

Report On
Card Service: A Successful City Retail Banking Product

By

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

BRAC Business School
BRAC University
April,2020

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Mohammad Asif Ahsan
Student ID: 16304020

Supervisor's Full Name & Signature:

Ms. Sharmin Shabnam Rahman
Assistant Professor, BRAC Business School
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Letter of Transmittal

21 April 2020
Ms. Sharmin Shabnam Rahman
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “**Card Service: A Successful City Retail Banking Product**”

Dear Madam,

I am very pleased and delighted to submit the report of my Internship on “Card Service: A Successful City Retail Banking Product”.

As per the requirement of my Bachelor of Business Administration degree I have completed my internship in The City Bank Limited, Bangladesh. This report details my learnings, knowledge, experience and activities during my internship period. My main incentive is to prepare the report in accordance with the terms and guidelines provided by you. I tried my best to produce my work as per the instructions you have provided. I believe I have done an adequate job considering my level of expertise and experience.

I am extremely grateful and express my special gratitude to you for your constant support and guidelines without which the Internship report cannot be completed.

Sincerely yours,

Mohammad Asif Ahsan
Student ID:16304020
BRAC Business School
BRAC University
Date: April 21, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between The City Bank Limited and Mohammad Asif Ahsan, the undersigned student at BRAC University; to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

The City Bank Limited

Mohammad Asif Ahsan

Acknowledgement

I begin by thanking the Almighty for the successful completion of this internship report. I would like the opportunity to thank those people who gave me constant support.

At first, it's a pleasure to convey my heartiest gratitude and greeting to the honorable faculty **Ms. Sharmin Shabnam Rahman, Assistant professor of BRAC Business School, BRAC University**. I deeply appreciate her cooperation, advice and guidance in preparing this report.

Then I would like to express my heartiest gratitude to The City Bank Limited, Principal Office Branch for giving me such an opportunity to complete my internship program and helping me by facilitating all the necessary information for completing my Internship report in every possible way. My endless thanks to **Mr. Md. Rezaul Karim, SVP & BM; Mr. Helal Uddin Fazlullah, SAVP & CSM; Mr. Abul Hasan Tipu, CSM; Mr. Shah Md. Mansur Morshed, Officer, Card Division** for their valuable guidance, advices and necessary information during my three months Internship period. At last, I must mention the wonderful working environment and group commitment of Principle Office Branch that has enabled me and helped me a lot to work and observe the banking activities of the bank.

Executive Summary

Banking sector is one of the important and fast-growing sectors in Bangladesh. In the country's economy this sector plays very significant and major role. So as to accomplish the improvement in the industrial and business division, there should be a sound financial framework through sound banking system to help the economy as well as the society. In recent times to attain sound banking system banks came up with an electronic banking system through card service and mobile app-based service. Through these they are trying to make the customer more comfortable, ensure security, non-stop 24-hour banking service. Day by day people also find it easy and comfortable to use cards rather than carrying cash money with them. This report titled "Card Service: A Successful City Retail Banking Product" is the picture of The City Bank Limited's Card service business in the Bangladesh. The key objective of this report is to analyze card service business including the number of cards they have in their portfolio, its operations, functionality. It will also reflect the limitations and complications of the card service business of The City Bank. And how The City Bank Becomes very much successful in this particular area with a huge customer base.

As this report based on a particular division of the banking business of CBL. So, the greatest limitation of this report is it could not give the full scenario of the financial and business pattern of CBL

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List of Acronyms

CBL	City Bank Limited
CA	Current Account
SA	Savings Account
FD	Fixed Deposit
BFTN	Bangladesh Electronic Fund Transfer Network
EFTN	Electronic Fund Transfer Network
RTGS	Real Time Gross Settlement
FC	Foreign Currency
RFCD	Resident Foreign Currency Deposit Account
ERQ	Exporter's Retention Quota
EMI	Equal Monthly Installment
SAARC	South Asian Association for regional Cooperation
IPO	Initial Public Offering
POS	Point of Sale
DBI	Double Benefit Insurance
KYC	Know Your Customer

Chapter 1

Overview of Internship

1.1 Student Information

I am Mohammad Asif Ahsan, Student ID: 16304020, I am a regular student of BRAC University since Summer 2016. I did my major in Finance and minor in Supply Chain Management.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

I have joined The City Bank Limited, Bangladesh as an Intern in the Customer Service department. This is a three months Internship program which has started from 12 January 2020 and it will end on 12 April 2020. I was posted on Principal Office Branch, it is located at Jibon Bima Tower, 10 Dilkusha, Motijheel, Dhaka-1000

1.2.2 Internship Company Supervisor Information

During these three months period Mr. Md. Rezaul Karim, SVP & BM of Principal Office Branch was my in-site supervisor. He tried heart and soul to help me in every step during my internship period.

1.2.3 Job Scope

I mainly worked in the Customer Service department of The City Bank Limited. And I was posted on the principal office branch. The principal office branch has to do a lot of work and they have to deal with huge workloads compared to the other branches. The city bank limited treated me as one of their employees not just an intern. Therefore, I also had to do a lot of work daily routine work. In the customer service department, I started my work by learning from the Customer Service Officers and my supervisor tried to provide me a brief description regarding Customer Service

desk's task/therefore I came to know about different types of account. For instance, Current Account, Savings Account, Foreign Currency Account etc. I also came to know how to fill up these account form, FDR form, I also used to provide information to the customer about required documents for account opening or FDR opening etc. I also used to provide information about different product to the customers, how to process account pay cheque, what is the functions of call back confirmation, cheque book processing, cheque book destruction, sometimes I used to call customers who did not receive their cheque book form the designated branch after passing 2 to 3 months from their requisition. card division's responsibilities for example, card delivery, auto limit enhancement process, providing card related customers desired information, card destruction process. I was also trained how to keep patience and deal with busy customers.so, these are most of the activities which had done by me during my three months internship tenure.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

An internship program is a learning phase for a graduate student. At the same time as a part of a company an intern has the responsibility to contribute his or her idea in a particular area if it's needed for the betterment of the organization. During my internship period whatever I learned I just wanted to help every employee in their respective tasks and tried to make things easier for them. Sometimes they seek helps from me to give some ideas about Microsoft office. After finishing the banking hour sometimes, I helped them to make an excel sheet and data entry level tasks that save their time. Moreover, as a customer service intern I have represented the branch in front of the customers, tried to provide them with information about what are they looking for, received customers and brought them to the designated desks and helped them as much as I can. Moreover, during peak hour when there was too much rush in the cash area I tried to maintain

them in a line, tried to make them comfortable both the customers and the cash officers and also helped the customer to use CDM machine specially the senior citizen and those who are afraid of using the latest technology and encouraged them to use the CBL technology as much as they can.

1.3.2 Benefits to the Students

An internship program is for preparing an individual who is about to enter a professional life just after completing his or her graduation. It benefits a student in many ways. From my point of view, it helps me to gain more confidence. Because it allows me to implement those specific techniques which I have learned in my academic life before entering into professional life and it is the biggest opportunity to apply in an environment where mistakes are excepted. Secondly, as an intern, I was surrounded by professionals in the industry where I got the opportunity to work with them, talk with them and also had an opportunity to discuss and express my eagerness for working in a particular industry. by which it helps me to create network with professionals in the field. Thirdly, it also helps me to gain hands-on experience in a professional life as well as learning the specialized skills, prepare me as a team player. Last but not the least, as CBL offers a paid internship, so during the internship period I have gained experience at the same time I have also earned some money.

1.3.3 Problems / Difficulties

The City Bank Limited creates a benchmark in the banking industry through its premium banking service, they are very much promised to keep their customer happy with their one-stop customer service by their highly experienced employee team. They also treat their intern as an employee, they served their intern all types of facilities which provides their employee also. Smooth processing of monthly remuneration of an intern, give them a premium touch by providing their prestigious CityMax card, also they encouraged and helps their intern to be more professional, more fluent in the official tasks and helps their intern to be more professional, more fluent in

official tasks and also arrange a monthly meeting where a department head conducts an informative session which helps an intern to be more clear about their next tasks and what types of mistakes they have made already. By evaluating all these things, I did not find any problems or difficulties during my internship period.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Overview of the Company

The City Bank Limited with a tag line “Making Sense of Money” has started their journey in the year of 1983 head quartered in Gulshan Avenue, Dhaka, Bangladesh and listed in the stock market as a public limited company in the year of 1995 .This is one of the oldest private commercial banks in the banking industry of Bangladesh. It has set up a benchmark in the Bangladeshi Banking industry through its premium and trustful banking service. It has 132 branches in all over the Bangladesh running by more than 3858 skilled and expert employees.it has a huge customer base of more than 1700000. It has 369 ATM and CDM all over the country,7 priority centers,2 luxurious airport lounges and almost 24000 POS Machines all over the county for easy transaction for their customers. In Bangladeshi banking industry CBL is well known for its card service business with a large customer base. It has already issued more than 1068034 cards. It has passed a successful 10 years of prestigious American Express card in the Bangladeshi banking industry. Also, they are planning to open an overseas subsidiary in Hong Kong named as City Hong Kong Limited for their corporate customer who are engaged in trade and finance. Apart from that, City Brokerage Limited and City Bank Capital Resources Limited are the fully owned subsidiary of The City Bank Limited. This bank won the best bank award in different category in three consecutive year 2016,2017 and 2018, also it has won Best Online Bank, Best Consumer Digital Bank award in 2017; Best Investment Bank Award, Best Premium Banking Award, Global Climate Partnership Award in 2018. The Current MD & CEO Mr. Mashrur Arefin, who has the finest and flourishing banking career, is very much determined to establish the bank as a brand and icon in the banking industry of Bangladesh.

2.2 Management Practice

The City Bank Limited is a centralized bank where all the power holds by the top management. The board of directors are the top policy and decision maker of CBL, currently the board consists of a chairman, Vice chairman, 6 director, an independent director and a CEO. These directors are appointed on the basis of those who have had experiences and had shown capacity in the finance and banking industry. The chief operation officer conducts all the activities under the decision of the board. The officer and the other staff personnel are appointed by the bank's own human resource team. Moreover, CBL has 26 departments under Business, Support and Operations criteria. Every department employee report to their reporting boss on a daily basis and it continues to the respective department head for further process. Secondly, the promotion procedure also conducts by the higher authority as per the employee's performance for every 3 years. Management always keeps their employee under e strict supervision and if they find that the employee has potential to work in the other department than authority communicate with that employee and as per his or her choice, they take the further steps. Beside these, CBL maintains a few channel categories for employee relationship, those are, Employee safety, Employee health, Employee working condition, Motivation, individual incentives plan, Group incentives plan and companywide incentives plan. All these things are only for fulfilling employee's satisfaction, giving them a friendly work environment like other international organization does. CBL is very much well known for practicing international work environment and taking care of their employees.

Organizational hierarchy of CBL is given below for better understanding,

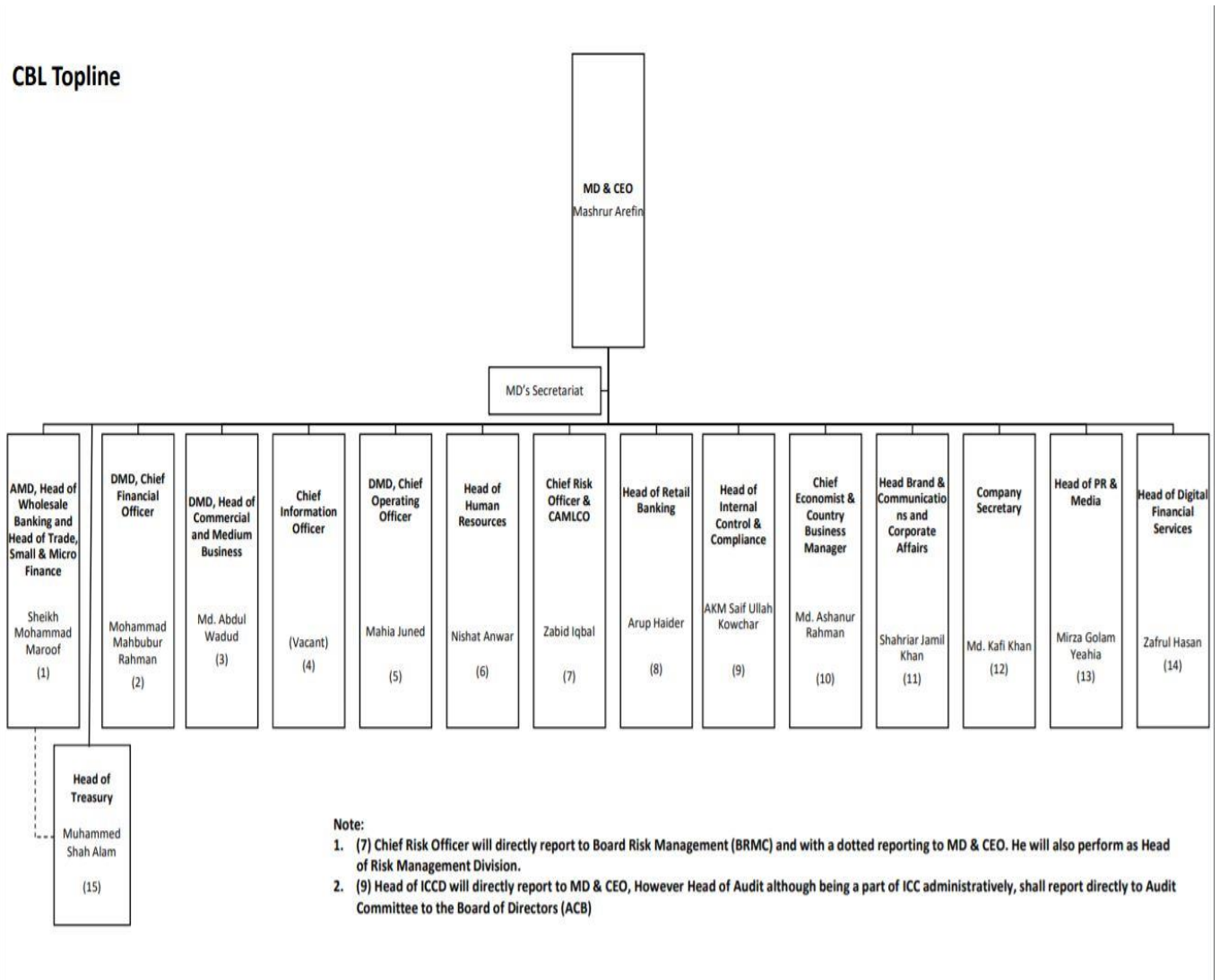


Figure 1: Organogram, CBL Topline

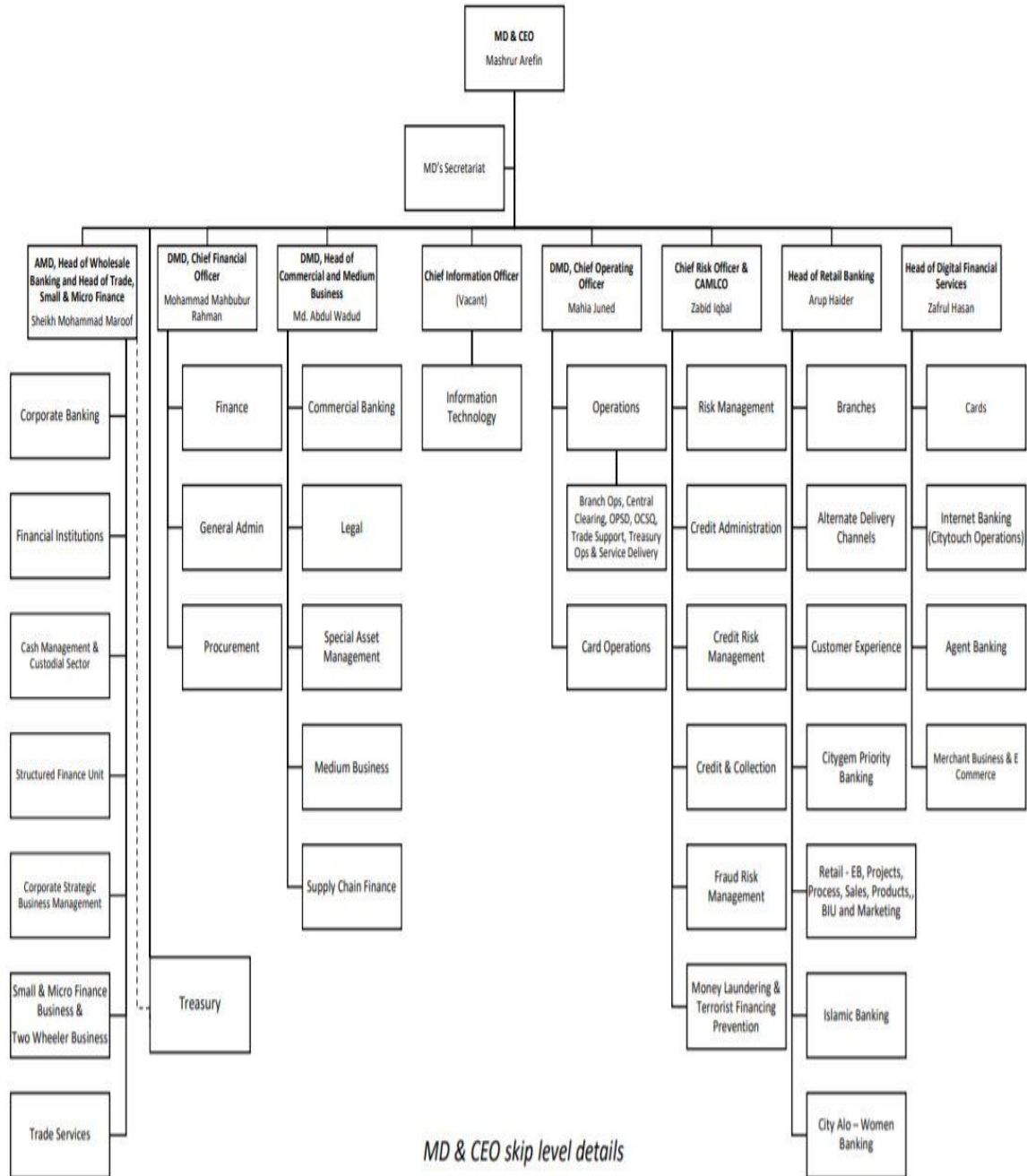


Figure 2: Organogram, MD & CEO skip level details.

Source: CBL official website

2.3 Marketing Practice

Every company has its own unique marketing practice. Like every company CBL also chooses electronic media as their traditional marketing system. They go for TV commercial, they go for printing media advertisement, they go for online social media-based advertisement like through Facebook, Instagram. They have their own Facebook page where they constantly update their information about their product as their regular marketing practice. For example, recently they brought Biman Bangladesh American Express Credit Card, they reflect their features of this card, facilities what the customer will enjoy if they pursue this card, this is the regular practice of them, besides this, they celebrate different national ceremonies and so on, by which people can also get to know about them. They have 2 luxurious airport lounges from where also people get to know their facilities and get to know their brand value in the market. Most of the shops, superstores, restaurants have their POS transaction machine, available ATM service also market their brand value in the market. Lastly, they have their own sales team, who are the direct representative of the bank, goes to the doorstep of the customer. Their main advantage is that under retail banking they have a general account, Islamic banking named Ababil, women banking named City Alo which attracts different demographic people. They have also different loan facilities with convenient interest rates. Relationship officer marketed this loan segment to the customer's face to face and make them comfortable and convince them to enter into the City bank customer family. These are main marketing practices of CBL. Besides, these they might have some other marketing strategies to attract the new customers as well as retained customers. Following all these, their main concern is to make their customer happy as much as possible.

2.4 Financial Overview

City bank went into IPO in 1987 and got recorded in both DSE and CSE. From 2018's annual report City banks paid up capital came to BDT 9679.87 million in against of BDT 15000 million authorized share.

CBL's credit rating is based on financial performance prepared by the Credit Rating Agency of Bangladesh (CRAB).

Years	Long Term Rating	Short Term Rating
2018	AA2	ST-2
2017	AA2	ST-2
2016	AA2	ST-2
2015	AA2	ST-2

Table 1: Financial Performance Rating

Particulars/Years	2018	2017	2016	2015	2014
Total Asset	326940438782	278667080739	259402327831	214205369487	176925080453
Shareholders' Equity	24917180492	26178985506	24504178380	24581102654	22306994448
Net Profit	2224726816	3458678453	4062730187	3593142332	1706111413
Growth Rate (%)	-35.68%	-14.87%	13.07%	110.60%	87.24%
EPS Per Share	2.30	3.57	4.64	4.10	1.95

Table 2: Financial Performance

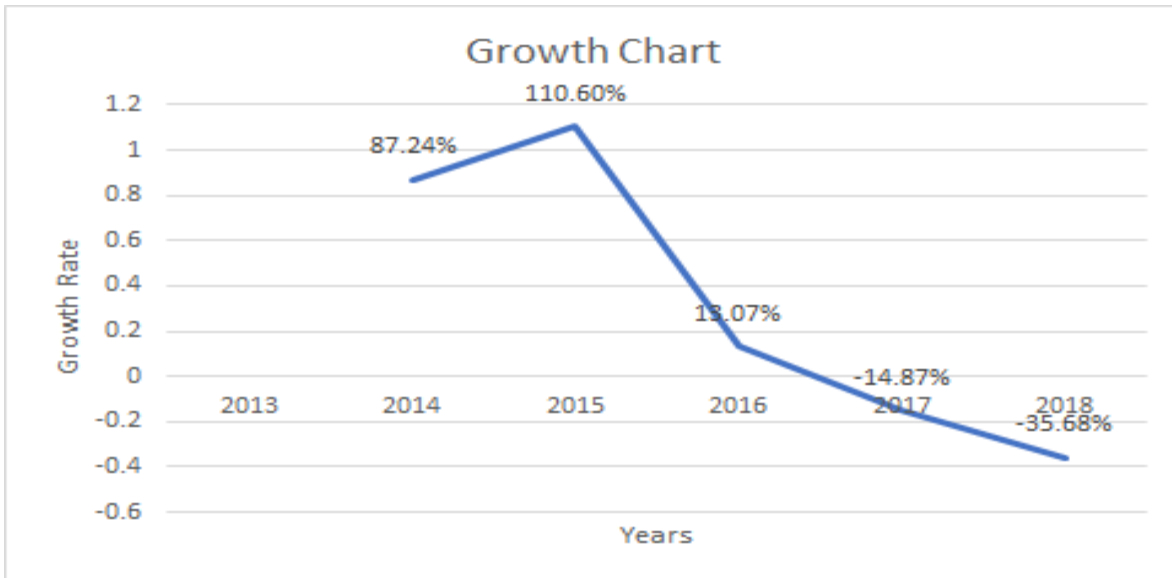


Figure 3: Growth Chart

The explanation for the negative growth rate in 2017 and 2018 is, they opened 36 new branches all over the country. Also, for the better banking service quality they upgraded their software and introduced new technologies. Moreover, they invested in a huge money for office renovation. Those factors increased their operating expenses. Subsequently, 2017 and 2018's growth rate is not as good as then previously. City bank higher authorities anticipated that it will require at least three years to stable the growth rate from the recently opened branches.

Also, banks investment portfolio is given below:

Particulars	2018	2017	2016
Government securities and bond	23636.1m	22099.5m	22048.9m
Others	4245.9m	3408.9m	2383.2m
Quoted shares market price	2816.4m	3267.7m	2252.5m
Unquoted shares	76.2m	76.7m	76.7m
Mutual fund	52.6m	64.4m	76.7m
Subordinate bond	1300.0m	-	-
Others	0.1m	0.1m	0.1m
Total	27882.0m	25508.4m	24432.2m

Table 3: Investment Portfolio

Source: CBL Financial Report of 2018 & 2017

2.5 Operations Management & Information System Practice

For a few indoor and outdoor logistics support CBL depends on third party organization. for maintaining their CityQ machine, production of cheque books, and other essential papers they rely on other companies. apart from these, for their internal operation, in every branch, there is a Branch operation manager who is responsible for checking out daily operation, account opening forms, FDR request, Pay order request, BFTN, RTGS, EFTN request and other paper documents they check in a daily basis and send it to the service delivery branch. then service delivery department start the next procedure. they do the needful duty as per the document type. and then as I have mentioned earlier that CBL is a centralized bank that controls by the top management.so after the procedure of branch, the service delivery process and sends it to the respective higher authority for further action. for example, for a bank opening form, the operation manager checks that the customer provided the proper document or not. Then respective officer calculates a KYC form to measure whether the customer is risky or not, then the operation manager proceeds it to the service

delivery department. if the customer is a risky service delivery department make e new file for that customer and sent it to the designated department for the next procedure. This is CBL operates both internally and externally.

Besides, for The Management Information System (MIS) and Strategic arranging area doesn't follow any strategy of work, as the majority of the capacities are task or task-based. The City Bank Ltd. various offices and divisions utilize distinctive Management Information System (MIS), there is no brought together framework shaped at this point. In this manner, the Management Information System (MIS)& Strategic Planning doesn't pass by a particular work strategy. The Manager of this department is responsible for the Projects/Assignments and at present, the Management Information System (MIS)& Strategic Planning segment is keeping up the "E-Learning" framework which is an Employee Development program dependent on Online Training and Evaluation. Representatives can sit for online tests inside the work environment and it is the obligation of the Management Information System (MIS)& Strategic Planning Manager to assess the electronic contents and circulate the outcomes after assessment. The present activities of Management Information System (MIS) and Strategic Planning are the improvement of two modernized frameworks named "E-Attendance" and "E-PM", one for representative participation the executives and the other is for workers exhibition estimation matter individually.

2.6 Industry & Competitive Analysis

In Bangladeshi Banking industry there are 59 banks operating currently. And the Central Bank of Bangladesh monitoring all these 59 banks. If any negligence is seen Bangladesh Bank quickly take actions. Within these 59 Banks, there are a few foreign banks too, SCB, HSBC, The Commercial Bank of Ceylon, Citi N/A are the well-known among them. But SCB and HSBC's operation in Bangladesh is remarkable, on the other hand, within the local banks EBL, Jamuna Bank, DHAKA

Bank, BRAC Bank are mostly well known for their premium banking operation. As The City Bank Ltd is a benchmark bank in the premium banking sector so for the comparison I have chosen SCB, HSBC from the foreign bank section and EBL, DHAKA Bank, BRAC Bank from the local bank section.

After calculating a few ratios, it is seen that,

Banks	NPL/Total Loan	ROE	ROA	Liquid Asset/Short Term Liabilities
CBL	5.30%	8.20%	0.70%	152.98%
SCB	3.10%	19.28%	2.59%	59.89%
HSBC	0.87%	10.02%	1.83%	141.12%
EBL	2.35%	13.41%	1.09%	89.51%
BRAC Bank	3.10%	17.57%	1.76%	66.66%
Dhaka Bank	4.99%	8.18%	0.54%	126.20%

Table 4: Ratio Calculation.

We have seen that under NPL/Total Loan CBL is behind other banks where at the same time two foreign banks did tremendously well. Under Return on Equity ratio we have seen that, CBL's performance is moderate but here also other banks did very well generate profit from its total equity. Thirdly, under the return on asset section, CBL's performance is satisfactory but the others banks are doing better than CBL. And lastly, under liquidity management ratio CBL done impressive result and it is much better than the other banks. After observing and calculating all these four ratios, it can be said that Under CAMEL's rating It represents performance that CBL's performance is flawed to some degree. It requires more than normal supervision.

SWOT analysis demonstrates the best approach to locate the real situation of any organization. SWOT implies Strength, Weakness, Opportunity and Threat. In this way, when any organization or association conduct the SWOT analysis, it is simple for the organization to become familiar

with the Strength, Weakness, Opportunity and Threat of that specific organization. By this analysis attempt to distinguish the genuine image of The City Bank Limited.

Strength:

- Capable Management
- Adequate capitalization
- Good profitability
- Fast Growth
- Keep records in suitable techniques
- Well performed representatives
- Employees are happy with their activity
- Well- decorated work station

Weakness:

- Lack of experienced employees in entry level
- Insufficient workforce and collaboration
- Centralized power
- Lack of promotion framework
- Lengthy loan granting process

Opportunity:

- Private sector orientation
- Opportunity to contribute in national growth rate
- Opening branches in remote area

- Well serve in the general public
- Take the chance to gain a huge amount of money

Threats:

- Foreign and private banks are working together in Bangladesh
- Government interferes
- Rural areas are being bothered by the rural politician.

2.7 Summary & Conclusion

The City Bank Limited is a bank that affirms the best support of the clients just as to the workers by the top-level authority. The City Bank Limited is the quickest developing Bank in Bangladesh.

The financial business is a developing idea from Bangladesh's perspective. Step by step, it is getting famous in white-collar class individuals. From the earliest starting point The City Bank Limited has effectively maintained its business with decent notoriety now they make their own enthusiasm for the limit in the financial business. The Banking business has an incredible possibility in Bangladesh.

Along these lines, the administration of The City Bank Limited should give more focus right now with a legitimate system, better-promoting arrangement, and agreeable client administrations. They are very famous for their retail products as well as commercial. They are so much reluctant and helpful and promising to their business clients. by keeping it mind they are going to open an overseas subsidiary in Hong Kong as I mentioned it earlier. But for capturing the market fully they can open their branches in remote places where banking facilities are not that much up to the mark, they can open more ATM in proper places. They can reduce loan granting process time by which loan customers are so much benefited and will be pleased to the bank.

Chapter 3

Project Part “Card Service: A Successful City Retail Banking Product”

3.1 Introduction

The City Bank Ltd is one of the most leading private commercial Bank which has started its operation in 1983. Initially, it was headquartered in Bangabandhu Avenue Gulistan, Dhaka. Later on, they moved to Gulshan Avenue. CBL is providing a comprehensive, competitive and premium banking service to its clients through its countrywide 132 branches. This bank is very much promised to provide services with a high degree of professionalism and a high degree of modern technology. For the betterment and easy transaction of customers CBL came up with new idea City Touch, an electronic banking instrument by which customers can have any type of facilities and do fast transactions. moreover, it has also 369 ATM booths all over Bangladesh for its customers for easy cash out anytime at anywhere.

In Bangladesh, the most prominent card service business is owned by CBL. it has brought a revolutionary change in the field of card service, CBL brought American Express Debit card for their regular customer, they have segmented banking like CityAlo for women, for that they have CityAlo Visa debit card for their CityAlo customer, apart from that they have also master debit card as well as visa debit card. On the other hand, in their credit card section, they have American Express credit card facilities with three different variants with unique facilities, they have also American Express Agora Credit card with amazing gift vouchers, Biman Bangladesh American Express Credit Card and lastly Dhaka University American Express Credit card. CBL issues and designed all of these cards with the best features with competitive fees and charges along with the latest technology and good customer service.

3.2 Objectives of the Study

- **Primary Objective:** The primary objective of this report is to finding out and analyze the card service business, its features, and facilities of card service of CBL.
- **Secondary Objective:** The secondary objective of this report is to know the operational aspects, analyze the service offerings and charges, identify customer's card selection criteria, identify the attitude of keeping various cards and also identify weakness, problems and operational efficiency of The City Bank Card Service.

3.3 Methodology

The study requires different sorts of data on present policies of cards, techniques, and strategies for cards activity, both the primary and the secondary sources of information accessible have been utilized in preparing the report.

3.4 Sources

- **Primary Data Source:**
 - Practical work
 - Interview & discussion with CBL Card division officers and executives.
 - Over the phone experience and face to face interaction with some of customers.
- **Secondary Data Source**
 - CBL website
 - Annual Report of CBL
 - Various publications on CBL Banking operation

3.5 Scope of the Study

Worldwide economic circumstance kept on representing an adverse effect on most developing nations including Bangladesh challenging the chance of enrolling positive development. Banking system holds a huge situation in a country's economy.it assumes a vital job in the monetary progression of a nation and shapes the central part of the financial market in an exceptionally evolved nation. The City bank is doing an excellent job.so far researchers have a quite certain degree to make the entire framework. The banking sector kept on making noticeable profit in 2002.

This report covers only Card service of CBL. The scope of the study is that I can have a huge range of data by which I can know about customer beliefs towards Card Service, what do they think about using card and card service whether it is convenient or not for transacsaction.as well as I can have the information also regarding card facilities, features, using methods and also will try to find out difficulties that CBL think they are lagged behind rather than the other companies.

3.6 Findings & Analysis

3.6.1 Debit Card

A debit card is a payment card that deducts cash legitimately from a client's account to pay for a buy. Debit cards wipe out the need to carrying money or physical checks to make buys legitimately from savings. It is another wonderment in business and commerce field which already won the hearts of millions over the globe, has set its foot this piece of the world with its mystical influence and turning into a lifestyle here by offering its convenient component and convenience.

3.6.1.1 Importance of Debit Card

Debit card is the most successful innovation of the electronic banking system and it takes the banking industry and functions to the next level. we have already known that debit card is a

payment card that deducts cash legitimately from a client's account to pay for a buy. Firstly, Debit cards dispose of the need of carrying money or physical checks to make purchase, and they can likewise be utilized at ATM's to pull back money. Secondly, Debit cards as a rule have day by day buy limits, which means it may not be conceivable to make particular enormous buy with a debit card. Moreover, as a security of the customer every debit card has a unique identification number which is only disclosed to the customers. Customer must input this unique identification pin to get done his or her payment anywhere. Lastly, for customer satisfaction and to use more frequently issuer of the debit card company offers reward program for their customer, such as 1% cash back on all purchases. Finally, it can be said that, as a part of retail banking product debit card play a tremendous job in the field of transaction and easy purchase and becoming an essential tool for the customer for their 24 hours transaction. And this features and facilities makes it more convenient and more trustworthy and more important to the respective customers.

3.6.1.2 Overview of CBL Debit Card

The City Bank Limited is one of the oldest and leading private commercial banks in Bangladeshi banking industry. This bank issues Debit Card for their respected customers with the best of features at a competitive maintenance fees along with the latest technology and smooth one stop customer service.

Types of Debit Cards –

- American Express Debit Card- CityMax
- Visa Debit Card
- Mastercard Platinum International Debit Card
- Mastercard Regular BDT Debit Card-Local
- Mastercard Manarah Islamic Debit Card

- CityAlo Visa Debit Card

3.6.1.3 Eligibility & Required Documents to Get CBL Debit Card

- The eligibility for getting CBL Debit Card is given below
 - The minimum requirement for getting any CBL debit card is that an individual must have a savings account or current account or STD account in CBL. That individual needs to stop nearby any CBL Branch and fill-up the desired form. and then the bank will deliver his or her Debit Card within the shortest period of time.
 - For MasterCard Platinum International Debit Card, an individual must maintain a minimum monthly balance of BDT 10 Lakh or that individual's net monthly income should be BDT 2 lakhs. Moreover, for local card his savings account balance will be considered and for the international part his RFCD account balance, RFC account balance will be considered. And it is point to be noted that every ERQ account maximum 3 cards can be given.
 - For City Manarah Debit Card, an individual must have a City Bank Islamic Ababil Current or savings account. Without having Ababil Savings or current account no one can have the access of Manarah Debit Card.

These are the minimum eligibility to get access to The City Bank Debit Cards. The City Bank offers instant debit card facilities for only their CityMax card. An individual who do not have any account with city bank previously, only he will get the service. And for that he must open a current account or a savings account with The City Bank.

➤ Required Documents to apply for CBL Debit Card

There are no extra documents required to apply for Debit Cards. Because, for getting a Debit Card one must have an account with CBL and the documents for opening an account are same as for Debit Card.

For that the required documents for current and savings account are,

For Service Holder

- NID/Passport photocopy submission and Must show the original copy during account opening time.
- Two copy passport size Photos
- Salary Certificate
- TIN Certificate
- Nominee NID/Passport Photocopy and One Copy Passport size photo

For Business Person

- NID/Passport Photocopy submission and must the original copy during account opening time
- Two copy passport size photos
- Trade License
- TIN Certificate
- Nominee NID/Passport photocopy and one copy passport size photo.

On the other hand, those individuals who want to have MasterCard Platinum Debit Card for using it not only in Bangladesh but also in the foreign countries, as I have mentioned earlier that they have to have a RFC,FC account with CBL and for opening these accounts in The City Bank Limited they will have to submit these documents

- If they have citizenship in the foreign country, they need to submit that passport's photocopy
- Source of Income
- Bank Statement
- Two Copy Passport size photographs
- Nominee NID/Passport Photocopy & One copy Passport Size photograph.
- If in some cases client's present or permanent address changes, they need to submit Electricity bill/WASA Bill/Gas bill's photocopy which is addressed to their name.

3.6.1.4 Features & Facilities of CBL Debit Card

The City Bank Limited is always concerned about modern technology and they always their utmost to provide unique features and touch of modern technology for ensuring their premium banking service to their respected customers. Their Debit Cards are full of recent technological features and these features are given below,

- They have 369 ATM Booth all over Bangladesh to ensure easy transactions for their customers
- Customers can have mini statement of their account by using their Debit Card.
- Customers can know the total balance without going to the branch by using Debit Card.
- They can change their balance enquiry PIN
- Easy Payment and shopping.
- For the American Express Card-CityMax, this is the new offerings for CBL Current and saving account holders for a bunch of new features and offerings. CityMax users can get almost 5% cash back for every transaction from selective superstores, they will also get 1% cashback in their daily shopping, dine payments. They will also get offers at very

renowned hotels & restaurants as per the company policy and after fulfilling terms and conditions set by the organizations.

- For Visa Debit Card user, they can withdraw money from any Visa enabled ATM of any bank from anywhere as well as they have thousands of merchants all over the country by which they can shop and dine anywhere.
- For MasterCard Platinum Debit Card, card users can use dual currency debit card BDT & USD. Moreover, they will get the entrance to just about 32 Million Outlets everywhere throughout the world which acknowledge MasterCard and the lucrative opportunity to access to The City Bank Lounge placed at Dhaka and Chittagong International Airport.

3.6.1.5 Fees & Charges of Debit Card

CBL charges a small amount from their respective customers. These charges include Debit Card Annual fee which is deducted end of every year, Card replacement fee, captured card replacement fee, Cash withdrawal fees. Here customers only pay the annual fees yearly and this is mandatory and the other charges depends on customers' needs and situation. And it is a point to be noted that, 15% vat is applicable for all these charges.

Card/Fees & Charges	Annual Fee	Card Replacement Fee	Captured Card Replacement	Cash Withdrawal Fee	Cash Withdrawal Limit
Visa Debit Card	BDT500	BDT300	BDT200	City Bank ATM-Free	BDT 20000(Per Transaction)
				Q-Cash ATM-BDT10	BDT 100000(Per Day)
				NPSB ATM-BDT15	
MasterCard Platinum Debit Card	BDT1000	BDT300	BDT200	Q-Cash ATM-BDT10	BDT 20000(Per Transaction)
				NPSB ATM-BDT15	BDT 100000(Per Day)
				Foreign ATM USD 3	
MasterCard Regular BDT Local Debit Card	BDT500	BDT300	BDT200	City Bank ATM-Free	BDT 20000(Per Transaction)
				Q-Cash ATM-BDT10	BDT 100000(Per Day)
				NPSB ATM-BDT15	
MasterCard Manarah Islamic Debit Card	BDT500	BDT300	BDT200	City Bank ATM-Free	BDT 20000(Per Transaction)
				Q-Cash ATM-BDT10	BDT 100000(Per Day)
				NPSB ATM-BDT15	
CityMax Debit Card	BDT500	BDT300	BDT200	City Bank ATM-Free	BDT 20000(Per Transaction)
				Q-Cash ATM-BDT10	BDT 100000(Per Day)
				NPSB ATM-BDT15	

Table 5: Fees & Charges of Debit Card

Source: CBL Official website

3.6.2 Credit Card

Credit Card is another invention in the business and commerce field which previously won the hearts of millions over the globe, has set its foot right now the world with its otherworldly influence and turning into a lifestyle here by offering its convenient element and usefulness. In the appearance of data innovation and globalization, presently customers need not stress over cash, all they need is the readiness and a credit to purchase anything they need any spots over "The Global Village" overall access, acceptability, and prevalence too of charge cards have risen to such a degree, that is currently representing a hypothesis of old hard money ownership of monetary standards amidst developing the feeling of weakness around the world. The forward walk of plastic cash, the other name of the Credit Card is fast to such an extent that the entire idea of fiscal framework needs a quick survey as it has put a question mark in the very presence of paper money. Credit Card is given with a set spinning credit limit which can be utilized for money or buy and paid later at the accommodation. It permits installment in full or halfway. The Credit Card can be utilized for coming up or online buy and money withdrawal from ATM.

3.6.2.1 Importance of Credit Card

A Credit Card is an incredible money related tool. It can be more advantageous to utilize and convey than money and they offer important purchaser security and wellbeing. Cash is unsafe and troublesome for carrying. Dollar, Pounds or Taka can be lost or taken however there is no such dread for the card. The cardholder is given a code number considered PIN without which the card can't be utilized at deals or administrations focuses where the pin is required. Just the owner of the card will be entitled to use it. In case the card is taken or lost the bank will give a new card to the card holder. The most recent four decades have seen a striking change in how individuals and organizations the world over pay for the products and services they need. The growth of the

electronic transactions and payments industry has helped monetary development rise above the outskirts, carrying advantages to each side of the world overpay for the merchandise and ventures they need. From the most punctual long stretches of charge cards to the contactless and remote installment choices of today, Credit Card worldwide has come out on top in driving this evolution. It empowers the exchanges that are at the core of a business and carries understanding into the installments procedure to make trade simpler, quicker, increasingly consistent, progressively significant, progressively secure and progressively important to everybody included.

3.6.2.2 Overview of CBL Credit Cards

The City Bank Limited is one of the oldest and leading private commercial banks in Bangladeshi banking industry. This bank issues various Credit Card for their respected customers with the best of features at a competitive maintenance fees along with the latest technology and smooth one stop customer service.

Types of Credit Cards:

- American Express Credit Card
- American Express Gold Credit Card
- American Express Gold FC Credit Card
- American Express Platinum Credit card
- American Express Platinum FC Credit Card
- American Express Green Blue Credit Card
- City Alo American Express Credit Card
- University of Dhaka American Express Credit Card
- Agora American Express Card
- Biman Bangladesh American Express Card

3.6.2.3 Eligibility & Required Documents to Get CBL Credit Card

Any Bangladeshi Citizen aged between 18 years to 60 years and minimum gross salary BDT 15000 are eligible to apply for CBL Credit Card. Customers who have an account with CBL, take any loan from CBL, invested money on FDR are very much likely to apply for CBL Credit Card. Therefore, CBL issues Credit Card against these services which are already enjoying by the customer and the limit will set based on the amount they have invested or amount they have deposited or according to their transaction following all the rules and regulation made by CBL. On the other hand, those customers who are not taking any service from CBL yet are also eligible to apply for Credit Card by showing their Salary certificate or the customer is a businessman than he should submit his or her trade license. Therefore, they will be eligible to apply for CBL Credit Card.

➤ Required Documents to Apply for CBL Credit Card

For Service Holder

- Salary Certificate
- Two Copies Passport Size Photo
- NID/Passport Photocopy
- TIN Certificate
- Bank Statement for last one year
- One Updated blank cheque leaf

For Business Person

- Valid Trade License
- Two copies passport size photo
- NID/Passport Photocopy

- TIN Certificate
- Bank statement for last one year
- Passport Copy for International card
- One updated blank cheque leaf

Apart from all these, there are some other options by which one can apply or eligible for CBL Credit Card. And these are given below,

- **Travel Quota Entitlement-** CBL Credit Card may be given against Annual Travel Quota entitlement to every Bangladeshi resident.
- **RFCD Account Entitlement-** CBL International credit card might be given against the balance of RFCD account and the credit limit will set on the basis of balance of RFCD account.
- **ERQ Account Entitlement-**CBL credit card might be issued against ERQ quota by keeping the balance of authorized person's Foreign Currency account's balance under lien.

3.6.2.4 Features of CBL Credit Cards

Features which The City Bank ltd is offering to their valuable customers are given below

- Flexible interest rate
- Flexible repayment
- No charges in City ATMs
- Lowest annual or renewal fee
- International roaming facilities
- Free supplementary card
- Online transactions

- Balance transfer
- Earning reward point

3.6.2.5 Facilities Provided by CBL

- **EMI Pay Plan:** It's an install payment which allows customers to buy product using CBL Credit Card or Credit Cheque where customer can pay back the amount to the bank at a lower interest rate per annum and the installment starts from 3 months to 36 months.
- **E-Statement:** CBL provides monthly E-Statement to their customer through an email as per the customer choice.
- **SMS Alert:** CBL card member also has SMS alert whenever he or she performs any transaction.
- **Card Cheque:** CBL offers Credit Card Cheque for American Express Credit Card to their card members. Customers make balance transfer through card cheque. The Credit Card cheque is an account payee cheque, there will be no cash transaction by card cheque.
- **Priority Pass Program:** American Express card offers to the customers the priority pass program. Being an individual from Amex card and priority pass program customer, as well as their guest, client can have the entrance more than 1200 priority pass empowered worldwide air terminal lounges facilities all over the world. And these lounges will provide you the world class premium feelings along with posh leisure, Spa facilities, Internet facilities, dine and considerably more.
- **Travel Benefits:** As I have mentioned earlier about priority pass program, so apart from this, Customers also get some travel benefits. Like, CBL has luxurious two airport City Bank lounges in Dhaka and Chittagong airport for their customers where Gold card member can enjoy Maximum 5 Visits liberated of cost, and for platinum card member they

will have boundless access to the lounges, and these facilities will also vary for every card like this. Secondly, CBL offers also some extra benefits to the card members like, customers will get diverse rate of discount in air travel in different route. For instance, Platinum card members will get 20% discount on Biman Bangladesh air tickets, 10% on US Bangla and so on. Thirdly, sometimes card members will also enjoy a discount or complimentary night stay at luxurious hotels. And these air ticket discount and hotel complimentary night stay might change as per the organization strategy.

- **Life Style Benefits:** CBL card member also enjoys some life style benefits too. CBL offers to their respective customers complimentary dinner, lunch, spa offers at different luxurious hotels and restaurants. For example, at present CBL American Express Card member can enjoy 1 for 1 complimentary buffet at LE Meridien Dhaka, The Westin Dhaka, Amari Dhaka, Radisson Blu Water Garden, Six Seasons Hotel. And these varies from Card to Card. CBL tries their level best to treat their customers as per their card and tries to meet their satisfactory level and give them the feel of the privilege.
- **Insurance Benefit:** CBL Card members also have Double Bonus Insurance and also All Accidental Death Insurance (AADI). And the rate, and policies varies from card to card. For example, the platinum card member will consequently get all accidental death insurance at free of cost and due to any type of accident the nominee will receive BDT500000 for each cardmember.
- **Membership Rewards Program:** CBL Card members also enjoy membership rewards program, for example, Platinum card members earn 2 points for every BDT 50 spent at any POS or E-commerce terminals, and earns 5 points for every BDT50 spent on any POS or online at leading super markets all over the country.

- **Healthcare benefits and Wellness Benefits:** CBL offers their card members different health care benefits. For example, City Alo card members can enjoy 20% savings on all pathology test,10% savings on all radiology test,5% savings on cabin charge,33% savings on full body checkups at United Hospital Limited and so on. And these offers vary from card to card and company have the full rights to change volume of offerings.
- **Call Center Service:** The City Bank Ltd offers 24 hours call center facilities to their card members to deal with customers queries and constant support whenever they need it. They need to just call at 16234 for call center support anytime at anywhere.

Apart from all these facilities, as Agora AMEX Credit card and Biman Bangladesh AMEX Credit Card are specialized credit card so the customers also get extra segmented offers being the card members. And at the last, it can be said that CBL offers different types of benefits, facilities to their customers to make them satisfied. And they are very much successful in that particular area.

3.6.2.6 Limit Enhancement

Limit enhancement is a process by which cardholder can increase their credit limit. Initially as per the policy a credit limit is set on the basis of customer income or whatever he or she kept as a lien. for example, let a customer's income is around 30 thousand taka, as per the policy he or she will enjoy a credit limit of BDT50 thousand.so when his or her salary increases he or she can apply to increase his or her credit limit as per the policy by submitting necessary documents. this is called limit enhancement. Besides, Bangladesh Banks's CIB inquiry has also an impact on this issue that if a customer found as a defaulter previously his or her limit enhancement application might be declined. Moreover, sometimes CBL offers its customers auto limit enhancement opportunities where those customers who receive messages from CBL are only eligible for the Auto Limit Enhancement. In that case, he or she does not need to submit his or her Income statement, trade

license or any bank statement. what he or she needs to do is, stop by nearest branch of CBL and fill up the auto limit enhancement form, personal detail form and CIB inquiry form and the other necessary document is he or she needs to submit only his or her NID photocopy along with TIN certificate photocopy.

Generally, there are three limit enhancement criteria, and those are

- Card at least one months old
- Currently not excess over limit
- No late fee charge for last six months

3.6.2.7 Endorsement & Online Foreign Transaction

For travelling in the foreign country or foreign online bill payment customer need to endorse that currency into his or her passport. Therefore, he or she have to stop by nearest CBL Branch and endorse passport with the necessary amount on both SAARC and Non-SAARC limits. And then before travelling or payment he or she need to make a call at 16234 to transfer the amount from BDT or USD part to any of his or her desired currency.

3.6.2.8 Repayment Process of CBL Credit Card

The repayment of CBL Credit Card can be paid at any branch at CBL. The processes are given below,

- **Cash:** Most of the customers pay their bills of card through cash, all you need to do is stop by any nearest branch of CBL, collect card deposit slip and deposit in the cash deposit counter.
- **Card Cheque:** Card cheque is another method of repayment, as it is being done through a card payee cheque, so for the clearing procedure customers are advised to deposit it at least three days before the due date.

- **Auto Debit Instruction:** Auto debit option is another hassle less choice for repayment of card bill. Customers' needs to fill up an instruction form. In this way, card bill will be automatically charged from the customers bank account.

3.6.2.9 Fees & Charges of Credit Card

Particulars	American Express Credit Card (Local)	American Express Credit Card (Dual)	American Express Gold Credit Card	American Express Platinum Credit Card	American Express Gold FC Credit Card	American Express Platinum FC Credit Card	The Agora American Express Card issued by City Bank	The University of Dhaka American Express Card	City Alo American Express Credit Card	Biman Bangladesh American Express Card issued by City Bank
Annual Fee ¹	BDT 1,500	BDT 2,000	BDT 5,000	BDT 25,000	USD 65	USD 325	BDT 3,000	-	BDT 3,000	BDT 4,000
Supplementary Card Annual Fee ²	BDT 750	BDT 1,000	BDT 2,500	BDT 12,500	N/A	N/A	BDT 1,500	BDT 1000	BDT 1,500	BDT 2,000
Card Replacement Fee	BDT 300	BDT 500	BDT 750	BDT 1,000	USD 10	USD 15	BDT 600	BDT 500	BDT 600	BDT 750
Captured Card Replacement Fee	BDT 200	BDT 250	BDT 300	BDT 350	USD 5	USD 5	BDT 250	BDT 250	BDT 250	BDT 300
Late Payment Charge	BDT 600	BDT 600 or USD 10	BDT 850 or USD 15	BDT 1000 or USD 20	USD 15	USD 20	BDT 600 or USD 10	BDT 600 or USD 10	BDT 700 or USD 15	BDT 850 or USD 15
Cash Advance Fee (Local) ³	BDT 150 or 2.5%	BDT 150 or 2.5%	BDT 150 or 2.5%	BDT 150 or 2.5%	N/A	N/A	BDT 150 or 2.5%	BDT 150 or 2.5%	BDT 150 or 2.5%	BDT 150 or 2.5%
Cash Advance Fee (International) ⁴	N/A	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%	USD 4 or 2.5%
Over Limit Charge	BDT 500	BDT 750 or USD 15	BDT 1000 or USD 20	BDT 1500 or USD 25	USD 20	USD 25	BDT 750 or USD 15	BDT 750 or USD 15	BDT 750 or USD 15	BDT 1000 or USD 20
Monthly Interest Rate (Purchase & Cash Advance)	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%	2.25%
EMI Interest Rate (Monthly)	1.42%	1.42%	1.42%	1.42%	N/A	N/A	1.42%	1.42%	1.42%	1.42%
Statement Retrieval Fee Per Statement	BDT 100	BDT 100	BDT 100	BDT 100	USD 2	USD 2	BDT 100	BDT 100	BDT 100	BDT 100
Cash Advance Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit
Out of Town Cheque Collection Fee	BDT 100	BDT 100	BDT 100	BDT 100	N/A	N/A	BDT 100	BDT 100	BDT 100	BDT 100
Markup	N/A	2%	2%	2%	2%	2%	2%	2%	2%	2%
City Shield Coverage Fee ⁵	0.35%	0.35%	0.35%	0.35%	0.35%	0.35%	0.35%	0.35%	0.35%	0.35%
Balance Transfer Fee	1%	1%	1%	1%	N/A	N/A	1%	1%	1%	1%
Monthly Balance Transfer Interest Rate	1.42%	1.42%	1.42%	1.42%	N/A	N/A	1.42%	1.42%	1.42%	1.42%
Certificate Fee	BDT 300	BDT 300	BDT 300	BDT 300	USD 3	USD 3	BDT 300	BDT 300	BDT 300	BDT 300
CIB Fee ⁶	BDT 150	BDT 150	BDT 150	BDT 150	USD 2	USD 2	BDT 150	BDT 150	BDT 150	BDT 150
SMS Notification Fee ⁷	BDT 200	BDT 200	BDT 200	BDT 200	USD 3	USD 3	BDT 200	BDT 200	BDT 200	BDT 200
Minimum Due for Monthly Repayment ⁸	BDT 500 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	USD 50 or 3% whichever is higher	USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher	BDT 500 or USD 50 or 3% whichever is higher
Priority Pass Lounge Visit Bill (Per Visit Per Person) ⁹	N/A	N/A	USD 32	USD 32	USD 32	USD 32	N/A	N/A	N/A	USD 32
Priority Pass Replacement Fee ¹⁰	N/A	N/A	BDT 1,000	BDT 1,000	USD 15	USD 15	N/A	N/A	N/A	BDT 1,000
International Lounge Access Fee ¹¹	N/A	N/A	BDT 2000 (Adult) BDT 1000 (child)	BDT 2000 (Adult) BDT 1000 (child)	USD 25 (Adult) USD 15 (Child)	BDT 2000 or USD 25 (Adult) BDT 1000 or USD 15 (Child)	N/A	N/A	BDT 2000 (Adult) BDT 1000 (child)	BDT 2000 (Adult) BDT 1000 (child)
Legal Notice Fee	BDT 250	BDT 250	BDT 250	BDT 250	USD 4	USD 4	BDT 250	BDT 250	BDT 250	BDT 250
Early Settlement Fee (Preferred EMI & FlexiLoan)	2% of the remaining balance	2% of the remaining balance	2% of the remaining balance	2% of the remaining balance	N/A	N/A	2% of the remaining balance	2% of the remaining balance	2% of the remaining balance	2% of the remaining balance
PIN Re-generation Fee	BDT 500	BDT 500	BDT 500	BDT 500	USD 7	USD 7	BDT 500	BDT 500	BDT 500	BDT 500

Table 6: Credit Card Fees & Charges

Source: The City Bank Limited official website

Clearing Cheque Processing Fee,

Cheque Amount	Fee Amount (Inclusive VAT)
Less than BDT 50,000	Nil
BDT 50,000 to less than BDT 500,000	BDT10
BDT 500,000 and above – Normal clearing	BDT25
BDT 500,000 and above – Same day clearing	BDT60

Table 7: Clearing Cheque Processing Fee

Card Cheque Fees & Charges

Particulars	Amount/Rate
Cheque Book Issuance Fee	First 10 leaves free, Second one and onwards (10 Leaves) BDT 250
Card Cheque Processing Fee	BDT 150 or 1.5%
Card Cheque Return Fee (For Insufficient Limit only)	BDT500
Stop Payment on Clearing Cheque	BDT 200 per cheque
Stop Payment on entire Cheque Book	BDT 300

Table 8: Card Cheque Fees & Charges

Source: The City Bank Limited Official Website.

It is point to be mentioned that all these charges will be charged 15% VAT

3.6.2.10 Interest Rate & Payment

Interest is charged on the outstanding that is not paid or partially paid within installment due date. The interest charge (27% annually) will be resolved from the date of transaction exclusively until full portion. Interest free period for any transaction or card cheque exchange is relevant for 15 days to 45 days If earlier month's all outstanding is paid completely within the installment due date. Interest will not be charged if you paid all your outstanding of the previous month without any delay. On the off chance that you select to pay incomplete or least installment, the interest on your retail or card cheque transactions will be determined from the date of transaction. The interest

charge is being determined from the date of all purchase independently until full installment is finished. Point to be mentioned that there is no premium free period for money withdrawal.

3.6.3 POS Transaction & Online Transaction by Using CBL Cards:

Using CBL debit and credit card customers can do POS Transaction as well as can performed any online transactions also.

➤ How POS Transaction Takes Place

- A chip and pin empowered card twofold your card security, chip cards are incredibly hard to duplicate and with your Secret PIN just you get the opportunity to utilize your card
- Give the card to clerk who will embed it into the card reader when you are ready to pay.
- While the card is in the reader, watch that the payable amount is right or wrong. Enter your PIN to the PIN pad to approve the transaction. On the other hand, if the card is removed before entering PIN than the transaction will be canceled.
- If the dealer is not chip-reader the clerk will swipe the Card through the card reader. You will be requested for your signature in that case.
- After completing the payment client can keep the slip to match it with his or her monthly statement.

➤ How Online Transaction Take Place

- 3D secure confirms one's personal information during an online transaction, just before the transaction completion.
- Every time when one buy or purchase something on the web he or she will require to enter code in USB Dongle or phone application. This guarantees the transaction is being made by the owner, means the cardholder.
- When one making an online payment, he or she will be requested for

- Card Number
- Card Expiry date
- The last three digit of card validation code. Which will be found on the back of the credit card.

3.6.4 Customer Service

Customer service is one of the most important things for any organization in the service industry. The customer comes with different types of queries and facing difficulties about anything and looking for help and guidance from the organization and customer service department deal with these types of difficulties. customer service officers deal with the customer face to face. and try their utmost to full fill customer needs and demand. and CBL is very well known for its smooth customer service in the banking industry. CBL has a well-trained customer service officer for serving their customer. for card division in every branch, they appoint minimum two-card division officers to look at all the card operation of that particular branch. they take the responsibility of card delivery, serving card related information, limit enhancement tasks, endorsement, replacement form fill up, personal information form fill-up and so on. apart from these, CBL has a card division head office at Al-Amin Center,22 Dilkusha, Motijheel, Dhaka-1000. this office deals with all card operations. and all the card officers of different branch reports to their reporting supervisor in the Al-Amin center. and there is also a call center office that servers 24 hours service to the customers. if anyone has any quires and not able to come to the branch immediately, he or she can call at 16234 and talk to the representative and take the service. with the help of this finest customer service, CBL serves its customers as per their expectations and tries to develop and improve it and make banking easy for their customers.

3.7 Conclusion & Recommendations

Banking is one of the most common names in all over the world. A bank is a bridge between mass people and the national economy as well as the world economy. People deposits their household savings, buy FDR, Shanchay Potro and so on. and the bank is the representative of all these things. In our country, Bangladesh Bank is the mother bank and under the central bank total 59 banks are operating in the Bangladeshi banking industry. The City Bank Ltd is one of them. The City Bank is contributing tremendously from the very beginning. compare to the other bank CBL invested their funds more to accelerate to boost national economy progression. From the findings and analysis of the report, we found that in the retail banking section Card service is very much famous among most of the customers. meeting face to face and over the phone short interview, they expressed that nowadays plastic money seems very much convenient to them instead of carrying physical money. they can easily buy anything whenever and wherever they want. apart from these, CBL is very much famous in our country for its American Express Card due to huge gift vouchers, facilities and CBL's smooth customer service. Moreover, they have segmented their customers into various segments and offers them cards as per their affordances. and they are working on it for bringing more new cards for the customers with unique features and facilities. For that, they will need to invest more money in it. As the bank is economically sound, they just trying to take their service at the customer's doorstep. for accomplishing this plan, they have already opened 36 new branches all over the country, Setting up new ATM booths. Expanding agent banking and so on. At the end it can be said that, day by day, this banking sector becoming more popular in the middle-class people. And from the beginning CBL has effectively maintained their business. The banking business has a great possibility in Bangladesh and the management of CBL should more concentration in this potential sector with proper strategy, better advertising and customer service.

Recommendation

CBL is one of the most prominent banks among all other banks in Bangladesh. There are few recommendations given below that can be suggested for the betterment of customer service,

- To provide better quality service CBL should increase skilled sales force team who will represent CBL Infront of the customer and bring more clients as well as recruit fresher and more energetic employee to serve customers properly
- CBL has near about 369 ATM till now, CBL should install more ATMs in crowded as well as rural places for sound customer service all the time.
- CBL might place few branches and increase Agent banking in rural and remote places to bring rural people under the one umbrella.
- At present, for the card delivery it will take almost 7-10 working days, CBL should decrease the delivery time for better customer satisfaction.
- Lastly, strong marketing and advertising strategy should be conducted to attract and retain more customers.

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