely and appropriate information for financial planning, budgeting and allocation of resources. By automating repetitive tasks the human error is reduced and processing times have soared, helping employees to spend more time on value added activites. Therefore, DBBL considers its ERP system as a critical component of the operational excellence of the bank and aims at optimizing the deployment of resources across all its branches.

## DBBPLC's Oracle Flexcube Departmental Solution+

DBBL relies on Oracle Flexcube, its core banking solution that is proven, scalable, and flexible. This software, which is suitable for a bank with a vast network like DBBL, supports a range of banking operations including customer onboarding, loan processing, account management, transaction tracking etc. With its ability to scale, Oracle Flexcube helps DBBL to process large amounts of transactions per branch, meaning that service quality can be maintained with increasing numbers of customers.

Oracle Flexcube is known for its real time processing which ensures instant transaction updates to the customers. Moreover, Flexcube comes equipped with multi-channel integration; as such, DBBL can provide seamless integration across internet banking, ATMs, mobile banking, and in branch service channels. DBBL can cater to customer needs using Oracle Flexcube while ensuring maximum data security and accuracy.

## Backup System

The backup system of DBBL is an integral part of it's MIS framework that helps to insulate the customer data and customer's transaction record against any possible loss of data from hardware failure, system malfunction or cyber-attack. The bank backs up regularly, keeping copies both on-site and off-site for redundancy. Off-site Backup plays a major role in business continuity; DBBL can restore data even with the Physical destruction of the on-site facility.

It is a system that, in the event of a problem, quickly restores the data, ensuring that the service continues without interruption. Moreover, DBBL performs scheduled disaster recovery test to be prepared for unexpected crisis, strengthening the bank to resume business in short time upon unforeseen event. This strong backup plan ensures that customers can be assured of the safety and recovery of their information even in undesirable situations.

## Software Security

DBBL strictly respects and maintains data security and uses state-of-the-art software security to keep the information of the customers away from the unauthorized personnel and cyber threats. Firewalls, data encryption protocols, intrusion detection systems, and multi-factor authentication are all part of the bank's security infrastructure. Encryption protects sensitive customer data like account numbers and transaction logs so it can neither be read during transmission or while stored by attackers or malicious actors.

To combat the persistent threat of cyber criminals, DBBL continuously reviews its security measures with audits and vulnerability assessments. Moreover, the bank also trains its employees about cybersecurity risks to minimize the chances of human-induced security breaches. By combining these layers of security and processes, DBBL ensures both in-branch and digital transactions are secure, thus instilling customer confidence.

## Customer's perception on the services given by the services of DBBPLC

### 2.4.1. Reason for Choosing the Bank

Due to the rich network of services offered by DBBL which includes a well-covered ATM network, internet banking and SMS banking, the bank has attracted a very wide customer base. DBBL explains the customers are attracted to DBBL due to its banking technology but that of its high repute in Bangladesh banking sector as well. DBBL has a long history of being reliable especially in providing steady banking service to people in both urban and rural areas. Its focus on security, convenience and easy-to-use digital solutions are an attractive feature for both younger consumer customers and business customers alike, who are looking for quick, secure transfer of money. Here again, DBBL creates an emotional connection with customers who would want to bank with an institution with good social responsibility agenda.

### 2.4.2. Frequently Used Account Type

There are several different types of accounts provided by DBBL but the two noticeably used by the customers are known as Savings Account and Current Account.

**Savings Account (Type 3):** The type of account likely to suit the individual customer is the savings account type approximately 163 million accounts which allows consumers to earn interest on the deposit while preventing them from accessing their funds as easily. Not only do the interest rates of these accounts available through DBBL make them attractive but they are also a safe option for capital appreciation. Additionally, DBBL's savings products come with a separate ATM card, internet banking, and mobile banking which offers access to customers through several channels.

Meanwhile, the **Current Account** is preferred by business clients and high-net-worth individuals who need the flexibility to do a massive volume of transactions. Well Current Account is suitable for daily business as it provides unique way of transactions but it does not pay any interest unlike Saving Account. The Current Account is simply the most popular choice among individual corporate clients and self-employed professionals, taking into account its ease of access as well as overdraft facilities, which can ease cash flow during times of high spending.

### 2.4.3. Easier Account Opening Process — Survey Says

DBBL has made the account opening process as simple as possible for customers to help them open accounts with ease and convenience. It starts with, and subsequently represents a very clear required process — where identification, references, and initial deposits fully– are peripherally laid forth in plain-speak by bank representatives. In customer reviews, the ease of account opening has proven to be a winner, with customers noting how impressed they were with DBBL staff guiding them through the process and getting the job done quickly. Mobile Banking provides an efficient onboarding process for new customers, who can set up their accounts fast and enjoy digital banking tools such as online banking and mobile banking.

A few observers have noted that DBBL could further reduce the issue of documentation burden, especially as rural customers may be less likely to be able to access some identification documents. Some clients have pointed out that although DBBL has taken steps making the full process easier, to enhance accessibility for customers, reducing paperwork would be effective -- especially for clients not accustomed with the banking process. Furthermore, allowing more digital account opening options (such as helping customers initiate their applications online to help decrease in-branch wait times) could be useful.

In conclusion, customer perception toward DBBL as a general banker is positive as a huge number of customers appreciate them as they are maintaining a good balance between traditional and digital banking. Through its relentless determination to enhance its processes and broaden access, DBBL solidifies its relationship with customers and builds an image of being a pioneer bank.

# SWOT Analysis of Dutch-Bangla Bank Limited

**Strengths**

**Pioneering Digital Banking:** DBBL is a leader in Bangladesh's digital banking sector, offering advanced internet and mobile banking services. Its early adoption of Management Information Systems (MIS) has provided a competitive edge by enabling seamless, real-time banking operations. The bank’s Nexus Pay app, internet banking platform, and extensive ATM network highlight its technological capabilities.

**Extensive ATM Network:** DBBL operates one of the largest ATM networks in Bangladesh, ensuring easy access to cash for customers across urban and rural areas. This infrastructure enhances convenience and reduces dependency on branch visits for routine transactions.

**Customer-Centric Approach:** The bank prioritizes customer satisfaction through personalized services, a range of account options, and a strong focus on data security. Its commitment to addressing customer needs has fostered loyalty among its users.

**Social Responsibility Initiatives:** DBBL is known for its contribution to social welfare through scholarships and other corporate social responsibility (CSR) activities. These initiatives boost the bank’s reputation and attract socially conscious customers.

**Regulatory Compliance:** DBBL’s adherence to regulatory requirements, particularly through strict Know Your Customer (KYC) procedures, strengthens its operational credibility. The bank’s MIS also aids in generating compliance reports efficiently.

**Weaknesses**

**System Downtime Issues:** Despite its technological advantages, occasional system downtimes in digital services disrupt customer experiences. These interruptions can lead to dissatisfaction, especially for customers relying on internet and mobile banking for urgent transactions.

**Lengthy Account Opening Process:** While DBBL is committed to regulatory compliance, its documentation-heavy account opening process can deter potential customers. Simplifying this procedure could attract more clients.

**Overdependence on Technology:** Heavy reliance on MIS and automated systems creates vulnerabilities. Technical glitches or cyberattacks could severely impact service delivery and customer trust.

**Limited Staff Training on Digital Services:** Feedback from customers suggests that some staff members are not well-equipped to resolve issues related to digital platforms. Regular training programs could address this gap.

**Opportunities**

**Expansion into Underserved Areas:** Bangladesh has a significant unbanked population, particularly in rural areas. By expanding its branch and ATM network further, DBBL can capture new market segments and strengthen financial inclusion.

**Emerging Technologies:** Innovations like blockchain, artificial intelligence (AI), and cloud computing offer opportunities for DBBL to enhance its MIS capabilities, improve data analytics, and provide more personalized services.

**Rising Demand for Digital Banking:** The COVID-19 pandemic accelerated the adoption of digital banking services. DBBL can leverage this trend by promoting its internet banking and mobile apps more aggressively.

**Collaboration with Fintech Companies:** Partnering with fintech firms could help DBBL introduce innovative services, such as Buy Now, Pay Later (BNPL) options and advanced payment gateways, appealing to younger customers and businesses.

**Threats**

**Intense Competition:** The banking sector in Bangladesh is highly competitive, with new entrants and existing players continuously enhancing their digital offerings. Staying ahead in technological innovation is critical for DBBL to maintain its leadership position.

**Cybersecurity Risks:** As digital banking expands, so do the risks of cyberattacks and data breaches. A single security lapse could significantly damage DBBL's reputation and erode customer trust.

**Economic Instability:** Economic fluctuations, inflation, and policy changes could impact the banking sector's overall growth, affecting DBBL's ability to maintain profitability.

**Regulatory Challenges:** Stricter regulations or changes in compliance requirements may increase operational costs and complicate service delivery, particularly in digital banking.

# Chapter 3

## Project Part

## 3.1. Introduction

### 3.1.1. Background

There has been a huge shift in the dynamics of Banks in Bangladesh over last couple of decades, where technology played pivotal role. Dutch-Bangla Bank Limited (DBBL), the first-generation digital bank in Bangladesh, is also one of such banks which attains the ability to provide various services they believe necessary for their consumers. Digital transformation strategy Even when it comes to the pivotal role of Management Information Systems (MIS), which could become a game-changer for any Bank, for this bank, they had hardly left any stone unturned in utilizing MIS tools with the aim to improve operational efficiency and increase transparency coupled with transformative digital customer experience.

DBBL set a benchmark for other financial institutions by applying integrated MIS with its different general banking approach. Yet, with an increasingly competitive banking sector, knowledge of the advantages and disadvantages of such systems will be key to ongoing growth. Through this project, you will explore the role of Management Information System (MIS) in enhancing the overall efficiency of the bank and effectiveness in terms of customer satisfaction, where it can gain further insights to develop an area for continuous improvement as well as a space goal.

### 3.1.2. Objectives

This the research aims are classified into two types.

**Broad Objectives:**

○ To investigate the influence of MIS in improving general banking operations at DBBL.

○ To find out how satisfied the customers are with the banking service of DBBL on both conventional and digital platform.

**Specific Objectives:**

○ To understand the role of MIS in operational processes like data storage, transaction tracking and customer support.

To examine influence of digital banking variables such as internet and mobile banking on customer convenience and satisfaction. Identify the gaps in current MIS implementation by DBBL and recommend improvement areas

### 3.1.3. Scope

In this project, I tried to observe a particular MIS used in Dutch-Bangla Bank Limited to be more efficient in general banking. The scope includes:

**Customer Experience:** Measurement of customer satisfaction regarding DBBL services-both in conventional banking activities and in digital platforms —internet baking, mobile banking etc.

**Technology Integration:** The MIS at DBBL integrates soundly with the various other delivery channels namely core banking software, internet banking and SMS banking services

**Recommendations for Improvement:** The MIS audit identifies operational gaps and provides realistic recommendations on how these issues can be remedied with the help of optimal MIS.

Discuss how DBBL MIS helps in regulatory compliance and security of data → Regulatory Compliance and Security.

## 3.2. MIS Integration in Customer Services

The integration of Management Information Systems (MIS) in customer services at Dutch-Bangla Bank Limited (DBBL) has been instrumental in streamlining operations, enhancing customer experiences, and ensuring data security. MIS acts as the backbone for DBBL's service delivery, connecting various banking functions and providing real-time information that supports both customers and employees.

## Role of MIS in Customer Services

**Efficient Transaction Processing:** DBBL's MIS enables seamless transaction processing across all banking platforms, including branches, ATMs, internet banking, and mobile banking. Real-time updates ensure that customer accounts reflect accurate balances immediately after transactions, enhancing transparency and trust.

**Customer Data Management:** The system consolidates customer information into a centralized database, making it easily accessible to authorized personnel. This allows customer service representatives to address queries efficiently, as they can retrieve account details, transaction histories, and service requests instantly.

**Automated Alerts and Notifications:** MIS supports automated SMS and email notifications for transactions, ensuring customers are informed about their account activities. This not only provides convenience but also reinforces security by enabling customers to detect unauthorized transactions quickly.

**Personalized Services:** By analyzing customer data, MIS helps DBBL offer personalized services, such as targeted loan offers, tailored financial advice, and customized savings plans. This approach enhances customer satisfaction and loyalty.

**Integration with Digital Platforms:** MIS is the backbone of DBBL's internet and mobile banking platforms, enabling customers to access their accounts, perform transactions, and manage their finances remotely. The integration ensures a consistent and user-friendly experience across all digital channels.

## Advantages of MIS Integration in Customer Services

**Faster Query Resolution:** With MIS, customer queries related to transactions, account details, or service requests can be resolved quickly, reducing waiting times and improving satisfaction.

**Improved Accuracy:** Automated processes minimize human errors, ensuring accurate information and transactions.

**Enhanced Security:** MIS incorporates advanced encryption and multi-factor authentication, safeguarding customer data from potential breaches.

**Scalability:** The system can handle increasing transaction volumes and customer bases without compromising performance, ensuring uninterrupted services during peak periods.

## Challenges in MIS Integration

**System Downtime:** Despite its efficiency, MIS occasionally experiences technical issues, leading to temporary disruptions in customer services. DBBL must invest in higher-capacity servers and backup systems to address this challenge.

**Customer Adaptability:** Not all customers are familiar with digital platforms. MIS integration requires continuous efforts to educate and train customers, particularly in rural areas, to ensure they can utilize these services effectively.

**Data Privacy Concerns:** As MIS handles sensitive customer information, maintaining robust security measures and compliance with data protection regulations is essential to prevent breaches and build trust.

## Measures for Enhancing MIS Integration

**Upgrade Infrastructure:** Regular upgrades to MIS infrastructure, including servers and software, can minimize downtime and improve performance.

**Customer Education Programs:** Conduct workshops and provide online tutorials to familiarize customers with digital banking platforms and MIS-enabled services.

**Proactive Security Measures:** Implement advanced cybersecurity tools, such as artificial intelligence for threat detection, to safeguard customer data and enhance trust.

**Feedback Mechanisms:** Establish a feedback system that allows customers to report issues with digital services, enabling DBBL to address concerns promptly.

## 3.3. Literature Review

The importance of Management Information Systems (MIS) in banking is undeniable, as it has changed the behavior of financial market actors by transforming their operations, data management as well as customer interaction. In the current competitive scenario, MIS has been a major contributor towards efficiency, decision making and fulfilling customer demand.

Information from banking management apps acts as a back-end to help banks serve customers better than before when the tasks are automated between different areas such as (Transaction processing, Account Management, and Compliance Reporting), etc. This has decreased the manual errors and time for processing and as a result Banks are serving their clients quickly and accurately with the help of MIS (Rahman, 2021). Furthermore, Management Information System (MIS) plays crucial role in updating data live so that all branches are well-coordinated and banks carries its operation with efficiency (Khan, 2022).

MIS has played an integral role in the successes of digital banking initiatives for DBBL. MIS for the bank is tightly integrated and it guides the development of its highly capable internet banking platform and wide ATM network which are among the largest in Bangladesh. Such developments are in line with global progression, as banks globally utilize MIS to provide traditional and digital banking services under one umbrella, making customer experience easier (Smith, 2020).

Data security and regulatory compliance is another important function of MIS. MIS provides a regulatory framework to protect sensitive customer data through encryption, firewalls, and multi-factor authentication. Research underscores that data confidentiality occupies a prominent position among variables determining consumer confidence, especially in the context of digital banking (World Bank, 2022). Built on a rigorous security framework, DBBL scam provides complete assurance regarding the protection of customer transactions and also meets compliance against the local banking regulations.

However, the benefits come with challenges in implementing MIS. Widespread problems include system downtime, expensive maintenance, and repeated technology updates to meet new advances. Customer education is still another challenge where customers, especially those in rural areas, are not accustomed to use digital banking platforms and also have challenges in using these platforms (Chowdhury, 2023). Overcoming these hurdles will necessitate banks to not only spend heavily on technology, but also educate customers to smoothen their digital service experience, making it user-friendly and accessible among all demographics.

Emerging technologies such as artificial intelligence (AI), blockchain and cloud computing are expected to have a tremendous influence on the future of management information system (MIS) in banking. These innovations are expected to complement the existing technological capabilities of banks, fostering further improvements in operational efficiency and scalability while creating new opportunities for customer personalization (Finextra, 2023). For DBBL, capitulating these trends can help further cement its leading position for digital banking in Bangladesh as early adopters of technology are bound to gain stronger foothold.

To summarize, the literature stresses the impact of MIS on banking operations as a whole through better operational efficiency delivery in addition to enhanced customer satisfaction and improved data security services. In an increasingly competitive digital financial landscape, DBBL will need to do more with MIS tools in order to maintain the sustainability of its growth.

## 3.4. Research Methodology

The methodology of doing research describes how the data is collected, analyzed and interpreted in order to measure customer satisfaction with regards to general banking services offered by DBBL and the input of Management Information System (MIS). This is a quantitative methodology based on a structured questionnaire survey of DBBLs customers.

**Research Design**

**Quantitative research** methodology is used in this study, and a questionnaire survey method is adopted for collecting the primary data. The survey focused on different elements like the ease of opening an account, digital banking experience, ATM convenience and customer care support.

The questionnaire contained eight close-ended questions, ranging from general banking satisfaction through the effectiveness of DBBL's digital platforms to an overall perception about the security of DBBL services. To enable statistical analysis each question had a five-point Likert scale from “very satisfied” to “very dissatisfied” which respondents could select.

**Population and Sample**

The target population for this study are all customers of DBBL who are using its general banking and digital banking services. Then, a sample of 87 respondents were selected based on convenience sampling method from this population. As a result, having customers from their specific background and experience be part, gave DBBL a wide range of view on their services.

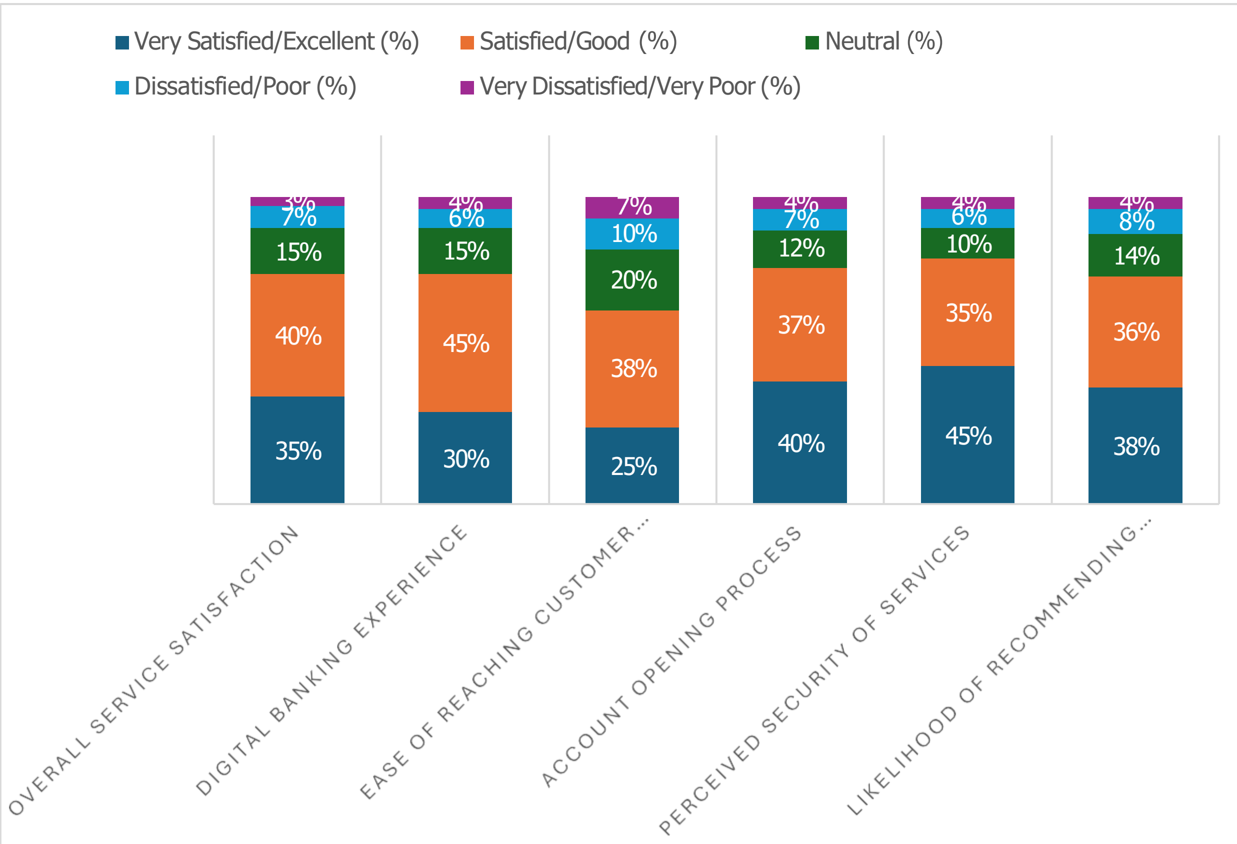
**Data Collection**

The data was collected through both in person and online forms, which were easy for the respondents to fill. This survey was conducted over two weeks by contacting customers going to the DBBL branches and customers active on DBBL’s online platforms.

## 3.5. Data Analysis and Findings

The analysis of the data collected by using questionnaire survey on 87 customers of Dutch-Bangla Bank Limited (DBBL) has been presented in this section. These results provide insights into customers' satisfaction towards general banking services, digital banking platforms, and customer experience.

**Perception Of Banking Services Overall Satisfaction**

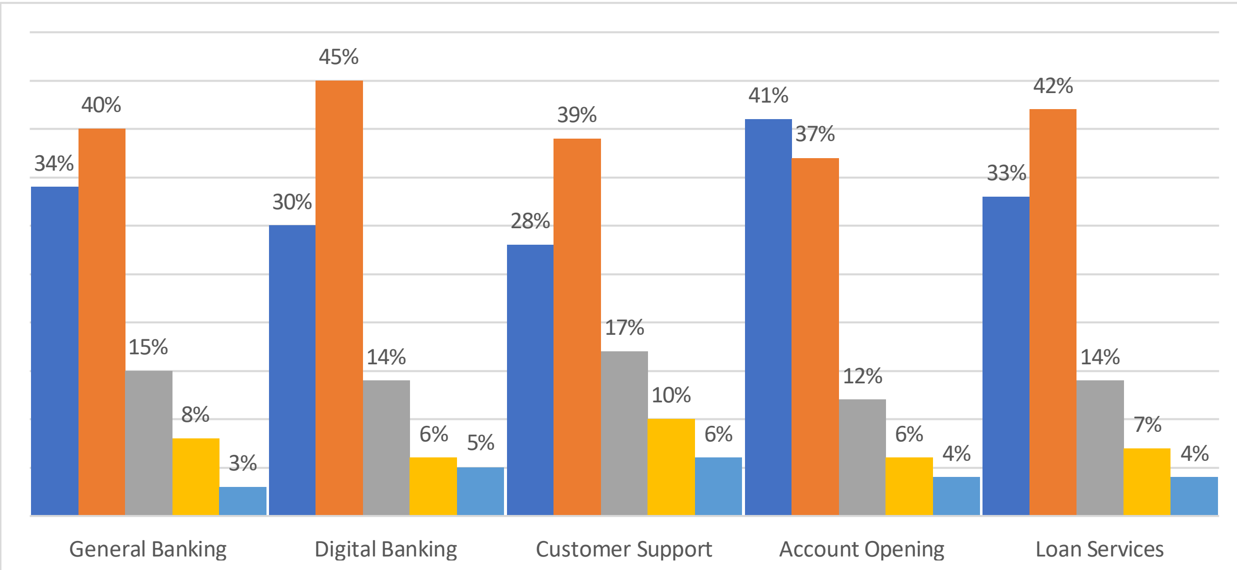



Satisfaction level of respondents on general banking service of DBBL The results showed:

- 74% (61 total) very or somewhat satisfied.
- 13 respondents were neutral (15%)
- 13 responses (11%) who were unhappy

The high satisfaction number shows that most customers are generally satisfied with the bank, while dissatisfaction points to possible improvements (reducing wait times and improving the quality of communication, e.g.).

**Ease of Digital Banking Use**




Q: About DBBL's Digital Platforms (Internet and Mobile banking)

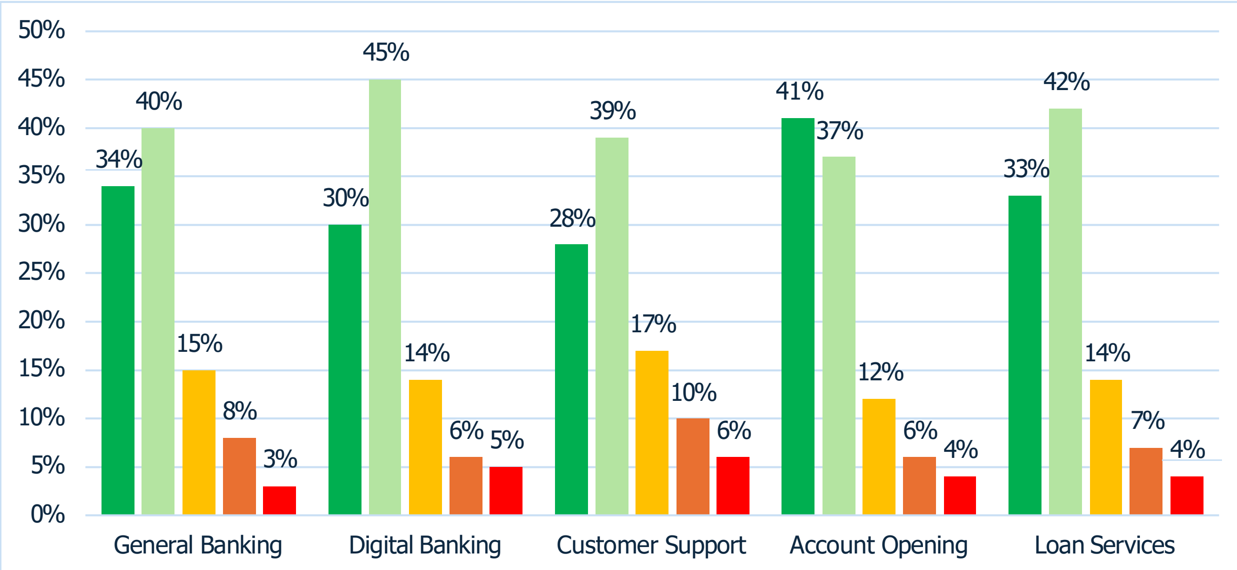
● 75% (61 respondents) rated their experience as excellent or good.

● Average: 14% of respondents (13)

● Those who rated the platforms as poor or very poor: 11% (13 respondents).

It points out that although customers have, in general, responded positively to DBBLs developed digital services, some of them are still facing issues (possibly due to usability or bugs in app interface)

**Usefulness of Customer Service**




Here is how we were rated on customer support:

● It was helpful/very helpful for 67% (58 respondents).

● Neutral (15) — 17%

● 14 respondents, or 16%, said it was not helpful.

While the bulk were happy with the help they received, some of the neutral and negative responses do highlight a need for better training and quicker resolution of customer problems.

**Convenience of ATM Services**

Respondents were asked to think about their experience with ATM accessibility and reliability in the following ways:

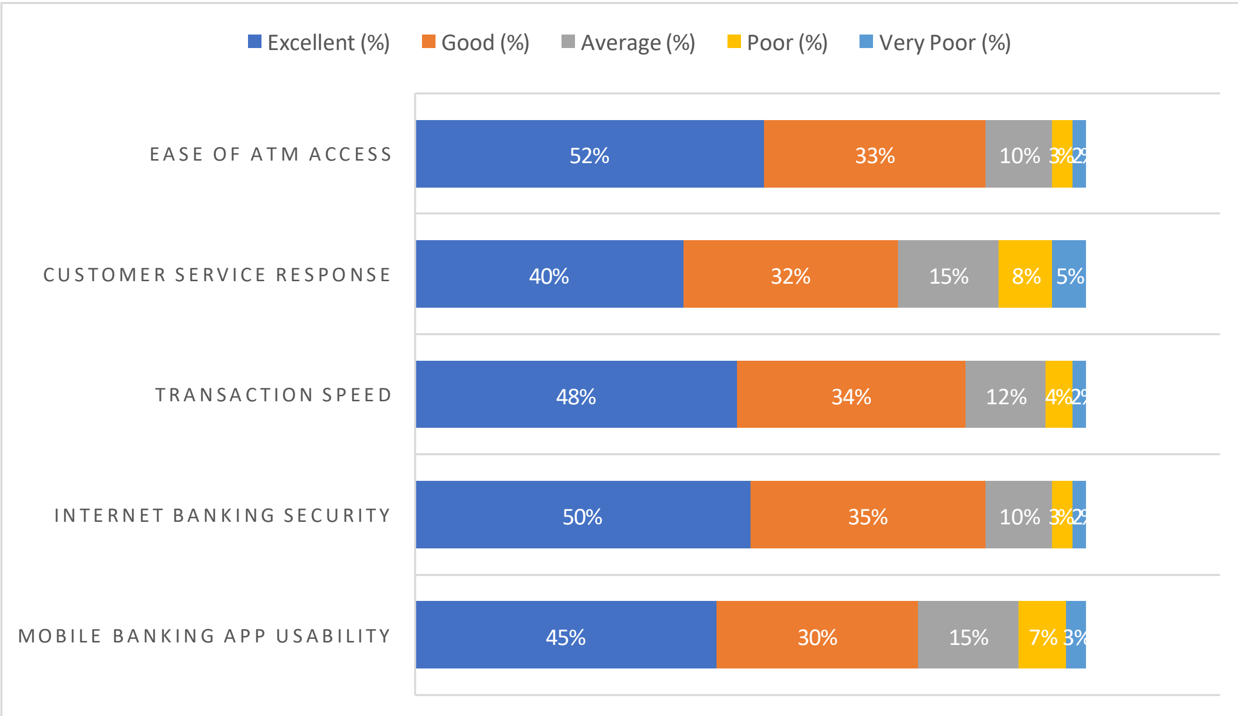
● Convenient or very convenient – 85% (74 respondents)

● Neutral (11) - 13%

● 2% (2 participants) perceived it as inconvenient

The outcomes validate DBBL is severely leveraged with a dense ATM network, yet additional improvements like minimization of ATM non-working periods may help ease the dilemma of unhappy clients.

**Knowledge about the Account Opening Process**




Account Opening Process Customer Ratings:

- 78 per cent (68 respondents) scored it a good or excellent.
- 18% (15 respondents) rated it as normal.
- 4% (4 respondents) scored it highly as poor

The sentiment analysis reveals opportunities to improve the experience through documentation requirement reductions and lower processing times, though the use of "straightforward" indicates a process typically viewed as simple among most customers.

## 3.6. Recommendations

From the analysis of the data and the findings, we can recommend some suggestions which could help in improving customer satisfaction and can also aid in addressing some of the areas that require development on Dutch-Bangla Bank Limited (DBBL) general banking and digital service;

**Enhancing the usability of digital banking**

However, while the other 75% customers rated DBBL round about okay on its digital banking platforms — rest 25% still went through a pain. To address this:

- Simplify the Interface Design: Make the interface as intuitive as possible for all demographics. People who are less technology savvy will struggle with the complexity of design.
- Technical Improvements: Frequent upgrades to mobile and internet banking platform. The lesser disruptions the better, it will enhance its working.
- Customer Tutorials: Prepare visual guides and video lessons for the newcomers, affirming they use every resource available.

**Enhance Customer Support**

Respondents identified customer support as the least helpful with about 15% rating it unhelpful;

- Train Your Employees: Provide regular training programs for customer service staff to assist them in resolving inquiries more efficiently and politely.
- Speedier Response Times: Invest in chatbot systems and improve hotline management to minimize wait times for consumer inquiries.

**Increase Availability and Dependability of ATMs**

Not just that, the ATM network is of course strength for DBBL but they should try to target the 15% dissatisfaction so as to make it go along with their position by name;

- ATM Performance Tracking: Set up live tracking systems to detect faults and replenish cash.

- Need Based Installation: Install machines in areas with less access, predominantly remote rural or traffic listing regions.

**Make It Easy to Open an Account**

That indicates a need to streamline the process: Amidst 45% of respondents rated opening an account as fair or poor

- Relax Documentation Requirements: Accept different modes of identification and make on-boarding easier for customers located in rural areas.
- Online Account Opening: Provide online account opening capabilities and allow customers to initiate the process online, with limited in-branch requirements.

**Focus on Customer Education**

To increase knowledge about the services and digital platform of DBBL among customers will help in increasing satisfaction level and reduce complaints:

- Workshops and seminars: Conduct educational sessions in branches and communities to help customers learn about digital banking offerings.
- Communicate proactively — provide periodic newsletters or SMS alerts on new features, changes in policies/procedures, and security practices.

Trust in DBBL, being among the most trusted banks in their security measures is not enough; it needs to be continuously a focus on:

- Modernize Security Architecture: Increase investment in modern encryption and cybersecurity solutions.
- Awareness Campaign: Train Customers on avoiding phishing attack and protecting their banking credentials.

# Conclusion

In its customer satisfaction survey report, the strengths and weaknesses of DBBL banking services were highlighted. General banking operations, ATM network and strong digital platforms are some of the things that appeal to customers. Nevertheless, there are problem areas in customer support, digital banking usability and within the account opening process that need to be addressed for a frictionless and delightful customer experience.

DBBL is a pioneer of innovation and MIS based banking in Bangladesh with high operational efficiency and service delivery. But customer expectations keep changing, and proactively therefore fulfilling their needs is the only key for building long-term extraction and growth.

Following the recommendations provided in this report will increase customer satisfaction and enhancing DBBL as a better responsive and inclusive Financial Institution. Focusing on digital transformation, customer-centric service delivery, and continuous improvement would allow a national flagship organization like DBBL to retain the cutting edge over others in making benchmarks time to time for Bangladeshi banking.

# References:


1. Dutch-Bangla Bank Limited (DBBL), 2023. *Annual Report 2022-2023*. Dhaka: DBBL Publications.
2. Dutch-Bangla Bank Limited, 2023. *Internet Banking*. [online] Available at: https://www.dutchbanglabank.com/internet-banking/ [Accessed 5 November 2024].
3. Oracle, 2023. *Oracle FLEXCUBE: Modernizing Banking Infrastructure*. [online] Available at: https://www.oracle.com/industries/financial-services/flexcube.html [Accessed 5 November 2024].
4. Chowdhury, M., 2023. Role of MIS in Modern Banking. *Journal of Digital Finance*, 10(2), pp.45-60.
5. Finextra, 2023. *Banking and Fintech in 2023: Trends and Innovations*. [online] Available at: https://www.finextra.com [Accessed 5 Nov. 2024].
6. Khan, M.A., 2022. MIS in Banking Operations: The Bangladesh Experience. *Journal of Financial Services Research*, 14(3), pp.123-145.
7. Rahman, A., 2021. MIS in Banking: Reducing Operational Inefficiencies. *Journal of Banking & Finance*, 45(2), pp.225-240.
8. Sarker, S. & Ahmed, R., 2021. Customer Satisfaction in Digital Banking. *International Journal of Banking Studies*, 12(1), pp.45-67.
9. Smith, J., 2020. Digital Banking: Trends and Challenges. *International Journal of Banking Operations*, 10(4), pp.305-319.
10. World Bank, 2022. *Financial Inclusion and Data Security in South Asia*. [online] Available at: https://www.worldbank.org/southasia/financialinclusion [Accessed 5 Nov. 2024].

# Appendix: Abbreviations and Terminology

Here is an enumeration of some abbreviations and terms used during this report on Dutch-Bangla Bank Limited (DBBL) and the banking practice followed. The appendix illustrates by enabling readers to clarify meaning of this within better understanding.

| Abbreviation | Full Form | Description |
|---|---|---|
| **DBBL** | Dutch-Bangla Bank Limited | A leading commercial bank in Bangladesh, known for its digital banking services and extensive ATM network. |
| **MIS** | Management Information System | A system that manages and processes information to support organizational operations, planning, and decision-making. |
| **KYC** | Know Your Customer | A process by which banks verify the identity of their clients to prevent fraud and comply with regulations. |
| **FDR** | Fixed Deposit Receipt | A type of bank deposit where funds are locked in for a specific period with a fixed interest rate. |
| **ATM** | Automated Teller Machine | A machine that allows customers to perform financial transactions, such as withdrawals and deposits, without a bank teller. |
| **ERP** | Enterprise Resource Planning | A software system that integrates various business processes and data across an organization. |
| **PMIS** | Personal Management Information System | A module within MIS used to manage employee records, payroll, and performance in DBBL. |
| **TT** | Telegraphic Transfer | A method of transferring funds electronically, domestically or internationally, through secure channels. |
| **PO** | Pay Order | A bank instrument used for secure, prepaid transactions within a specific location. |
| **STD** | Short Term Deposit | A type of account with a shorter holding period, commonly used by corporate clients for liquidity management. |
| **SAVP** | Senior Assistant Vice President | A managerial position in DBBL's corporate structure, overseeing certain banking operations. |
| **BACH** | Bangladesh Automated Clearing House | A system that facilitates electronic clearing of cheques and other transactions between banks. |
| **SMS** | Short Message Service | A text messaging service used by DBBL to provide transaction alerts and updates to customers. |
| **NID** | National Identification Number | A government-issued ID used in Bangladesh, required for account verification as part of the KYC process. |

# Survey Questions

While working at DBBL, I designed a Customer Feedback Questionnaire concentrating on customer experience and drew results depending on replies. It was a useful addition for me in terms of receiving views on customer satisfaction levels. The following questionnaire, together with the numbers, gives a clear indication of how customers feel about DBBL services.

**Section A: Personal Information**

1. Age Group:
    a. 18-25
    b. 26-35
    c. 36-50
    d. 50+
2. How long have you been a DBBL customer?
    a. Less than 1 year
    b. 1-3 years
    c. 4-6 years
    d. 7+ years

---

**Section B: Customer Experience**

3. How satisfied are you with the overall service provided by DBBL?
    a. Very Satisfied
    b. Satisfied
    c. Neutral
    d. Dissatisfied
    e. Very Dissatisfied
4. How would you rate the bank’s digital banking services (e.g., mobile and internet banking)?
    a. Excellent
    b. Good
    c. Average
    d. Poor
    e. Very Poor

5. How easy is it to reach customer support when needed?
    a. Very Easy
    b. Easy
    c. Neutral
    d. Difficult
    e. Very Difficult
6. How do you find the process for opening an account at DBBL?
    a. Very Easy
    b. Easy
    c. Neutral
    d. Difficult
    e. Very Difficult
7. How secure do you feel using DBBL's banking services?
    a. Very Secure
    b. Secure
    c. Neutral
    d. Insecure
    e. Very Insecure
8. How likely are you to recommend DBBL to friends or family?
    a. Very Likely
    b. Likely
    c. Neutral
    d. Unlikely
    e. Very Unlikely

---

**Section C: Additional Feedback**

9. Please share any suggestions or improvements you would like to see in DBBL's services: