

Report On
“Customer relationship management during Covid-19 pandemic of Southeast Bank
Limited.”

By
Md Jubayer Sarder

Brac Business School
Brac University
April, 2021

An internship report submitted to the “Brac Business School” in partial fulfillment of the
requirements for the degree of BBA

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Declaration

It is hereby declared that

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


Student's Full Name & Signature:

Md Jubayer Sarder

Md Jubayer Sarder

17104093

Supervisor's Full Name & Signature:

 20.6.21

Ummul Wara Adrita

Lecturer, Brac Business School

Brac University

Letter of Transmittal

Ummul Wara Adrita

Lecturer,

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission titled “Customer relationship management during Covid-19 pandemic of Southeast Bank Ltd”

Dear Madam,

This is the pleasure to submit the internship report on “Customer relationship management during Covid-19 pandemic of Southeast Bank Ltd” under your supervision which is required BBA degree from Brac Business School.

I have tried my best to complete the report with the essential data that I have learnt from my internship period. I believe that my report will meet the desires.

Sincerely yours,

Md Jubayer Sarder

17104093

Brac Business School

Brac University

Date: April 14, 2021

Non-Disclosure Agreement

This agreement was made and entered into by and between Southeast Bank Ltd. and the undersigned student at Brac University, Md Jubayer Sarder.

Confidentiality Agreement (Sign either part 1 or part 2)

Part 1: Confidentiality Not Required

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document and the internship report may be shared with other parties by the student, employer or faculty advisor. The faculty supervisor will maintain a copy of the internship report for at least one year (in case of a grade review), at which time the supervisor may elect to destroy the file copy.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, but except where expressly requested by the employer, these will not be treated as confidential information by the faculty supervisor and the student.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.

Nusrat Zoly
Branch In-Charge (Dhanmond)
Southeast Bank Limited

Md Jubayer Sarder
Student,
Brac University

Ummul Wara Adrita,
Lecuter
Brac Business School
Brac University

Part 2: Confidentiality Required

1. The three parties agree that the internship report, in draft or final form, is considered to be a confidential document and the internship report may not be shared with other parties by either the student or the faculty supervisor. The internship report will be read and evaluated by the faculty supervisor and filed as a confidential document with the faculty supervisor for a period of one year (in case of a grade appeal). After one year the internship report will be destroyed. In the case of a grade appeal involving the internship report, an independent faculty member may be asked to re-read the internship report. In such circumstances the independent faculty member will treat the report as confidential.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, and that these will be treated as confidential information.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.
4. The three parties agree this confidentiality agreement will remain in force for one year from the end of the internship.

Nusrat Zoly
Branch In-Charge (Dhanmondi)
Southeast Bank Limited

Md Jubayer Sarder
Student,
Brac University

Ummul Wara Adrita,
Lecuter
Brac Business School
Brac University

Acknowledgement

This report expects how Southeast Bank Ltd. is managing their customer relationship during this Covid-19 pandemic period with the help of BRAC University and Southeast Bank Ltd. I am thankful to my supervisor Nusrat Joly who gave great effort in a way so that I can get professional experience. Shoaib Uddin Mojumder and Bonni Manik also assist me very nicely.

Most importantly, thanking to my academic supervisor Ummul Wara Adrita, Lecturer of Brac Business School who help me from first to last of my internship period. Besides this, there is no fixed time for consultation whenever I faced an issue, she replied within few moments.

Moreover, they recruited me as Customer Service intern in General Banking department of Southeast Bank Ltd. (Dhanmondi Branch). My supervisor Nusrat Zoly (Branch In-charge) and Shoaib Uddin Mojumder helped by giving all the necessary data those I needed to complete my internship report writing. Miss Bonni Manik (Client Relationship Officer) who taught me the right way of giving customer service.

Finally, I am thankful to all of my friends and seniors who upheld in Brac University since 2017. Also thanking my all faculties who taught us helped us to reach our millstone goal.

Executive Summary

Maintaining esteem relationship with the client is one of the integral parts of banking industry. But in this Covid-19 situation each and every organization adopting new ways to give proper customer service. In my report titled, “Customer relationship management during Covid-19 pandemic of Southeast Bank Ltd.” focuses on the ways of providing customer service.

In this extreme circumstance banking industry facing very difficulties to run their services. Keeping customers in mind ‘Southeast Bank Ltd’ launches instant visa debit card that a client can take whenever they open the account. This is an example of smart solution to save the time both clients and banks. After studying much research Southeast Bank launches the Express e-Account app as a digital onboarding solution of different services on February, 2021. From where a client can open savings or current accounts by providing needed information. Some of customer adopting this digital banking service very enthusiastically when some of are not. To verify customer satisfaction, I conduct an online survey with various questionnaires and analyze it with the help of SPSS. The output of the analyzed report indicated that customer relationship management is hampering due to face-to-face communication and psychological stress among the employee. Finally, SEBL needs to develop strategy to manage their customer relationship management.

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List of Acronyms

SEBL – Southeast Bank Limited

CA - Current Account

SV - Savings Account

CRO – Customer Relationship Officer

CRM – Customer Relationship Management

NBFI - Non-Banking Financial Institution

CDM – Cash Deposit Machine

Chapter 1 Overview of Internship

1.1 Student Information

Name: Md Jubayer Sarder, Student ID: 17104093, a regular student of Brac Business School of Brac University since Spring 2017. The major was Marketing and minor was Computer Information Management (CIM).

1.2 Internship Information

Period, Company Name, Department/Division, Address:

Internship: Southeast Bank Ltd., Bangladesh. This is a three months Internship program which has started from 11th February, 2021 and it will end on 11th May, 2021. The posting was on Dhanmondi Branch, it is located at Navana Newbury Place, 1st Floor, 4/1/A Sobahanbag, Mirpur Road Dhanmondi, Dhaka-1207.

Internship Company Supervisor Information:

Nusrat Joly was the supervisor during my internship period. She is Executive Officer and in-charge of Dhanmondi branch of SEBL. In this three-month internship period, she truly helped me to experience the real-life corporate culture.

Job Scope:

The main job was in the customer service which is under General Banking department of Southeast Bank Ltd. (Dhanmondi Branch). For the prime location this branch is always stays in busy. Branches recruits' interns so that they can work as their assistant and also experience the real-life corporate culture. Different duties and responsibilities of an interns are given below:

- Sometimes supervisors assign different work related with writing register book, up-to date with pay order cheque.
- Help client to write cheque appropriately and check it before submitting in the cash counter.
- Provide information to the client regarding account types, account opening and also different services of the bank.

- Besides, the interns' is responsible for all kind of customer service-related work same as Customer Relationship Officer (CRO). They also need to prepare for manage their clients and provide the quality customer service.

1.3 Internship Outcomes

Student's contribution to the company:

A company or an organization does not expect many things from interns because it is a learning stage for fresh graduate students. Even though a company will train you and make you useful to them so that you can contribute.

- During the internship period, a student does the job as his/her supervisor assigns. For example, as a customer service intern, I used to give service like help clients to write a cheque, providing accounts information, inform clients via phone when their checkbook or card arrives at the branch etc.
- A student also helps his line supervisor by completing his finish works. Sometimes supervisor assigns different work that is apart from his duties. For example, writing register book, filling different papers and keep then in a file, search a client account from the store etc.
- During the pick hour an intern student plays different role like organize the customer in a line so that a Client Relationship Officer give the proper service. Ask each client about their issue and send them to the related officer.

Benefits to the Students:

An internship program is designed to teach a student about corporate culture, ethics, etiquette. It is the first step to entering into the professional life. It is like opening door for the corporate life.

- A fresh graduate student will get real life work experience by an internship program. And at the end he/she will get a certificate.
- By getting paid a student will encouraged to work hard and also be motivated to push himself even further.

- Improve the interpersonal skills like time management, etiquette, work ethics, problem solving etc. Sometimes they might face a critical situation to handle where you have to solve it diplomatically which will help your creativity.
- An intern student will get the opportunity to expand their networking capacity which is one of the key aspects in the corporate life.
- He/She will get the chance to be an expert in his related field. For example, if a student joins as customer service, then he/she will be able to get hands-on work experience.

Problems / Difficulties:

In banking industry Southeast Bank Limited is renowned for its esteem service to the client. Besides, they give priority to their employee so that they can be motivated. They also treat their interns as a regular worker but also have some problems,

- They do not pay all the interns which is a very unfair payment policy that I have experienced. During my internship period, three of us do not get paid only one was paid intern. Their pay scale is also very less where their working pressure is too high.
- Secondly, they do not have any separate desks or chairs for the interns. Most of the time they have to provide services by standing. But sometimes they managed 1 or 2 chairs and other times had to sit at the customer chair.
- They do not have facility to work from home while it is restricted to go outside during this lockdown period. Though they giving service by ensuring all safety measure but sometimes it's hard to maintain clients for their stubborn attitudes. This is why it too risky to go there.
- Sometimes they also assign work from different department which is out of my responsibility.
- During my internship period 3 bankers got infected by Coronavirus. Then whole branch faced difficulties to operate the smooth operation.
- SEBL still do lots of paper works which takes lots of time and effort.

These are the major difficulties and problem that I faced during my in-internship period. Besides, there are some small problems, for example, sometimes clients become aggressive for banking issues when it is hard to manage.

Recommendations:

- They need to update their intern payment policy so that everyone will get equal benefits from the bank.
- SEBL need to adopt digital banking service rather than traditional which will lead to fewer paper works and maximize customer satisfaction.
- SEBL should increase the wages which will encourage interns to give more effort.
- In this pandemic situation, they should allow us to work from home facility so that they can work without putting themselves in risky positions.
- The bank should give a separate desk for the intern students which is very basic.

Chapter 2 Organization Part

2.1 Introduction

In banking industry, Southeast bank started their journey from March 23, 1995 but it was established as a public limited company on March 12, 1995. SEBL always focuses women empowerment to maintain the working culture more standard way. To achieve the greater objective of the bank it creates such an environment that encourages and motivates every employee of the bank. Today Southeast Bank Ltd. is one of the leading private banks and remarkably contributing in the national economy. They expanding their banking service across the country and it reaches 120 branches where 60 branches in urban area, 40 branches in rural area, approximately 10 branches operating as SME/Krishi Branches and over five branches operating as Islamic Banking branches. Till 2019, the total number of staff was 2885 which includes Executive, Officers and other staff.

Southeast Bank Ltd. is highly capitalized merchant banking company which authorized capital is 6.00 billion and paid-up capital is Tk 5.50 billion. SEBL mainly offers conventional banking, including savings account, current account, fixed deposit receipt, monthly savings scheme and pension saving. They have also Islamic banking service which includes Mudaraba savings account and Mudaraba Double Benefit scheme. And some other services like loans and advances, foreign trade, remittance and global services etc. For different marketing strategy and excellent service SEBL is now competing with the leading bank in the country. The Chairman Mr Alamgir Kabir and Managing Director Mr M Kamal Hossain both are professional Chartered Accountant and visionaries. From the very beginning, SEBL focused on long-term strategic planning which helped to achieve a strong position in the market. One of the main objectives is to build and promote company value. By contributing national economy, SEBL take pride in both public and private sectors.

In this 26 years of journey, Southeast Bank surprisingly earned its brand image by maximizing customer satisfaction and building customer trust. They also proud to empower women to ensure gender equality. This is why SEBL has more standard working culture than most of the bank in the country.

Vision

To become a pioneer banking institution of the country and contribute significantly to the growth of the national economy.

Mission

- To ensure standard quality financial services.
- To ensure gender equality in working place.
- To keep up high ethical standard in business.
- To maintain the corporate social responsibility.
- To attract and hold standard human resource.
- To keep up sustainable growth strategy.
- To keep up continuous development in digital banking sector.

Values

- Integrity
- Respect
- Ethics
- Courtesy
- Service Excellence
- Enthusiasm for Work

Product and services of SEBL

Table 1: Product & Services of SEBL:

Deposit Accounts	Loan	DPS/FDI	Card	Services
1) Savings Account	1) Personal Loan	1) Special Notice Deposit (SND)	1) Visa Card	1) ATM Service
2) Current Account	2) Car Loan	2) Millionaire Deposit Scheme (MDS)	2) Master Card	2) Locker Service
3) Monthly Savings Scheme (MSS)	3) Home Loan	3) Fixed Deposit Receipt (FDR)		
4) Pension Savings Scheme (PSS)	4) Working Capital Finance	4) Mudaraba Special Notice Deposit (MSND)		
5) Mudaraba Savings Bank (MSB)	5) Overdraft	5) Mudaraba Millionaire Deposit Schem (MMDS)		
6) Al - Wadiah Current Deposit (CD)	6) Project Finance	6)Mudaraba Term Deposit Receipt (MTDR)		
7) Mudaraba Monthly Savings Scheme (MMSS)	7) Syndicated Loan			
8) Mudaraba Pension Savings Scheme (MPSS)	8) Loan Against Trust Receipt			
	9) Loan Against Export Bill			
	10) Packing Credit			

Banking Activities and Divisions

Based on consumer preference, SEBL separated their products and services. Each service or product target different segment of customer. With different specialties and facilities SEBL offering variant account type and services those are mentioned below,

- Conventional Banking
- Islamic Banking
- Loans & Advances
- Treasury
- Foreign Trade
- SME Banking
- Instant Banking
- Mobile Financial Service

1. Conventional Banking

It is one of the biggest banking areas of Southeast Bank limited which includes Savings account, Current account, Fixed deposit Receipt, Pension Savings Scheme and Monthly Income Scheme (MIS). The majority account holder of SEBL open their account in this area.

2. Islamic Banking

By maintaining Islamic law clients can operate their banking service in SEBL. It also offering Likewise conventional banking, it also offering all the services for example Mudaraba Savings Account, Al-Wadiah Current (CD) Account, Mudaraba Term Deposit Receipt (MTDR) and Monthly Income Scheme (MIS).

3. Loans & Advances

SEBL have different type of loan facility so that every business or individual can meet their need. For example, Working Capital Finance loan facility designed to meet day to day operation of a business; Project Finance is designed to give loan for fixed asset acquisition; Syndicated Loan is designed for large project where multiple banks jointly financed; Loan Against Export Bill is designed for exporters.

4. Foreign Trade

SEBL is known as one of the leading Foreign Trade facilitating banks in Bangladesh. It includes various services like import-export services, offshore banking etc. They continuously improving their service capacity and expanding network.

5. SME Banking

SME banking is now trending business model for banking industry. Bank provide funds to small or medium entrepreneur so that they can run their business more effectively.

6. Instant Banking

By adopting new technology and expanding its footprint, SEBL introduces instant banking services. Where any SEBL's customer can experience real-time cash acceptance and dispense facility with many other services 24/7.

7. Mobile Financial Service

SEBL launch mobile financial service to make easier their facilities. By dialing *206# SEBL account holders can take this service easily.

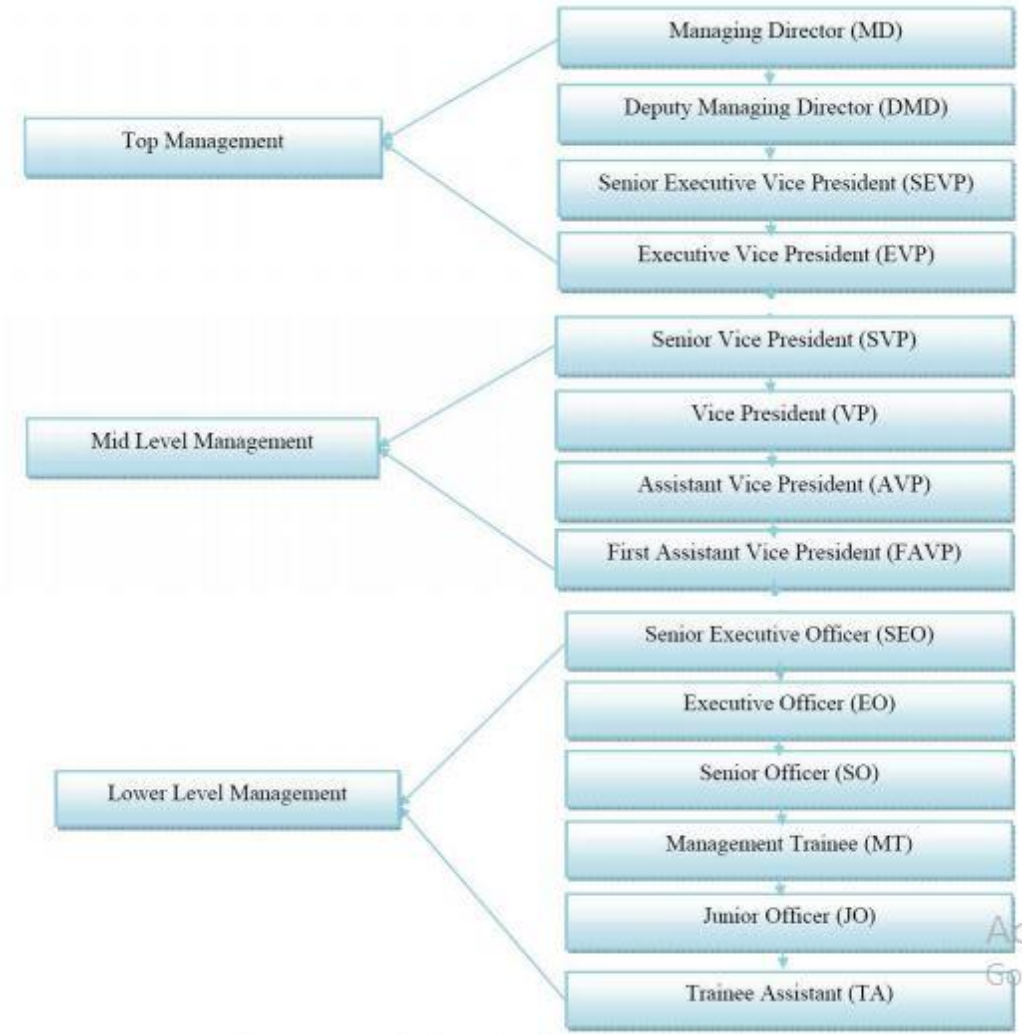
2.2 Management Committee

SEBL management committee has different level which is given below

	President & Managing Director	
	Deputy Managing Director	
	Senior Executive vice president	
	Executive vice president	
	vice president	
	First vice president	
	Senior vice president	
	Asstt. vice president	
	Senior Principal Officer	
	Principal Officer	
Management Trainee	Executive Officer	Entry Level
Probationary Officer	Senior Officer	Entry Level
Trainee Officer	Officer	Entry Level
Trainee Junior Officer	Junior Officer	Entry Level
Trainee Assistant Officer	Assistant Officer	Entry Level
Trainee Computer Officer	Junior Officer (Computer)	Entry Level
Trainee Cash Officer	Junior Officer (Cash)	Entry Level
	Trainee Assistant	Entry Level

Managerial Hierarchy of SEBL:

Southeast Bank Limited has three managerial section which in detail give in below:



2.3 Marketing Practice

Southeast Bank Limited consistently focused on their brand image and quality service. As a marketing practice SEBL always promotes different services and products. SEBL start dominating banking service by expanding foreign service, raising income, increasing expectation, changing needs of the customers etc. They also partnered with various brand like Visa that offers many services to the individuals. Besides, SEBL takes pride for creating a gender equality working culture by bringing women into the banking profession which increase their brand image. To reach more customer SEBL launch different campaign in Facebook and LinkedIn to target the broader audience. For securing their brand position, they publish online journal in web.

2.4 Financial Performance and Accounting Practice

Last five years major financial indicators at a glance

Table 2: **Financial Performance**

BDT in Million

Particulars/ Years	2019	2018	2017	2016	2015
Total Assets	422,312.71	381,575.68	339,288.05	291,798.01	260,718.03
Net Profit after tax	2,508.56	2,473.21	1,168.63	2,435.07	3,069.42
Growth Rate	1.43%	111.63%	-52.01%	-20.67%	-20%
Deposit	329,250.27	298,334.79	269,828.08	229,973.43	210,431.09
Earnings per Share (BDT)	2.16	2.13	1.11	2.66	3.35
Investment	77,310.04	65,609.55	62,911.04	61,731.63	58,829.27

The indicators are clearly showing, net profit of Southeast Bank Limited is significantly growing every year.

2.5 Operations Management

Most of the bank have some common department which includes General Banking (GB), Cash, Foreign Exchange Department, and Credit Department. Each department's duties and responsibilities are different.

- **General Banking:** This department provides all the basic services to the clients. For example, account opening, provides bank or account related information, solve different issue of the clients and many more. This department primarily take care of the client. Besides, they stored client's files and documents that are necessary for the bank and maintain a register book for security purposes.
- **Cash:** The cash department is one of the busiest departments in the bank. Cash and Cheque managed by a teller. Those whoever is responsible for maintaining and handling customer's cash is called the teller. Whenever they receive cash or cheque, the teller carefully checks are they genuine or not. Also, teller verifies the cheque more deeply when any confusion arises after that he confirms. But when a cheque carries above fifty thousand taka then the teller request to provide some documents for security reasons. When clients bring different bank's cheque then teller send them to clearing desk first.
- **Foreign Exchange Department:** This department represents the bank's goodwill to the globe. It includes different sections like import, export, remittance. Remittance considers as the second largest source of foreign exchange and role player for economic development.
- **Credit Department:** This department mainly deals with the loan. When any client requests a loan, customer service management asked for some advanced paper works. After that, they evaluate all those papers to decide if he/she eligible for loan or not.

2.6 Industry and Competitive Analysis

Table 3: SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> ● Good management team ● Gender equality working culture ● Islamic Banking facility ● Better location of the branch ● Better employee relation ● Significant corporate governance ● Better financial standing ● Good will ● Attractive deposit scheme 	<p>Weakness:</p> <ul style="list-style-type: none"> ● Insufficient own ATM booths. ● Online banking service is not user friendly. ● Poor CRM ● Poorly developed SEBL app
<p>Opportunities:</p> <p>SEBL needs to work on their weaknesses as their opportunities so that they will compete with others.</p> <ul style="list-style-type: none"> ● Update SEBL app ● Cover major location in rural area ● Increase the number of ATM booth ● Improve CRM 	<p>Threats:</p> <p>The biggest threat for banking sector is Covid-19 pandemic which is caused for negative growth.</p> <ul style="list-style-type: none"> ● Political instability ● Strong Competitor ● Unstable economy condition

Porter's five forces analysis:

- The threat of new entrance: Low

It is not easy to open a bank, which requires an immense amount of capital and approval from the finance ministry. Besides, SEBL has created an esteem brand image in the banking industry of Bangladesh. These are the reasons the threat of new entrance is fundamentally low.

- The threat of substitutes: High

Non-Banking Financial Institution (NBFI) or Mobile banking has become the substitutes of banking industry in recent years. They also offering similar facilities like a bank which makes it more competitive. Mobile banking and NBFI are aggressively expanding their footprint in both rural and urban area which is a big threat for bank. Thus, the threat of substitutes is high.

- The bargaining power of buyers: High

SEBL's novel product is MasterCard that has worldwide acceptance and valuable features for user. Besides, they have some other products like Prepaid card, Travel visa card etc. But these products are also offering by most of the other bank. So, customer do have option to switch the brand or bank any time they want. Therefore, the bargaining power of buyer is high for SEBL.

- The bargaining power of suppliers: Low

The bargaining power of suppliers are tend to be high when supplier have an impact on an organization or a company. But in banking industry the main supplier are the depositors. SEBL also gets fund from its directors for the wellspring. Since customers are more likely to deposit the money than taking a loan and banks do not invest frequently, therefore it always has enough reserve to serve its clients. This is why bargaining power of suppliers of SEBL is low.

- Competitive rivalry: High

In recent years banking industries are tremendously expanding their business while Bangladesh reaches the developing country list. And the competition becomes more serious in this industry. In Bangladesh there are few banks like UCBL, CBL, EBL, IBBL, etc are growing aggressively and they have become the major competitor. Therefore, competitive rivalry is high for Southeast Bank Limited.

2.7 Summary and Conclusions

In this 21st century banking has changed enormously with the help of technology. Southeast Bank adopt advance IT to change its traditional model. In recent years SEBL becomes one of the competitive bank in country. From different study and research, overall good will is improving which leads to build a strong brand image. Alongside of the bank's growth, SEBL contributing to the national economy which also helps mostly in private sector. Furthermore, SEBL has an attractive organizational culture which is gender equality. That's ensure the women empowerment and differentiate from others. But in this devastating time of Coronavirus most of the organization facing negative growth. Face to face customer service become more difficult which leads to increase customer dissatisfaction. The results of daily activities of bankers indicated that 69% of bankers used masks and gloves that had a significant association with depression and stress (S Yasmin, Alam, 2021). It is very alarming that pandemic situation is not only hamper us physically but also mentally. Apart from this, during the pandemic situation the remittance has significantly increased that helps to recover its credit. The overall view is that SEBL is improving and if everything goes well it is expected that SEBL will keep flourishing in the coming days.

2.9 Recommendations

- The bank can update their SEBL app to make it more user friendly.
- SEBL should recruit more eligible employee so that customer can get services more readily.
- Due to Covid-19 situations, they should ensure more preventive measures for customer safety.
- The bank should upload all the updated news on website so that clients get all the information more easily.
- In this pandemic, situation bank should provide more facilities to ensure employee safety like frequently clean furniture, wash lunch and prayer area, etc.
- Bank's management committee should focus on employee's mental health.
- Bank should reduce the paper work.

Chapter 3: Project Part

A study on “Customer relationship management during Covid-19 pandemic of Southeast Bank Limited”

3.1 INTRODUCTION TO THE STUDY

Origin of the study:

As per the requirement of Brac Business school, Brac University that every student has to complete internship program (BUS400) to know about the corporate culture and gain experience. There are some other purposes those are given below,

- To experience the real-world decision making
- To expand professional network
- To develop interpersonal skills
- To experience professional working environment & practice work ethics
- To complete the BBA program

Background of the study:

Managing customer relationship is one of the key success factors for every industry. In this Covid-19 pandemic situation each and every organization facing difficulty to run their operation. Specially, service-oriented business like banking industry faced more difficulties to provide their services. Even though it is tough to operate smooth service during this pandemic but still organizations are fighting to sustain their level.

Most of the country’s well-known bank used to provide hassle free client service. They used to come whenever they needed any services. In previous time there was not so many rules for banking service. Like other leading banks, Southeast Bank Limited banks adopting technology for providing hassle-free services. Now they are suggesting to use digital bank or online bank so that customer do not have to come at the branch. Besides, there is also a banking facility called Instant banking where an account holder can deposit and withdraw money with so other services.

Its more than one year that we are fighting with such a pandemic that no-one experienced before. By this time banking industry are focusing on different ways to improve customer relationship management which leads to maximizing customer satisfaction.

Scope of the study: As an intern of Customer Relationship Management of SEBL, there has many opportunities to grab. First of all, here I am directly interacting with client and according to their requirement I am providing service. Here has a chance to know about the customer's frustrating point as it is very important for every industry so that they will focus on their lacking. Other than that, I took a survey among the SEBL's client where I am trying to find out about customer relationship management during this pandemic situation and customer satisfaction level. This research helps to understand customer perception towards the bank which helps to complete my research paper.

Significance of the study:

This research has focused on customer relationship management of SEBL during this pandemic situation. As the whole world now following the trend of using virtual money through digital banking, SEBL also focusing on that. Besides, there is a significant difference between CRM before the pandemic and during the pandemic. My study also focused on what are the main differences is happening and tried to find out whether customers are satisfied or not. Along with this, there are different services SEBL offering through different media. For example, banks launch Express e-Account app where anyone can open their bank account instantly by staying at home. They also modified some of their services which leads to disappointment for some of clients. By finding out client's dissatisfaction area, bank will understand which are need to be improve to maximize customer satisfaction. If they can explore from the customer perspective, they may know which area they need to upgrade to improve brand image. Moreover, customer relationship management is one of the key sectors build a strong brand value. So, this research will help on that.

Objective of the Research

The main objective of this research is to find,

- How effectively SEBL running their digital banking service
- Their CRM process during Covid-19 pandemic
- Customer perception towards the bank
- Difficulties that are facing by the bank during the pandemic
- Are customer satisfied or not

To complete my research paper these are all major objectives to find out.

3.2 Methodology

Customer relationship management model has significantly changed during lockdown period for Covid-19 pandemic. By using qualitative research method, I completed this report. And for the data collection, mostly used primary source for example, general observation among the SEBL user. Besides this, I also collected information for my research by general discussion with the supervisor.

To get more extensive and solid information, I conducted an online survey with various questionnaire among the SEBL customer which helps to get more insight. This survey was directed on 40 people who was frequent user of SEBL. They were asking to answer 15 questions answer related to customer relationship management of SEBL. From the survey result I developed a hypothesis and to test this hypothesis I had to use IBM SPSS. By following 'Bivariate Correlations' in IBM SPSS the test was done. In the below, null hypothesis and alternative hypothesis are given,

Hypothesis 1:

Null Hypothesis (H0): Customer relationship management is negatively or not related at all with face-to-face communication.

Alternative hypothesis (H1): Customer relationship management is positively related with face-to-face communication.

Hypothesis 2:

Null Hypothesis (H0): Customer relationship management is positively or not related at all with psychological stress.

Alternative hypothesis (H1): Customer relationship management is negatively related with psychological stress.

Correlation denote by r . And if the value close to '1' which indicates strong relationship and anything close to '0' indicates weaker relationship.

When significance (p) is less than 5%, then null hypothesis will be rejected and if the p value is more than 5% then null hypothesis will not be rejected.

Correlation Hypothesis Test:

The test is directed through IBM SPSS by following steps

Step 1: Insert all variable's data that I collected from the survey.

Intership data analysis.sav [DataSet0] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Graphs Utilities Extensions Window Help

37: Visible: 3 of 3 Variables

	Face_to ace_com municatio	Psycholo gical_stre ss	Custom ership_ma nag	var	var	var	var	var	var	var	var	var	var	var	var
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2	1.00	5.00	2.00												
3	1.00	5.00	4.00												
4	1.00	3.00	2.00												
5	1.00	3.00	5.00												
6	1.00	4.00	3.00												
7	1.00	5.00	4.00												
8	1.00	5.00	2.00												
9	1.00	4.00	3.00												
10	1.00	4.00	3.00												
11	2.00	3.00	4.00												
12	1.00	4.00	4.00												
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15	1.00	5.00	4.00												
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17	2.00	4.00	2.00												
18	1.00	2.00	3.00												
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20	2.00	2.00	2.00												
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Data View Variable View

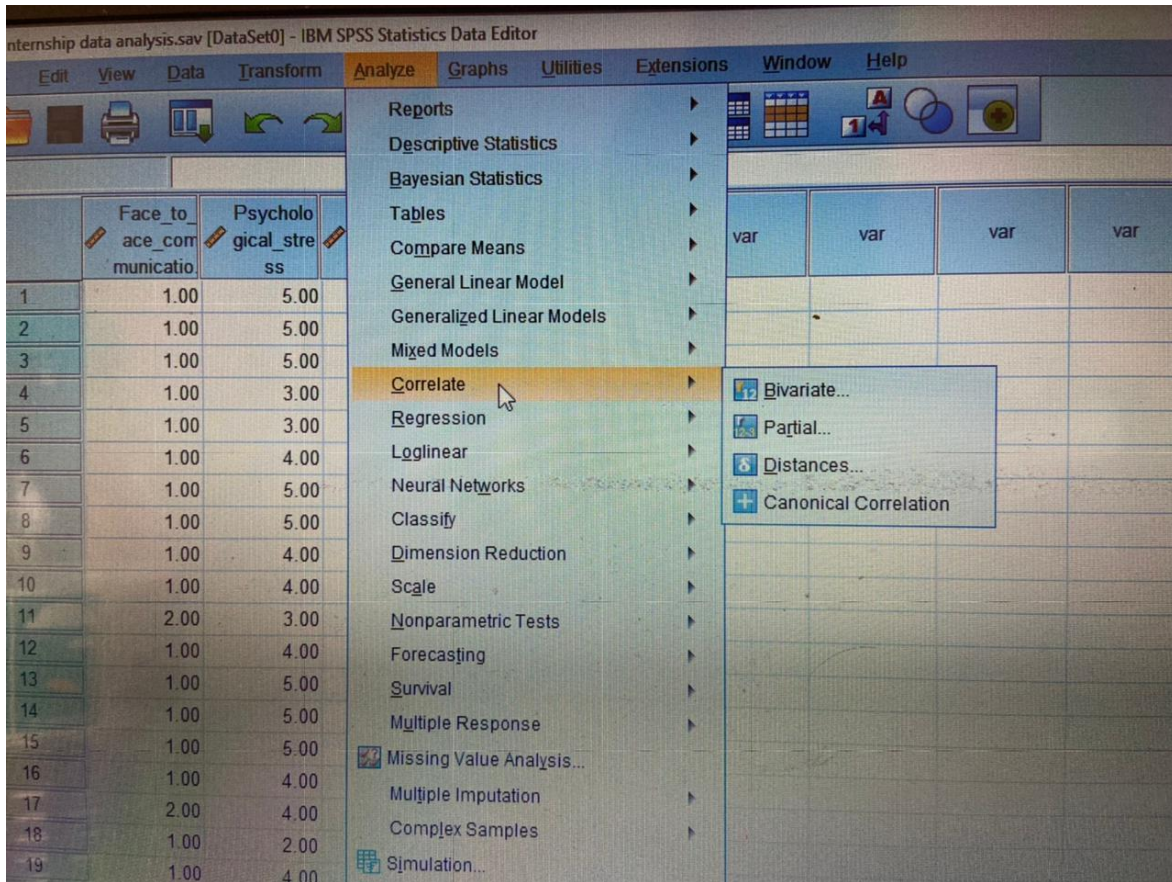
Go to Settings to activate Windows.

Print IBM SPSS Statistics Processor is ready Unicode ON

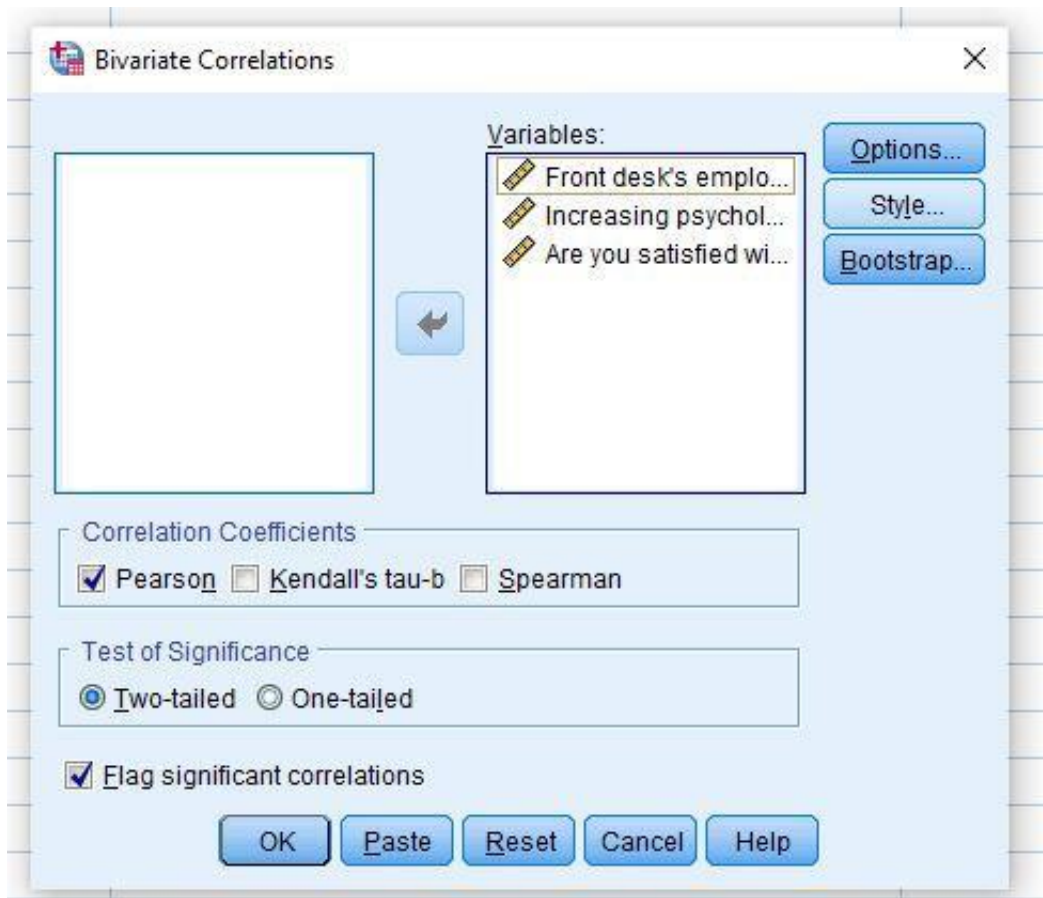
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Step 2: Then we have to go correlate from the analyze option



Step 3: Then run Bivariate correlation will all the variables



Step 4: Find the output of testing

Correlations

		Are you satisfied with overall customer service during Covid-19?	Front desk's employees are struggling to maintain social distancing with client which leads to poor services.	Increasing psychological stress among the bankers is leading to unsustainable services during this pandemic.
Are you satisfied with overall customer service during Covid-19?	Pearson Correlation	1	-.132	.143
	Sig. (2-tailed)		.488	.450
	N	30	30	30
Front desk's employees are struggling to maintain social distancing with client which leads to poor services.	Pearson Correlation	-.132	1	.042
	Sig. (2-tailed)	.488		.826
	N	30	30	30
Increasing psychological stress among the bankers is leading to unsustainable services during this pandemic.	Pearson Correlation	.143	.042	1
	Sig. (2-tailed)	.450	.826	
	N	30	30	30

Analysis Decision: In terms of face-to-face communication, above analysis shows that $r = -.132$ & $p = .488$. It indicates that there is somewhat weak negative relationship exist between variables where p value is significant at 48.8%. Therefore, I fail to reject the null hypothesis.

In terms of psychological stress, above analysis shows that $r = .143$ & $p = .450$. It indicates that there is somewhat weak positive relationship exist between variables where p value is significant at 45%. Therefore, I fail to reject the null hypothesis.

To conclude, there is mismatch between existing literature and my hypothesis analysis. It might have bias answers as my sample size is small. So, still it is essential to conduct an in-depth research with a large sample size in this field.

3.3 Findings and Analysis

Literature Review:

Specially, service sector is mostly affected in this pandemic situation. In last couple of years banking sector is struggling to survive. And this Covid-19 pandemic has made the situation worse.

In the meantime, the banking service are not going in a straight way which leads to negative impact on customer relationship management. Bangladesh has seen a significant rise in consumer banking or retail offering by banks or a few non-bank financial institutions (NBFIs) in recent days (Rashid, 2021). During this period people are prefer to use mobile banking, internet banking or other service similar to this. Now, a significant number of peoples are using virtual money than cash. Based on clients demand banks also offering their digital services.

As per a report of “The Financial Express”, in June 2021, during new normal, most of the centralised banks allow their back office/ operational teams to work from home with Virtual Privet Network (VPN) support to access the operating systems and to manage all day to day activities. Maybe this is the only way to cope with the working pressure with minimum support. The majority of the bankers (88.3%) were in the fear of getting infected by COVID-19 due to the rapid spread of the virus (Yasmin, S., Alam, M.K., Ali, F.B., Banik, R. and Salma, N., 2021). This study also indicated that almost all bankers are suffering from stress, anxiety, and depression. It has huge impact on mental health that leads to poor customer service. In this situation banking sector needs to offer more digital products to the individual customers and educate them for self-banking, develop fully automated platform to process all internal and external process flows of the bank (Rashaduzzaman, 2020). It is the only way to provide provide banking services.

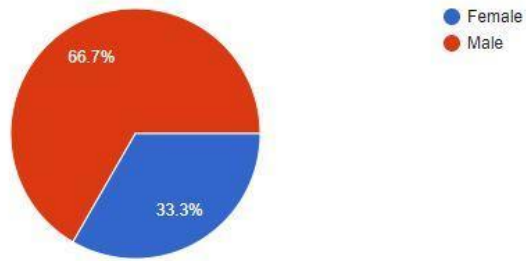
Individuals' insight about Customer Relationship Management

By directing an online survey on customer relationship management among SEBL's user, I able to collect individual opinion. In details are given in below,

1. The name of SEBL account holder were asked to start the survey.
2. Gender: Male participants are higher than female participants in my survey.

2. What is your gender?

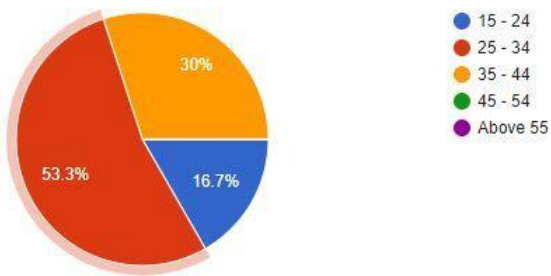
30 responses



3. Age: The age range between 25 – 34 which is 53.3% and 35 to 44 which is 30% clients takes services from SEBL within last 6 months.

3. What's your age range?

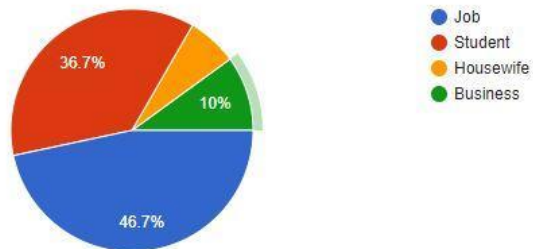
30 responses



4. Profession: Among the participants majority is job holder which is 46.7.

4. What's your profession?

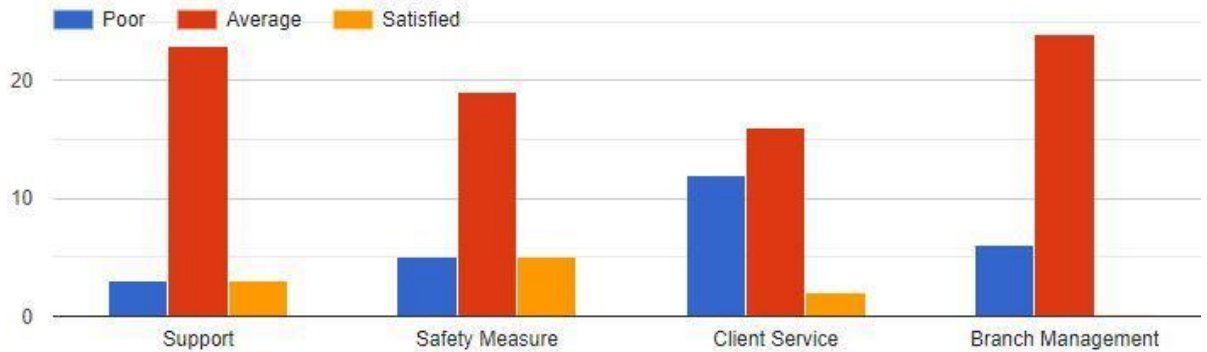
30 responses



5.

6. Differences in services: During this pandemic period their overall support, safety measure, client services and branch management was average rating. This is one of the reason to decline customer satisfaction.

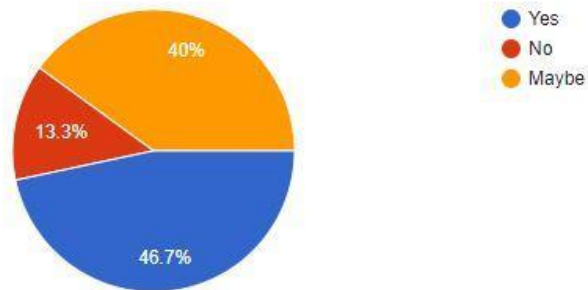
If yes, what are the differences you noticed in their services during this pandemic situation?



7. Client safety: Most of them have said that they maintain client's safety during this pandemic.

To ensure client safety, have they taken necessary steps?

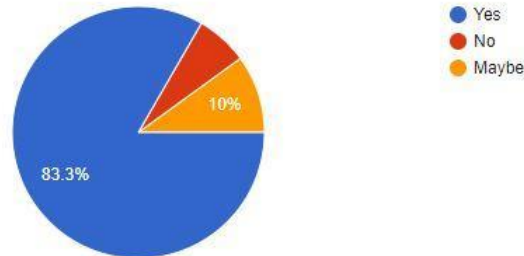
30 responses



8. Digital Banking: 83.3% of client's from my survey prefer to take digital banking service.

Do you prefer digital banking service?

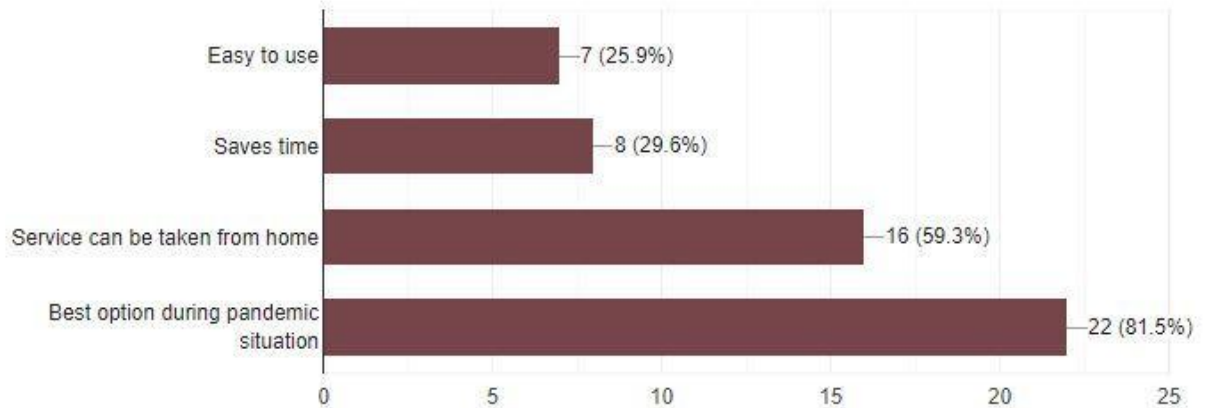
30 responses



9. Reason to use digital banking: People are concern about the situation of the Covid-19 pandemic. This is why 81.5% of them have said that it is the best option during the pandemic and 59.3% said service can be taken from a home that is why they can take it easily.

If Yes, what motivated you to use Digital banking?

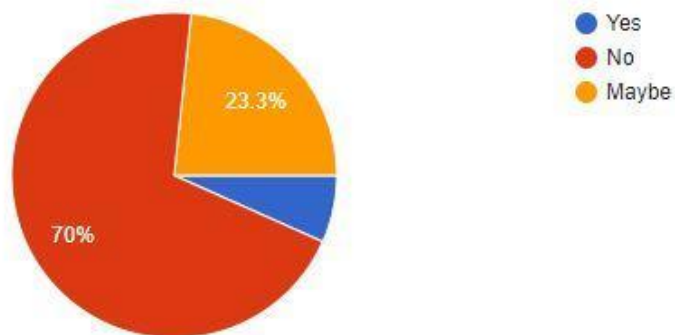
27 responses



10. SEBL’s app: Majority of clients are not able to get all the services from the SEBL app. As a result, they are being deprived of digital services.

Does SEBL digital banking app help you to get all the services that you need?

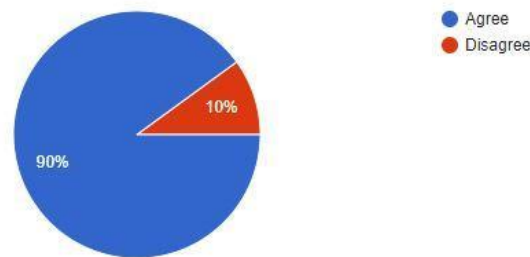
30 responses



11. Challenge in face to face communication: Face to face communication has become challenging in this pandemic because of the transmission virus. One the other hand front desk's banker are struggling to maintain social distance which lead to poor service. 90% of participants believe that poor service is happening for face to face communications problem.

Front desk's employees are stragglng to maintain social distancing with client which leads to poor services.

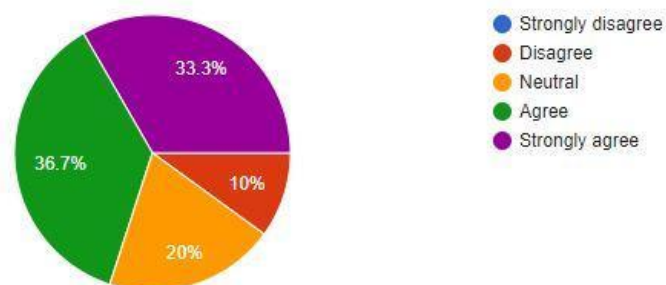
30 responses



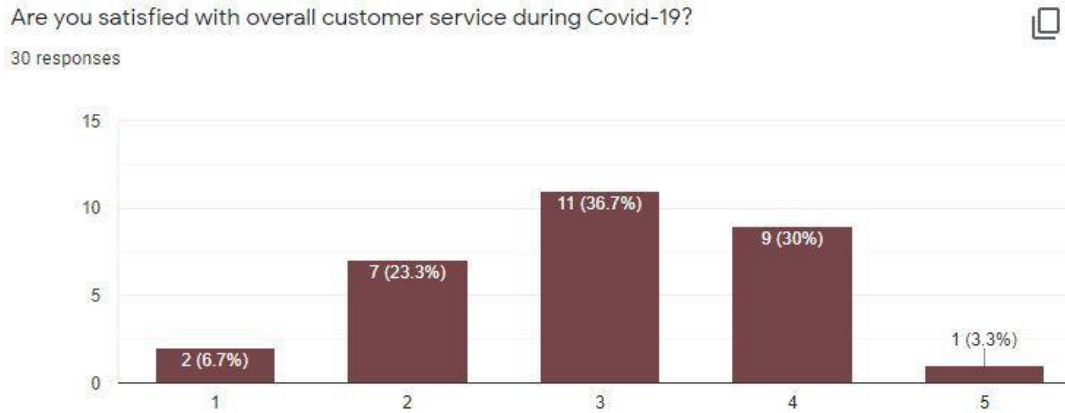
12. Psychological stress affect: Poor customer service due to psychological stress among the bankers is also major issue. They also got afraid to be infected by the virus which leads to increase stress. Among the participants 36.7% are neutral and 33.3% are agree to this. As result customer relationship is also hampering.

Increasing psychological stress among the bankers is leading to unsustainable services during this pandemic.

30 responses

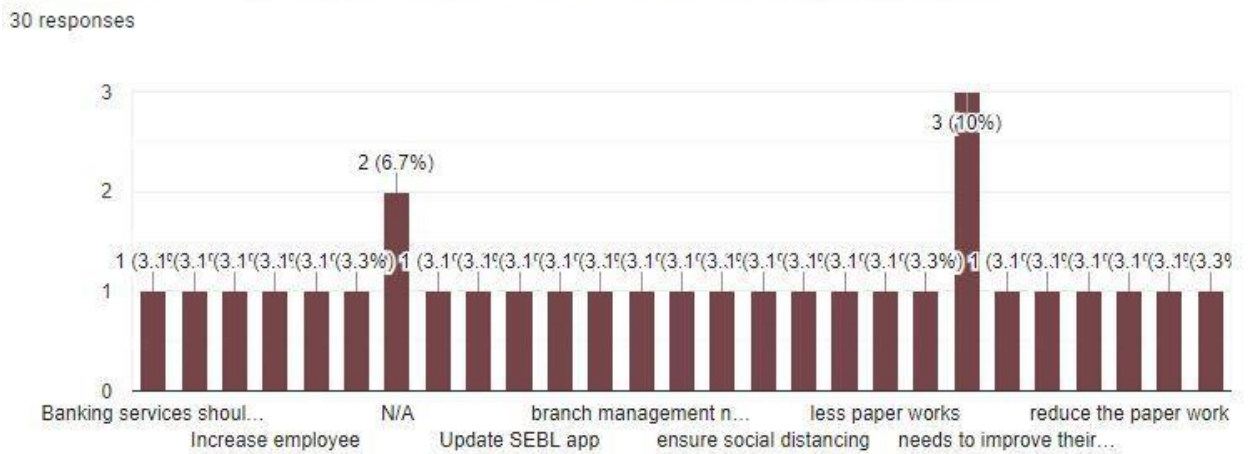


13. Satisfaction: 30% of client are satisfied where majority or 36.7% are neutral.



14. Suggestions to improve CRM: There is question that asked to provide opinion to improve customer relationship management of SEBL during pandemic. Some of them are ensure social distance, reduce paper work, update their SEBL app, increase client safety etc.

What would be your suggestion to improve their customer relationship management?



Key Findings:

- For self-driven banking SEBL needs to update their digital portal.
- Clients are not completely satisfied due to average services and brand overall management.
- SEBL app is not user friendly and do not offering all services.
- Customer relation is hampering for high psychological stress among the bankers.
- Face to face communication become more challenged for this pandemic which is why client satisfaction is decline.

3.4 Summary and Conclusions

Summary:The planet is experiencing such a deadly pandemic as Covid-19. In this crucial situation, most of the business is affected too badly likewise the banking sector. Maintaining customer relationship management is being challenging which is one of the most important factor to position the brand. The study found that physical communication is risky due to high chance of virus transmission.Besides this, poor mental health due to psychological stress among the employees harms banking service.As a result, customer relationship management is declining.It's the high time to adopt alternate banking salutation according some study. This is why banks need to be aware of their performance so that they satisfy their clients and maintained their relationship with esteemed customer.

Conclusion: This report aims to break down the reason why customer relationship is declining during pandemic. Face to face communication and psychological stress has impact on CRM. To ensure client services bank's need to come up with different and innovative strategy. In this new normal we have to learn how to live with it. The world's economy is getting back quicker than thought which becomes possible only by adopting technology. Digital banking is bringing revolutionary change in banking industry especially in this COVID-19 period. People also feel safe to take services from it. To maintain the proper customer relationship management organization have to offer digital services. To conclude this research, it has to be said that SEBL bank's authority need to support their employee mentally so that they will provide their best to maintain the customer relationship management.

Recommendations:

- Improve digital banking service by taking consumer feedback, suggestions which leads to better customer relation.
- Increase the number of employee so that waiting time will reduce.
- Update SEBL app to ensure digital services.
- Increase the use of Cash Deposit Machine so that clients can take services by themselves.
- Educate clients about digital services and self - driven services.
- To support mental health bank needs to conduct different seminar or webinar program.

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Appendix:

Questionnaires:

1. What is your name?
2. What is your gender?
 - Male
 - Female
3. What's your age range?
 - 15-24
 - 25-34
 - 35-44
 - 45-54
 - Above 55
4. What's your profession?
 - Job
 - Student
 - Housewife
 - Business
5. Did you take any services from Southeast Bank Ltd within 6 months?
 - Yes
 - No
6. If yes, what are the differences you noticed in their services during this pandemic situation?
 - Support (Poor, Avarage, Satisfied)
 - Safety Measure (Poor, Avarage, Satisfied)
 - Client Service (Poor, Avarage, Satisfied)
 - Branch Management (Poor, Avarage, Satisfied)
7. To ensure client safety, have they taken necessary steps?
 - Yes
 - No
8. Do you prefer digital banking service?
 - Yes

- No
- Maybe

9. If Yes, what motivated you to use Digital banking?

- Easy to use
- Saves time
- Service can be taken from home
- Best option during pandemic situation

10. If no, what leads you not to use Digital Banking?

11. Does SEBL digital banking app help you to get all the services that you need?

- Yes
- No
- Maybe

12. Front desk's employees are struggling to maintain social distancing with client which leads to poor services.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. Increasing psychological stress among the bankers is leading to unsustainable services during this pandemic.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. Are you satisfied with overall customer service during Covid-19?

Highly dissatisfied.....Highly Satisfied

15. What would be your suggestion to improve their customer relationship management?

Growth Rate Calculation:

$$(\text{Present} - \text{Past}) / \text{Past}$$