Report On

Enhancing Customer Adoption of NRBC Bank's Planet App: Challenges and Strategic Solutions.

By

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

Masters of Business Administration
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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/We have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Internship Report Submission

Dear Sir,

I am pleased to submit my internship report, titled "**Enhancing Customer Adoption of NRBC Bank's Planet App: Challenges and Strategic Solutions**," in accordance with the provided instructions. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

My goal was to provide the necessary information and suggestions in as few words and as much detail as possible in the final report.

With all my heart, I pray that this report will meet your needs.

Sincerely yours,

Md. Mariful Islam

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BRAC Business School

BRAC University

Date: July 26, 2025

Non-Disclosure Agreement

This agreement is established and entered by NRBC Bank PLC. and Md. Mariful Islam, a student at BRAC University's Brac Business School, to strictly limit who can see the confidential information of the specified firm.

Acknowledgement

And the very first thing I would like to say that I thank the Almighty, because He endowed me with strength to move on and overcome my internship and writing this report. It is my great thanks to my on-site supervisor, **Mr. Muhammad Alamgir Hussain**, Principal Officer and Manager Operations at NRBC Bank PLC (Mohakhali Branch) who has been guiding, encouraging, and supporting me all the time. Meanwhile, I would like to thank the NRBC Bank staff, who are friendly and cooperated to offer engaging and valuable learning conditions. Another way through which my academics has been enriched is by teaching me practical knowledge of the banking services. My intellectual guide, Professor **Dr. Syed Mahbubur Rahman** of BRAC business school of BRAC university deserves particular gratitude. This report would never have had the form that it is taking now, were it not due to his still; suggestions and directions. To sum it up, I would like to thank my family and friends. Along this way they have offered a lot of encouragement, moral support when I needed it and the insistence not to give up.

Abstract

The given paper is devoted to the strategic evolution of the e-banking and the promotion of NRBC Bank PLC via the utilization of PLANET app and is based on the part of the three-months internship in the Mohakhali head office of the bank, which is aimed at identifying what makes the customers willing to use the app and is already making the bank look both at the bright sides and at those not being served. The current report has three chapters that include the lengthy presentation of Traineeship Programme, overview of the NRBC Bank organization and the customer behaviour project on Planet App. The methodology will be a user survey which is based on data gathered among 200 users, and it will be presented in terms of pie charts and word clouds. Findings indicate that the rate of adoption of the Planet App is high, but there is a problem with the lack of understanding of features, and real-time connection and user support are. The assumption concerning trust, usability, and perceived value as essential determination of adoption can be substantiated based on some research published in 2020-2025. The suggestions are given to enhance the increase of the customer base who utilizes Planet App and the digital satisfaction, on behalf of the NRBC Bank.

Keywords: NRBC Bank, Planet App, Customer Satisfaction, Digital Banking, Mobile Banking, Financial Inclusion.

Table of Contents

List of Tables

List of Figures

List of Acronyms

NRBC	Non-Resident Bangladeshi Commercial Bank
ATM	Automated Teller Machine
CRM	Cash Recycling Machine (or) Customer Relationship Management (context-dependent)
FDR	Fixed Deposit Receipt
DPS	Deposit Pension Scheme
RTGS	Real Time Gross Settlement
BEFTN	Bangladesh Electronic Funds Transfer Network
UI	User Interface
UX	User Experience
KYC	Know Your Customer
OTP	One-Time Password
NPSB	National Payment Switch Bangladesh
MFS	Mobile Financial Services
IFRS	International Financial Reporting Standards
SME	Small and Medium Enterprise
API	Application Programming Interface
QR Code	Quick Response Code
UTAUT2	Unified Theory of Acceptance and Use of Technology 2

BIBM	Bangladesh Institute of Bank Management
PDF	Portable Document Format
AIUB	American International University-Bangladesh
BRACU	BRAC University

Chapter 1

Internship Experience at NRBC Bank PLC

Introduction

Internship, and especially an internship on a postgraduate level, does not just fulfill the academic requirement, nevertheless represents a deep platform of immersive learning. It allows students to experience the applicability of theoretical education, acquire expertise in line with the actual industry and apply professional conduct in the systematic context. In case of students pursuing MBA in Marketing the internship provides the benefit of observing and analyzing consumer behaviour, service delivery systems and how promotion of products occur in actual corporate environment. As a duty within the requirements of MBA in **BRAC Business School**, I was posted to **NRBC Bank PLC, Mohakhali Branch**, where I did a three months' internship program between **13 February to 13 May 2025**. The experience I gained during this period positioned me with good exposure in the banking systems, customer relationship management as well as digital service initiatives especially in the **Planet App** which is a flagship digital banking service system of the bank. This internship had the aim of gaining practical experience into the general banking procedures, aid towards digitizing the onboarding strategy of the bank and comparing the customer adoption behaviour of digital-based financial services. This placement allowed me to relate my studies in marketing and service management to the process of digital transformation to which the banking industry had turned to. Further, the internship experience enabled me to witness the difficulties that customers go through when switching to app-based services and how the frontline employees of the banks support them when making the switch. Personally, this dual motive of organizational and customer-centric view influenced the way I went through things as well as how I did the research that became the basis of this report.

1.2 Placement Context: NRBC Bank, Mohakhali Branch

NRBC Bank PLC, is a 4th-generation non-state commercial bank in Bangladesh which was well-known with inclusivity banking philosophy based on special interest towards Non-Resident Bangladesh (NRBs). Through these beginnings of facilitating both remittance and banking by diasporas, the bank has become quite diverse in its time. Today it has over one hundred branches and serves millions of customers with its branches spread nationally into retail banking, SME finance, foreign exchange and digital banking offering. My workplace appears in the **Mohakhali Branch**, which falls in an important business area of the Dhaka city. It serves a wide range of customers comprising of salaried professionals, students going abroad to study, small businessmen, and the locals. The branch can also be characterized as one of the most active regarding the promotion of digital solutions, including the Planet App, which makes it a perfect location to monitor the real-time use of digital services by customers. However, under the guidance of **Mr. Muhammad Alamgir Hussain**, Principal Officer and Manager Operations, I was inducted to the General Banking area, with the peripheral cross-function engagement at the Remittance Desk, the Cash Area and the Customer Service area. I was placed directly in the workplace, and instead of just looking at the procedures, I was supposed to help staff and customers and on some occasions, I had to be in charge of the on boarding and documentation processes. It has not only enabled me to learn the service protocols and standard operating procedures in the bank but has also provided rich experience in interpersonal relations, ethics of work and compliance in a banking setup. I also got opportunities that had brought me closer to the execution of promotion and facilitation of Planet App registration, which directly matched my academic interest in digital marketing and service innovation.

1.3 Roles and Responsibilities

The area of my work in the course of the internship changed in the course of time. First I started with basic account entries to know how you save money, how you open a current account step by step and so on. Within the weeks, I had my roles extended to deal with customers, verification of documents, data processing as well as orientation on digital applications.

Customer Services and Account Interaction

Among the most important activities was helping the walk-in clients in opening the accounts. This has been an intricate yet essential venture that has necessitated both the communication skills as well as procedures. People would also come with half-written documents or without any knowledge about what to do and it was upon me to help them through the Know Your Customer (KYC) procedures, the distinction between saving and current accounts among other duties and make sure that they provided all the requisite identification or identification materials.

I assisted in processing student accounts as well, something that needs extra guidance on how to receive a transaction, limitation of international fees structure, and the mobility of bank transactions. Prospective students going abroad usually wondered how to submit their overseas transactions, remittence schemes, and payment of fees online. Not only an enriching experience was it to be capable of guiding them even in small parts but also to hear that the bank employees appreciated the fact that iteased their burden on busy time periods.

E-Banking and Planet Application advertisement

One of my most remarkable experiences as an intern was the fact that I had an active participation in the generation of marketing the **Planet App** of **NRBC Bank** to the new and the prevailing customers. The bank is presently aiming at making more customers go digital and the Mohakhali Branch played a significant role in on boarding the tech empowered customers.

In the second and third month of the internship, I got to handle tasks with regard to explaining the main features of the app to the clients, especially the first-time users. Mostly-

- Install the app on their android or iOS phones
- Sign up their accounts by verifying with OTP and simple but strong passwords
- Access major features like checking balances, fund transfer, paying bills and withdrawal using QR feature

It was especially interesting work because the nature of this activity was the combination of customer service work, digital education, and live demonstration. In particular, older customers presented some difficulties in applying mobile apps or even installing them. I had to go through step-by-step instructions and raise apprehensions regarding **digital security, accuracy of the transaction, and privacy of data, quite regularly with them.**

What emerged as a revelation during this stage was that not many customers knew of the entire range of services that could be availed within the app that included:

- Keeping tabs on and managing FDR/DPS accounts
- Obtaining rebates and promotional offers
- Submitting requests for services (such card renewals)
- Viewing transaction history in real-time

My task was to take care of these gaps by giving understandable and friendly explanations and promoting feedback. This experience became one of the foundation stones of a research question that is discussed in Chapter 3 of the given report.

Data entry and Documentation

I was assigned besides the front-dealing roles to keep **physical and computerized records** on the new account holders and those updating their files. This job entailed consideration to details, confidentiality and speed. Included in some of the core activities were:

- Reconciliation of forms used by clients to get an error or an incomplete form
- Creating real folders of documents according to the type of accounts
- Scanning KYC documents and transferring them to the centralized data management inside bank system
- Interfering with metadata (Instagram username, date of birth, national identification number, nominee information) within the primary banking software

This brought me in contact with the **data handling procedures** of NRBC and the audit preparedness approach as well as the digital archiving measures of the company which are core tools in contemporary banking governance.

Support for Functional Sections

Through General Banking, which is the main place where I was allocated, I was requested on some few occasions to attend to other places:

- **Remittance Desk:** Informed recipients on the retrieval of inward remittances, ensured adherence to documentation requirements, and provided assistance with enquiries concerning service timelines.
- **Cash Area:** Answered any general requests concerning withdrawals, deposits, and ATM cards; assisted in customer regulation during the rush hours
- **Customer Service Booth:** Offered informational services regarding loan schemes, move to digital banking and redressal of complaints

All these interactions provided an all-inclusive insight into the ecosystem of the branch and how different departments need to coordinate to keep the service efficient.

1.4 Learning Outcomes

The internship gave me a wider perspective of the banking process besides assisting in getting professional behaviors and transferable skills. Part of the key learning outcomes is:

The meaning of Banking Operations

I came to know the nitty-gritty of day to day bank activities, such as:

- The systematic process of the account opening, verification and activation
- The aspect of how various banking products (DPS and FDR and loans) are interconnected using the digital platform
- The significance of accuracy, compliance and consistency with regard to all transactions of customers

Skill Development

I was able to hone my practical and soft skills during my internship:

- **Customer Communication:** Tone change and terminal change in accordance with literacy levels of the customer
- **Resolving issues:** preventing app-related errors and doing real-time debugging
- **Time management:** keeping track of client queues and attending to backend job requirements
- **Accuracy of Documentation:** Learning the effects of making wrong entries in data and the necessity of getting the correct verification done

Innovation in Online Resources and Services

The use of the Planet App presented me to greater debates regarding:

- Transformation of physical service delivery to digital one
- How marketing can play a role in educating the users
- The need to give out a product and make sure it is used properly
- How the UX (User Experience) design directly affects growth

1.5 Obstacles that were Faced

Any internship comes with a package of hurdles that requires a person to be adaptable, a learner, or someone with emotional intelligence. My case was not different.

Infrastructural Limitations

Among the issues that could be identified immediately, the NRBC bank had a **few ATM and CRM points**. Most of them were complaining of the insufficient number of self-service machines accessible in their location. This caused in-branch dependency and long queues in place of services.

Branch-Specific Restrictions

It was often the complaint of the customers that certain services could only be initiated in the same branch in which they had opened a bank account including RTGS, BEFTN transfer services or card replacement services. Such a **deficiency of intra-branch connectivity** minimized user satisfaction and upset the essence of mobile banking.

Lack of In-app Support

Although the Planet App is quite functional, it does not have a **real-time assistance or chat support**. When technical problems arose technical problems, these customers were forced to use the hotline or go to the branch, which deterred them to use the app furthermore.

Online Illiteracy and Internet Oversight Kerf

The comfort with digital transactions was different among their customers even though most of them had smartphones. The elderly users and non-English speakers found difficulty when trying to log in, get through menus, and to interpret the record of transactions. This came with patience, repetition, and sometimes one on one demonstrations either by staff of the branches, or by me.

1.6 My Value to the organization

As I was not a permanent employee but rather an intern, my input must have been valuable even though in many ways:

- **Operation Efficiency:** During peaking hours, I assisted with customer queries, and customer on boarding, consequently alleviating the workload of the officers
- **Planet App Promotion:** I assisted in transforming skeptics into digital users by training customers on how to install the applications and showcasing the key applications on how to use the app
- **Data Management:** I maintained error-free documentation of dozens of new accounts that assisted the branch in raising the level of audit-readiness
- **Feedback Collection:** I used informal feedback method on customers on the usability of Planet App and this provided the background of the survey that followed this report

In addition, I ensured that I could have constant contact with my supervisor and knew how to adjust fast with regards to changing roles. The experience also enabled me to get ways through which I may innovate in the area of service design- a lesson that will be useful to me in managerial situations in the future.

1.7 Summary

This was no ordinary obligatory internship in the academic setting, rather a cross-dimensional experience. It has taught me operation discipline, customer psychology, marketing and technology and how marketing and technology work together in the banking sector. The experience of exposure to daily banking functions in addition to on online implementation initiatives such as promotion of Planet App gave me critical thinking on the way the financial institutes deal with internal transformation.

As discussed in further detail in Chapter 3 of this report, these findings have not only strengthened my understanding of the banking ecosystem in Bangladesh, but they have also piqued my interest in learning more about **digital inclusion and customer experience design.**

Chapter 2

Organization Profile – NRBC Bank PLC

2.1 Introduction

The growth of financial services industry in Bangladesh has experienced dramatic changes over the last twenty years, with the appearance of the fourth-generation commercial banks that combine the elements of old-style banks with the modern advanced banking solutions. The **NRBC Bank PLC** is one of such institutions that are heavily inclined to financial inclusion, its targeting population is the non-resident Bangladesh (NRB) community and their mobilization into mobile banking adoption is early and well-grounded. The mission of the bank is to provide banking services to both the local people and Bangladeshis living abroad and since the foundation, the bank has quickly taken its position among the competitors in the market.

The chapter as a whole, seeks to get a thorough impression about NRBC Bank PLC, its history, mission, organizational structure, operational departments, digitalization processes, and positioning itself in the formerly tight banking industry of Bangladesh. The chapter is also focused on the institutional culture of the bank, the philosophy of customer service and the way the bank operates to integrate the technology to provide its customers with service, which are also the background of the discussed problem of Chapter 3.

Figure 1: NRBC Bank Logo

2.2 Origins and Evolution

NRBC Bank started its services in 2013, with the name **NRB Commercial Bank Limited**, with most of its activities being centered on the economic strengthening of the Bangladeshi expatriates. The essence upon which it was founded was the need to develop a safe, productive as well as reliable avenue where the expatriates would remit funds, invest in Bangladesh, and keep it in touch with their home countries through monetary transactions.

The bank that was initially established to serve the eta NRB community now comprises a complete commercial bank dealing with local and international customers. In its history, the banking company has diversified into offering savings and current accounts, loans to the SMEs, retail and corporate financing, the Islamic banking windows, foreign exchange, agent banking, and mobile banking.

The bank formally changed its name to **NRBC Bank PLC** in 2023, which indicated a more operational concern with accordance to corporate governance and correspondent to the principles of the stock listing. This change was an eventful milestone along its strategic path, in particular in terms of digitization and modernization of customer experience.

Currently, the NRBC Bank has more than **100 full-service branches, 560+ agent banking points, 80+ ATMs**, and a few sub-branches and kiosks spread in the whole country. It also has correspondent relations with other foreign banks to drive any transactions and trade finance all over the world.

2.3 Strategic Objectives, Vision and Mission

Vision Statement

In order to emerge as the peerless bank in the provision of efficient and innovative banking services, protection of depositor interests, achievement of shareholders objectives and support of economic activities with special focus on channeling the routine inflow of foreign remittances.

Investigation in the NRBC Bank Official Website (2025)

This vision is an embodiment of two desires of the bank to be commercially viable yet play a broader developmental role in the economic life of the country.

Mission Statement

NRBC Bank has a mission based on a few strategic pillars:

- Establishing the trust of the Non-Resident Bangladeshis and smoothing the process of conducting remittance transactions
- Undertaking inclusive banking wherever feasible by railroading the prospects of the unbanked and underbanked members of the population

- Developing investor diversified investment products to the depositors and stakeholders
- Providing safe, real-time and online services that demonstrate customer expectation in contemporary economy

Concepts of Institution and Objectives for the Future

With regard to the long-term strategy, the bank is to:

- Increase the market share of its **retail digital banking** to cash in on mobile and apps-based banking
- Encourage financial literacy to enhance the use of digital in the rural and semi-urban settings
- Foster a **compliance culture** that is effective in accordance with the guidance provided by central bank guidelines and global best practices.
- Furthering penetration in **SME lending** which is considered a growth driver in the emerging economies
- Present itself as an **in-between bank** i.e. a combination of human interaction of old-time banky and the quickness and independence of cyber solutions

Such objectives can be seen in the recent activities of the bank trying to improve the user experiences in the **Planet App**, a featured mobile banking product of the bank that is also at the center of this internship report.

2.4 Direction and Governance

The **corporate hierarchy** at the NRBC Bank is based on the current corporate governance system. It is organized in such a way that it is able to exercise oversight, accountability, operational efficiency and strategic agility.

Board of Directors stand at the highest of organizational pyramid, and it consists of local and NRB representatives. The board determines its strategic vision and is aligned to regulatory requirements, shareholder's expectations and the risk management system.

The **managing director and chief executive** is the overall boss in conducting all the business of the enterprise and he reports to the board. **Deputy Managing Directors (DMDs)** and **Executive Vice Presidents (EVPs)** who are in charge of certain verticals including finance, credit, operations, human resources, and digital banking support him.

At branch level, **managers** run its operations through the help of officers and the executives but departments like General Banking, Cash, Credit, Foreign Exchange and Customer Services. The respective supervisor of my own internship was the **Principal Officer and Operations Manager** who ensured that the protocols were adhered to and there was delegation of learning opportunities across the functional areas.

Support Committees and Oversight units

- **Audit Committee:** monitors internal controls, financial statements and exposure to risk
- **Information Technology Governance Committee:** Oversees digital infrastructure, cybersecurity, and application enhancements.
- **Shariah Monitoring Board:** Ensures Shariah compliance of Islamic banking products.
- **Risk Management Committee:** Oversees credit, market and operation risk
- **Anti-Money Laundering (AML) Cell:** Enforces KYC/AML regulations across the branches

The governance ecosystem is oriented to transparency, internal control, and the high level of the service provision of both physical and digital touchpoints.

2.5 Operational Ecosystem and Functional departments

The organizational strength of NRBC Bank is identified as its departmental setup that is coordinated, and each department can be viewed as a cog in the institutional machine. The bank reconciles its past history of traditional banking and emerging need of financial innovation.

Department of General Banking (GB)

It is the department that makes the backbone of the day-to-day activities. It is connected with how to interact with the customers, how to manage savings and current accounts, collect deposits and realize the requests about the services. By being a trainee assigned to this department, I had a direct encounter of the precise steps that have to be applied lest protocol is breached and this leads to service delays. The GB team also acts as the initial touch in the communication of such digital tools as the Planet App.

SME Lending and credit

NRBC Bank offers products to small and mediocre businesses, which are flexible in terms of repayment. Vigorous risk appraisals, collateral verification and profile of borrowers are done by credit officers. The division is one of the pillars of profitability of the bank as there has been an increase in the demand of business financing in Bangladesh.

Foreign Exchange services and Remittance Services

The department aids in international transactions, swifts transfers, endorsement of foreign currency and remittance of wage earners. To most of the NRB clients, this is a lifeline that links them with their families and investments back home. To reinforce this, NRBC has its strategic associations with foreign money transfer network operators including Western Union, Ria, and TransFast.

Digital Banking Division- Information Technology (IT)

Due to the innovation of digital transformation, this unit has turned out to be the technological engine of NRBC Bank. It maintains:

- The **Core Banking Software (CBS)** which connect all the branches
- Multiple security zones addressing and SSL encryption, multiple factor authentication, and firewalling of data
- The **Planet App** and the **Planet Plus (an online banking site)**

The IT also has the role of maintaining the server up time, integration of the ATMs, upgrading the app version and audit trail of all online transactions. It is worthwhile noting that NRBC through the Planet App has been able to cut down the manual load and provide 24/7 services to mobile users because of the integration of Planet App to core banking tasks.

2.6 Planet App and Digital Banking

The electronic transformation of the NRBC Bank can be discussed as the issue of the **Planet App** introduction, which is an app-based mobile banking service that helps to obtain retail banking services by using smartphones. By 2025, the app counts more than 150,000 active users and takes the central role of the digital brand of NRBC.

The Main Function of the Planet application

- Balance check and view mini-statement on a real-time basis
- Fund transfer (intra-bank fund and inter-bank funds)
- Top-up on mobile and payment of utility bills (DESCO, WASA etc.)
- QR cash out at the NRBC ATMs

- Card request and request tracking
- FDR set up and DPS account set up
- In-app promoting activities along with cash back deals

Merges penetration is despite being a high functionality product. Advanced features remain unknown to many gadget users, and apps can be utilized only by a single language, and real-time customer service alternatives, such as chatbots, are not available. These problems also have a direct effect on user retention and happiness, as we talked about in Chapter 3.

2.7 Customer engagements and marketing

NRBC Bank has a hybrid **Marketing Department** that exists between online and in-person promotions.

Online Marketing programs

- Promoting Facebook, Instagram and YouTube among mobile banking users
- Competitions to download an app and cashback to induce an onboarding of the user
- Push notifications on app features, card updates and policy change
- Segmentation of the customers so that they are approached differently according to students, SMEs and the salaried professionals

Relationship and In-Branch marketing

- The app is advertised by the bank officers in the process of opening accounts
- Awareness is enhanced by use of printed flyers and banners in branches
- Relationship managers are able to keep in constant contact with their high-value clients and supervise personal digital solutions

This holistic treatment assists in establishing a relationship of trust between the customers and the bank, the insights gathered in the field support the fact that additional onboarding and education should be conducted in a more systematic manner - particularly on elderly and low-technology customers.

2.8 Staff development and human Resource

The most important role of **HR Division** at NRBC is related to workforce planning and performance management. Each of the branches will be manned in line with the regional demand, volume of transactions, and strategic plans.

Important HR practices

- Where attendance, leave and evaluation are monitored using **HR Orbit** software
- Routine compliance, IT security and customer service training
- Performance incentives, festival pay packages and internal progression lines
- Engagement of interns in practical banking engagements in order to develop talent pipeline in future

And this systematic process of learning and evaluation has led to well-informed employees both in the service procedures and digital processes at the Mohakhali Branch where I observed my internship.

2.9 Data and Outcomes for the Company

The expansion of the bank to agent banking and electronic services has acted as a boon to the NRBC Bank as it has displayed stable growth in its asset base and profitability. The major values of financial indicators of the 2024 fiscal year are indicated below:

Measures	Values on 2024
Return on Assets (ROA)	1.02%
ROE Return on equity	13.89 Percent
Net Interest Margin (NIM)	2.67%
Capital Adequacy Ratio	13.5%
Downloads of the Planet App	150,000+
Cost to Income Ratio	58 percent (approx.)
Ad number of ATMs	81
Rate of Classified Loans	5.25

Table 1: Data and Outcomes for the Company

Though these metrics reflect the health of its operations, the cost-to-income ratio of the bank implies that there is the room to be more efficient further, especially with the help of digital transformation.

2.10 SWOT analysis

Strengths	Weaknesses
Diaspora banking model	Poor coverage of ATM/CRM
Multple service categories	App does not support multiple languages
Large network of agent banking	A limited customer support inside app
Positive compliance and governance	Service restrictions based on a branch

Opportunities	**Threats**
Micro-lending to the youth and SMEs Banks	Nagad, bKash disrupt fintech
Invading rural mobile markets	Insecurity risks in the cyber space
Strategic fintech alliances	Economic instability as well as inflation
Fledge campaigns through Planet App	High cancellation because of internet discontent

Table 2: SWOT analysis

The analysis gives a structure to discuss the strategic questions explained later in the report.

2.11 The environment of the industry and the right position

The **digital experience** is defining the Bangladeshi banking environment no longer only in terms of accessing services. Such competitors as:

- **BRAC Bank:** It is a leading SME bank and Astha easy app
- **Dutch-bangla Bank (DBBL):** Has highest number of ATM networks and sound digitalization
- **Fintechs like bKash and Nagad:** Let's one send money right away, pay bills using a QR code, and pay utility bills with little criteria.
- **The City Bank (Citytouch):** Dedicated to the high service of customers and thought-provoking fintech partnerships

In this kind of setting, NRBC will be required to stand out using:

- Streamlining apps navigation structure
- Integration of up-to-the-minute assistance

- Establish further involvement by means of rewarding loyalty and informing users
- The app's streamlined service Expanding service to other branches

2.12 Summary

NRBC Bank PLC is a mixed organization that is walking along the wavy road between custom and revolution. The organizational strength derived out of it is its people, culture of compliance and diversity of products. Its future however shall be defined by the extent to which it makes use of the digital processes in reaching out to the future generation of banking clients over the Planet App.

It is necessary to appreciate this background prior to the analytical point of this report which is why the adoption of Planet App is increasing, but more in-depth utilization is rare thus, what NRBC should do to correct this case.

Chapter 3

Project Analysis

Enhancing Customer Adoption of NRBC Bank's Planet App: Challenges and Strategic Solutions

3.1 Introduction

The banking services as designed, delivered, and consumed have taken a dramatic turn because of the rapid change in financial technologies in the emerging economies. The popularization of mobile banking applications is now considered a strategic technique of banks in terms of increasing their customer base, decreasing operational costs, and improving the convenience of the process used by the individuals. Nonetheless, with the wide usage of mobile banking facilities in Bangladesh, there is an imbalance in the real customer presence and usage trends. Although the app may be downloaded a lot, there may be a gap between intensive app usage features and the actual retention.

In this context, the **NRBC Bank PLC** must have been a progressive organization with an eye toward the future, which is currently investing in the infrastructure of mobile-first banking. The fundamental part of this strategy is **Planet App**, which is a multifunctional mobile BFF that enables customers to introduce various services, including checking the balance, transferring funds, making ATM withdrawal via QR code, managing DPS/FDR, payment of bills, and so on. Although the app is sufficiently well equipped on the functional level, in-branch experiences and user feedback indicate that a considerable number of the app audience is failing to utilize its potential, which might represent a major issue.

It is this disconnect between what technology can do and how customers use it that will be the main source of this project. With the help of personal experience, as an intern at the Mohakhali Branch, and a quantitative and systematic survey of the customers of the NRBC, this chapter derives why people easily adopt Planet App in the first place, what services act as dampers to involvement, and what can be done to solve them as a strategic insight.

Figure 2: Planet App

3.2 Problem Statement

In spite of expanded digital and mobile banking services, NRBC Bank has invested in mobile and digital infrastructure and platforms, but most customers still depend on the traditional in-branch services. Though the planet app does feature awareness, it has not been fully penetrated in terms of consumption of features, customer satisfaction and self-service.

This then becomes the twofold problem in the research.

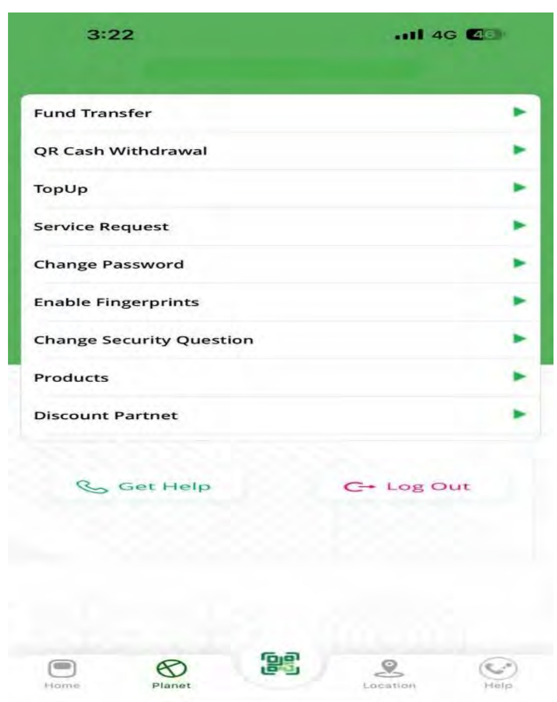
1. How can this large gap be bridged between availability of Planet App and its continual usage by customers?

2. What are the possible strategic actions that the bank (NRBC) can implement to enhance adoption and customer satisfaction, and long-term digital engagement?

3.3 Objectives of the research

This research was meant to accomplish the given following objectives:

- To analyse customer awareness and perceptions of the Planet App
- To determine the main features used or the least used by the customers
- To measure the satisfaction of the customers concerning design, performance, security and support
- To explore the perceived challenges about greater involvement with the app
- To make strategic suggestions based on evidence with an aim of improving digital adoption



3.4 Rationale of The Study

The institutional and the industry-level problems require the necessity of this research. Similar to the vast majority of fourth generation banks in Bangladesh, NRBC Bank needs to run the scale of digital solutions to help lower the operation cost and compete with the agile fintech providers. As financial services become more and more commoditized, the key factors that are differentiating themselves are **customer experience and convenience.**

In addition, my practical experience of helping customers of the Mohakhali Branch also showed that these issues about digital reluctance, uneven use, and app-feature-to-customer-expectations mismatch were persistent. The paper is based not only on such observations but, also, formalises them with the data gathered about the real users. The study results will not only be helpful to the strategic planning teams in NRBC Bank but also other organizations that aim at achieving a balance between digital innovation and the customer-driven design.

Scholarly viewpoint This report would add to the body of knowledge about growth in the **use of technology** in banking, especially in the environment of developing economies where the digital literacy, trust and infrastructures remain under development. With the transition to the vision of Bangladesh with a Digital Economy, the question of how customers feel about mobile banking becomes a policy-relevant and equally commercial-important issue.

3.5 Scope and Limitations

The research will be specifically undertaken on the **Mohakhali Branch** of the NRBC Bank PLC, which deals with a mixed demographical client congregation such as paid workers, students, entrepreneurs, and the retired generation. Although the data does not have a statistical application to venture across to all branches, the observations give an idea of cities and digitized activity which can shape a larger strategic change.

The areas of the research are:

- The attitude of the customers to the Planet App
- Usage frequency and satisfaction of apps analysis
- Determination of support related and structural constraints
- Suggestions on the improvement of the features and promotion strategy

It is, nevertheless, necessary to state a number of limitations:

- The survey sample size comprised only 200 respondents because of the time and personnel resources being scarce
- Accessibility of NRBC executives did not allow them to be subjected to formal interviews in the course of the study
- Data is self-reported and can guarantee the bias of perception, particularly when it pertains to the satisfaction measures

Regardless of these limits, the results present high valuable insights that could be used practically and can be applied when solving problems in an institutional setting.

3.6 Review of Literature

The systematic introduction of digital technologies into the banking industry provoked the outburst of scholarly inquiry exploring the patterns of adoption of mobile banking among the consumers, the reasoning behind doing so and the scope of its implementation. It is no longer a luxury, it is the need of the hour in Bangladesh due to the presence of infrastructural limitations and smartphone proliferation and growing demand of convenience. Even though this is a promise, adoption is disproportional across socio-demographic and behavioral subsets. In this literature review, the author will get to understand major themes; technology acceptance, trust and security, digital user experience and strategic marketing within mobile banking.

3.6.1 Acceptance of Technology and Behavioural Intentions

Technology Acceptance Model (TAM) is one of the most quoted models in the study of digital banking since the model presents the argument that both the perceived usefulness and perceived ease of use are important in the determination of user intentions (Davis, 1989). Following on that, Sarker et al. (2024) tested the **UTAUT2** model in the Egypt context and inferred that the key variables driving the Planet App services were performance expectancy, social influence, and facilitating conditions (p. 155). They found out that a significant portion of users have reservations in the introduction of banking applications because they are unfamiliar with them and their interface is not developed well, even as they agree to their usefulness.

Zhou and Khalid (2023) took UTAUT2 a step further and added trust as a moderator. They have also found through a study conducted on 12 developing countries that include Bangladesh that trust on the banking institution and its digital policies in particular strengthens intention to use mobile platforms significantly (p. 278). This is more so to NRBC Bank, in which deficits in trust may be noted to be exhibited during my internship activities during NRBC Bank.

3.6.2 User experience (UX) Design and Usability

In an experiment that essentially explored the mobile UX in banking, Mahmud (2022) argued that the abandonment of an app does not tend to be as much a functionality matter but rather a matter of design difficulty. His survey indicated that the customers have a tendency of installing the apps but cease using them after navigational difficulties. His conclusion was that design simplicity, multilanguage interface and logic flow in a user flow is of primary importance than the number of functions that might be proposed (p. 26).

This is in line with the findings at the Mohakhali Branch where the older or less tech-savvy customers struggled to do very basic tasks like connecting their account, checking statements or requesting services using the app.

This has also been underscored by Ahmed and Rahman (2023) in their mass-based SSRN research, which has found that despite more than three-quarters of the respondents in Dhaka having developed at least one banking app, only 35 percent of them adopted the same on a regular basis. They added, as they put it: most digital strategies flood that gap between installation and sustained use (p. 7).

3.6.3 Belief, Security, and Perception of Digital Risk

The other important aspect is digital trust. In Bangladesh, when cybercrime and data leaks are turning out to be more frequent, it is not surprising that customers fear mobile banking. Khan (2024) found out the existence of a direct relationship between the perceived security of apps and the belief in their safety when dealing with transactions. His research indicates that even the most in-depth security risks, including poor password coverings or the absence of biometric verification, might deeply decrease the engagement in the digital world.

Similar assurances were revealed to be of concern in Dhaka-based users found by Yeasmin and Lisan (2021): "Even the most tech-savvy users are afraid to keep sensitive information there or send funds and then confirm the transfer of funds in real-time using an application" (p. 12). They campaigned to have real time SMS/ email notification and in-built Live Chat services to curb these fears.

3.6.4 Strategic campaigns on marketing and awareness

Adoption is not just technical or behavioral issue, but it is also **communication issue**. According to Rahman et al. (2022), banks tend to lose the ability to interpret the product capabilities in the language that the user can relate to. The researchers determined that in the case study of Islami Bank digital rollout, the smart options such as digital DPS schemes, QR withdrawals, etc. were not utilized by most of the customers due to the lack of awareness on their utility.

In the same vein, Hossain and Chakma (2021) conducted research on the initial marketing processes of the NRBC Bank and found the answer in the fact that "the communications of digital products are still concentrated and generic, which reduces the product exposure to the portion of the specific groups of users" (p. 17). That is, even when the Planet App is advertised on the social media, it might fail to reach, impact or train the older people or the rural people who depend on visits to branches.

3.6.5 Comparative Studies: Prospering off rivalries

The publications on the best practices hosted by rival institutions also dream of light. In a comparative analysis conducted by Roy and Islam (2023), the **Astha App** was discussed when it comes to BRAC Bank and the researchers mentioned that: interactive tutorials, on-demand assistance and user personas were used to minimize churn and increase app retention by 40 percent (p. 30). The Planet App does not have such functions just yet.

Similarly, Codiant Technologies (2022) released a worldwide trend analysis of mobile banking and added to it that the 4 Rs **(responsiveness, relevance, reliability, and reach)** were mentioned as adoption drivers. Our digital strategy of NRBC seems to be failing in at least two areas of these six namely Relevance (feature-persona alignment) and Reach (multi-channel communication).

3.6.6 Concluding Paragraph and Theoretical Implications

Some of the points contained in the reviewed literature apply to this study:

- Behavioral adoption is dependent on the **trust, simplicity of design and feature discoverability**
- Language support and the security are not extras, they are a **basic feature**
- Continued use of an app relies on **humanized onboarding, educational in-app process, and personalized care**

- Marketing should be **specific, educative and universal** - this is particularly the case when the intended segments are mixed within the digital literacy gradient

These results can be directly translated into the structure of the customer survey given in the following section and the rationale of why software is not the only way to increase the adoption of Planet App - it is strategy.

3.7 Methodology

The question that had to be answered in the research was the size of customer adoption of the Planet App offered by NRBC Bank and the factors that affected user satisfaction and usage of the app features and therefore a **quantitative research methodology** was used in this research study. The reason behind settling on this method was because of its capacity to deliver measurable as well as structured information on a representative sample. In contrast to the qualitative approach that is based on subjective interpretation, the quantitative approach can be used to collect the **standardized respondents**, which will enable measuring the differences between demographics, frequency of use, satisfaction ratings, and patterns of behaviour.

3.7.1 Research Method and Rationale

The study is **descriptively and diagnostically designed**. It is descriptive in the meaning that it measures current usage, perceptions of Planet App users; it is diagnostic as in that it tries to establish root causes underneath dissatisfaction, non-adoption, or partial usage.

This fuzzy aim is in line with the current literature on the prominence of the diagnostic models in customer technology behavior (Zhou & Khalid, 2023; Mahmud, 2022). Furthermore, the internship at the Mohakhali Branch was that one great source resorting to the observational triangulation to be able to compare what was said and what behavioral signs were noticed by the researcher during the times when talking to the clientele.

3.7.2 Population and sample

The part of the population that became the target of this study was the retail customers of NRBC Bank who had already used the application that was called the Planet App or who were exposed to its characteristics thanks to in-bank promotion. Using time and accessibility constraints, **non-probability convenience sampling technique** was used and consideration is only on the Mohakhali Branch of Dhaka.

The technique is suitable in exploratory and diagnostic studies when the random sampling is not feasible, particularly within the institution where opportunities to reach the clients are limited. The methodology is similar to the previous research activities in the sphere of digital banking in which the presence to users was low, but a real-time picture was required (Sarker et al., 2024).

During the survey no personal identifiers were gathered to maintain the anonymity of the respondents; the process was also voluntary.

3.7.3 Tool of data collection and Procedure

Primary data were collected using a **structured Google Form survey** administered in a two-week period. The questionnaire was done in three forms:

1. Personal invitation to visitors of branches
2. QR poster by the customer desk that offers to scan voluntarily
3. Link to email provided through the client service follow-up list of NRBC Mohakhali

This survey could be summarized into **five parts**:

- **Demographics**
- **Use of Features**

- **All Awareness and set-up**
- **Ratings of satisfaction** (5 point likert guides)
- **Open feedback and Suggestions**

The respondents who completed the form afforded about 5-7 minutes each.

3.7.4 Tools in Analyzing Data

The responses were exported to **Microsoft excel** and analysed with:

- Frequency distribution - Pivot Tables
- Comparisons between variables (such as age and app usage or occupation and satisfaction)

- Visual representation by use of bar and pie charts
- Generation of word clouds in qualitative open-ended answers

The usage patterns are reflected by such visualizations which, in turn, have helped to determine clusters of use and extremes in service provision to different user groups.

3.7.5 Construct Sample Survey Questions

The following were some of the sample questionnaires:

Awareness

‘’What was the first source about the Planet App?”

a) Staff of Banks

b) Facebook/Instagram

c) Friends/Family

d) Website

Usage

How many times do you use the Planet App in the week?

- Never
- 1-2 times
- 3-4 times
- 5+

Satisfaction (5 point scale)

'How would you rank the app's navigation and user interface?'

- 1(Very Unsatisfied to 5(Very Satisfied)

Open-ended

'Which of the following are you looking to do to make the Planet App better or add to the application?'

3.7.6 Validity of the Research, Reliability, as well as Limitations

Reliability

The survey attained a high level of internal consistency because of appropriate language, closed-endedness and structured flow. The instrument bias was avoided by using the same form in all the collection modes.

Validity

- **Content Validity:** Study questions had been shaped by existing literature (Ahmed & Rahman, 2023; Mahmud, 2022)
- **Face Validity:** The items were pre-checked on 10 users to be sure that they are followed and understood In regards to clarity and relevance
- **Construct validity:** the Likert-based questions correlated with the known measures in the literature on digital banking satisfaction

Limitations

- **Sample Bias:** It is branch biased (because it was branch-specific) and was based on convenience, hence not likely to represent rural or high income groups
- **Temporal Bias:** Gathered in a steady condition, is thus not a reflection of an emergency as it incentivizes the utilization of digital resources
- **Non-response Bias:** The unsatisfactory app experience of users could have motivated opting out, which would have shifted the satisfaction level upwards

Nevertheless, the research still serves as a helpful diagnostic impression of a vital user group at a major point of NRBC Bank digital transformation.

3.8 Findings and Discussions

During the data collection process, a sum of 200 survey responses was first of all noted. After proper screening of the incomplete responses and duplicate responses, 193 valid responses were analyzed.

This group of respondents was used as the basis of drawing the inferences about the app awareness, usage, satisfaction and improvement of the service as desired by these respondents.

3.8.1 The demographic summary

Age Distribution:

- 18-25: 30 %
- 26-40 years: Forty-five percent.
- 20% (41 - 60 years)
- 60 + years: 5%

Occupation:

- Students: 32%
- Service Holders: 40 %
- Entrepreneurs: 18%
- Retired/Others: 10 per cent

Gender:

- Male: 65%
- Female: 35%

These statistics imply that the number of young professionals and students who use it is comparatively high, which makes it a perfect target demographic when it comes to the digital products.

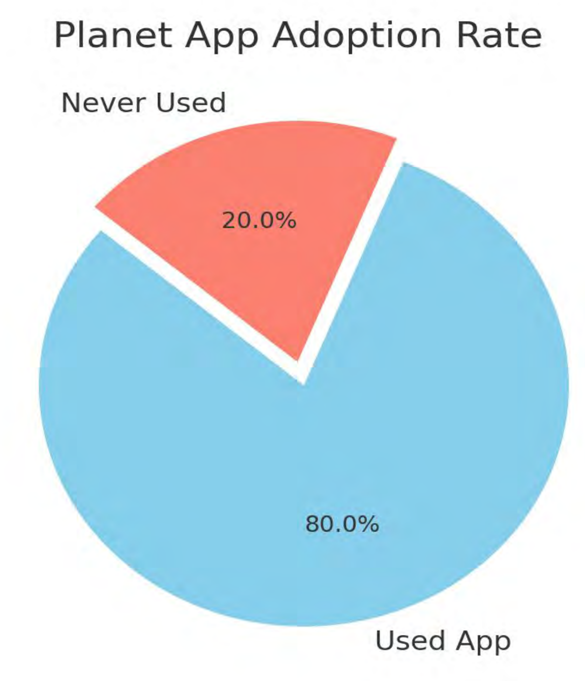
3.8.2 Awareness and Installation of App

The high awareness of Planet App among the customers of NRBC Mohakhali Branch was recorded through the surveys:

- **79 percent** of the respondents had installed and downloaded the app
- The percentage of participants who knew about the app, but did not install it comprised **21%**.

The greatest reason was given by the non-installers as being:

- A general unfamiliarity with/or comfort level with mobile applications (45%)
- Regarded threats to security (28%)
- Face-to-service preference (19%)
- Access denied to the smart phone (8%)



Interpretation:

Although the level of awareness is relatively high, the real adoption is limited by the level of digital literacy and trust especially to the older users. This group is the 21 percent of non-users which is the left-over opportunity NRBC can pursue by undertaking education and reassurance campaigns.

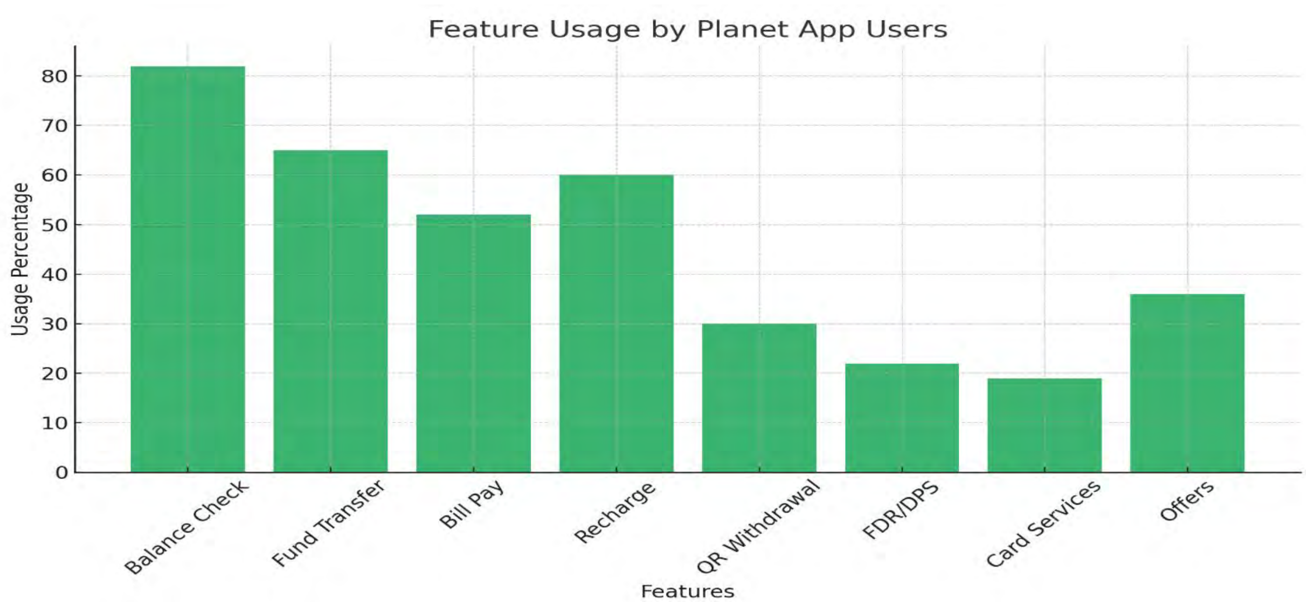
3.8.3 Frequent Use of Features analysis

There was a large dispersion (or variation) across Planet App users, on the use of features:

Features	**Usage Rate**
Balance Inquiry	82%

Fund Transfers	65%
Mobile Recharge	60
Bill Payments	52 %
QR Cash withdrawal	30%
Card Services (like blocking or reissuing)	19 percent
FDR/ DPS Account Access	22%
Offers & Cashback	36%

Table 3: Frequent Use of Features analysis



Interpretation:

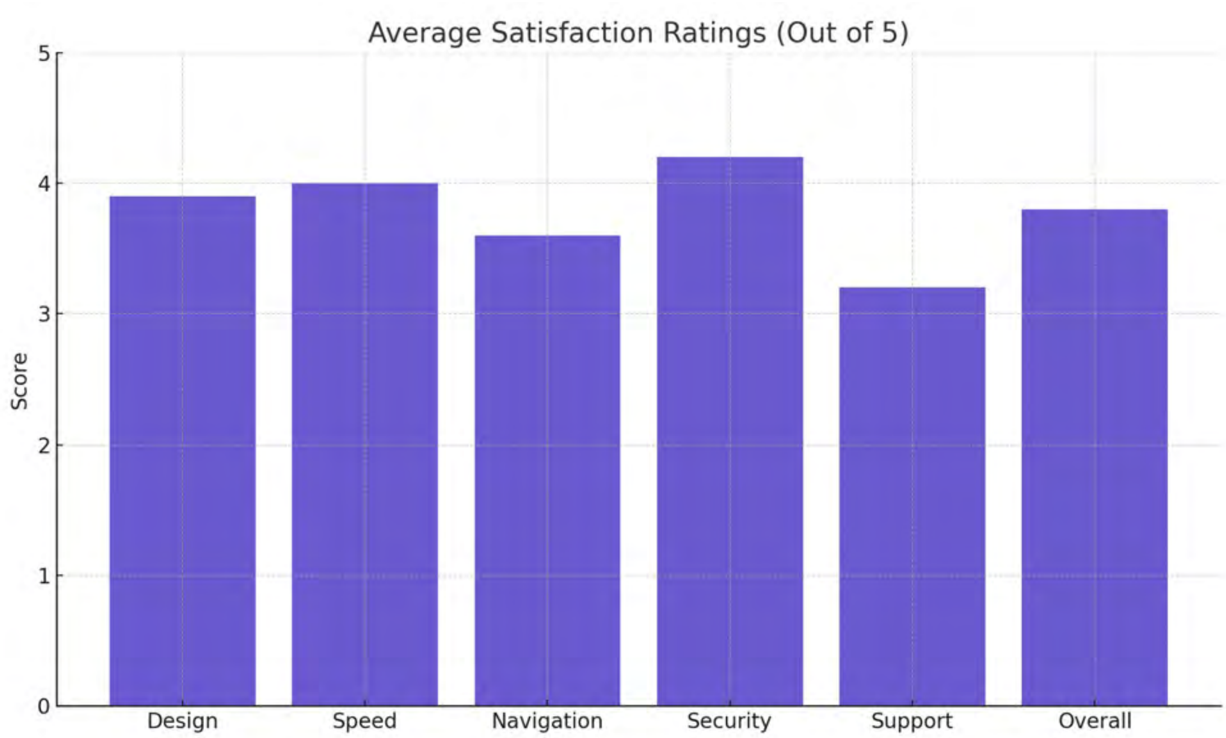
There is an overwhelming usage of basic functions in banks. Certain features, such as QR withdrawals, DPS/FDR management, and card requests are available but do not experience active use. This implies that people do not recognize or feel at ease with more developed capabilities, and this represents a motive to use in-app instructions and online literacy campaigns.

3.8.4 Customer Satisfaction Ability scores

There are six main service areas on which the respondents were asked to rate on a scale of **1 to 5** using Likert scale:

Service Area	Average Rating
Apps Interface design	3.9
The App Speed/Performance	4.0
Navigation and Ease of Using It	3.6
Security & Safety	4.2
Customer Service Contact	3.2
General satisfaction	3.8

Table 4: Customer Satisfaction Ability scores



Interpretation:

Design and speed are ranked at par whereas the support and navigation are ranked last. This means that the app works technically, however, its functionality and support material are pretty basic. Whenever customers come across errors or they require help, they feel shipwrecked.

3.8.5 Open suggestions (User Voice)

A total of 193 users were invited to give their suggestions. The most frequent topics among the respondents (~70 percent) included:

- Add the language option Bangla
- “I need live help; I need chat support”
- “Make app work in all branches in card and RTGS requests”
- ‘’Greater exposure to offers and rewards”
- “The facility of biometric log-in should also be provided”

Interpretation:

The request to localize languages and receive customer assistance in real-time should greatly reinforce the claim presented in the reviews in the literature that interface comfort and communication were the main drivers of the long-term app use.

3.8.6 Reported Major Problems

- App freezes up, or crashes during login (60%)
- No real time sync between branch and app (50%)
- Missing multilingual (35%)
- No feature for chatbot or support ticket (25%)

3.8.7 Insights on Segmentation

In order to gain more knowledge about behaviour, the responses were cross-tabulated according to demographic group:

Age Compared with Usage of Features

- The younger mobile users (**18- 40 years old**) had more probability of utilizing mobile recharge, cash transfer, and cashback instruments
- In the older age group **(41+)**, users were found to be conforming to balance inquiry and shying away features such as QR withdrawals

Gender Differences

- The users with **female gender** constituted a higher percentage **(35%)** who depended on mobile top up and bill payment functions
- **Sixty-five percent of the male** users explored fund transfer and QR options

Employment versus Contentment

- There was decreased satisfaction with support tools as reported by **students**
- **The service holders** and those involved in the business were interested in more real-time service options
- **Retired users** were indicated as having issues of trust, and they favoured the physical branches

3.9 Important Trends and Conclusions

1. **Adoption Gap:** As promising as the numbers of downloads are, the real retention and heavy use is reduced to a relatively small circle of tech-comfortable customers.

2. **Support Vacuum:** Lack of support tools within the app is a direct factor which can be seen on the overall satisfaction level.

3. **Communication Deficit:** There is no clear communication in the promotional and awareness processes leading to full-scale onboarding or usage because of the unclear message, and lack of training.

4. **Inclusion Issues:** Lack of Bangla-language interface or biometric log-in solutions is a challenge as customers of older and rural locations are poorer at navigation and trust more than younger and urban clients.

3.10 Strategic Advice

Both the survey analysis and the internship observations help to confirm that whereas the Planet App introduced by NRBC Bank is functional in many ways, it is being underutilized relative to its true potential in terms of its customer experience and operational efficiency enhancement as the barrier to adoption still remains in place. Five strategic recommendations are provided below and all of them correspond to the findings, literature, and best practices in the world:

1. Reinvent Onboarding to follow Human-Centered UI/UX Design Concepts

Problem recognized: Users (particularly those of advanced years) find it hard to navigate the app and are not well acquainted with the services provided.

Recommendation:

- Make the app simplified (less and non-relevant chatter and cluster services into meaningful groups as: “My Account”, “Send Money”, etc.)
- Tutorials Features Why not use pop-ups and tooltips in the app for feature tutorials?
- Use a brief and engaging onboarding tour to the app when it is installed

Rationale: According to Mahmud (2022) and Ahmed & Rahman (2023), the ease of use is the predictor of retention most closely predicted by perceived ease of use of digital banking. Enhancement of usability corresponds to both UTAUT2 level variables and the realities of the async digital literacy environment of Bangladesh.

2. Include the Online Customer Support in the App

Problem Identified: The application lacks an in-house support mechanism; it means the customers move back to the branches to fix the technical problems.

Recommendation:

- Introduce a live chat feature that will include a chatbot on off-hours
- Provide aid ticket-based assistance with tracking of references to digital service troubleshooting
- Add a tab on the help center that contains Frequently Asked Questions (FAQ), video demos and trouble shooting

Reasoning: Khan (2024) has pointed out that the aspect of digital trust cannot be detached by the ease of getting support. Lack of assurance causes users to leave a transaction unfinished and switch back to the conventional services.

3. Increase Multi-Lingual and accessibility Features

Problem identified: The language barrier in non-English speakers lowers their confidence and frequency of use.

Recommendation:

- Include **Bangla-language toggle** in the app service labels and help INFO
- Install shortcuts by **voice commands** and signs on semi-illiterate users
- Add an option to set the font size, as well as dark mode to be more accessible

Rationale: Codiant Technologies (2022) have shown that the trend in the world is that banks that implement personalized interface experience retain features 2x more. Localization of language is not an option rather necessary.

4. Make Entire Cross- Branch Digital Purchases

Problem Diagnosed: Most of the core services, viz; card replacement, RTGS, EFTN are tied to original branch.

Recommendation:

- Adjust protocols to backend database so as to enable centralized processing
- Start with prototype e-KYC and services that work in all branches in cities.
- Include online card, account and branch changing request forms

Reasoning: It would make branches less busy, enhance the online customer satisfaction, and deliver NRBC on its digital transformation promise. It also minimizes the perception of fragmentation, where the users get annoyed by the frustration of not being able to rely on the apps.

5. The Digital Loyalty and Engagement Campaign should be launched.

Problem Identified: Services such as cashbacks offers, digital FDRs, and QRs are underutilized by customers since they lack awareness.

Recommendation:

- Create a gamelike experience by use of app badges or rewards levels
- Conduct monthly campaigns with the use of push notification called Use and Win
- Provide advantageous cashback (e.g. 5% with at 3 QR withdrawals/month).

Explanation: Rahman et al. (2022) emphasize the necessity to market digital service similarly to products. Even the best features do not appear without storytelling. Individual contact is more economical than purchase.

3.11 Strategic Implications

Such suggestions are not just superficial. Provided that they were adopted they would:

- Move off routine services to the mobile platform and reduce the **dependency on branches**
- Personalize **user retention** using helpful app journeys
- **Improve situational dynamics** in the **market** with fourth-generation banks and fintechs
- Realize **long term cost savings** through the automation of manual business processes

- Transform NRBC into a partner that can comply and be compliant with national digital financial inclusion strategies and initiatives and, thereby, be attractive as a future government partner, as well as international partners

And one more thing is that NRBC Bank has a specific advantage: unlike fintechs, like bKash or Nagad, it already has both customers trust and regulatory license. It does not require an increased use of technology but rather **more service design and communication strategy**.

3.12 Project Part Conclusion

The study results support the conclusion that the Planet App by NRBC Bank has a great potential but is permeated by the partial implementation rate caused by the usability insufficiency, the support insufficiency, and the communication inefficiency. The bank can use intuitive UX, in-the-moment support, multilingual support, and decentralized service architecture to turn its mobile app into a **one-stop shopping digital service** to do banking.

This would not only allow a better serving of current customers but it would also acquire younger, digital-native residents, firmly placing NRBC in the category of a genuinely modern bank in an increasingly digital economy.

3.13 Conclusion and summary

This chapter has shown a significant discussion of the **Planet App** of NRBC Bank- the level of awareness of the users, their adoption behavior, level of satisfaction, the perceived roads, and recommendation about the improvement of the App. By providing both first-hand observations of the internship and a specifically designed, quantitative survey of 193 bank clients, the research led to important discoveries of how customers experience the use of mobile banking in Bangladesh and what are the factors restricting further participation in the digital field.

To support these findings, use of theory and empirical evidence was done in terms of the **literature review**. According to scholars, including Ahmed & Rahman (2023), Mahmud (2022), and Khan (2024), the performance expectancy and trust, and convenience of use are the key factors related to the prolonged adoption of mobile banking. These studies were in line with the results of the survey that indicated that in spite of the availability of app, there is an uneven degree of user confidence and understanding, with older customers and less frequent users of digital services to a greater extent.

Among the major findings by the survey are:

- 79 percent app installation rate and low feature-depth usage
- Ample utilization of the simple operation such as balance inquiry and fund transfer
- Reduced satisfaction with customer services and ability to find the features
- Open request to support Bangla language, biometric sign in and in-app helps system

The recommendations found in this study are intended to eliminate this gap through the following proposals:

- An interface that is more human friendly
- In-built real time assistance capabilities
- The app helps to integrate service across the branches
- Localized multi lingual design
- Mass marketing of the smart, rich features, loyalty campaigns

These suggestions are not essentially tactical as far as strategic approach is concerned. They are bigger **institutional imperatives** of NRBC Bank:

- Being able to compete with such fintechs as **bKash, Nagad**, and similar banks operating through the application, e.g., **Citytouch**
- Meeting speed, transparency and ease expectations of customers
- Less pressure on the infrastructure of the branch through mobile first stimulation
- Enhancing **financial coverage** in accordance with the requirements of the vision 2041 of Bangladesh

These issues have been found out thanks to the internship at NRBC in Mohakhali branch. I could express how the contrast between the **available digital tools** and actual **banking behavior** of customers is reflected, since I was a participant-observer and could observe it directly. Most of them possessed smartphones or a bank account and did not mind going to a physical place to have their services provided to them instead of accomplishing them online. Such inertia shows that there is a communication breakdown and absence of **experience creation Gap**-Something that must be seriously dealt with.

To sum up, given that NRBC Bank is able to reposition the Planet App as a **holistic and comprehensive digital companion** (Instead of mere transactional application), it can potentially increase its value proposition by a huge margin. The digital shift to digital comfort is not a technology issue; at least not an issue about visible technology; the change is a strategy moment, and this report provides a clear roadmap on what should be done to make the transition fruitful.

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Appendices

Appendix A: Survey Questionnaire (Google Form Format)

Title: “Planet App Usage and Satisfaction Survey – NRBC Bank PLC (Mohakhali Branch)”

Section 1: Demographic Information

1. Age group:
   □ 18–25 □ 26–40 □ 41–60 □ 60+
2. Gender:
   □ Male □ Female □ Prefer not to say
3. Occupation:
   □ Student □ Service Holder □ Entrepreneur □ Retired/Other
4. Do you have an NRBC Bank account?
   □ Yes □ No
5. Have you installed the Planet App?
   □ Yes □ No

Section 2: App Awareness & Usage

6. How did you hear about the Planet App?
   □ Bank Staff □ Social Media □ Friends/Family □ Website
7. How often do you use the Planet App?
   □ Never □ 1–2 times/week □ 3–4 times/week □ Daily
8. Which of the following features do you use regularly?
   □ Balance Check □ Fund Transfer □ Mobile Recharge
   □ Bill Payment □ QR Withdrawal □ FDR/DPS □ Card Services
9. Have you used the app’s offer/cashback feature?
   □ Yes □ No

Section 3: Satisfaction Ratings (1–5 Likert Scale)

10. App Design and Interface
11. Speed and Performance
12. Navigation Simplicity
13. Security and Safety
14. Support/Help Features
15. Overall Satisfaction

Section 4: Open Feedback

16. What improvements would you like to see in the Planet App? (Short Answer)

Appendix B: Survey Response Summary (193 Responses)

- 79% installed the app; 21% had not
- Top-used features: Balance check (82%), Fund transfer (65%), Mobile recharge (60%)
- Satisfaction ratings (avg.): Interface 3.9, Support 3.2, Overall 3.8
- Most common suggestions: Bangla toggle, real-time help, biometric login

Appendix C: Visual Representations

Graph 1 – App Adoption Rate (Pie Chart)

- Installed: 79%
- Not Installed: 21%

Graph 2 – Feature Usage (Bar Chart)

- Balance check, Fund transfer, Mobile top-up highest
- QR Withdrawal and Card Services lowest

Graph 3 – Satisfaction Scores (Bar Chart)

- Security rated highest (4.2), Support lowest (3.2)

Graph 4 – Feedback Summary (Word Cloud)
Common keywords: “Bangla”, “support”, “chat”, “card”, “login”, “help”, “offers”

Appendix D: Screenshots of Planet App Interface

Screenshots submitted with the report illustrate the app's:

- Home screen UI
- Service menu options
- QR Withdrawal interface
- Transaction history screen
- Mobile recharge and payment windows