Report on

"An Analysis of customer satisfaction of Jamuna Bank PLC's Mobile Banking Application: Shadhin App"

By
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An internship report submitted to the BBS department in partial fulfillment of the requirements for the degree of Bachelor in Business Administration

Brac Business School
Brac University
September 2025

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.

Student's Full Name & Signature:

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21104066

Supervisor's Full Name & Signature:

Suman Paul Chowdhury, PhD
Associate Professor, BRAC Business School
Brac University

Letter of Transmittal

Suman Paul ChowdhuryII
Associate Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: An Internship report on “An Analysis of customer satisfaction of Jamuna Bank PLC’s Mobile Banking Application: Shadhin App”

Dear Sir,
I am honoured to submit my internship report “An Analysis of customer satisfaction of Jamuna Bank PLC’s Mobile Banking Application: Shadhin App” as per the requirement of my academic qualifications. I have tried my best to make this report informative and well-organized based on the practical experience I gained during my internship. Under your able supervision, I have made sincere efforts to collect all the essential data and information.

Therefore, I would like to thank you for your valuable advice and continued support which helped me prepare this report successfully. I trust that the report will meet your expectations and requirements.

Sincerely yours,
Naznin Rahman
21104066
BRAC Business School
BRAC University
Date: September 30, 2025

Non-Disclosure Agreement

I, Naznin Rahman, hereby declare that all information used in this internship report is confidential and has been collected for educational purposes only. I agree not to share or disclose any internal or sensitive information of Jamuna Bank PLC to any unauthorized person or any other third party.

Acknowledgement

I express my sincere gratitude to Allah for giving me the strength and patience to successfully complete my internship.

First of all, I would like to thank my academic supervisor, Suman Paul Chowdhury, PhD, Associate Professor, who was very helpful for his guidance and advice during my internship program and report writing.

Secondly, I am thankful to my internship supervisor at Jamuna Bank PLC, Abdullah Al Hassan, AVP & Head of Branch, for his constant guidance, valuable feedback, and endless support throughout the duration of my internship.

Finally, thank you to my family for their support, encouragement, and inspiration throughout this academic journey.

Thank you.

Executive Summary

This report is a reflection of my three-month internship experience, what I learned and what I am presenting in this report is a reflection of my entire experience.

One of the third generation banks in Bangladesh is Jamuna Bank PLC is committed to innovation and long term client satisfaction. As the third generation in Bangladesh, it focuses on managing change, keeping up with the times, and developing human resources. With the Shadhin app, Jamuna Bank customers can enjoy a full suite of digital banking services, including the ability to conduct a wide range of banking transactions securely and conveniently from anywhere, anytime.

This report focuses on customer satisfaction of Jamuna Bank PLC mobile application, which is an shadhin app, which identifies issues related to the user-facing, banking platform at hand, its functionality and performance. The data/survey collected in this report shows information about the overall experience of customers on this app and their satisfaction and dissatisfaction with the app.

Key words: Client satisfaction, Shadhin app, Digital banking services, Mobile application, Functionality.

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List of Acronyms

JBPLC	Jamuna Bank PLC
NID	National Identity Card
CIF	Customer Identification File
SME	Small and Medium Enterprise
MFS	Mobile Financial Service

Chapter-01

Overview of Internship

Introduction

I joined Jamuna Bank PLC for an internship. The banking environment was new and quite challenging for me, it was my first experience in a bank for work purposes. I have learned that internships play the most powerful role for every student and are the most important in helping them identify their studies and work knowledge. Internships also help in handling each task responsibly and in a timely manner. It helps in developing internal and external skills. This provides an opportunity to be prepared for any job responsibilities.

The main purpose of doing an internship is to overcome any lack, connect with the workplace and understand how to do it, handling any type of responsibility. The internship gave me the opportunity to learn new skills and I gained confidence by working in a professional environment. The internship helped me understand the work environment, explore career interests, learn to build a professional network, and prepare for future jobs. Therefore, I can be more prepared for any future challenges.

From this internship opportunity, I hope to learn more new things like how the credit and loan department works in JBPLC, the importance of the cash department, these kinds of new skills that I missed due to bank confidentiality and policies. Since I was the only intern at the bank, there was no team available to work with that I could learn from. All these expectations will help me be more confident for future work.

1.1 Student Information

Name: Naznin Rahman

ID: 21104066

Program: Bachelor of Business Administration (BBA)

Major: Accounting

Minor: Computer Information Management (CIM)

1.2 Internship Information

1.2.1 Period: From 22 May 2025 to 22 August 2025 (3months)

Company Name: Jamuna Bank PLC

Department: General Banking Department

Office Address: Chistia Market Branch 393/B, Elephant Road (2nd Floor), Dhaka-1205

1.2.2 Internship Company Supervisor Information

Name: Abdullah Al Hassan

Position: AVP & Head of Branch

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1.2.3 Job Scope – Job Description/Duties/Responsibilities and Contribution

I have successfully finished my internship at Jamuna Bank PLC at the General Banking Department. As an intern, my responsibilities at the bank were not specific. I performed various duties, my responsibilities were opening accounts, passing or requisitioning cheque books, making cheque book entries, verifying national identity cards, managing the front desk etc. One of the regular responsibilities of banking is time management. Every officer at the bank was in a timely manner, which I also had to maintain. My contribution to the bank was various tasks. First I had to ask the customer what type of account they wanted to open, collect different documents for different account requirements and fill in the required information to ensure that clients are not providing any fake documents. Each accounts are use for different purpose-

1. Current Account or CD accounts are mainly opened for business activities. Savings Account or SB accounts are simple accounts that allow customers to deposit money. The purpose of a savings account is to provide customers with a safe place for funds that are not allocated for monthly expenses. Fixed Deposit Receipts one can choose from a variety of term lengths while opening an Fixed Deposit Receipts account or FDR. The interest rate is 9% for 1 month, 11% for 3 months, and 10.5% for 6 months.

2. For a CD account, clients need to submit two copies of passport size photographs of the account holder, photocopy of NID, TIN certificate, trade license, business stamp, business owner information, one passport-sized photograph of the nominee and a one photocopy of the NID. To open an SB account, clients had to submit two photos of the account holder, a photocopy of their NID, nominee must provide one photo and photocopy of NID of the nominee, and account holder's electricity bill is required. For FDR accounts, clients need to provide the same information as for SB accounts.

3. To manage the front desk, clients need to provide information that clients want to know, such as which accounts are being opened for what purpose, what types of documents they need to submit for each account.

4. The front desk officers always ask me to verify my national identity card, which is known as national identity card verification.

5. Here at JBPLC Chistia Market branch most of the clients are shopkeepers, labourers and security guards. They don't know how to write an application for change of nominee, apply for debit card, close FDR, change contact number, I was responsible for helping them in the application.

6. In the case of cheque requisition, there were 10 pages for each cheque book in SB accounts and 50 pages for each cheque book in CD accounts, sometimes clients demanded more than 10 or 50 pages. Also collect the check book and enter it with the account holder's name, check journal number, and account number.

1.3 Internship outcome

1.3.1 Benefits to the student

Three months into my internship, JBPLC will provide internship opportunities to those who want to gain knowledge about the banking industry. Gain practical experience, develop skills, and build good relationships with teammates.

- Build experience and networking: Jamuna Bank gives me the opportunity to build experience and network with every expert employee. My experience working with every officer of the bank was extraordinary. Building a network with them and gaining experience, I am sure will be beneficial for every intern employee.

- Skill growth: I have learned many skills, team collaboration, effective knowledge, time management, communication, etc. These will be very useful for future students.

- Personal growth: Gaining personal knowledge about the banking sector, developing skills in working with colleagues. All of these experiences will prepare me for the future workplace.

- Guiding: The front desk officers gave me the opportunity to generate a CIF number within the Jamuna Bank software, which is required for every account number or any type of account client. What I've learned is that building good relationships creates opportunities for excellence.

1.3.2 Problems/Difficulties (faced during the internship period)

1. **Adapt work environment:** It was difficult for me to adapt to the work environment at JBPLC because I was not used to a professional work environment. It takes time to adapt to the office environment.

2. **No internet access:** Due to security reasons, there was no internet access in the bank, only access for the JBPLC software portal, where employees also do not have wifi access. Because of this, it sometimes becomes quite difficult for me to use the computer.

3. **Orientation program:** There was no orientation for the interns at JBPLC Chistia Market branch which to me does not feel very welcoming in the workplace. The joining letter was enough to welcome the interns.

4. **Communication issue:** At first, it was difficult for me to communicate with clients because most of the clients were laborers and security guards. Communicating with them was quite challenging for me, as I had a hard time understanding their language for the first 2-3 weeks.

5. **Heavy workload:** The branch is located inside the market where the daily workload was heavy due to the pressure of clients. Because there is so little space in the branch for so many people, there are two departments due to the lack of space for cash.

6. **Not enough space:** There is not enough space for interns at the front desk, for the first few weeks I had to sit in the clients' chairs, there are only two interns who can sit there.

Chapter-02

Organization Part

"Jamuna Bank PLC- at a Glance"

2.1 Introduction

One of the third generation banks in Bangladesh is Jamuna Bank PLC is committed to innovation and long term client satisfaction. As the third generation in Bangladesh, it focuses on managing change, keeping up with the times, and developing human resources. The company was founded in 1994 at the bank's head office in Gulshan-01, their launching date was June 03, 2001. Banks are true to their commitment to the industrial environment of Bangladesh, which includes business, commerce, and industry.

Companies can get funding from Jamuna Bank PLC to create new businesses or improve existing businesses. The banks are very proud to be part of the country's progress, as it is made up of an organization of highly respected community leaders known for their excellence in industry, commerce and business.

Moreover, The bank provides Islamic banking services and has separate branches for regular banking staff. Jamuna Bank is able to meet the changing needs of its clients due to its highly trained and experienced staff coming from diverse backgrounds in the banking sector. Companies are coming up with new strategies and bringing unique products to the market to meet the ever-changing needs of customers. Jamuna Bank has gained a reputation and respect as a great service provider in this country due to its dedication to outstanding customer service.

Regardless of whether customers live in rural or urban parts of Bangladesh, they can use the bank's real-time online banking services through their excellent IT system. Jamuna Bank offers a variety of payment options, such as ATMs, which are shared with other financial institutions.

2.1.1. Vision

As a premium banking provider for national growth, their goal is to act as the foremost bank contributing to the country's progress.

2.1.2 Mission

- Offering new financial products and services in a timely manner at affordable prices.
- Ensuring long-term progress and equality for all investors.
- Its aim is to advance the country's development and economy to move forward.
- Building a team of dedicated and qualified employees.

2.1.3 Objectives of JBPLC

- ➢ Achieving and keeping a high CAMEL rating.
- ➢ Growing relationships and improving customer service through powerful marketing strategies.
- ➢ One of the top banks in Bangladesh, with their revenue and asset value increasing.
- ➢ Using IT to create a fully computerized system.
- ➢ Earn good profits from investments
- ➢ Keeping the risk level low
- ➢ Balancing simple processes and reliable management systems
- ➢ Creating and managing quality goods
- ➢ Promoting honesty, truthfulness, and responsibility at every level.

2.3 Management Practices

2.3.1 Leadership style

Jamuna Bank PLC is acknowledged for their values-based leadership style, which does not directly fit into one leadership style, it fits into both these democratic and participative leadership styles. Jamuna Bank PLC emphasizes on their core values such as-

- Customer Focus
- Integrity
- Quality
- Respect for the individuals
- Teamwork
- Commitment
- Fairness
- Harmony
- Courtesy
- Unique cultural
- Respectable citizenship
- Business ethics

It guides the employee to make decisions in accordance with the above core values. Since their leadership is formed in a democratic and participative way, it values the decisions of employees, the collaboration of their team, their perspective in every decision-making. First, it builds trust in the workplace, both between management and employees, which creates a better environment for teamwork while achieving goals. Secondly, it is democratic and participatory because employees are required to follow every guideline of the organization for their daily work. Finally, the leadership process encourages each employee to take their opinions into account, to participate with effort, and to contribute to the organization's objectives.

2.3.2 Human Resource Planning Process of the JBPLC

2.3.2.1 Recruitment and Selection Process

The recruitment process is also done through an online process, where JBPLC can easily recognize their candidates, so the recruitment process of the bank is to analyze the CV and resume of the candidates. Such as-

- CV or resume and selected
- Written exam
- Interview
- Select candidates
- Offering job
- Medical examination
- Letter of appointment

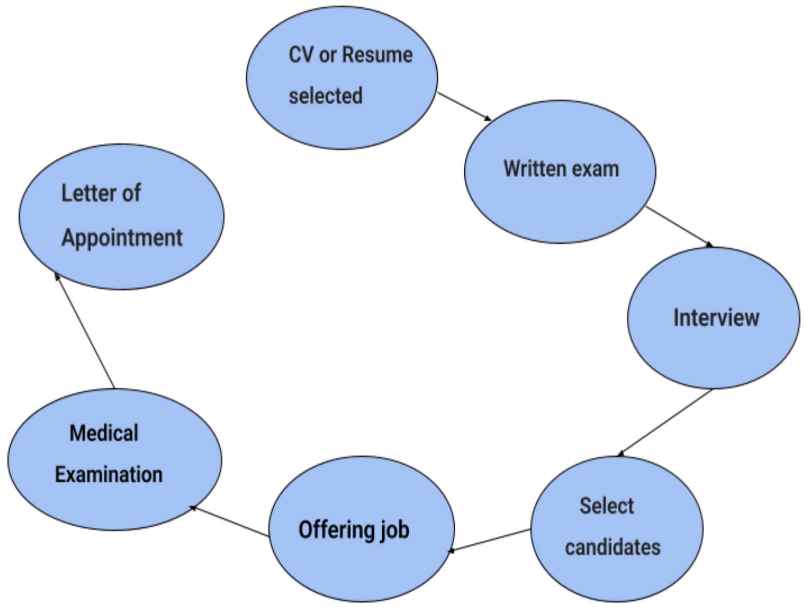

Figure:1

In detail, the online process will determine which candidates are suitable for the vacant position. After the selection through the online process, the selected candidates will be called for an interview where bank staff will be present to interview them. In this process, the qualifications and experience of each candidate are discovered through their certificates, resumes and CVs . By interviewing them, providing a scenario to assess their behavior, intelligence, and personality predictions. The bank will arrange for candidates to be carried through a selection process. Providing job postings to candidates, screening tests and then sending out appointment letters.

2.3.2.2 The Compensation System

Payroll Banking at JBPLC is an advanced employer service control system designed for international and many other organizations, as well as for their employees. The bank offers an extensive range of private banking solutions such as payroll banking, credit cards and debit cards, including a core range of consumer loans and other banking products at discounted rates. Payroll banking basic features are-

- This is a simple bank account, maintained for the purpose of salary payments and the use of collected salary checks and the ability to make additional withdrawals.
- The interest rate will be based on the current debit credit balance of the relevant account.
- Availability of mobile phone payments, apps and online banking.
- Online banking, check-book debit card services
- Notifications through SMS and phone services
- Allowed for credit cards as per current rules.
- Payment methods through BFTN, RTGS, MFS
- Positive payment and online cheque approval for approved cheques.
- Secure online transfer system with a privacy OTP for transaction process.

Two types of primary benefits for employees-

Organizational benefits:

- Trained payroll service staff to handle inquiries and issues
- Simplified transfer of salary and allowances
- No transaction fees and no charges for salary transfers
- Opportunity to open savings accounts for employees at favorable interest rates
- Ability to open savings accounts in the name of the organization or in the name of employees
- Priority banking options

Individuals benefits:

- Unlimited Internet banking services
- No balance accounts required
- Zero account servicing fee
- Fast payment access using digital wallets
- Endless payments and transfers and online statement services

- Discount from debit card fee and check issuing fee
- Discount on credit card yearly fee
- Financial Terms Transaction Fees for Retail Loans
- NPSB's National Connectivity to Meet the Banking Service Needs of Diverse Customers
- Special guidance on financial capability and free financial advice

2.3.2.3 The Training and Development Initiatives

JBPLC training and development main purposes are: It helps employees build job knowledge and creates motivation through work. Bank training lasts 6 months, after which employees are sometimes transferred to other branches. The training session makes bank employees aware of the importance of their daily work and activities. At that time, the branch manager prepares a performance report on the employee's performance during the training and sends the evaluation to the head office. Any employee can resign at any time during the bank's rules training program, mentioning reasons for dismissal. The six-months training makes them actively professional in all tasks. Employees are better prepared to achieve their goals with better guidance.
Process of training and development:

- **Job preparation training:** This means that the employee will be given guidance when first joining the bank as a trainer. The guideline dictates how banks operate first.

- **Job cycle:** JBPLC creates its own job structure for the job cycle. The bank primarily takes initiatives to get good results from the job and provides training to employees.

2.4 Marketing Practices

2.4.1 Marketing Strategy

While making a profit is certainly important, JBPLC recognizes and values its social responsibility. The Bank Foundation often participates in various Corporate Social Responsibility (CSR) events. Its activities represent various areas such as affordable healthcare, education, sustainable products, training, helping the homeless, reducing drug abuse, upholding moral and religious beliefs, providing humanitarian assistance, improving the quality of life through employment of the poor, and reducing hunger and property.

Figure:2 Free medical services and medicine distribution center at bishwa ijtema

Figure:3 Jamuna Bank foundation dialysis center

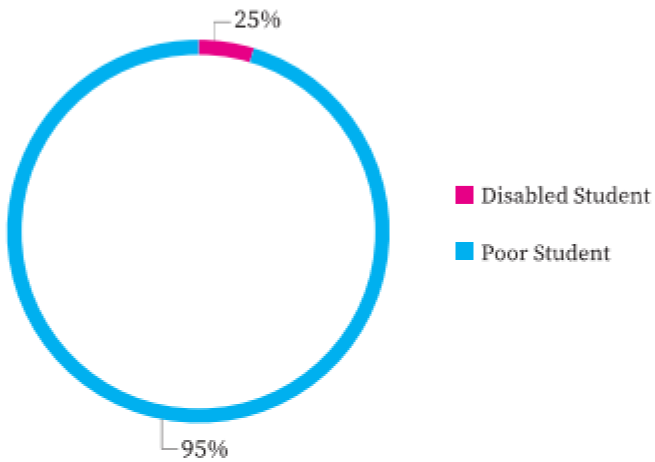

Figure:4 Number of current students benefiting from Jamuna Bank Foundation

2.4.2 Target customers and positioning strategy

Jamuna Bank targets customers with credit cards, loans, FDRs, for those who need them. Customers can avail benefits from the bank like FDR, cards and loans, also a separate facility targeting money transfer customers. Jamuna Bank is mainly targeting customers for cards that offer "the best card for your needs". Visa signature card is a highest card limit with 24/7hours banking service it also entitles for priority pass. Jamuna bank personal loans are one stop solutions for all. Banks also offer online banking services, shadhin apps, as well as Islamic banking services.

In addition, corporate customers are being offered services such as trade finance and project finance in the corporate banking sector. As a market-oriented bank, JBPLC successfully recognizes all opportunities within the market. By establishing the SME Banking sector in 2009, JBPLC began providing both creative and competitive services to CMSME companies. Qualified, committed and dedicated individuals represent Jamuna Bank's SME banking sector. Their companies have been continuously providing advanced banking services to CMSME customers across the country, with the bank's network of branches, sub-branches and representative locations, including major cities such as Dhaka, Khulna, Chittagong, etc.

2.4.3 Marketing channels

- **Jamuna ATM services & branches :** Jamuna Bank has already installed about 360 ATMs nationwide. Today's ATMs offer multiple facilities like changing credit/debit card PINs, transferring funds, recharging mobile balances, checking account balances, and withdrawing cash. JBPLC has seven branch regions with a total of 169 branches and 114 sub-branches.

- **Digital Banking:** Provides customers with a web-based platform that enables them to conduct various banking activities through digital platforms. Such as bank transactions, cheque requisition meaning cheque book order, inter-banking transactions such as BFTN/RTGS, bill payments etc.

- **Mobile application:** JBPLC offers customers a mobile application where customers can transfer their balance to other accounts and other banks also, paying bills and mobile recharging, downloading statements,mini statements are also available by selecting the start date and end date. Customers can have a bank in their hands without having to go to the bank.

- **News and Events:** In recognition of its sustainable and environmentally friendly financing, strong financial foundation, breadth of services, and multifaceted social responsibility activities, Jamuna Bank has been ranked among the Top 10 Sustainable Banks of 2024 by Bangladesh Bank for three consecutive years. A Memorandum of Understanding (MoU) has been signed between Jamuna Bank PLC and the National Pension Authority to simplify and streamline the collection of installments and account management of various schemes under the Universal Pension Scheme (UPS).

2.4.4 Branding activities

Jamuna Bank PLC is offering any offers, discounts or cashback for using their credit card. Banks are partnering with a variety of other e-commerce companies such as-

Figure:5

2.4.5. Advertising and promotion strategies

- Rapid bonus for adding money to Nagad " Bank theke Nagadei".

Figure:6

- Jamuna bank Mobile application Promoting the app "Shadhin App Hobei Shob Shomadhan"

Figure:7

- Celebrating 25 years of trust and transformation of Jamuna Bank PLC.

Figure:8

2.5 Financial Performance and Accounting practices

2.5.1 Ratio analysis

2.5.1.1 Return On Assets:

Year	ROA Ratio
2024	27,93,294,378 / 366,487,713,678 = 0.0076
2023	2,362,359,210 / 306,920,497,340 = 0.0076
2022	1,521,442,530 / 282,636,717,699 = 0.0056

Table:1

Return on Assets (ROA) is important for organizations, it tells how a company has made its own profit. We can see that the ratio for 2022 is 0.056 and the ROA ratio for 2023, 2024 is the same which is 0.0076. It shows that ROA is highest in 2023 and 2024 because banking companies manage a large amount of assets and loans, this is a normal ratio.

2.5.1.2 Return On Investment:

Year	ROI Ratio
2024	2,793,294,378 / 21,781,272,145 = 0.13
2023	2,362,359,210 / 20,127,167,835 = 0.12
2022	1,581,442,530 / 19,748,730,25 = 0.80

Table:2

Return on investment refers to how much profit a bank makes. According to the numbers for 2024, the highest ROI compared to the other two years is 0.13, 2023 is 0.12, and 2022 is 0.8. ROI helps to choose an organization to invest in, become financially strong, and make a profit.

2.5.1.3 Debt to Assets Ratio:

Year	Debt to asset Ratio
2024	344,778,175,706 / 366,487,713,678 = 0.94
2023	287,305,290,666 / 306,920,497,340 = 0.093
2022	263,425,387,947 / 282,636,717,699 = 0.93

Table:3

The debt-to-asset ratio in 2023 is 0.093, which is the lowest compared to the other two banks, meaning a low risk, low stress, and safe bank. If the ratio is low, it means the bank has low debt, is financially secure, and is not wasting any money.

2.5.1.4 Debt to equity ratio:

Year	Debt to equity ratio
2024	344,778,175,706 / 21,781,272,145 = 15.82
2023	287,305,290,666 / 20,127,167,835 = 14.27
2022	263,425,387,947 / 19,748,730,25 =133.38

Table:4

The debt-to-equity ratio was 133.38 in 2022, which was higher than before. This means that the bank is using a lot of deposits at that time. And if the ratio is 14.27 in 2023, it is low and safe for banks, which may not achieve the expected profits. But in 2024, the debt-to-equity ratio becomes higher than in 2023, which is 15.82.

2.5.1.5 Operating expense ratio:

Year	Operating expense ratio

2024	8,710,415,187 / 20,255,495,979 = 0.43
2023	8,931,785,090 / 14,934,037,868 = 0.59
2022	7,155,121,690 / 12,337,782,018 = 0.58

Table:5

The operating expense ratio is 0.43 lower in 2024, which is lower than the other two years. With a lower operating expense ratio, banks are spending less to generate more income. The ratio is 0.59 higher in 2023, indicating that banks are more likely to have higher management which could reduce profits. Therefore, it will be 0.58 in 2022 as well, which will be considered high for bank operating expenses.

2.5.2 Accounting Practices

Jamuna Bank follows the guidelines, consolidated and financial statements issued by Bangladesh Bank which are prepared in accordance with conventional rules, laws and accounting reporting principles. The auditor studies the current financial position of JBPLC and accurately finalizes the balance sheet and complies with these requirements. JBPLC manages bank loans and other assets, which the bank receives direction from Bangladesh Bank.“Jamuna Bank Capital Limited” and “Jamuna Bank Securities Limited” are two subsidiaries of JBPLC, which add significant performance to the consolidated and financial statements. Banks offer an account known as an "interest suspense account" to hold uncollected interest.

2.6 Industry and competitive analysis

❖ Porter's Five Forces

- **Competitive Rivalry:** Since the financial market is highly competitive, all banks are becoming competitors to each other and this is why the banking sector is a competitive industry. JBPLC is making banking services for customers stronger day by day due to advanced technology. Therefore, the competitive rivalry is high.

- **Threat of New Entrants:** The number of new investments in the banking sector is not small, as large companies, financial institutions, or non-financial institutions want to transfer their investments to other banks or keep small amounts of funds safely. The number of new entrants is medium to high.

- **Threat of substitutes:** However, in the case of alternative products, clients can deposit their money in many ways without using a bank account. Such as bkash, nagad, etc. Here, threats of substitutes are low.

- **Bargaining power for customers:** Many banks are providing very profitable services because the competition for banking customers is very high. If customers find a more convenient system, they can easily choose a bank whenever they want. Such as interest rate, annual service charge are important for customers and if they want, they can change banks, withdraw all the money/transfer to another bank, if the other bank offers more favorable policies. So, the bargaining power of customers is very high.

- **Bargaining for suppliers:** Since banks offer credit cards to customers which are very convenient to use, and all other banks are offering the same credit cards to customers, the service is provided in a similar manner to all banks as there is no separate service for issuing bank cards. The bargaining for suppliers is medium to low.

❖ SWOT Analysis

Strength

- Jamuna Bank PLC is a leading bank in Sustainability Rating Recognition (SRR).
- The bank has a strong branch and sub-branch networking system.
- JBPLC's credit rating is one of the top institutions.
- Provides a wide range of quality services
- Jamuna Bank's asset position is high and its financial structure is excellent.

Weakness

- Limited range of potential earning opportunities.
- There is very little economic presence in merchandising and general banking.
- Demand of non-performing loan (NPL)
- Jamuna Bank's rural marketing rate is low
- The bank's online banking access also is very low due to lack of cybersecurity, customer trust in online banking, and public works development.

Opportunities

- Building the customers trust in online banking growth
- JBPLC needs to meet growing demand for SME banking and retail
- Seek improved market positioning to reach or recognize better customers through collaboration

Threats

- Intense competition
- Import-export trade slows down by reason of foreign exchange crisis
- Increasing trend for the NPL because of covid pandemic, default on loans etc

Chapter-03

Project Part

"An Analysis of customer satisfaction of Jamuna Bank PLC's Mobile Banking Application: Shadhin App"

3.1 Introduction

Jamuna Bank's mobile application "Shadhin App" gives its customers an easy and fast way to access a full range of banking services. The Shadhin app provides users with many account related functions. Such as customers can view their transactions, deposited funds, account balance, bill payments and many more.

Customers can use banking services and conduct transactions anytime and anywhere since the app is 24/7 available. Customers find it less difficult and more quickly to perform their financial transaction because it is so easy to use. Some of the security functions that the mobile app provides to protect user identity and banking information include fingerprint login, two-factor verification, and single-use passwords.

Generally, the Shadhin app has become a quick and efficient tool for Jamuna Bank users to manage their customer accounts as well as handle banking requirements. It presents a convenient and safe portal that allows customers to use their financial services, helping them to make payments and conduct banking activities even while on the move.

3.1.1 Background and Problem Statement

The Shadhin app includes self-registration, making it easy for customers to register and start using it immediately. Those who sign up will have access to their account data, such as transaction statements and available balances. Users can use BEFTN, RTGS and NPSB while transferring funds from their current accounts to connect with various banks through the app.

Clients have the option to deposit funds into their own account, deposit DPS/FDR, or add funds to the account by sending installments.The app additionally includes a loan service, which helps users find information they know and request new loans. Customers can also use the app for payment services like electricity bills, mobile recharges, and merchants.

Jamuna Bank offers easy-to-find branches, ATMs, CRM booths, and sub-branches within the app for customers to use when using the app's map features. In addition, basic information like their location, payments can be made through the toll payment facility and customers can contact the bank's call center for any queries or concerns.

Through the Shadhin app, customers can perform tasks such as reporting stolen or lost cards, ordering new cards, and handling their debit credit cards. As well, there is the option to request a checkbook, or use the Positive Pay tool to prevent fraudulent check transactions or stop checks. Account receipts and billing schedules are available in the app.

The app also includes several security features, including the ability to manage beneficiaries, set transfer limits, keep activity records, and access funds with a code. Through the Shadhin app, Jamuna Bank customers can enjoy a full suite of digital banking services, including the ability to conduct a wide range of banking transactions securely and conveniently from anywhere, anytime.

❖ Problem statement:

There is no student file service feature in the “Shadhin App”. The purpose of this service was to help students planning to study abroad by offering banking solutions. Students studying abroad safely transfer money abroad to cover living expenses and tuition fees. This feature is to make it easy to transfer cash internationally by keeping separate documents for each student and saving every relevant information until the course is completed.

3.1.2.Objectives

- The aim of this report is to analyze customer satisfaction in mobile banking applications, analyze the customer journey, and their experience.
- To find solutions that will help banks on how to improve customer satisfaction in mobile applications.

3.2 Methodology

This report uses a quantitative research methodology to conduct a survey of what makes Jamuna Bank PLC's mobile application journey and experience. There are a large number of sources for collecting secondary data such as bank websites, banks annual reports, articles and documents, sites such as scribd and primary data is collected through questionnaires. The survey consists of closed-ended questions: nine questions and one screening question.

The Shadhin app's customer base was used to select an easy sampling process of 40 engagement methods. Customer selection shows survey data and the intentions of their participants during the survey period.
Samples were acquired using a time series period for a specific moment. This requires it to be manageable to document the state of mobile banking experience and customer happiness levels at that time.

All responses to user survey information will remain secure and classified. It is hoped that no information will be used for any alternative use than this research.

3.3 Finding and Analysis

The main five features of the Shadhin app that are most used by customers are-

1. Account balance
2. Fund transfer
3. Bills pay
4. Top up
5. More

Account balance: This feature shows users account number information about what kind of account (savings, current account etc) balance users have. Customers can check their balance on the app without having to visit the bank.

Fund transfer: Transfer money to other accounts of JB, other banks and MFS such as Nagad, Bkash, OK Wallet, Rocket, Upaby, etc. Add beneficiaries to make it easy to transfer money with one click.

Bills pay: This is basically a payment feature where mobile/telephone bills, gas, electricity, and government e-services, internet bills are paid. Credit card payments are available at your own bank and other banks. This feature is the most important for users like other features for an app.

Top Up: Using this feature, you can recharge your mobile through the app and choose the SIM type like Banglalink, Grameenphone, Robi, Teletalk, Airtel, etc. Have to select the account number and SIM type, select the amount and the balance will be recharged.

More: This feature includes products like CASA which is an alternative to all types of savings accounts, also DPS, FDR, information on which account the bank is providing loans for. can download statements and also get transfer limit information. Charge schedule, transaction log, new prepaid card offers and biometric registration.

3.3.1 Findings

I completed a survey of 40 people that had 10 questions, including 1 screening question. "Jamuna Bank App: Shadhin App Experience" survey, where I tried to find out the customer experience of the Shadhin App. Customer satisfaction with this app, where they used most of the features, their app issues, whether the app is providing them with better service. Each question will tell about their experience and journey with the app and why they are using this app. The survey questions are given below:

Screening question- Do you often use Jamuna Bank PLC's mobile app (Shadhin app)?

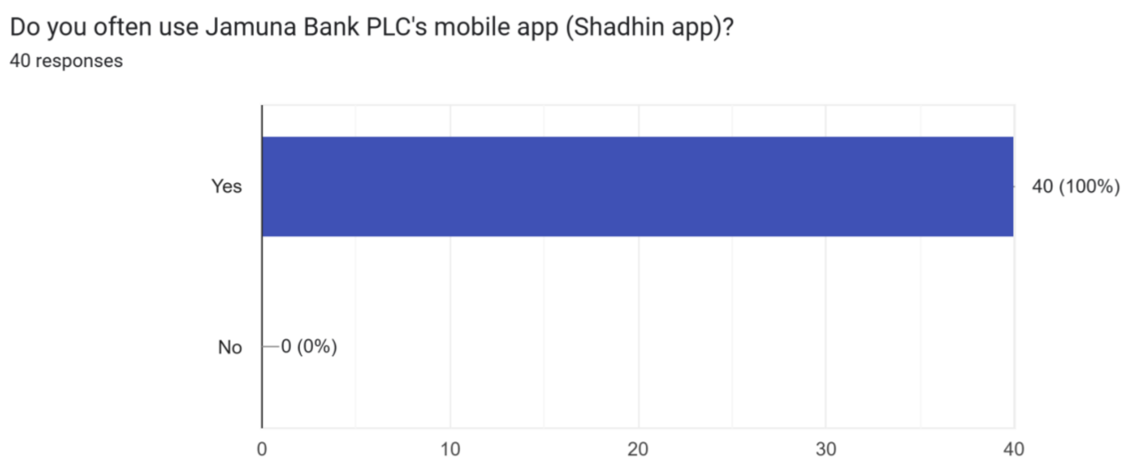

Figure:9

Question-01 What features do you usually use the most in the Shadhin App?

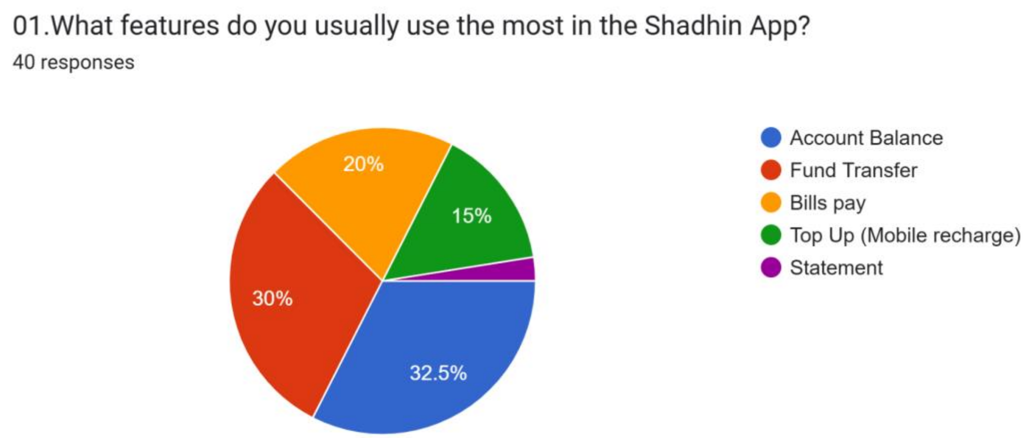

Figure:10

According to the survey, customers are using their app. 32.5% of users are using the “Account balance” feature to check their account balance, while 30% are transferring “funds”, 20% are paying “bills”, 15% are doing “top-ups” (mobile recharges) which is very low, and 2.5% are downloading “statements” which is the lowest.

Question-02 Do you think the Shadhin app is helpful for you?

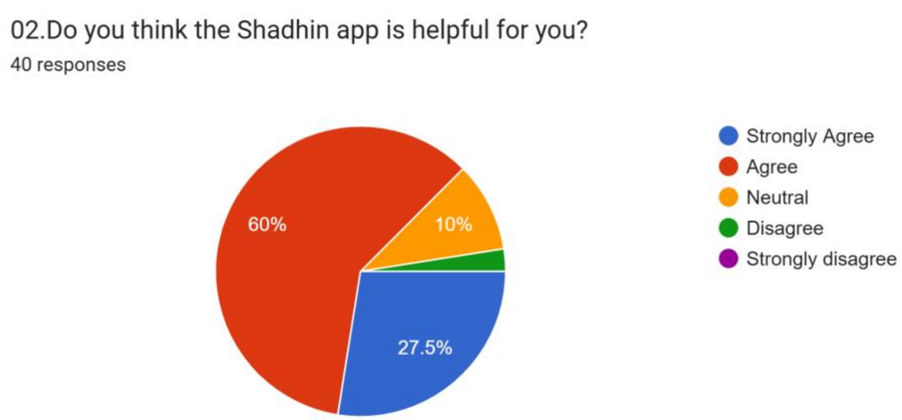

Figure:11

The survey found that users mostly “agree” that the app is helpful to them 60%, 27.5% “strongly agree”, 10% are “neutral” which means neither agree nor disagree, and 2.5% “disagree” , which is very low.

Question-03 How do you rate the quality of Shadhin apps?

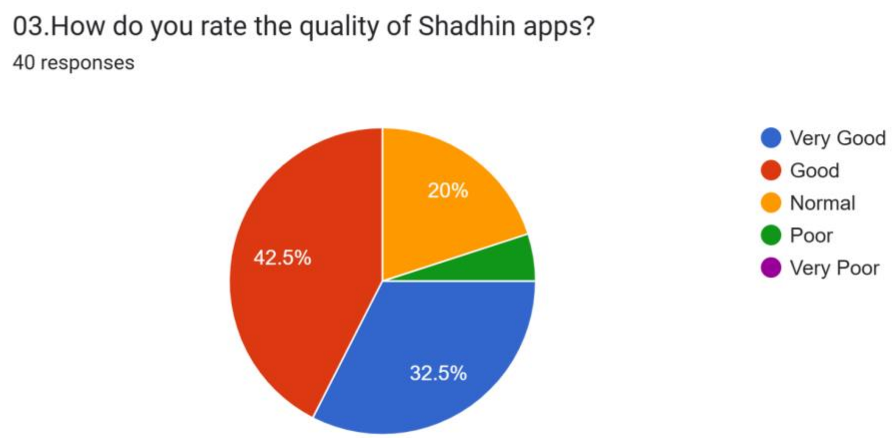

Figure:12

We can see that 42.5% of users are “satisfied” with the quality of the app, 32.5% of users consider it to be of “very good” quality, and 20% of users describe it as “normal” average, with 5% of users choosing its “poor” quality.

Question-04 Are there any other features that the Shadhin app should have or be introduced soon?

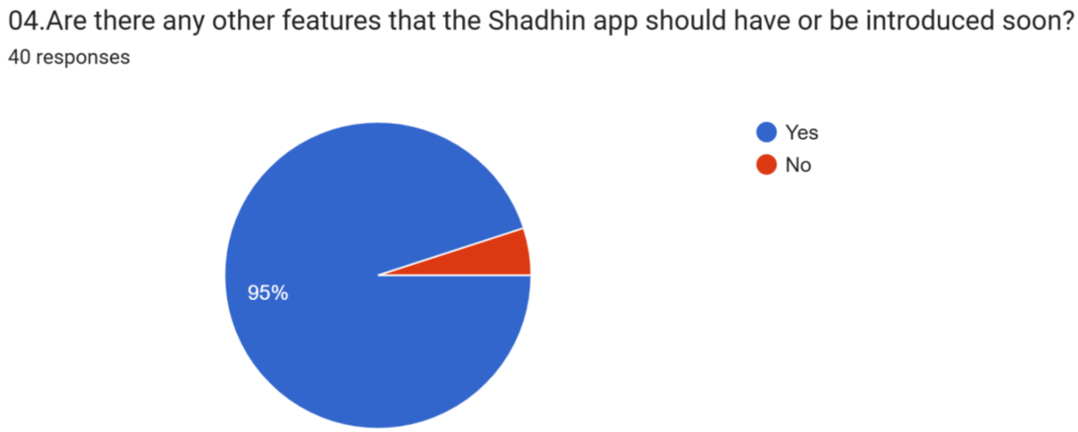

Figure:13

Question-05.if yes, what features should the Shadhin app have or be introduced soon?

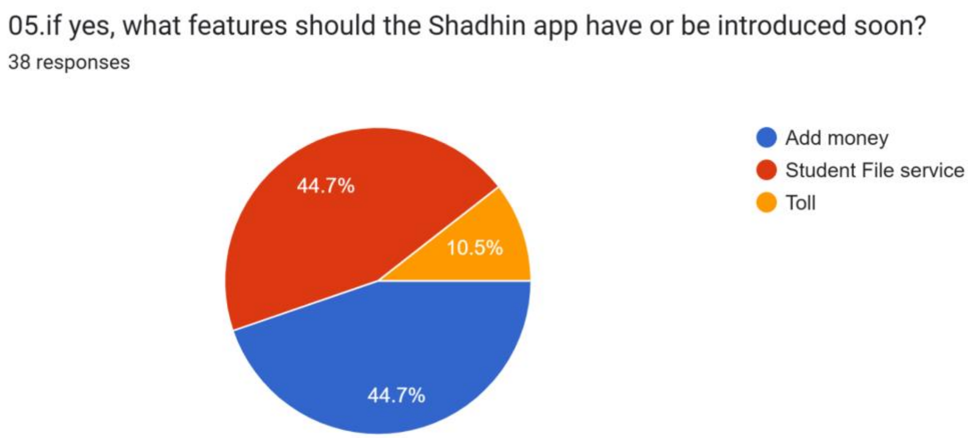

Figure:14

Looking at questions 4 and 5, the survey chart shows that 95% of customers agree that the shadhin app should have new features or there should be a feature that needs to be available soon. Of the customers who select "Yes" assuming , 44.7% of users want the "Student File Service" feature and similarly 44.7% of users want the "Add Money" feature. The app has an add money feature, but according to the survey, it needs to be made available soon as there is demand for this feature from customers. 10.5% of customers require “Toll” features in Jamuna Bank's mobile app. Toll features are for card registration, card recharge, etc.

Question-06 How satisfied are you with the services of the Shadhin app?

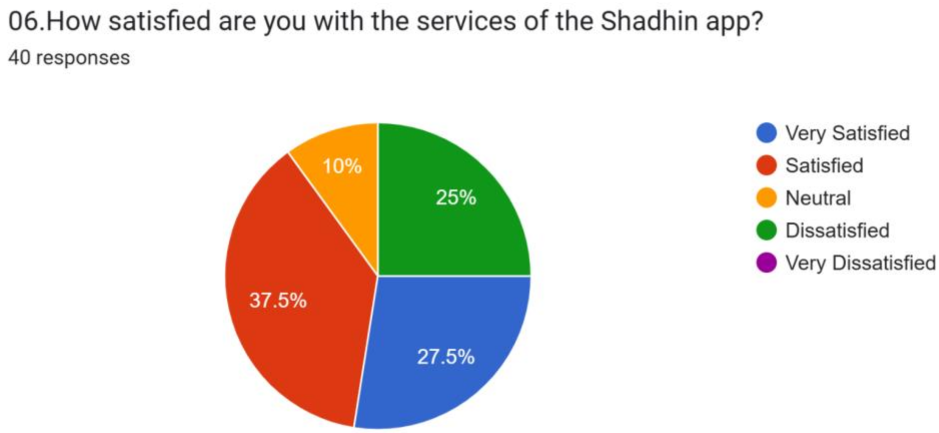

Figure:15

37.5% of customers are “satisfied” with the app's service, on the contrary 25% of customers are not satisfied. This clearly shows the “dissatisfaction”, 27.5% of customers are “very satisfied” with the app's service, 10% users are “neutral” about the app service.

Question-07 Did you experience any difficulties while using the Shadhin app?

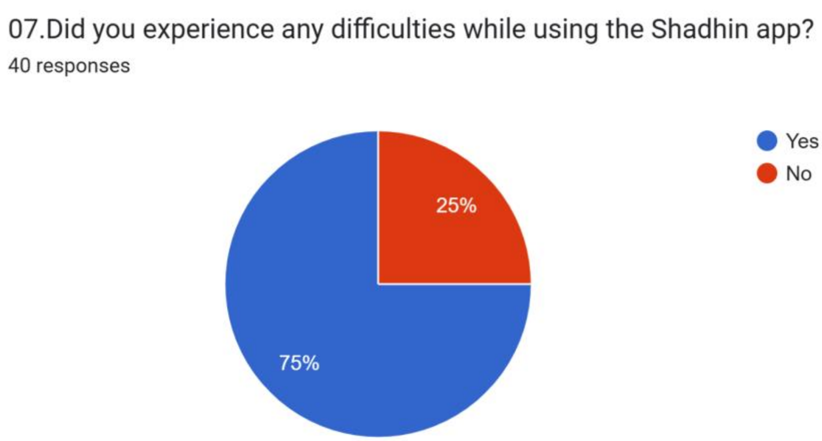

Figure:16

Question-08 If yes, how satisfied are you with the resolutions that have been decided?

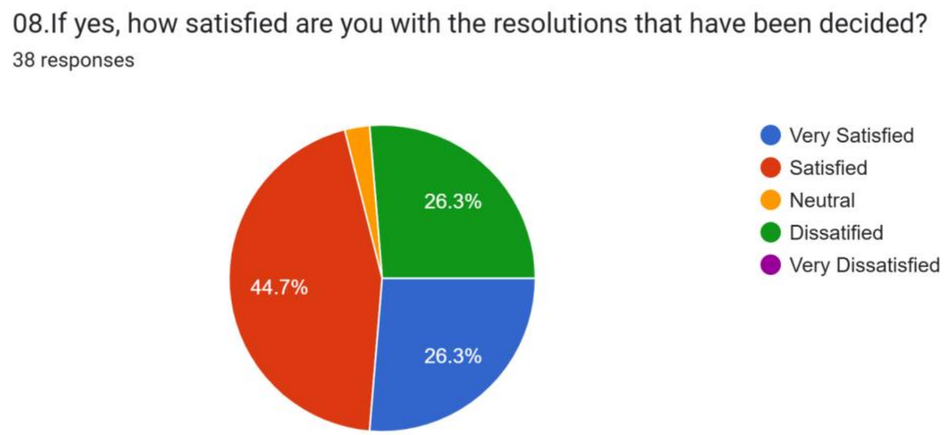

Figure:17

Survey No. 7 and 8 are about the problems that customers face while using the app and 75% claimed that they have faced it, and 25% said that they have not faced any problems. Of the users who selected yes, we assume they are 44.7% "satisfied" with the resolution and 26.3% "very satisfied", but 26.3% are "dissatisfied" with the app's analysis, 2.6% clients are "neutral" which is very low.

Question-09 Would you recommend the Shadhin app to others?

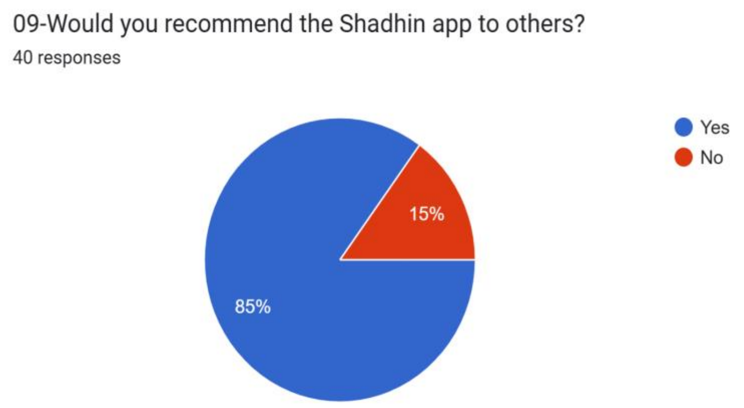

Figure:18

As a result of the image above, we can see that 85% of clients recommend the app “yes”, and selecting “no” 15% do not recommend it.

3.3.2 Analysis

3.3.2.1. Demographic analysis of the respondents

Analyze customer satisfaction and dissatisfaction by showing demographic responses of customers across different ages and genders. This demographic table represents how male and female customers of all ages experience the app.

Age	Male response	Female response	Total respondents	Satisfied %	Dissatisfied %	Satisfaction score (Weighted average)	Key response
18-25	13	2	15	66.7%	33.3%	(15 * 66.7%) = 10	66.7% of both men and women respond positively, which is a satisfactory result.
26-35	9	6	15	66.7%	33.3%	(15 * 66.7%) = 10	Similarly, the app satisfaction level among 26-35 year olds remains the same at 66.7%, which is positive for the app service.
36-45	8	2	10	60%	40%	(10 * 60%) = 6	The total number of male and female respondents aged 36-45 is neutral, as women's responses are lower than men's.
Total	30	10	40	65%	35%	= 26	The overall satisfaction level of men and women about the

							app's services is positive, which is good.

Table:6

Above the table, here is an app satisfaction score weighted average representing the best data set for an app satisfaction where each response shows the importance of the customers using the app. The weighted average is calculated based on the total number of respondents, male, female, each satisfaction and dissatisfaction percentage multiplied by the total satisfaction percentage. A total of 40 people responded, showing that 65% were satisfied with the app, while 35% were dissatisfied with the app. We can see that the percentage of satisfaction is higher than dissatisfaction, with Shadhin apps having a better customer satisfaction percentage.

Overall customer satisfaction with app experience respondents:

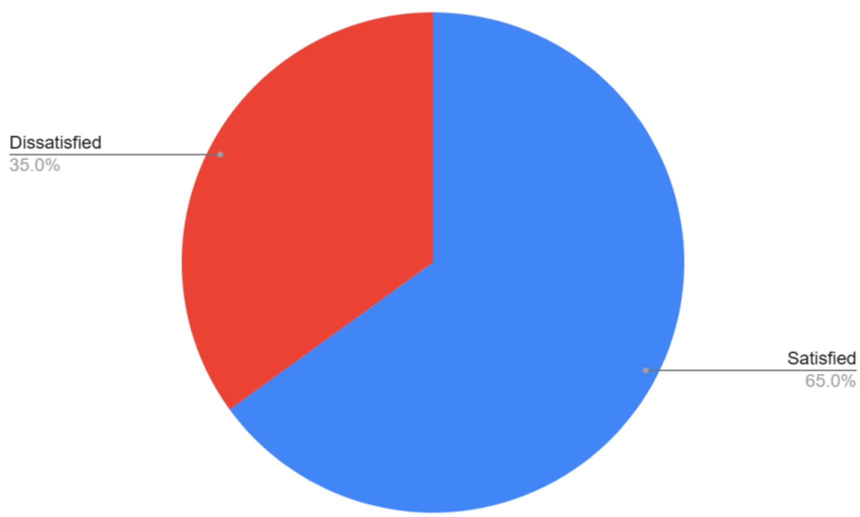

Figure:19

3.4 Summary and Conclusion

The results of the questionnaire and analysis, Jamuna Bank PLC's mobile app "Shadhin App" is providing the highest quality customer service to its customers. The app has features like fund transfer, bill payment, account balance check, top up and many more. These are the five basic features that are used the most by the customers. And the app has privacy terms that make the app features easy to use, safe. Customers can also request check books through the app. Since Jamuna Bank has invested significantly in app usage and customer service, their responses through the survey prove it. Therefore, the Shadhin app has provided customers with a better and easier banking journey.

In conclusion, the Shadhin app is appreciated and known by the customers who are using it. Account balance checking and bill payment are the most useful features that customers can use as the app is easy to operate. The application is flexible because the quality of service rarely seems to be bad and the satisfaction with the service is also high. Almost all surveys have shown that the customer satisfaction level is quite good and customers are very happy to know about the app and use it.

3.5 Recommendations

➔ The Student File Services feature should be added to the app as soon as possible, and features like Add Money, Tolls are there but not yet available. The Student File Service feature is very important for students, as most students currently wish to study abroad and expect a more secure living cost and tuition fees. And funds can be added from Visa and MasterCard credit and debit cards through the Add Money feature, increasing the balance by adding the required card details. Toll is known as an additional feature of an app that helps customers use it for vehicle registration, digital records as well.

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Appendix:

The Jamuna Bank app: Shadhin app experience

Form description

Do you often use Jamuna Bank PLC's mobile app (Shadhin app)?

- [ ] yes
- [ ] No

01.What features do you usually use the most in the Shadhin App? *

- ○ Account Balance
- ○ Fund Transfer
- ○ Bills pay
- ○ Top Up (Mobile recharge)
- ○ Statement

02.Do you think the Shadhin app is helpful for you? *

- ○ Strongly Agree
- ○ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly disagree

03.How do you rate the quality of Shadhin apps? *

- Very Good
- Good
- Normal
- Poor
- Very Poor

04.Are there any other features that the Shadhin app should have or be introduced soon? *

- Yes
- No

05.if yes, what features should the Shadhin app have or be introduced soon?

- Add money
- Student File service
- Toll

06.How satisfied are you with the services of the Shadhin app? *

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

07.Did you experience any difficulties while using the Shadhin app? *

- ◯ Yes
- ◯ No

08.If yes, how satisfied are you with the resolutions that have been decided?

- ◯ Very Satisfied
- ◯ Satisfied
- ◯ Neutral
- ◯ Dissatified
- ◯ Very Dissatisfied

08.If yes, how satisfied are you with the resolutions that have been decided?

- ◯ Very Satisfied
- ◯ Satisfied
- ◯ Neutral
- ◯ Dissatified
- ◯ Very Dissatisfied

09-Would you recommend the Shadhin app to others? *

- ◯ Yes
- ◯ No