Report On
E-Banking & General Banking Activities of Dhaka Bank PLC

By

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21264058

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

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my 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.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

Dr. Nusrat Hafiz
Assistant Professor, BRAC Business School
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Letter of Transmittal

March 15, 2025

To

Dr. Nusrat Hafiz

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of the Internship Report.

With all due respect, I am grateful to present my internship report titled ―E-Banking and General Banking activities of Dhaka Bank,‖ which is based on my internship at the Karwan Bazar Branch of Dhaka Bank. This report is a compulsory requirement for fulfilling my MBA program at BRAC Business School, BRAC University.

I am grateful for this opportunity, as it has provided me with valuable real-world experience in banking operations. I value your ongoing guidance and support during this journey. I trust that my report will meet your expectations.

I would be glad to address any questions you may have.

Thank you.

Sincerely Yours

Humaira Adiba

ID: 21264058

Acknowledgement

First of all, I want to thank to my almighty for keeping me healthy and giving me the strength to keep working .The successful completion of this internship report is attributable to the invaluable guidance and support of several individuals, to whom I express my sincere appreciation.

I would like to begin by extending my deepest gratitude to my esteemed supervisor, Dr. Nusrat Hafiz, Assistant Professor at BRAC Business School, BRAC University. Her unwavering support, supervision, and insightful recommendations have played a crucial role in the successful development of this report.

I am also profoundly grateful to Md. Sayed Ashraful Amin, EVP & Branch Manager; A.T.M Obaidullah, Senior Vice President & Manager of Operations; and Afroza Akter, AVP & General Banking In-charge at Dhaka Bank Limited, Karwan Bazar Branch. Their mentorship and the opportunity to undertake my internship under their guidance have been immensely beneficial.

Finally, I would like to acknowledge the support of my colleagues at Dhaka Bank Limited, who generously shared their knowledge and experiences, significantly enriching my understanding of the banking industry.

I extend my heartfelt thanks to all who contributed to the successful completion of this report.

Executive Summary

This report presents the findings of my internship, which focused on the practical aspects of "e-banking and General Banking Activities" at Dhaka Bank Limited, specifically at the Karwan Bazar Branch. The distinction between theoretical knowledge and practical experience is significant. The insights provided by employees involved in general banking and other areas were instrumental in the completion of this report, which offers comprehensive and accurate information regarding my internship activities.

Dhaka Bank Limited commenced operations on July 5, 1995, as a second-generation private bank. Throughout its journey, the bank has successfully realized the aspirations of its founders. Today, it stands as one of the foremost banks in the private sector, making a substantial contribution to the national economy. The bank's headquarters is situated in Naya Paltan, Dhaka, and it currently operates 100 branches along with three SME service centers across the country, continuously striving for excellence in service through its diverse products and offerings.

General banking serves as the foundation for all banking operations. The internship report is a requisite component of my degree program. As part of the internship, I was placed at the Karwan Bazar Branch of Dhaka Bank Limited. Over the course of the three-month internship, I gained valuable insights into the operations of commercial banks. This report delves into the activities of Dhaka Bank at the Karwan Bazar Branch, highlighting its role as a leading non-governmental organization. It encompasses information regarding all commercial activities undertaken by the bank, with a primary focus on the General Banking system of Dhaka Bank Limited.

The general banking operations include all routine activities conducted by the bank. In this report, I have elaborated on various types of account holders and account types, such as Savings Accounts, Current Accounts, Fixed Deposit Rates (FDR), Pension Saving Schemes (PSS), and other existing accounts, along with their respective rates and the various activities associated with General Banking.

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Chapter 1

Student Information

I, Humaira Adiba, a student of BRAC Business School at BRAC University, am currently enrolled in the internship course. My student ID is 21264058. I have successfully completed all my academic courses, specializing in Human Resource Management. This internship serves as a crucial step in bridging my academic knowledge with practical experience in the professional field.

Internship Information

Period, Company Name, Department/Division, Address

I completed my internship at Dhaka Bank Limited (DBL), Karwan Bazar Branch. The internship spanned a period of three months, from December 3, 2024, to February 28, 2024. During this time, I worked as an intern in the General Banking (GB) department of the branch. The office address of the Dhaka Bank Karwan Bazar Branch is 39, Karwan Bazar C/A, Dhaka-1215.

Internship Company Supervisor‘s Information: Name and Position

The name of my supervisor was A.T.M Obaidullah, Senior Vice President and Manager Operations at Dhaka Bank Limited, Karwan Bazar Branch. He also served as the Manager Operations of the branch. In this role, he monitored the overall banking performance on a daily basis, including the activities of the General Banking, Credit, and Cash departments. Throughout my internship journey, he provided valuable guidance and support, helping me overcome challenges and adapt to the professional environment effectively.

Job Scope – Job Description/Duties/Responsibilities

During my internship, my on-site supervisor, A.T.M Obaidullah Sir, assigned me to the General Banking department. My tasks primarily revolved around retail banking activities. These included:

• Assisting customers with their needs, such as providing forms and addressing queries.

• Maintaining debit card and checkbook records, including issuing them to customers.

• Preparing and providing solvency certificates and bank statements for customers.

• Verifying account details and assisting with the opening of online EZY bank accounts and DBL GO app registrations.

• Contacting clients to notify them about the collection of their debit cards and checkbooks.

Additionally, I collaborated with five officers in the General Banking unit. The friendly and supportive work environment enabled me to perform my responsibilities effectively and complete my tasks smoothly.

Students‘ Contribution to the Company

From the first day of my internship, I was assigned tasks by my on-site supervisor and worked diligently according to their instructions. For example, when a customer visited the bank to collect their credit or debit card, I followed specific steps, including verifying their signature with the assistance of my colleagues. Similarly, when a customer requested a bank statement, I provided them with the required form, collected the necessary information, and printed the statement accordingly. Given the significant workload pressure at the bank, my efforts were aimed at reducing the burden on my colleagues and supervisor. While my contributions might not have completely eliminated the workload pressure, they helped other employees complete their tasks more efficiently and on time. By managing these responsibilities, I was able to provide meaningful support to the General Banking team.

Benefits to the Student

My internship at Dhaka Bank Limited provided me with numerous benefits, significantly enhancing both my professional skills and personal growth. First and foremost, one of the core advantages was gaining practical experience in a professional office environment. Before this internship, I had never worked in an office as an employee, and my understanding of work processes was entirely theoretical, based on academic knowledge. However, during my internship, I learned how banking tasks are executed step by step in a real-world setting, which enriched my practical understanding.

Additionally, I gained a broader perspective on daily banking activities with the support and guidance of my senior colleagues. They shared their professional experiences and provided valuable advice on improving efficiency and capitalizing on opportunities in the workplace.

Moreover, the three-month internship not only helped me understand workplace norms and values but also cultivated a deeper interest in pursuing a career in the banking industry. This experience has been instrumental in building my confidence and preparing me for future professional challenges.

Problems/Difficulties (faced during the internship period)

The report was prepared to be comprehensive and effective, with the goal of serving as a reference for future research. However, several challenges arose during the course of the study, which impacted its scope and depth:

Time Constraint: The allocated time for the study was insufficient to cover all aspects thoroughly.

Limited Access to Data: A lack of up-to-date and comprehensive data restricted the depth of analysis.

Branch-Specific Challenges:

It was not feasible to physically visit all branches of Dhaka Bank Limited to gain a holistic understanding of its operations.

At my assigned branch, the "General Banking" unit experienced a high volume of customer activity, limiting my ability to explore other divisions in detail.

Incomplete Departmental Presence: Not all departments, such as the HR Department, were present in the Model Branch, which constrained the breadth of information available for the study.

Operational Sensitivity: Banking tasks are highly sensitive, where even minor errors (e.g., a single digit or letter) can significantly impact operations. Balancing these responsibilities with my assigned tasks required heightened caution and efficiency.

These limitations were inherent to the context and nature of the study but have been acknowledged to maintain the integrity of the report. Despite these challenges, every effort was made to ensure the accuracy and relevance of the findings.

Recommendations to the Company on Future Internship Programs

To enhance the internship program and provide a more valuable learning experience for interns, the following recommendations are proposed:

Structured and Comprehensive Internship Program:

The bank should design an organized internship program that allows interns to gain practical exposure to the operations of all key departments. This approach will enable interns to develop a well-rounded understanding of banking activities and improve their overall learning experience.

Incorporation of Remote Work Opportunities:

The bank should consider implementing a remote working system for interns, utilizing online platforms to manage tasks. This would ensure continuity of work in emergencies or in situations like a global pandemic, enabling interns to work from home while maintaining productivity and safety.

Adopting these recommendations would make the internship program more effective and adaptable, ultimately benefiting both the interns and the organization.

Chapter 2

Overview of Dhaka Bank Limited

Dhaka Bank Limited (DBL) is one of the leading private commercial banks in Bangladesh, renowned for its exceptional performance and customer service. Established on July 5, 1995, with an authorized capital of TK 1,000 million and a paid-up capital of TK 100 million, DBL has grown significantly over the years.

Currently, Dhaka Bank operates with a vast network of over 107 branches across Bangladesh, including 2 Islamic banking branches, 4 SME centers, offshore banking units, and an extensive number of ADMs and ATMs. The bank offers a wide range of financial services and products, including:

- Current Accounts
- Savings Accounts
- Student Accounts (e.g., Shopno Jatra account for foreign students)
- Deposit Pension Schemes (DPS)
- Fixed Deposit Receipts (FDR)

These products cater to diverse customer needs with varying interest rates, where FDRs offer higher interest rates compared to savings accounts.

Dhaka Bank maintains several Management Committees (MANCOM), including:

- ✓ Asset Liability Committee
- ✓ CSR Committee
- ✓ Management Credit Committee
- ✓ HR Committee
- ✓ Executive Risk Management Committee
- ✓ Basel Implementation Committee Supervisory Review Process Team

The bank‘s notable credit facilities, coupled with a highly trained and organized management team, have established it as a competitive force in the banking industry of Bangladesh.

Mission and Vision of Dhaka Bank Limited

Vision

Dhaka Bank‘s vision is to ensure the highest quality of service, making every transaction a satisfying experience for its customers. The bank aspires to deliver peak performance through honesty, punctuality, efficiency, and the use of innovative technology. Its goal is to address business demands while expanding its reach globally through international trade and commerce.

Mission

The mission of Dhaka Bank is to become the leading financial institution in Bangladesh by offering high-quality products and services. The bank is committed to maintaining a team of inspired personnel who uphold the corporate values of sincerity, teamwork, customer focus, respect for individuals, and responsible citizenship.

Corporate Divisions of Dhaka Bank Limited

Dhaka Bank Limited (DBL) operates through several key corporate divisions, each playing a crucial role in the bank‘s overall success and sustainability:

International Division

The International Division of Dhaka Bank, previously known as the Global Trade Services Division, plays a pivotal role in trade and international business. With 550 tech-savvy, skilled, and dedicated correspondents worldwide, this division ensures significant international gains through advanced global trade tactics.

Human Resource Division

Dhaka Bank‘s Human Resource (HR) Division is essential in maintaining a pool of excellent employees. The division is responsible for recruiting, training, motivating, and compensating employees. Its ability to identify and place the right people in the right positions strengthens the bank‘s operational effectiveness.

Research and Development (R&D)

The R&D Division is one of the most critical units of DBL, driving innovation and ensuring the bank stays ahead of its competitors. This division predicts future customer needs, develops new products, redesigns existing ones, and identifies emerging opportunities in the banking sector.

Treasury Operations

Dhaka Bank‘s Treasury Division consists of four specialized teams focused on creating cost-effective and market-accessible treasury products. The division encompasses:

- Foreign Exchange
- Corporate Desk
- Asset and Liability Management
- Money Market

These teams ensure efficient financial management and provide tailored solutions to customers.

SME Business Branches

Small and Medium Enterprise (SME) banking is a significant contributor to the economic growth of Bangladesh. Dhaka Bank operates three SME service centers that focus on supporting small and medium-sized businesses, with plans for further expansion.

Central Processing Centers

The Central Processing Centers oversee the seamless flow of various banking processes, ensuring smooth operations and enhanced customer engagement across DBL‘s multiple services.

Information Technology Division

The IT Division of Dhaka Bank manages all technological aspects, ensuring the use of the latest software and platforms. This division develops innovative solutions, such as debit and credit cards and online banking facilities, to meet customer needs and enhance service delivery.

Risk Management Division

In compliance with the directives of Bangladesh Bank, DBL established its Risk Management Division on February 26, 2013. This division strengthens the bank‘s risk management framework by overseeing core risk activities and managing the institution‘s funds to ensure financial stability and regulatory compliance.

General Banking Services of Karwan Bazar Branch

The General Banking Services at the Karwan Bazar Branch of Dhaka Bank Limited include various core banking functions essential to customer service and operational efficiency. Below are the key sections and their functions:

1. Account Opening Section

The account opening process begins with establishing a Know Your Customer (KYC) profile for each customer. This involves collecting and verifying essential personal information, including:

- ✓
- ✓ Name as it appears on the NID.
- ✓ Recent passport-sized photograph.
- ✓ Nationality and date of birth (as per the NID).
- ✓ Photocopy of TIN or tax certificate.
- ✓ Present and permanent address (as per the NID).
- ✓ Nominee photo and declaration form.
- ✓ Utility bill copy for address verification.

This information is critical for customer verification and helps mitigate risks associated with fraudulent activities.

Cash Section

The cash section is one of the most sensitive and critical areas of the bank, responsible for handling all types of financial transactions. Due to security concerns, interns are not permitted to access this section.

Clearing Department

The clearing department processes various types of cheques and pay orders, as well as Real-Time Gross Settlement (RTGS) transactions. The department follows specific procedures to categorize cheques, including:

Inward Clearing Cheques : Received for payment processing.

Outward Clearing Cheques : Sent to other banks for payment collection.

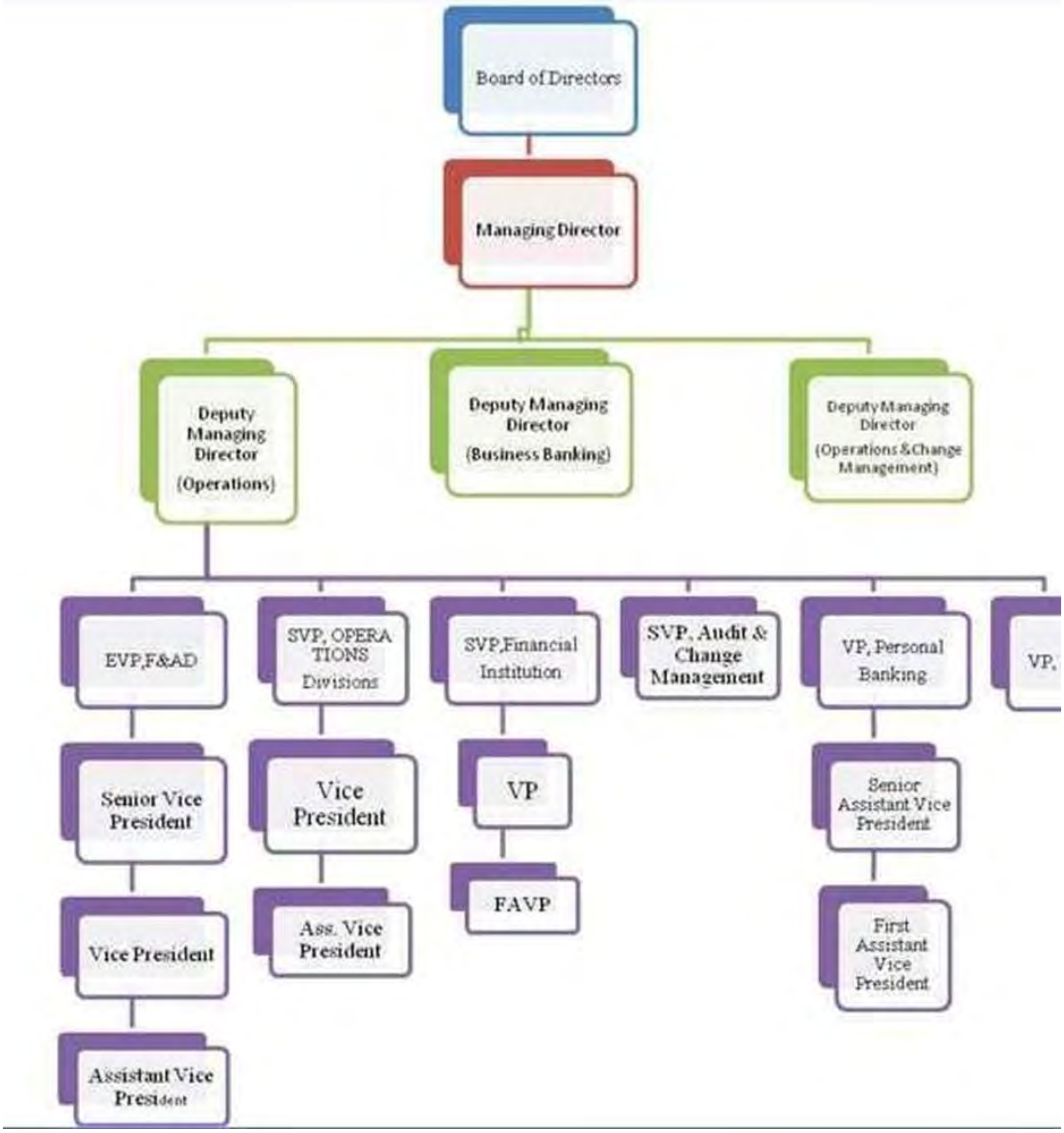
Transfer Cheques : Issued between accounts within the same branch.

The location of the issuing bank (inside Dhaka or from another city) and whether it belongs to the same branch are key factors considered during the cheque-clearing process.

Foreign Remittance Section

This section manages the receipt of remittances from family members residing abroad through exchange houses such as RIA, Western Union, and Sunman. Customers are required to register with the bank by submitting a copy of their NID card to receive remittances. Additionally, foreign remitters must pay government incentives for their remittance transactions.

Organizational Structure of DBL



Management Practices of Dhaka Bank Limited

Dhaka Bank Limited (DBL) is known for its well-trained and skilled workforce, comprising 2,790 banking offices and executives. The bank emphasizes employee development and training to ensure high levels of performance and professionalism.

The Dhaka Bank Training Institute (DBTI) plays a pivotal role in this process by conducting structured training programs based on Training Need Assessments (TNA). Over time, DBTI has organized 78 training sessions covering 50 diverse courses, including:

- ✓ Conventional banking-related training programs.
- ✓ Executive Development Programs.
- ✓ Workshops and meetings.

In addition to in-house training, DBTI also arranges off-site programs for branch officers and executives outside Dhaka, enabling uniform skill development across the organization.

Impact of COVID-19 on Management Policies

During the COVID-19 pandemic, DBL adapted its management practices to ensure safety and operational continuity. Key policies included:

- ✓ Limiting the number of new recruits and interns in all branches.
- ✓ Introducing the "No Mask, No Service" policy.
- ✓ Providing hand sanitizers to employees.
- ✓ Enforcing social distancing by limiting the number of customers inside bank premises.

These measures ensured the safety of employees and customers while maintaining the bank‘s operations effectively.

Marketing Activities

Dhaka Bank‘s marketing strategy sets it apart from other banking institutions by prioritizing value-based marketing over price-based competition. Instead of focusing on advertising campaigns, DBL emphasizes the value of its products and services.

Branch-Level Marketing Strategy

The marketing activities are largely decentralized, with the headquarters working in the backend and assigning targets to individual branches. These branches then take the lead in implementing marketing initiatives tailored to their local markets.

Customer Relationship Management (CRM)

A key component of DBL‘s marketing approach is maintaining strong relationships with customers and valuable clients. During my internship, I was responsible for engaging with high-value clients, including:

- ✓ Calling clients to inform them about credit card issuance without charges.
- ✓ Promoting customer loyalty programs where clients could win prizes.

By focusing on personalized communication and relationship-building, Dhaka Bank strengthens customer loyalty and enhances its brand reputation in the market.

Financial Performance and Accounting Practices of Dhaka Bank Limited

Deposits

The deposit portfolio of Dhaka Bank Limited (DBL) reflects a steady growth trend. As of December 31, 2020, the total deposits amounted to 205,667 million BDT, compared to 204,530 million BDT on December 31, 2019, indicating an annual growth rate of 0.55%.

To enhance its deposit base, DBL adopts strategies tailored to current market conditions. These include:

- ✓ Maintaining competitive interest rates to attract depositors.
- ✓ Implementing cost-cutting measures to achieve better returns on investments. These approaches have allowed DBL to strengthen its financial performance while maintaining a robust deposit base, even in challenging economic times.

Financial Performance and Accounting Practices of Dhaka Bank Limited

Total Assets

A consistent growth in assets is vital for achieving long-term profitability and financial stability. As of December 31, 2020, the total assets of Dhaka Bank Limited (DBL) stood at 295,337 million BDT, compared to 285,009 million BDT on December 31, 2019, reflecting a growth rate of 3.62% (Source: Annual Report 2020). This growth highlights the bank's ability to effectively manage and expand its asset portfolio.

Paid-Up Capital

The paid-up capital of DBL indicates the bank's ability to finance its operations through equity. It also serves as a key metric for assessing financial stability relative to its debt levels. In 2020, DBL reported a 5% growth in paid-up capital compared to 2019. This growth demonstrates that the bank maintains a healthy capital structure, enabling it to fund its operations and financial projects effectively.

Earnings per Share (EPS)

Earnings Per Share (EPS) is a critical metric for evaluating the profitability of a company and determining the value of its shares. EPS is calculated by dividing the company‘s total earnings by the number of outstanding shares. In 2020, DBL's EPS showed improvement over the previous year, primarily due to provisions on loans. This positive trend underscores the bank's profitability and appeals to potential investors.

Market Capitalization

Market capitalization represents the total market value of all outstanding shares of the company and is an essential measure for evaluating the bank's size and market presence. For Dhaka Bank, market capitalization not only reflects the perceived value of the bank but also serves as a crucial factor for attracting investors. However, it is important to note that market capitalization can sometimes fail to accurately reflect the bank‘s intrinsic value due to market fluctuations and external factors.

Porter‘s Five Forces

The Threat of New Entrants

In the banking industry, the threat of new entrants is relatively low. Establishing a new bank requires a substantial amount of capital, overcoming political and bureaucratic barriers, and handling significant paperwork. In Bangladesh, where political instability and corruption are prevalent, the process can take 5-10 years. Moreover, customer loyalty to established banks poses a significant challenge to new banks. Competing with established banks demands extensive marketing and promotional activities, which can be costly and risky, potentially leading to bankruptcy for new entrants.

Bargaining Power of Buyers

Dhaka Bank has two primary buyer categories: individual customers and corporate clients.

Individual Customers: These customers have minimal bargaining power as they typically take small loans and have limited influence on interest rates.

Corporate Clients: Corporate clients hold substantial bargaining power due to the large volume of loans they take, which significantly impacts the bank's profitability. To retain these clients, Dhaka Bank often offers them favorable terms, such as reduced interest rates.

Bargaining Power of Suppliers

Similarly, suppliers of Dhaka Bank are categorized into individual and corporate suppliers.

Individual Suppliers: These suppliers have limited bargaining power, allowing Dhaka Bank to impose stricter rules and offer lower interest rates on deposits.

Corporate Suppliers: Corporate suppliers wield more bargaining power because their substantial deposits enable the bank to thrive. To maintain these relationships, Dhaka Bank may offer competitive interest rates to attract and retain corporate deposits.

The Threat of Substitutes

The threat of substitutes is high for Dhaka Bank due to the presence of non-banking financial institutions such as IDLC and LankaBangla, which offer competitive loan products with lower interest rates and attractive opportunities. Without strategic actions to counter these institutions, Dhaka Bank risks losing its market share.

Rivalry among Established Firms

Competition in the banking sector is intense, with major competitors like City Bank, Dutch-Bangla Bank, BRAC Bank, and Prime Bank vying for customers. These banks leverage superior marketing strategies, innovation, and new product offerings to gain a competitive edge. Dhaka Bank faces significant rivalry and must adapt its marketing and service strategies to maintain relevance and profitability.

SWOT Analysis of Dhaka Bank Limited

Strengths

Good Reputation: Dhaka Bank is renowned for its commitment to high standards and exceptional customer service, earning customer trust and loyalty for nearly three decades.

Strong Capital Base: DBL‘s policies have enabled it to secure and maintain a robust capital base, ensuring resilience in financial crises.

Skilled Management: A team of highly capable managers efficiently utilizes resources and implements innovative strategies, contributing to the bank's success.

Employee Belongingness: A strong sense of community among employees fosters teamwork and motivation, reflected in events like picnics and cultural celebrations.

Productive Workforce: Employees are trained to use updated software systems such as Oracle and Flex cube, ensuring efficiency in daily operations.

Weaknesses

- Outdated IT Policies: DBL‘s IT infrastructure, including its website, is outdated, leading to frequent disruptions that affect employees and customers.
- Low Employee Compensation: Comparatively lower salaries contribute to dissatisfaction and may result in higher turnover rates.
- Limited Marketing Strategies: Insufficient focus on marketing and an overemphasis on existing customers hinder the attraction of new clientele.
- High Account Maintenance Costs: DBL charges higher fees for account maintenance, which may deter students and low-income individuals.

Opportunities

- ✓ Expansion Potential: With 107 branches, DBL has the opportunity to expand further across Bangladesh to reach untapped markets.
- ✓ Product Diversification: Offering a diverse range of products and services can attract a broader customer base.
- ✓ Knowledgeable Staff: Skilled employees can guide new customers and enhance the bank‘s reputation for exceptional service.
- ✓ Population Advantage: Bangladesh‘s dense population provides a vast potential customer base, especially in crowded areas like Karwan Bazar.

Threats

- Emergence of New Banks: New banks offering competitive and innovative services could challenge DBL‘s market position.
- Economic Recession: Financial crises could lead to reduced customer confidence, increased withdrawals, and decreased investments.
- Lack of Product Variety: Limited differentiation in products and services makes DBL vulnerable to competition.
- Regulatory Risks: Non-compliance with Bangladesh Bank‘s regulations could result in legal and financial repercussions.

Recommendations and Conclusion

- To enhance its market position and attract more customers, Dhaka Bank should:
- Boost Marketing Efforts: Increase promotional activities through social media, television, and other channels. Distributing branded items like calendars and diaries can enhance customer relations.
- Modernize IT Systems: Update software and websites to improve efficiency and provide seamless service to employees and customers.
- Offer Competitive Compensation: Increase employee salaries to reduce turnover and maintain a motivated workforce.
- Reduce Costs for Customers: Lower account maintenance fees to attract students and low-income individuals.
- Expand Product Portfolio: Introduce innovative products and services to differentiate from competitors and attract new customers.

In conclusion, Dhaka Bank has the potential to maintain its position as one of the leading banks in Bangladesh by addressing its weaknesses and leveraging its strengths. Strategic improvements in technology, marketing, and customer engagement will enable the bank to stay competitive and continue its growth trajectory.

Chapter 3

Introduction

The benefit of e-banking is getting recognizable day by day in Bangladesh since of the development of modern advances. In a later time of worldwide competition, a bank should be able to convey administrations of a world-class standard, be committed to accomplishing remarkable levels of client fulfillment, and play a significant part in a financial segment. In addition, the customer presently needs high-quality items from banks with numerous alternatives. So, banks continuously attempt to figure out the needs and needs of the customer and attempt to deliver their benefit concurring to the request of them. In expansion, great client benefit is one of the foremost vital things driving the bank into the high-tech pecking order. At the same time, managing an account could be a enormous portion of the benefit industry of any country and is one of the foremost demand-driven areas. And presently, the demand is developing since increasingly individuals realize how imperative it is to live distant better a much better a higher a stronger an improved a stronger life which means that more individuals are working difficult to gain, spare, and invest their cash to move forward their way of life. Too, keeping money could be a customer-driven commerce, which makes the bank realize that the clients are the foremost important part of their trade. On the other hand, client dependability is additionally basic within the keeping money segment, which depends on how well the bank treats its clients some time recently a bank can anticipate a client to stay with the brand. Too, on the off chance that a bank needs to keep its position within the showcase and make strides it, its fundamental center ought to be on client benefit. So, to donate way better client benefit, the banks bring the concept of e-banking. On the other hand, e-banking makes the keeping money errand exceptionally simple for buyers, and the proficiency of online administrations has no boundaries or limits. By taking the e-banking benefit individuals can do their trade exchanges inside a moment or minutes. As individuals are presently Exceptionally active with their work, e-banking is getting to be well known quickly. That‘s why Dhaka Bank too offers the e-banking service system by understanding the requirements and needs of their client. The major e- 29 managing an account benefit supplier for them is the Dhaka bank ezy account apps and DBL go apps and both of them have an awfully great notoriety on the intellect of customers since of their great smooth involvement. As a result, these two apps for Dhaka bank not only makes a difference the workers to diminish their workload but moreover offer assistance them to extend their working effectiveness as well.

Dhaka Bank EZY App could be a advanced account opening application created by Dhaka Bank to streamline the account opening handle for its clients. This application permits clients to open a bank account helpfully with minimal documentation. Clients are as it were required to supply their National Identity Card (NID) for both the account holder and the chosen one, together with their computerized signature. Moreover, the app captures photos right away employing a portable gadget, dispensing with the require for clients to bring printed passport-sized photos. Compared to the conventional manual account opening prepare, the EZY App altogether diminishes the workload for both clients and bank workers. Within the manual prepare, bank workers must collect client data independently and physically input the information into shapes. Clients, on the other hand, must give physical records, counting printed photos, which frequently leads to delays and bother. The presentation of the EZY App improves proficiency and rearranges managing an account operations.

A few key benefits of the Dhaka Bank EZY App incorporate:

Time Proficiency: The advanced prepare minimizes the time required for account opening, profiting both clients and bank staff.

Diminished Printed material: Clients not got to yield physical records such as printed photos, making the method paperless and eco-friendly.

Comfort: The app permits clients to total the account opening handle from anyplace, diminishing the require for physical visits to bank branches.

Blunder Lessening: Robotized information input diminishes the probability of human mistakes related with manual frame filling.

Operational Effectiveness: The streamlined prepare empowers bank representatives to center on more basic assignments, progressing generally benefit quality. By consolidating the EZY App, Dhaka Bank has upgraded client encounter, making managing an account administrations more open and effective.

Additionally, this ezy bank account moreover has a few benefits as well such as:

- Account creation from anyplace in Bangladesh with a substantial Versatile Number.
- No introductory store is required to begin an ezy Account.
- A least store of Tk 1,000 is required to get a free charge card and 10 free checks.
- Free month to month electronic explanations.
- Issuing stop Free cheque book with 10 clears out for the beginning issue.
- Free VISA/MasterCard Charge Card 1st Year.
- The Dhaka Bank ATM offers free cash withdrawals.
- Internet-based exchange office.
- re plot and auto enrollment for the DBL Go app

Benefits of Dhaka Bank DBL Go App

The DBL Go App offers numerous benefits to account holders, enhancing convenience and

efficiency in banking. Some key advantages include:

1. Easy Activation & Accessibility

Automatically activates for account holders who open accounts via the Ezy Banking App. Users who did not open accounts through Ezy Banking can still access the app by filling out a DBL Go Form.

2. Convenient Banking Services

Allows users to perform almost all banking activities from home or anywhere in the country.

Balance Inquiry: Users can check their account balance instantly by logging into the app.

Fund Transfers:

Transfer funds from Dhaka Bank to any other bank in Bangladesh.

Send money to financial mobile network services like bKash, Nagad, Upay, etc.

3. Exclusive Offers & Promotions

Users can view offers for Dhaka Bank debit and credit cards, including:

- Airline alliances
- Dining & Restaurants
- Electronics & Automobiles
- Furniture & Hotel Discounts
- 4. Service Requests & Information Updates
- Customers can request various banking services such as:
- Issuing debit/credit cards
- Applying for Visa debit/credit cards
- Real-time updates: Changes in interest rates and other banking policies are displayed
- automatically.
- 5. ATM & Branch Locator
- Users can find the nearest Dhaka Bank branches and ATMs for emergency cash withdrawals.
- 6. Utility Bill Payments
- The app allows users to pay various utility bills conveniently.
- 7. No Hidden Charges
- The DBL Go App has no additional charges or hidden fees.
- 8. User-Friendly & Time-Saving

The app is designed for easy navigation and enables users to:

- Conduct banking transactions at their preferred time.
- Reduce hassle for both customers and bank employees.
- Complete tasks within seconds or minutes, improving service efficiency.
- By providing these features, DBL Go App enhances the banking experience, ensuring high service
- Quality and efficiency for Dhaka Bank customers.

Literature Review

E-banking enables individuals to achieve optimal results in terms of banking services provided by financial institutions. Furthermore, the entire banking industry largely depends on these internet services. In fact, there are situations where banking activities cannot be conducted without the aid of e-banking. As noted by Daniel (1999), e-banking refers to "the provision of financial services and information to customers via electronic terminals like personal computers and other devices." Electronic banking service commenced operations in 1995, through the American Maryland Presidential Bank 31 where they provide consumers the option to open a bank account online. (Drigă, I. , and Isac, C. 2014). Subsequently, this novel service approach has also reached Bangladesh and now nearly all reputable banks are utilizing it for their clients. Kamil (2010) acknowledges that various private commercial banks (PCBs) and foreign commercial banks (FCBs) in Bangladesh provide these internet banking and online banking services within their branch networks. Moreover, through the utilization of e-banking, financial institutions might find ways to lower operational expenses, attract new clients, and expand their range of products in the domains of payment processing, customer support, and other conventional banking services (BCBS, 1998). At the same time, Halperin (2001) also states that e-banking will assist banks in reducing costs, increasing profits, and simplifying processes for customers. Therefore, as a private commercial bank, Dhaka Bank introduced the ezy account and DBL Go apps during the pandemic period. This application significantly diminishes their workload. Because prior to the pandemic, employees had to gather the information manually, then transcribe it onto the form, and after completing all procedures, the duty officer would forward it to the head office. However, with the Ezy bank account, the employee merely inputs the data into the apps, and the applications automatically submit all client information to the authority instantly along with the approval. On this matter, our Managing Director Mr. Emranul Huq also mentioned that the ezy accounts and DBL Go apps are very effective for gathering data from consumers and additionally, the customer information is both safe and secure. Due to the well-structured and organized nature of the e-banking service, higher individuals who require secure confidential personal information tend to prefer conducting their banking activities with Dhaka Bank. Therefore, there is no question about the effectiveness of the E-banking service in the banking sector of Bangladesh.

The study's objectives

This study's primary goal is to provide accurate information about Dhaka Bank's electronic service. Additionally, this study demonstrates the effectiveness and efficiency of the online banking service. By employing this new service delivery method, Dhaka Bank has improved their productivity.

However, this study also gives readers a glimpse into a critical situation, such as how e-banking services deal with the COVID-19 pandemic by providing uninterrupted, continuous service to customers.

Importance

The importance of this report stems from its capacity to deliver a comprehensive insight into the effectiveness with which Dhaka Bank has been managing its e-banking services over a significant timeframe. It emphasizes the bank‘s strength during the pandemic, a period when numerous financial institutions, particularly smaller ones, faced challenges in maintaining their operations. By analyzing Dhaka Bank‘s strategies, this study seeks to motivate other banks that have not yet embraced e-banking services, urging them to pursue digital solutions for improved efficiency and customer satisfaction.

Additionally, this report acts as a valuable resource for readers, aiding them in building a solid confidence in contemporary banking technologies. By highlighting the security and dependability of e-banking, it aims to alleviate any concerns or anxieties customers—particularly those from older generations—may harbor about digital transactions. As individuals grow more familiar with these services, the shift towards digital banking is anticipated to quicken, promoting greater financial inclusion and technological progress within the banking industry.

Methodology

This report's primary goal is to evaluate the effectiveness and quality of e-banking services. Additionally, the qualitative approach is used, and both the staff members' and report takes into account the viewpoints and experiences of the customers.

Additionally, a Google Form survey is used in the study to examine whether or not the variables being examined and customer satisfaction levels are correlated. The reader will also find this report more well-structured due to the incorporation of the activity's observational details, firsthand accounts, expert recommendations, and higher-level directives.

Size and sampling strategy

To conduct the report, non-probability sampling is used. More precisely, the report was created by selecting staff members who were approachable. Additionally, the majority of they use e-banking more than anyone else, the survey respondents are Dhaka Bank's devoted customers. About 20 people from various Dhaka branches, particularly those Karwan Bazar branch, participated in the survey as well.

Data Collection

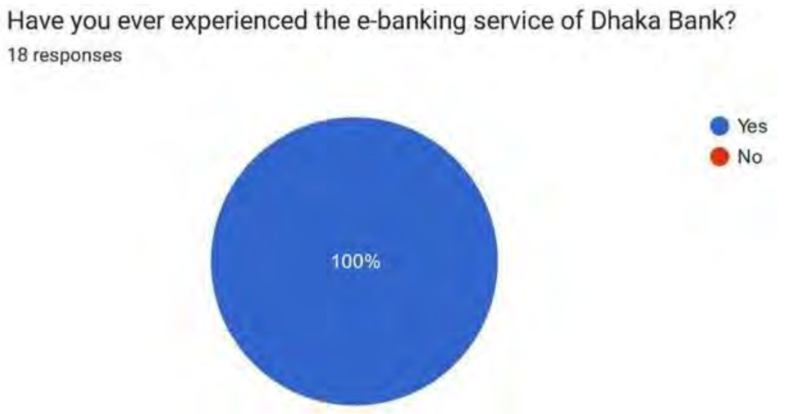
This study employs both primary and secondary data to facilitate a thorough and well-informed analysis. The specifics of these data sources are detailed below:

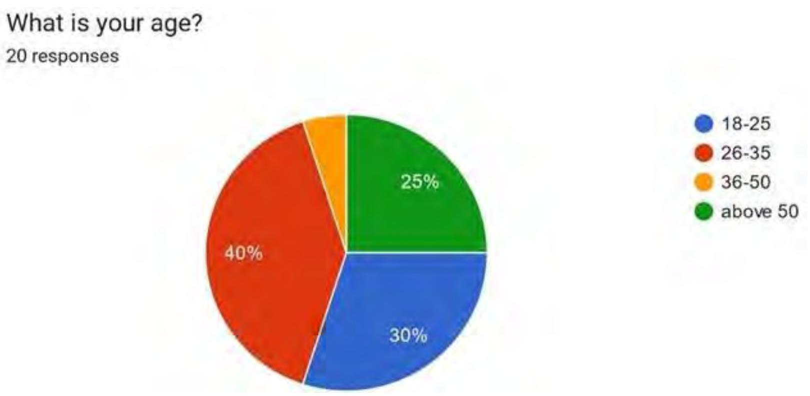
Primary Data

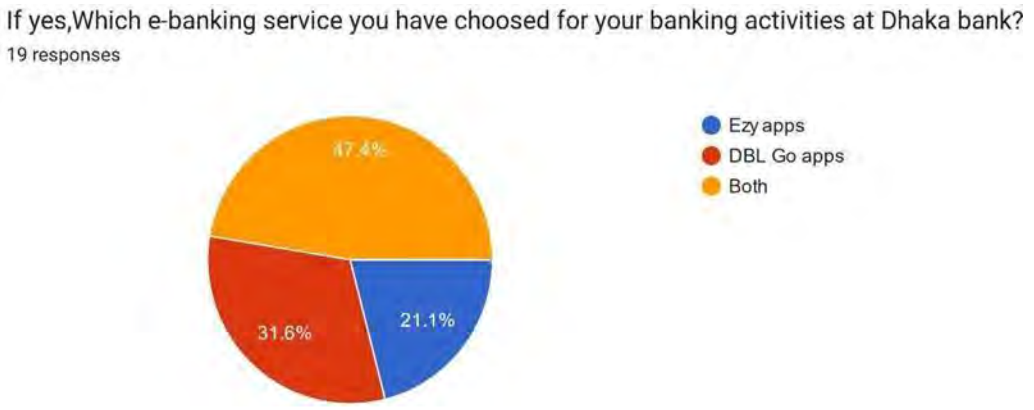
The primary data for this report has been gathered through a structured survey comprising 15 questions aimed at capturing participants' experiences with e-banking services. In addition, an interview session was held to collect detailed information, further clarified through follow-up mobile calls to verify and authenticate the data obtained.

Utilization of Secondary Data

For the purpose of this report, secondary data has been utilized, including annual reports from Dhaka Bank, various newspapers, internship reports, and research papers that discuss the e-banking services within the banking sector, among others.







Participant Criteria

I have carried out a survey where the majority of participants are dedicated customers of Dhaka Bank. Furthermore, all participants have utilized the e-banking services provided by Dhaka Bank, and most of them fall within the age range of 18 to 40 years.

Survey Questions

The questions included in the survey for this research are listed below:

1. Are you currently a customer of Dhaka Bank?

2. What is your age group?

3. Have you utilized the e-banking service provided by Dhaka Bank at any point?

4. If so, which e-banking services have you selected for your banking needs at Dhaka Bank?

5. How much time do you usually take to complete a banking task using Dhaka Bank's e-banking services?

6. What has been your experience with the e-banking services offered by Dhaka Bank?

7. "The e-banking services provided by Dhaka Bank allow customers to carry out their banking activities smoothly." How much do you agree with this statement? (Rating scale from 1 to 5)

8. "By utilizing the e-banking service, customers can save valuable time while managing their business tasks effectively." How much do you agree with this statement? (Rating scale from 1 to 5)

9. "The e-banking service allows Dhaka Bank customers to be more cost-efficient as well." How much do you agree with this statement? (Rating scale from 1 to 5)

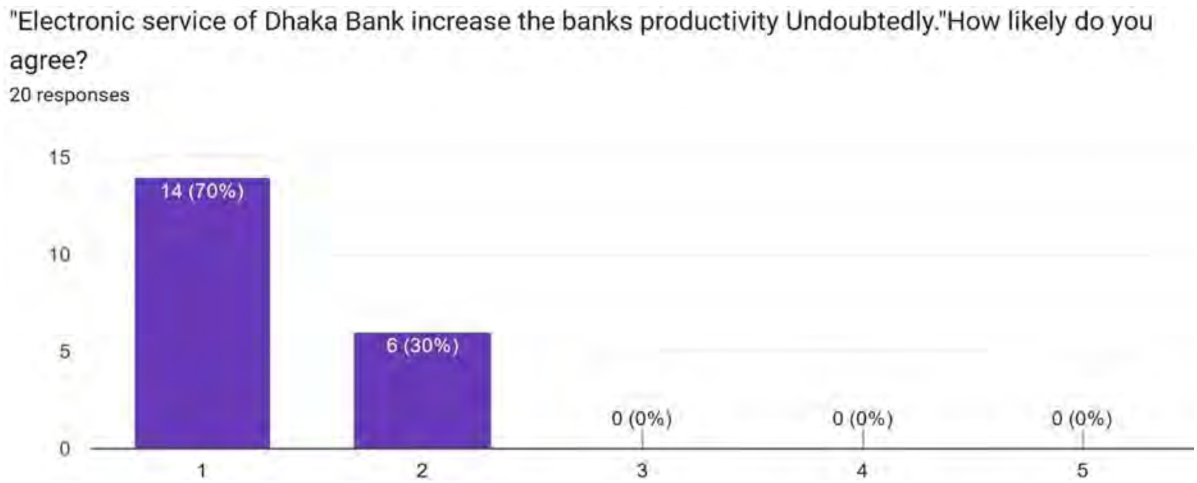
10. "The electronic services of Dhaka Bank unquestionably enhance the bank's productivity." How much do you agree with this statement? (Rating scale from 1 to 5)

Finding and analysis

Even though Dhaka Bank could carry out all its functions without utilizing e-banking services, the level of efficiency would not be comparable to the current state. This is why they have integrated e-banking services into their operations. Furthermore, our survey indicates that this bank has enhanced its efficiency in multiple aspects of the work environment, which will be elaborated upon below:

Increased the productivity

Disagree = 4 Agree = 5 Strongly agree = 1 Agree = 2 Neutral = 3

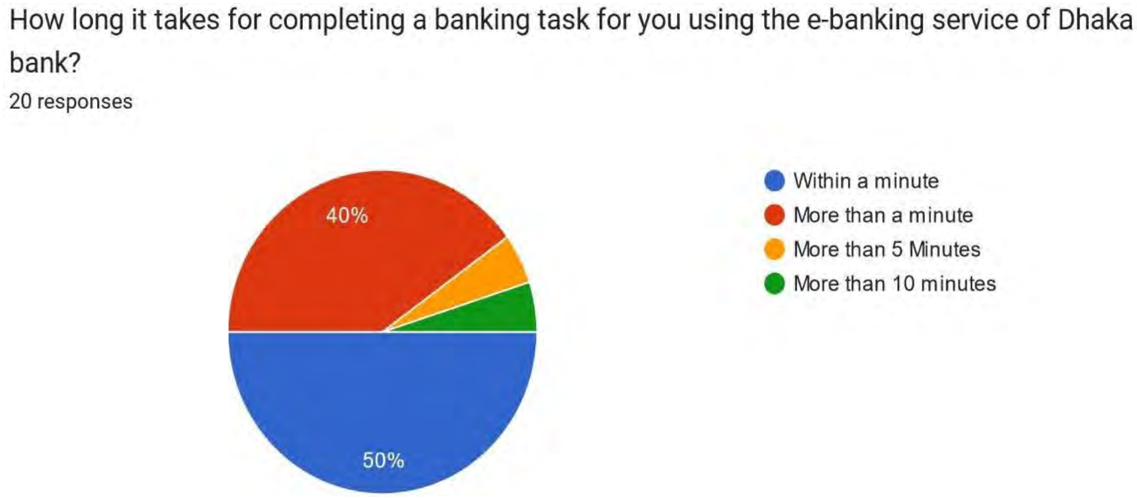


Dhaka Bank's e-banking service has unquestionably improved their productivity for a considerable large difference when compared to earlier working methods. There was a time when customers had to wait in line to speak with a bank officer in order to open an account.

However, the customer can now easily open their bank account on their own by following the instructions provided by the website or the officer. As a result, many customers can open their accounts at once, and they do so instantly without having to send in an account form to the corporate office. Additionally, we questioned our participants regarding the e-commerce platform's productivity.

Banking service of Dhaka Bank, where approximately 70% of respondents strongly agree and 30% of 37 respondents concur that this bank's productivity has unquestionably increased. Therefore, in order to increase their productivity at work, the authorities should continue using this service method

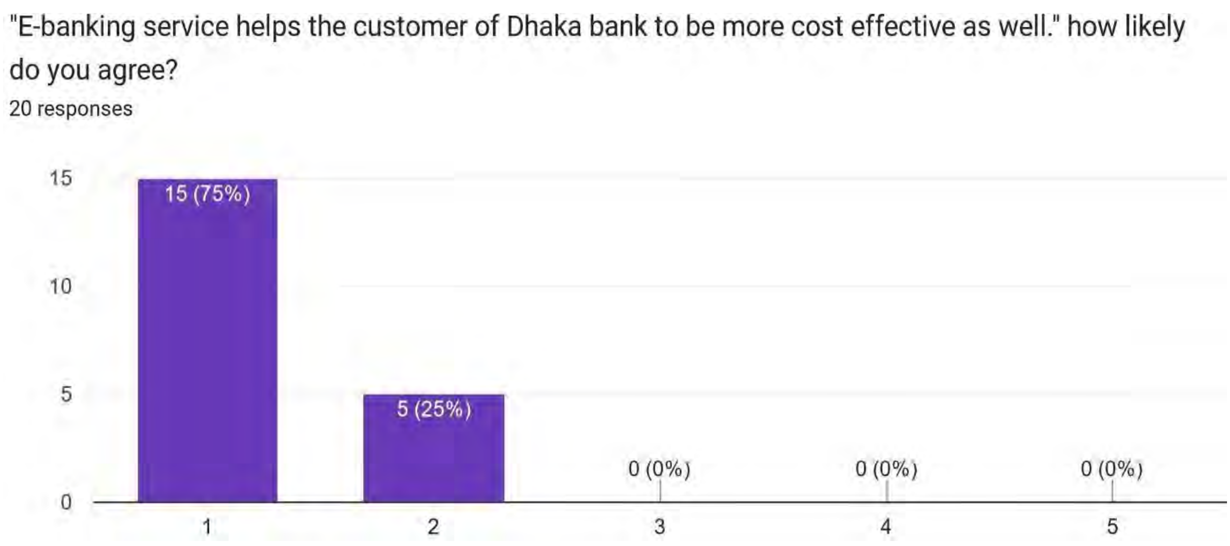
Quick and smooth service



The electronic service has also become quite user-friendly for consumers. Since consumers only require a smart device and an internet connection, nothing more. Simultaneously, the service is quite rapid too. For example, if someone wishes to move their funds to a different account, they simply need to choose the fund transfer option from the DBL go app, select the account number, and confirm by saying yes to proceed. Typically, the fund will be transferred within a minute. Conversely, in our survey, we additionally inquired about the speed of response of the e-banking service from our participants. I have also discovered that 50% of the participants confirmed their service was completed within a minute, while 40% agreed that their banking tasks required more than a minute to finish. Additionally, 5% of them indicate that their task took more than 5 and 10 minutes to complete. Because they utilized easy apps to create the new banking account, it requires some time to capture photos and submit the NID document. Alternatively, this e-banking service is indeed fast and offers seamless performance for users.

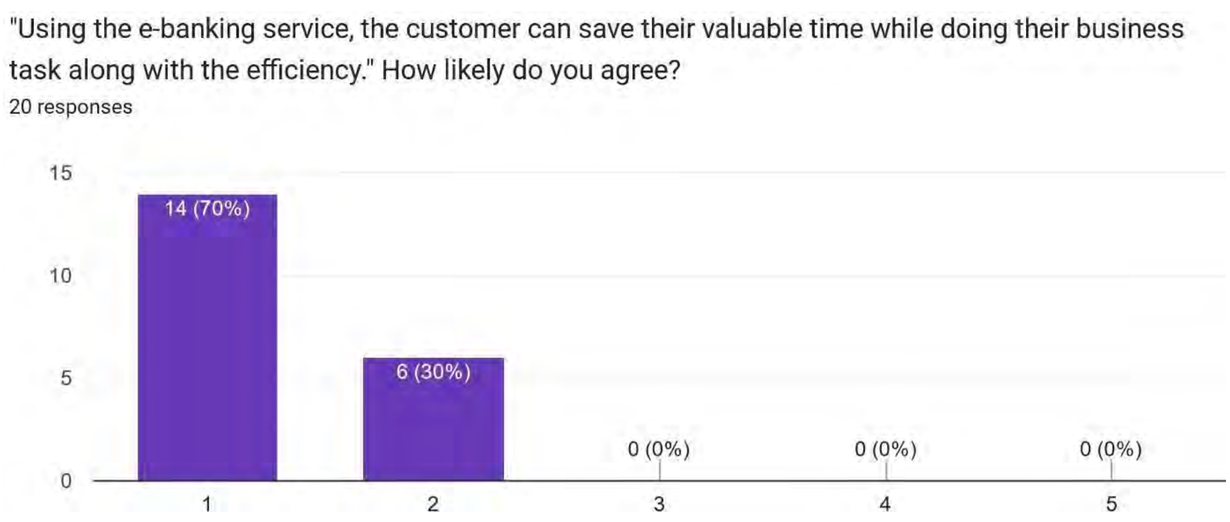
Cost effective

Strongly agree = 1 Agree = 2 Neutral =3 Disagree = 4 Agree = 5



Reduce hassle

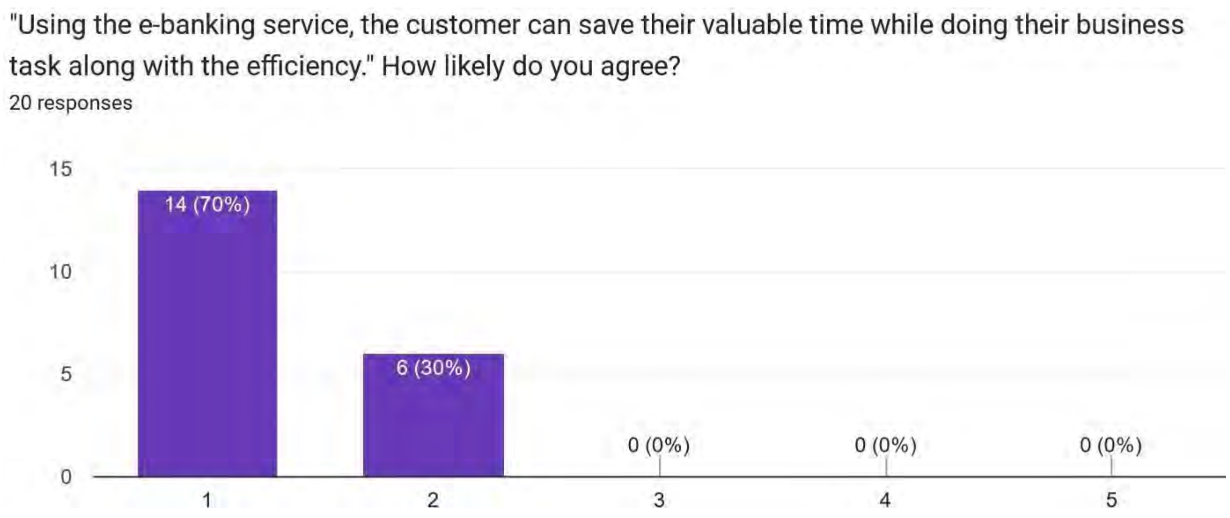
Strongly agree = 1 Agree = 2 Neutral =3 Disagree = 4 Agree = 5



A primary advantage of the e-banking service is that it significantly reduces the time spent by the customer at Dhaka Bank. Many individuals need to visit the bank on a daily or weekly schedule for their business activities. However, following the launch of the e-banking service by Dhaka bank, these individuals benefit the most from it. Now, they can send money from home, the office, or any location they choose. Additionally, if they desire cash, they can take it out from the nearby automated teller machine. Consequently, they are not required to visit the bank on a daily or weekly schedule and can save approximately three to four hours. Rather than that, they can utilize this time to accomplish their other business-related responsibilities. In addition, all those who took part in the survey agree that e-banking services save valuable time while providing quality service, and this is one of the main reasons why customers are becoming more accustomed to it each day.

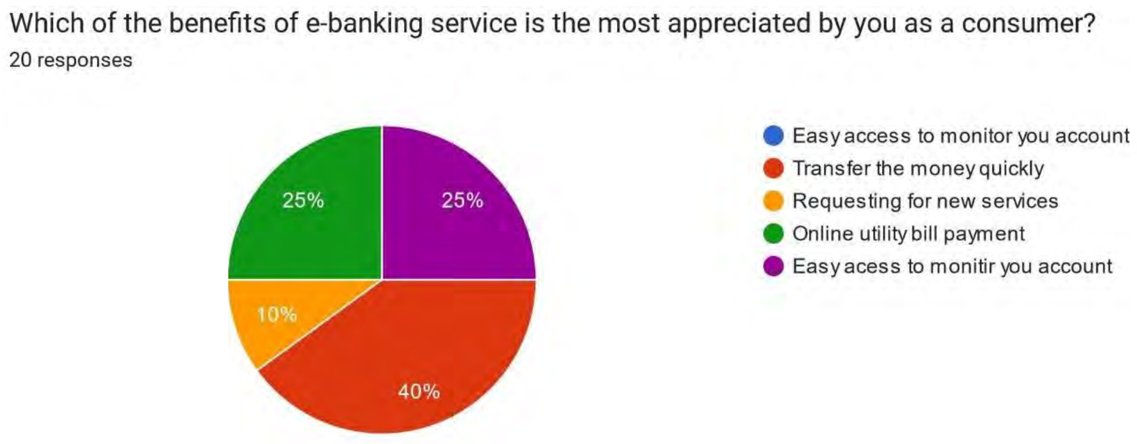
Time management

Strongly agree = 1 Agree = 2 Neutral =3 Disagree = 4 Agree = 5



A key advantage of the e-banking service is that it significantly reduces the time spent by Dhaka bank customers. Many individuals must visit the bank on a daily or weekly schedule for their business activities. However, after the launch of the e-banking service by Dhaka Bank, these individuals are the ones who gain the most advantages from it. Now, they can send money from home, the office, or any location they choose. Additionally, if they seek the cash, they can take it out from the nearby ATM. Consequently, they are not required to visit the bank on a daily or weekly basis and can save approximately three to four hours. They can utilize this time to engage in their other business-related activities instead. Additionally, all survey participants agreed that e-banking services conserve valuable time while providing quality service, which is a primary reason why customers are increasingly becoming accustomed to it.

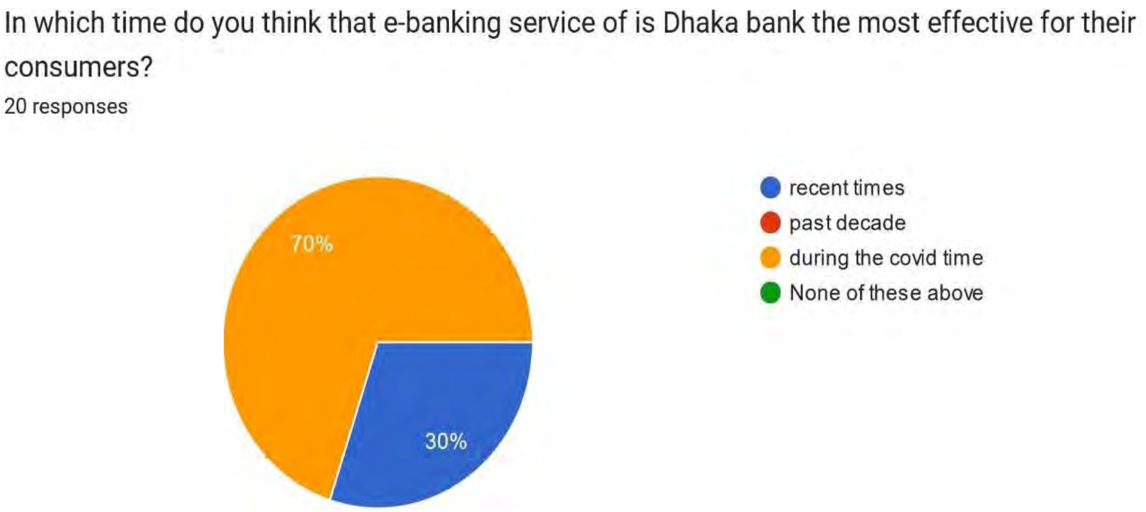
Most benefited services



While Dhaka Bank provides various e-banking services, I focus my survey on the bank's core services. Where various participants select different options depending on their preferences and experiences. To begin with, approximately 40% of individuals have expressed their belief that swiftly transferring money from home is the most advantageous for them. The reason is that they do not need to visit the bank, which helps them save both time and money. Additionally, convenient access to the account is also valued. After the transaction, the user's primary focus is to verify their balance, which they can conveniently do from home. Simultaneously, utility payments are advantageous for consumers, with 25% of individuals opting for this choice.

Using the DBL Go apps to pay bills greatly reduces hassle for customers. Conversely, 10% of individuals have also appreciated the new services and offerings available from home. For example, if a customer wishes to start a deposit plan, they can accomplish this through the apps by displaying the current interest rate. Additionally, they can utilize the e-banking service to make the monthly payment too. Therefore, these are the e-banking services that customers valued the most, as assessed through surveys and personal observations.

Service efficiency during covid-19



The e-banking services primarily consist of two applications, namely ezy and DBL go apps, which assist the bank in conducting their banking activities seamlessly. We all understand that during the pandemic, it's nearly impossible for us to go outside and carry out our daily tasks. Similarly, banking transactions cannot occur since customers are unable to visit the bank due to government restrictions. During that period, these two apps have provided excellent services. Since individuals utilized it from their homes during the lockdown period. They simply provide the bank account number to those who will send them the money, and the transfer occurs seamlessly within a brief period. Furthermore, individuals can also establish a new account by utilizing the ezy apps from home. Additionally, funds can be withdrawn to mobile financial services. Customers can additionally deposit their funds too. Therefore, nearly every task can be executed through the e-banking service. In the survey, 70% of individuals also acknowledged that during the covid-19 period, e-banking services were the most effective in comparison to others, and this is unquestionable.

Recommendation

- ✓ The IT department needs to prioritize frequent updates to guarantee a better user experience.
- ✓ Reduce application downtime during maintenance to prevent inconvenience for users.
- ✓ Invest in cutting-edge technology to improve efficiency and effectiveness.
- ✓ Incorporation of Contemporary Technologies
- ✓ Incorporate scanner code functionalities into the ezy app for quick access to NID details.
- ✓ Improve security protocols to safeguard user data.
- ✓ Enhance marketing initiatives to showcase the effectiveness of e-banking services.
- ✓ Leverage online marketing channels to draw in new clients.

- ✓ Expand the quantity of ATM kiosks to enhance accessibility.
- ✓ Implement procedures for providing and distributing checkbooks and debit cards at ATM kiosks.
- ✓ Minimize the need for clients to go to bank branches, lightening the burden for both clients and staff.

Chapter 4

General Banking System

Job Overview

From the initial day until the final day at Dhaka Bank Limited, my role was in general banking sector. There, I collected numerous informative details about opening Personal A/C and Non-Personal A/C, as well as providing bank statements and solvency certificates between accounts and additional activities.

Account Opening

The Accounts Opening Form (AOF) needs to be completed accurately.

The authorized specimen signature must be duly signed by every signatory along with the required instructions.

The account holder must specify the type of account they are opening (Current A/C, Savings A/C, RFCD A/C, Payroll A/C, etc.).

The account holder must provide the bank with his/her personal information that

Includes name of the account holder, parents and spouse information, NID, present

And permanent address and the same goes for the Nominee as well

The account holder must bring one passport size color photograph and two copies of

nominee‘s photograph.

Acquisition of Customer ID and Account Number

The officer inputs the identification card number along with pertinent details such as the client's name, address, contact number, and profession into the FlexCube Software utilized for information storage and retrieval. Subsequently, the customer ID is generated. This customer ID facilitates the client in making deposits and withdrawals at any branch across the country. Following this, the account number is created using the client's information and additional relevant details. The account numbers are required to consist of 13 digits. For example, if a client has an account number of 207.275.39555, the initial three digits, 207, signify the branch code corresponding to the branch's location, 275 indicates that it is a salary or payroll account, and the final four to five digits represent the unique account number.

Scanning the picture and signature

The process of scanning the account holder's photograph and signature is crucial for client verification. This information is entered into the software known as Flex cube. Following this step, it is imperative to thoroughly review the Account Opening Form. Bankers must ensure that no required fields are left incomplete. Any discrepancies identified will prevent the account from being opened. Key documents needed for account opening include the client's National Identification Document (NID), the nominee's NID, Know Your Customer (KYC) documentation, and the Tax Profile (TP).

The Clearing Process

At the initial stage, I was informed about the crucial role of the clearing office. This branch collects checks from four other network branches. It is essential for the network branches and clients to submit their checks promptly, as these checks must be transferred to the head office by 3 p.m. each day and forwarded for clearance to Bangladesh Bank (BB) before 11 a.m. the following day.

Pay Order, Fixed Deposit Rate and Deposit Pension Scheme issue

A pay order represents a payment method that requires clearance by the issuing bank. When a client requests a pay order form, I promptly provide the form and assist them in completing it. The customer is required to specify both the beneficiary and the client parties (the payer). Additionally, the account number from which the funds will be debited, the amount in figures and words, and the necessary signatures must be included in the appropriate sections. Subsequently, I record the details from the pay order form in the pay order log to maintain a record of the disbursed pay orders. I then prepare the pay order in a word processing document, print it, and ensure it is ready for distribution. The posting and balance verification are conducted by senior officers within the General Banking department. Approval for the disbursement requires two authorized signatures—one from the

General Banking officer in charge and another from the First Vice President. Once all checks are satisfactorily completed, the pay order is handed over to the customer.

Certificates, and Client Balance Notifications Provision of Bank Statements, Solvency

Certain clients contact us via telephone to inquire about their account balances or to verify recent deposits and withdrawals. The Food paradise Group of Industries has maintained a current account with Dhaka Bank Limited for several years. Consequently, representatives from the Food paradise Group periodically call to obtain updates on their account balances.

Additionally, some clients visit our bank to request statements for various purposes, such as applying for car loans, home loans, or for tax filing and credit report requirements. Initially, we will provide the statement only if the individual requesting it is associated with the account. If a third party is sent to collect the statement, they must present an Authorization Letter from the actual account holder. When an account holder arrives to request a statement, they are required to complete a statement request form, which includes their name, phone number, account number, time period, and necessary signatures.

To begin the process, I collect the form and verify the signature by accessing the server that contains all client information. Following this, I log into the CASA system to generate the statement. I input the account number and the specified time period, then select the _generate‘ option. After saving the PDF file, I print it and provide it to the client.

A solvency certificate is a formal document addressed to relevant parties, confirming that the individual holding an account with Dhaka Bank Limited is financially solvent. This letter must include the account holder's name, account number, account type, and the address associated with the account.

Issuance and provision of cheque book

The issuance and distribution of cheque books commence at the moment a client opens an account with Dhaka Bank Limited, at which point they are provided with a requisition slip. This slip must be completed with the client's account number and the desired number of pages, available in options of 10, 25, or 50 pages. Subsequently, I utilize the software to send a request for the cheque books to the Cheque Book Bureau. Typically, the cheque books are delivered to the branches within a maximum of four working days.Upon arrival at the branch, I retrieve the cheque books and store them in the GB box. A list is also generated, detailing the names, account numbers, and serial numbers of the cheque book pages. I maintain a record in Microsoft Excel that includes the requisition date, account name, and account number of the cheque books received. This organization allows for a streamlined process when clients come to collect their cheque books, making it more efficient and less time-consuming. When a client arrives to collect their cheque book, I verify their name against the Excel file, which I update with each new batch of cheque books. I check the requisition date and retrieve the corresponding cheque book from the GB box. After handing it over to the client, I ensure to sign the requisition slip to confirm the client's receipt of the cheque book. Finally, it is essential to verify the client's signature before completing the transaction and providing them with the cheque book.

Issuance and provision of Debit Card

When a client arrives to inquire about the issuance and provision of a debit card, I make an effort to guide them through the process. To request a debit card, the client is required to complete a form that includes their name, Customer ID, date of birth, mailing address, account number, mobile phone number, and the desired credit limit for the debit card.

Conclusion and Recommendations

To enhance customer satisfaction, Dhaka Bank must focus on several critical areas for improvement. Based on my analysis of the bank's general banking operations, the following recommendations are suggested:

Introduce Innovative Financial Products

- ✓ Develop user-friendly financial offerings with streamlined processes.
- ✓ Create distinctive banking solutions to attract and retain clientele.

Enhance Marketing Initiatives

- ✓ Launch targeted marketing campaigns to showcase new products and services.
- ✓ Leverage digital channels to expand reach to a wider audience.

Upgrade Technological Infrastructure

- ✓ Implement the latest banking software to ensure efficient service delivery.
- ✓ Provide a seamless customer experience through modern digital banking solutions.
- ✓

Recruit Adequate Personnel in Essential Departments

- ✓ Perform workforce evaluations to optimize resource allocation.
- ✓ Employ qualified professionals in critical departments to boost operational efficiency.

Improve Employee Training Programs

- ✓ Offer comprehensive training for staff in credit and customer service sectors.
- ✓ Emphasize service quality enhancement to achieve greater customer satisfaction.

By adopting these recommendations, Dhaka Bank can improve its overall service quality, foster greater customer engagement, and enhance operational efficiency.

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