

## **Report On**

### **Impact of e-services on general banking of SBAC bank.**

By

Md. Rehanul Amin Idid

18204043

An internship report submitted to the BRAC Business School partial fulfillment of the  
requirement for the degree of

Bachelor of Business Administration

BRAC Business School

BRAC University

May 2023

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## **Declaration**

I declared that,

1. I created the internship report that is submitted as part of my degree program at BRAC University.
2. No information from a third party or already released material is included in the report. Except where such use is properly cited by full, precise referencing.
3. No information submitted or accepted for any other degree or diploma at a university or other institution is included in the report.
4. I have given due credit to all major sources of assistance.

Full Name & Signature:

Md. Rehanul Amin Idid

18204043

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Supervisor's Name & Designation:

Ms. Tania Akter

Senior Lecturer

BRAC Business School

BRAC University

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## **Letter of Transmittal**

Ms. Tania Akter

Senior Lecturer,

BBA, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission

Dear Miss,

SBAC Bank Ltd.'s recruitment and selection process, under your leadership, appointed me. It is my pleasure to describe my entry-level employment and share information about the impact of e-services on SBAC Bank's general banking. The report has been attempted to be completed with the pertinent information and suggestions. The proposal is designed to be as useful, condensed, and complete as feasible. I have faith that the report will satisfy the needs.

Yours Truly,

Name: Md. Rehanul Amin Idid

ID: 18204043

BRAC Business School

BRAC University

Date: 21/4/2023

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student] This agreement is made and entered into by and between [Sigma Solutions] and the

Undersigned student at BRAC University.....

## **Acknowledgement**

I would want to thank a limited set of people for their tremendously valuable advice. Need help with completing my internship report. First, I thank the All-Powerful Allah for giving me the skills and knowledge needed to do this assignment. I would especially want to thank Tania Akter, a senior lecturer at Brac Business School, who served as my adviser and offered insightful criticism on the report I was drafting. She was at my side constantly, giving me her valuable time whenever I needed it. Additionally, I would like to extend my profound appreciation to my co-advisor, Brac Business School assistant professor Afsana Akhter.

I want to thank my company, SBAC Bank, and its SEO, Nishat Sultana, for sharing their expertise on the subject with me and for inspiring, encouraging, and offering feedback to me throughout my internship. She was so helpful and encouraging. I learned a lot while working at their headquarters in Dhaka, Bangladesh, which significantly improved my abilities and knowledge.

I also want to thank the administration and instructors of Brac University for their support and advice during the course of my academic journey.

## **Executive Summary**

The South Bangla Agriculture and Commerce (SBAC) Bank Limited set out on its journey in 2013 with the distinct goal of providing excellent customer service. SBAC began off with two advantages: particularly capable leadership and a solid BDT 4089.6 million capital basis. Using this strong foundation as a base, they were able to provide their consumers with a range of financial alternatives. With the help of these solutions and their extensive knowledge, they were able to use discretion to advance their customers' interests.

They provide their customers with cutting-edge banking options, contemporary centered around technology goods, and services for companies as well as people as one of the nation's newest and fastest-growing banks. SBAC uses cutting-edge security practices and protocols to try to secure the stakes of its clients. Every single one of SBAC's attempts to assure a constant and continuous flow of success have included the deployment of a world-class central banking system and the expeditious completion of all Central Bank-initiated initiatives.

SBAC has established defined objectives, created an overall strategy to attain them, and pledged to uphold the finest moral norms, giving market diversity & satisfied services a major priority.

As Bangladesh's economy grows daily, many people are now participating in many forms of banking. Customers' access to banking services will soon become advances in technology more practical. SBAC is also swiftly adjusting to all these technological advancements, and online banking services are also evident in the study results. However, the poll revealed that specific spaces are available for SBAC to hope they will work to enhance their service.

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# **Report Proposal**

## **Internship (Bus400)**

**Impact of e-services on general banking of SBAC bank**

## **Objectives:**

**Broad Objectives:** The main objective of my internship is to gather practical knowledge about the organization and also the organizational laws and regulations. Through this internship, I can have an idea about management, marketing, operations, and many more but mainly I want to focus on the general banking process of the SBAC bank and also find out the e-services that helps the banking sector progress faster within a few years.

## **Specific objectives:**

To make an overview of the SBAC bank.

To investigate the parts of SBAC bank's e-services.

To understand the process of general banking.

To recognize the internet banking services in general banking.

To find out the problems of e-services and give potential solutions to those problems.

## **Background:**

Throughout the BBA journey, I learn many courses on business studies but in theory. However, I got a few scopes to earn practical knowledge about the business and its practical environment. The BBA program enables us to evaluate, analyze, and study a specific company to gain practical knowledge, and I was required to write an internship report on the "Impact of e-services on general banking Operations of South Bangla Agricultural and Commerce Bank Ltd". Though I am working in SBAC Bank Limited, Amin Bazar Branch as an Intern for three months, I gathered practical knowledge on General banking activities and this report is directed to perform on the overall activities of e-services and general banking department of South Bangla Agriculture and Commerce Bank Ltd.

**Literature review:**

SASONO1 et al.(2021) find out throughout their research that the role of e-satisfaction significantly mediates the influence of e-service quality on e-loyalty. They also address that, by giving e-service they ensure e-satisfaction of their customer as well.

Jebran and Hossain,(2012), Here they talked about how banks can generate their customer values through general banking processes like customer attention, the reliance of the customer on the bank also customer relationships all these things will be ensured when bank give their general bank services properly. Based on S. S & L. R.'s (2019), point of view, Traditional banking services needed to be transformed into digital technologies, for financial technology development in the banking sector. Additionally, it can be said that technological advancement added a new dimension to the banking industry it also creates customer satisfaction and loyalty toward the bank.

**Methodology:**

**Primary data:** The data are collected from the branch where I am assigned.

**Secondary data:** The data are collected from the internet and other publications.

For this report, I will be using interviews to collect data from customers and employees. The technique I will use is descriptive and probability sampling. The methods of data collection will be

Interview, Questionaries and surveys, Observation, publications, documents, and records.

**Significance:**

To be familiar with all branch banking processes. to acquire real-world experience that will benefit us in our everyday lives. to comprehend how the branch's other departments run. should be aware of the bank's strengths and weaknesses.

## Timeline of the report

Date of the work	Work details
06-03-2023	Topic selection
06-03-2023	Objectives writing
08-03-2023	Literature review
10-03-2023	Preliminary methodology
12-03-2023	Significance of the issue
12-03-2023	Timeline of the report
13-03-2023	Reference

## Reference

Sasono, I., JUBAEDI, A. D., NOVITASARI, D., WIYONO, N., RIYANTO, R., OKTABRIANTO, O., ... & WARUWU, H. (2021). The impact of e-service quality and satisfaction on customer loyalty: Empirical evidence from internet banking users in Indonesia. *The Journal of Asian Finance, Economics, and Business*, 8(4), 465-47

Jebran, K., & Dipanker, A. (2012). Consumer's perception on general banking activities of commercial Banks: A Study in the Banking Context of Bangladesh. *European Journal of Business and Management*, 4(7), 54-70.

**Chapter 1: Overview of Internship**



## **Internship Information**

### **Company Name:**

South Bangla Agriculture and Commerce Bank Limited (SBAC)

Department: As a broad banking system, intern

Address: Amin Bazar, Dhaka

### **1.1.2 Company Supervisor Information**

Name: Nishat Sultana

Designation: SEO (senior executive officer)

### **1.1.3 Job Scope:**

#### **Duties:**

Assisting clients in completing their bank account opening form

calling clients to collect their debit card/ATM card.

Making cheques and vouchers for customers.

As part of the Bank's promotional activities, I occasionally visit markets.

Balancing pay orders and adjusting.

Scanning and taking records of essential documents.

Writing and counting vouchers

Creating and updating L/C (export-import) registers.

Updating various customer account opening forms (FDR, current account, savings account, Monthly savings, etc.).

## **Internship Outcome**

### **Influence of Students to the Business**

I worked as a helping hand while attempting to be proactive during work hours. I went to the market a few times and shared my marketing skills and some other banks and branches of the same Bank for collecting or giving money. Moreover, always encouraged customers to establish a relationship with our Bank and tried to demonstrate our benefits. I always tried to complete my work on time and take help from my superiors to learn more and make fewer mistakes.

### **Benefits to the student**

Through my work experience, I was able to gain insight to know the business sector and make several fantastic friends. Joining as an intern, I faced many difficulties in completing my work and tasks. Moreover, I learned to deal with lots of pressure. Moreover, the great things that happened to me are that I learned to communicate with people and customers more efficiently and improved many skills. I also tried to be punctual and be in the office on time. This helped me to improve my working speed and management skill to work correctly. Finally, the most important thing through this Internship is learning to handle customers, have good relationships, and communicate appropriately with them.

### **Problem difficulties (Faced during Internship)**

Initially, I faced difficulties because I had to cope with entirely new and different surroundings. I am a marketing major, so it was a unique and unknown situation. There are too many terms and short forms, so I had to learn quickly and correctly. Also, I had to remember many customers' names to connect and for the work to be done promptly. However, more than three months are needed to learn everything and operate the banking system. Moreover, they did not permit me to engage with some classified financial information and exercises.

### **Recommendation (To the company on future Internship)**

The Internship program is good, but some things need to change, and above all, a dedicated PC should be given for the intern to do some things and get familiar with the systems they are working with. There are assistants' PCs, but they are busy, so sometimes they need to get to work with them. Overall, the internship experience was good.



## **Chapter 2: Organization Part**

### **2.1 Introduction**

Bangladesh's capital Dhaka serves as the main office for South Bangla Agricultural and Commercial Bank Ltd (SBAC). It was formed in 2013 as a financial institution under the laws of the Companies Act of 1994, and the Act on Banking Companies of 1991 governs it. The countrywide financial network is made up of 85 branches and 24 sub-branches.

Habibur Rahman (right) is the President and Chief Executive Officer of the Bank. The SBAC's 18-member Council of Trustees is presided over by Abdul Kadir Molla. Mohamed Ayub serves as the board's vice chairman. On the Dhaka Stock Exchange, The Bank is a publicly traded firm. Inquiries about questionable loans are frequently forwarded to the Bank in 2021.

### **2.2 A brief description of the business**

#### **2.2.1 Summary of SBAC Bank Ltd:**

South Bangla Agricultural and Commercial Bank Limited was established as a public company with limited liability in Bangladesh on February 20, 2013 in accordance with the provisions of the Companies Act, 1994. Bangladesh Bank granted her a banking license on March 7, 2013. Work. It was established by Lockport Fishery's proprietor, SM Amjad Hossain. The Bank's other two largest stockholders are Qazi Abdul Majid and Dr. Abdul Mannan Chowdhury. As managing director, Md. Rafiqul Islam has joined South Bangla Bank Ltd. In September 2017, Md. Golam Faruque was named President and Chief Executive Officer of SBAC Bank Limited. In 2018, the Bank became one of only six banks capable of paying Titas petrol expenses. SM Amzad Hossain

was re-elected as the head of South Bangla Agricultural and Commercial Bank Ltd. in February 2019. Following Tariqul Islam Chowdhury's departure as CEO of the Bank in April, Mosleh Uddin Ahmed assumed the position. On September 27, 2021, the Bank was listed on the Dhaka Stock Exchange in May. Through its 85 locations and 24 sub-branch locations, the Bank serves all of Bangladesh. SBAC Bank Limited commenced operations on April 28, 2013, with an unwavering commitment to exceptional customer service. Its vision is to be Bangladesh's best private commercial Bank regarding efficiency, sufficient capital, asset quality, sound management, profitability, and liquidity. The Bank has 85 ornately decorated branches and 24 strategically located sub-branches across Bangladesh, each with full online service capabilities. Other branches and ATMs are also scheduled to open in June 2024.

### **Vision:**

Utilizing cutting-edge technological advances, our objective is to build an ecological Bangladesh without pollution and poverty. Concerning proper funding, high-quality assets, successful management and profitability, robust liquidity, and extensive finance, we want to be the most effective private commercial bank. Our long-term goal is to become both domestically and globally the premier bank in the nation.

### **Mission:**

- To create a welcoming environment for customers.
- To deliver superior service to all of our commercial, agricultural, small- and medium-sized enterprise (SME), and retail segments, with an emphasis on women in agriculture and small business owners.
- To increase shareholder return to the fullest.

- To create a range of functional platforms for delivery.
- Be engaged in fulfilling our societal obligations.

### **2.2.2 Products and services of SBAC**

Savings account, Current Account, Surokkha savings account, Fixed deposit, Monthly profit Based fixed deposit, SND (Special Notice Deposit), MSS (monthly saving scheme)

Car loans, personal loans, house loans, flat loans, foreign education loans, house building loans, Agri loans, Various SME loans, RTGS, EFTN, inter-fund transfer, Pay orders, etc.

### **2.2.3 Activities**

Retail Banking, Corporate Banking, Personal Loans, SME Financing, Trade Finance, Agri financing, Mobile Banking.

### **2.2.4 General Banking**

Creating an account\_ Different kinds of memberships are made here every day. FDR, MSS, up-to-date account, deposit account, and so forth. Before creating an account and taking a customer's photo, an officer always checks them using official papers like an NID. To ensure maximum security, save your TIN certificate, billing records, and other documents.

Cheque clearing\_ This is divided into three sections: inward clearing, outward clearing, and cheque issue. Hundreds of cheques are issued and cleared by various bank customers daily. Moreover, many other survives, like RTGS, EFTN, and Inter account transfer.

Cash\_ Here deals with every type of liquid cash transition every day.

## 2.3 Management Practices

### 1. Developing together with customers:

This guiding principle has guided all of our activities at our financial institution since its beginnings. We think that by developing and offering novel principles founded on the viewpoint of the end user, the relationship of mutual trust between the client and the lender will be strengthened and it will serve as a catalyst for both parties' development.

### 2. Helping through our company's activities to the neighborhood, nationwide, and international communities:

The international community and we conduct our business to provide the highest quality solutions in each field of activity. Our Bank realizes that contributing "the most advanced system-based services" to our customers worldwide will lead to the growth of the local community and the whole world.

### 3. fostering talent for innovative and interesting operations:

We never settle for the status quo and are always seeking for fresh, better solutions to put into practice in order to advance and bolster our commercial operations. This is the key recruitment and retention concept of SBAC Bank, and we think that by adhering to it, the Bank's distinct business environment will continue to grow.

### 4. Uphold a strong business culture built upon solid moral standards and justice:

In managing the Bank and all facets of the Bank's firm, we place a high priority on candor, quality, and adherence to the law. We work to continually increase the corporate value of the Bank while conducting ethical business. We support moral principles, careful planning, and generally sound government.

### 5. Protect the environment and the population:

We work to maintain our status as an excellent employer for individuals and our surroundings by treating all of our supporters with dignity including investors, clients, vendors, workers, and locals.

## **2.4 Marketing Practices**

The unveiling of the wonderful current user has continued uninterrupted monthly. If the presentation for a severe client falls below a certain level, bank officers will make visits to make requests on their need for funds. Similarly, consistent labor is created to broaden presentation on any client with a high risk due to a BMRE or another rationalization. Many customers who are valued get extra facilities always get notified earlier. In addition, the location of the painting is indicated suitably by slip cushions, phone, and smartphone records. Notifications are issued in a variety of diaries of knowledgeable people. Each morning, a massive group of senior officials and the administrator sit down to discuss their selling and selling plans for the afternoon. Customers' intentions in the complex market realities. For this gathering, it was also noted if everyone had a connection to the target organizations. Certain administrators are assigned to organizations with particular goals. The leading marketing-related media are television, billboards, posters, pens, diaries, and others.

## **2.5 Financial Performance and Accounting Practice:**

All of South Bangla Agricultural and Commerce (SBAC) Bank's financial metrics continue to show positive developments, indicating that the Bank is on solid ground. During the last 10 years, this institution has had steady improvements across all of its key performance indicators, including savings, borrowings, advances, importing and exporting commerce, money transfer, adequate capital, overall assets, etc. The Bank's earnings are consistent with the nation's economy. The Bank's capital-to-deposit ratio is sufficient and consistent with dazzling success. Despite the positive development in the banking business, SBAC Bank's categorized loan could be better. This encouraging development was shown in the Bank's financial assessment at its ten-year mark.

The SBAC Bank's adventure began on April 3, 2013. The Bank's total assets at the end of 2022 were Tk—106.63 billion, an 8.61% increase from the year before. Approximately 90 billion Taka worth of funds is made altogether, compared to 82 billion Taka worth of financing and investments. Likewise, the percentage of interest rate spread between savings and mortgages is at

a desirable level. At the end of the year 2022, the Bank's invested capital was 8.16 billion Tk. While there is extra capital compared to Basel III criteria, the Capital Adequacy Ratio (CRAR) is 14.04 percent, demonstrating SBAC Bank's solid financial foundation. In this context, Habibur Rahman, the managing director of SBAC Bank, stated that we had given the customer's demands the utmost consideration when conducting banking activities. We have not had to make any repayments because of our strong financial position. Sustainable growth has been attained as a result. In addition, we make every effort to adhere to Bangladesh Bank's regulatory requirements. Because of this, we did not encounter any issues, such as capital or supply constraints. He said we had given agricultural, Agri-based sectors, and micro, small, and medium-sized businesses the highest priority possible (CSME). Along with making substantial term and industrial loans, the Bank is also stepping up its non-funded commission-based overseas trade operations. The Bank contributes explicitly to the nation's flourishing economy by accepting expats' remittances and carefully managing other banking activities.

Statistics show that SBAC Bank's remittance collection surged 346 percent last year. Both exports and imports rose by 107% and 36%, respectively, throughout this time. This Bank has 10,000 credit cards and 70,000 debit cards, with over four million account customers. The Bank operates 88 branches, 25 sub-branch locations, and 20 agent shops nationwide. In addition to traditional banking, SBAC Islamic Banking is offered in 10 branches based on Shariah.

### **Accounting:**

Accounting comprises tracking current and ongoing costs, funding activities, and fixed assets. Voucher registration is a part of the accounting segment's activities.

Maintenance of debts with Asian country banks and particular Bank

Asset Bookkeeping: In accordance with widely recognized accounting standards and having access to necessary information from Asian national banks, the firm maintains its books of records exclusively using the daily approach to bookkeeping.

a variety of receipts, including rental and profit

Maintain the check register by managing the assortment.

Reporting of library information, such as a disclosure of the funds collected.

Recognition of the Account Holder

placing the voucher in the ledger for posting.

making of the unadjusted balance Getting modifications ready

Creating an adjusted balance

## **2.6 Industry and Competitive Strategy**

### **S W O T Analysis:**

#### **2.6.1 Strengths:**

- Despite being a young commercial operations bank, the Bank quickly established an honorable standing in the financial services industry and now competes fiercely with the other major financial institutions in Bangladesh.
- They established an effective infrastructure and actual-time internet banking across the nation in order to provide the finest service to a wide range of consumers in various regions of the country.
- SBAC Bank Ltd. was established by a group of well-known local businessmen, giving the Bank tremendous power in the field of banking.
- SBAC Bank Ltd. provides a forward-thinking workplace. The social and participatory atmosphere makes it easier for employees to communicate with managers.
- SBAC Bank Ltd. has a track record among important clients for offering high-quality goods and services.

### **2.6.2 Weaknesses:**

- There is no stated purpose for the Bank. It draws attention to the flaws in the strategic company and promotional planning for the future.
- Some offerings' excessive rates or price tags discourage clients from using their goods or services.
- Failing to inspire workers to give the company their best effort.
- A modest branch network and a little market share.
- A lack of enticing marketing strategies.
- The Bank has a small number of unpromoted positions. The staff members are still unmotivated as a result.

### **2.6.3 Opportunities:**

- SBAC Bank Ltd. is expanding its sales networks. It needs to welcome commercial banking prospects as well. Cases should be taken into account, and additional choices for business insurance should be given to enterprises. In order to reduce risk in the years to come, the Bank ought to additionally create its line of business papers and Securities.
- In our nation, numerous individuals lack the funding needed to launch a new business. This group is studying how they fund their new venture, whether they use their own money or borrow it from a bank. Additionally, that is how the likelihood grows in the retail banking sector.
- This specific segment should be provided with a variety of alluring consumer financing (loan) options by the Bank.



#### **2.6.4 Threats:**

- A financial institution in our nation will suffer greatly from an insolvent culture.
- Regional financial institutions like SBAC Bank Ltd. and others are able to continue operating normally thanks to the Federal Reserve Banking system's policies. Problems and limitations are brought about by this circumstance in the Bank's routine operations.
- In order to be successful in the marketplace, the bank ought to concentrate on methods for generating both new and existing goods as other banks can provide the same services and commodities as the bank.
- The Bank may be threatened by several new global banks. SBAC Bank Ltd. should implement essential organizational and promotional plans as well as emergency planning measures in order to stay up with the current banking system.
- Constant rate depreciation and fluctuations in exchange rates are further threats.
- Banking regulations and processes are being developed by the authorities today, adding to its complexity.

#### **2.7 Commitment and Values of SBAC Bank Ltd:**

Compliance Culture: Every organization's cornerstone is sound governance. Compliance is the first step toward creating great governance. At South Bangla Bank Limited, we appreciate compliance. With the slogan "Compliance first; profit is its logical consequence," the Bank is making strides toward reaching its organizational goal.

#### **Client Focus:**

Bank is mostly a service-oriented business. We implemented a cutting-edge technology-based Core Banking System to adequately satisfy the client's needs. The pleasure of our customers is our priority, and they are at the core of all our efforts.

The success of our business depends on our capacity to offer our customers the most significant goods and services; we are dedicated to assisting them in fulfilling their objectives.

**Hard Work:**

Integrity and determination govern our operations in order to deliver fantastic outcomes for our clients and remarkable returns for our stakeholders.

Excellence in customer service is what motivates our devotion to our clients.

We work together with our clients to achieve their objectives while predicting and making plans to achieve their aspirations.

**Transparency:**

Open and transparent communication helps customers, shareholders, and workers feel confident and trusted.

**Integrity:**

Because we respect the highest levels of personal and professional ethics in all areas of our organization, we abide by the letter and the spirit of the legislation, rules, and regulations that direct the activities of SBAC Bank.

We act and speak how we mean to.

**Innovation:**

In order to help the millions of individuals in our country who are currently unbanked or poor, we want to push the financial services industry to a higher level of performance. The Bank has emphasized innovation as a core strength ever since it was founded.

**Teamwork:**

We ensure that all institution partners have an open knowledge of data and promote total quality control (TQM) inside the Bank.

We appreciate and respect one another's cultural heritage and unique points of view.

**Regard towards each Individual:**

Whether from clients, shareholders, workers, or people of the communities where we live and work, we treat one another with dignity and respect and take the time to respond to queries and resolve concerns.

Everyone should feel free to share ideas and provide constructive criticism.

Due to the meritocracy of SBAC Bank, every employee has an equal chance for advancement and growth based purely on their performance.

**2.8 Summary and Conclusion**

With more than 85 branches and 24 sub-branches spread out across Bangladesh, SBAC Bank Limited is developing into a more robust private bank. Also, they have adapted the IT advancement model from the old system. SBAC Bank has raised its level of competition in recent years to rank among the best banks in the nation. Their customers have a positive perception of their brand. The Bank makes a significant contribution to the country's overall economic expansion. Their corporate culture is also very appealing and serves as an example of women's empowerment. Everyone anticipates that SBAC Bank will expand along with its customers and become even better than it was in a few years.

## **2.9 Recommendation / Implication**

Due to the intense competition in the market, SBAC Bank Ltd. should take immediate action. The Bank must develop specific methods to compete with other banks to improve service quality and attract new consumers alongside the present clientele. Also, SBAC Bank Ltd. can reduce risk in the future with the use of these techniques and procedures. The list of them is below.

The burden should be distributed equally among all Bank employees. To give clients with the best service possible, each officer's work ought to be closely examined throughout business hours.

The Bank should expand its product line and begin offering the most current or developed services to customers to meet customer demand and compete in the market with others. It could be a credit card with two currencies, a debit card, a student loan, a medical loan, etc.

Superiors and employees should have a close relationship.

SBAC Bank Ltd. may provide loans to its clients because a few banks profit from lending money to customers.

Priorities set by customers should take precedence over those of the bank's management.

The Bank could be better able to compete with other businesses by offering cheap interest rates, enhancing its client relations, and broadening and growing its range of goods.

Every employee must enroll in training programs to advance their understanding of the many activities of the Bank for the improvement of the Bank's performance, and they should be given appropriate feedback.

The organization's mission, vision, objectives, and long-term goals should concern everyone.

The Federal Reserve Bank (Bangladesh Bank) has to be more involved to be able to submit the CIB analysis.

SBAC Bank Ltd. needs to provide more ATMs and credit cards to meet customer needs whenever they arise. Furthermore, everything is now so dependent on technology. Customers that are busy demand quick service.

To compete with the present web-based banking framework, the financial institution must upgrade its own.

Only until the Bank converts all of its operations into a computerized system will it be able to offer customers online services more quickly while charging them only a small amount of money.

Banking activities should be closely watched, and storing business records related to banking services will increase the services' functionality and potency.

SBAC Bank Ltd. should give advertising on TV, newspapers, 56 billboards, the internet, websites, Facebook, etc., special consideration to attract more clients who will benefit and it's several ways. For instance, it could be beneficial for broaden the Banks investment portfolio.

The Bank should set up a customer complaints box. The Bank should concentrate on those areas in order to find an excellent solution to the problem promptly in light of the challenging conditions.

The lender must be worried that upper management is allowing proper technological usage by all workers and that they must be sufficiently trained about it since all branches are required to communicate information with the headquarters via online platforms.

SBAC Bank Ltd. must provide fresh, cutting-edge, and reliable infrastructure to service its customers if it is to dominate the market.

## Chapter 3

### 3.1 Introduction

SBAC Bank, like many other banks, has adopted various electronic services (e-services) to deliver banking products and services to its customers. Introducing these e-services has significantly transformed the traditional way of banking and influenced the banking industry's general operations.

Improved client convenience is one of the primary effects of e-services on SBAC Bank's general banking. Via the Bank's online platform, customers may now carry out numerous banking operations such as account opening, money transfers, and bill payments. Customers no longer need to travel to the Bank's branches, saving them time and money. An additional effect of e-services on SBAC Bank's general banking is improved service delivery efficiency. Because of the automation of critical financial operations, transactions that once could have required more time are now carried out quickly, correctly, and with few errors. As a result, the Bank's operating expenses have decreased.

Moreover, e-services have improved banking operations' security by lowering the instances of fraud typically connected to traditional banking procedures. Customers can now access cutting-edge security features like two-factor authentication, encryption, and firewalls thanks to the digitization of banking services.

### 3.1.1 Literature Review

SASONO1 et al. (2021) discovered through their studies that the effect of high-quality e-services on e-loyalty is greatly moderated by the significance of electronic satisfaction.

They also address that, by giving e-service, they ensure the e-satisfaction of their customer. Jebran and Hossain (2012) talked about how banks can generate their customer values through general banking processes like customer attention, the reliance of the customer on the Bank, and customer relationships. These things will be ensured when Bank correctly gives their general bank services. Based on S. S & L. R.'s (2019) point of view, Traditional banking services need to be transformed into digital technologies for financial technology

development in the banking sector. Additionally, it can be said that technological advancement added a new dimension to the banking industry. It also creates customer satisfaction and loyalty toward the Bank.

S. P. Thenmozhi and N. Nithya (2018) studied the way that private institution clients' happiness and allegiance were affected by electronic services aspects of quality. India. The information was gathered from 290 Salem, Tamil Nadu people who answered a questionnaire using the convenience sample approach. The study's findings suggest that in order to improve service quality, private banks should take customer profile elements into account. Service outages and restoration should be given the most focus in order to retain consumers. The crucial factors were found to be the simplest and most efficient methods to use an e-service. These two relate to user demographics since the majority of internet service users are youthful and middle-aged.

“Junger, M. & Mietzner conducted an online survey of 643 German homes during October and November 2017 and obtained a total of 324 valid and complete questionnaires. Their findings shows that consumers' decisions are to continue with or switch to FinTech service providers from traditional retail banking service providers are highly influenced by three critical factors: trust, transparency, and financial competence. Residents with a low degree of confidence, a substantial amount of financial knowledge, and desires for transparency are more likely to transfer providers. However, families' estimates of costs do not appear to influence their propensity to switch.”

### **3.1.2 Objectives**

#### **Broad Objectives:**

My internship's primary goal is to learn about the organization and related administrative rules and regulations in practice. I may learn about leadership, advertising, tasks, and many other things through this internship, but I want to concentrate on the SBAC bank's fundamental banking procedure and learn about the e-services that will assist the banking industry advance more quickly in the next years.

#### **Specific objectives:**

To make an overview of the SBAC bank.

To investigate the parts of SBAC bank's e-services.

To understand the process of general banking.

To recognize Internet banking services in general banking.

To find out the problems of e-services and give potential solutions to those problems.

### **3.1.3 Significance**

As it relates to the banking industry, that should use technology. Banking consumers now connect with their banks in an entirely new way that is easier, quick, and more open, thanks to e-services. The term "e-services" refers to a group of online services that the Bank offers, including mobile banking, internet banking, e-wallets, and online bill payment.

The following examples show how e-services have affected SBAC Bank's general banking:



1. **Enhanced consumer convenience:** Using e-services, clients can access their accounts and carry out financial operations anytime and anywhere. They save time and effort by not traveling to the Bank physically.

2. **Enhanced effectiveness:** Many banking procedures have been streamlined by e-services, which has made them quicker and more effective. Customers can, for instance, pay invoices or transfer money between accounts online without engaging in paper-based operations.

3. **Better customer service:** With features like round-the-clock customer help and real-time transaction updates, e-services have allowed banks like SBAC Bank to offer better customer service.

4. **Lower costs:** E-services have made banking less expensive.

The importance of e-services for SBAC Bank's general banking may be summed up by saying that they have made it possible for the Bank to offer better services to its clients through increased convenience, increased efficiency, improved customer service, and decreased costs. This subject is pertinent for writing reports because it demonstrates how technology has affected the banking industry and altered client expectations and behavior. As e-services gain popularity and importance among consumers, it is also crucial for banking industry planning going forward.

### **3.2 Methodology:**

Primary data: The data are collected from the branch where I am assigned.

Secondary data: The data are collected from the internet and other publications.

For this report, I will use interviews to collect customer and employee data. The technique I will use is descriptive and probability sampling. The methods of data collection will be Interview, Questionnaires and surveys, Observation, publications, documents, and records.

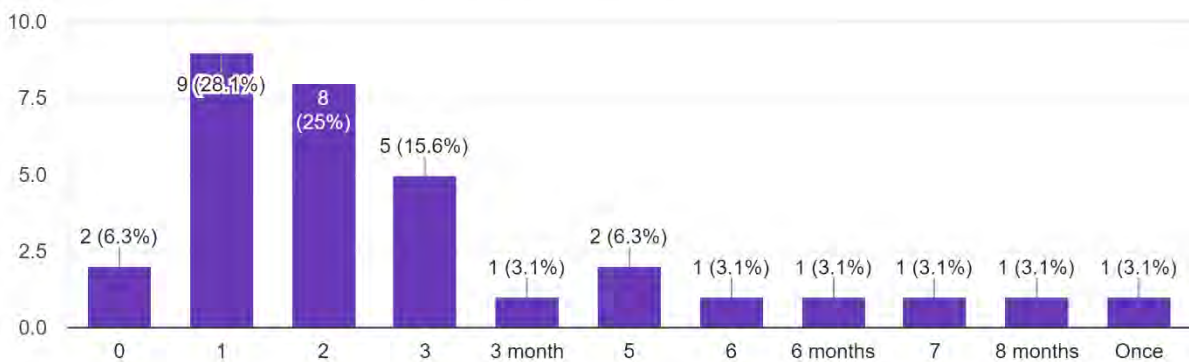
### 3.3 Finding and Analysis

This section will discuss all of the data gathered from primary research. I'll present the data and the conclusions using a visual method. The study will then calculate and report the Google Forms data.

In the first question, how many years they take services from SBAC Bank? Through this, we can clearly understand how much experience they are.

How many years are you taking servies from SBAC Bank?

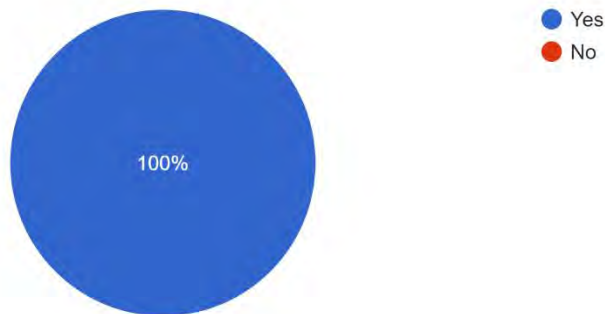
32 responses



According to our questionnaires, the Highest number of people, 28.1%, are with SBAC bank for one year, and 25% of people taking services are for two years.

Do you like SBAC account opening process?

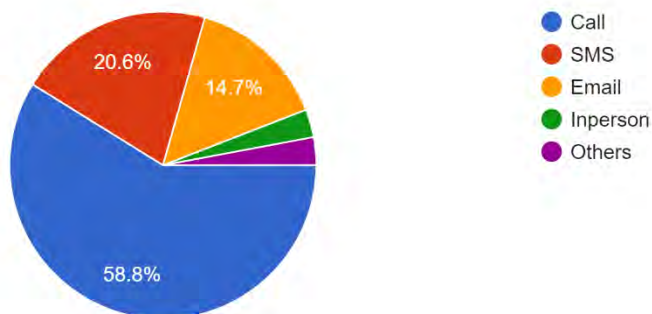
34 responses



In our second question, we asked if they liked our account opening process, and the pie chart shows us that 100% of our clients are satisfied with it.

Which way of communication you prefer most?

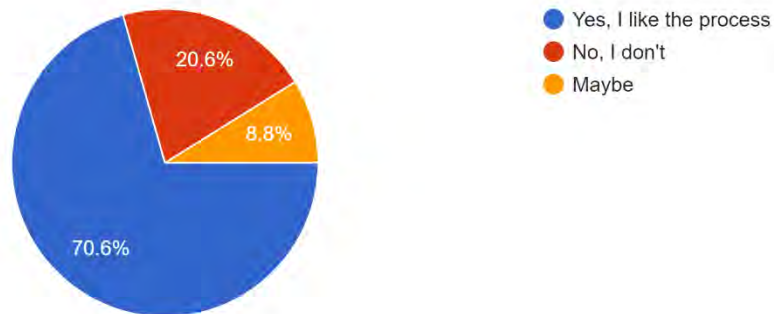
34 responses



Here in this question, we ask our clients which way of communication they prefer most, so as we can see, 58.8% of people prefer phone calls as a communication method, next 20.6% of clients like SMS, and lastly 14.7% of clients like emails for communication.

Do you avail MSS/DPS account and are you like the account opening process?

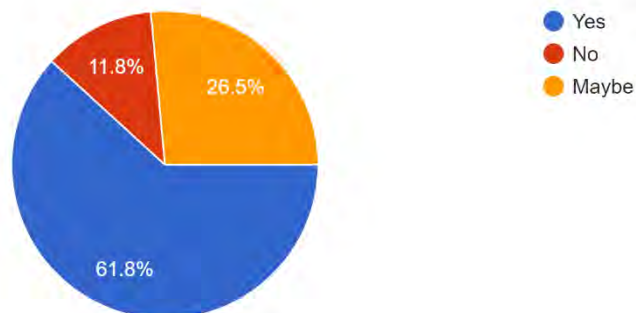
34 responses



This pie chart shows that 70.6% of people like the account opening process, 20.6% do not like the running MSS/DPS account opening process and 8.8% do not know which way should be the best way for opening the DPS account process.

Are you interested to open SBAC bank shurokkha savings account for it's daily interest rate?

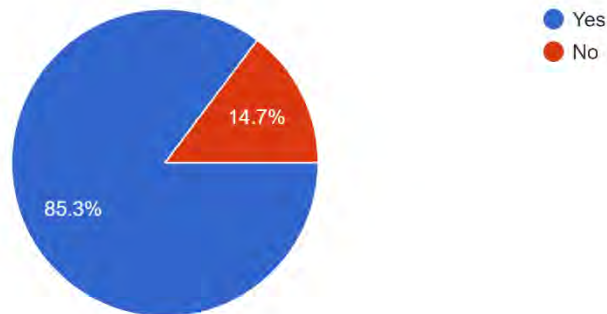
34 responses



According to this pie chart result, 61.8% of people are like to open a Shurokkha saving account in SBAC for a daily interest rate. Also, 26% of people did not know whether they would open it. Also, 11.8 people were unwilling to open it for other reasons.

Are mobile banking and online banking services user-friendly to operate an SBAC Bank account?

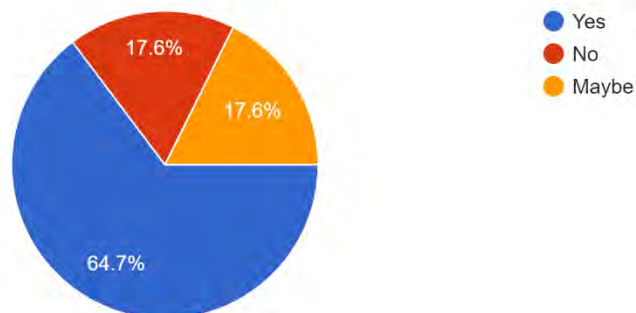
34 responses



In this question, we asked whether mobile and online banking services are user-friendly for operating an SBAC bank. Yes, 85.3% of people say it is user-friendly and 14.7 % do not think mobile banking and online banking service will be user-friendly.

Do you use SBAC Bank BanglaPay?

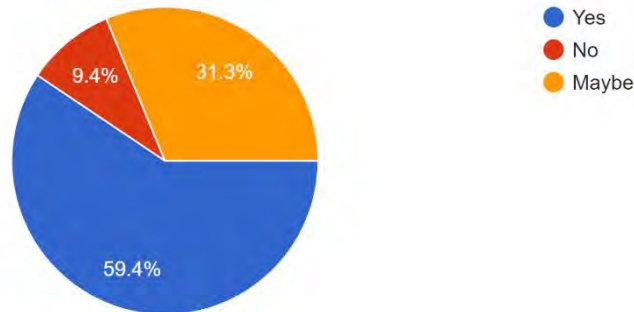
34 responses



In this question, we asked our clients if they use our mobile banking app Bangla Pay, and 64.7% said yes, they use this service. Also, 17.6% of people said no, and the same percentage of clients did not use it.

### Are you satisfied with BanglaPay?

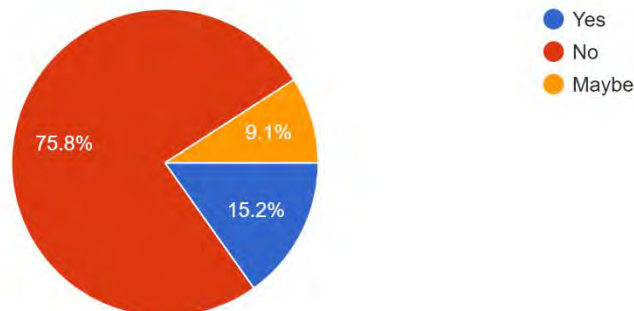
32 responses



In the section, we asked if our clients are satisfied with our mobile bank service option, Bangla pay 59.4% of people said they were satisfied with Bangla Pay services and 31.3% said they were confused about the satisfaction level, and 9.4% people do not like the service.

### Do you avail Debit / Credit card services?

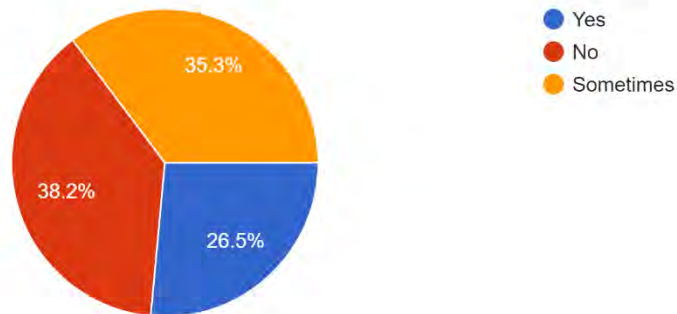
33 responses



This pie chart clearly shows that 75.8% of people are not availing of SBAC bank debit and credit card services, but 15.2% of clients are using them and taking advantage of them. Also, 9.1% of clients are confused about it.

Do you face difficulty with cash out from an ATM booth?

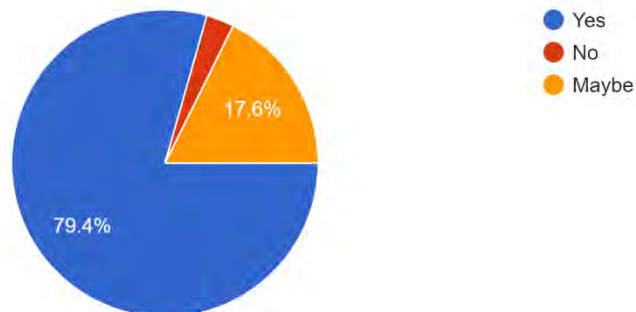
34 responses



In this question, we asked our clients if they face any difficulties when they cash out from an ATM booth and answering this question, 38.2% people said no, which means they did not face any difficulties, but 35.3% people say sometimes feel that they face some difficulties when the cash out from ATM and finally 26.5% clients are satisfied with the services of ATM.

Should we add any additional feature to our student account services?

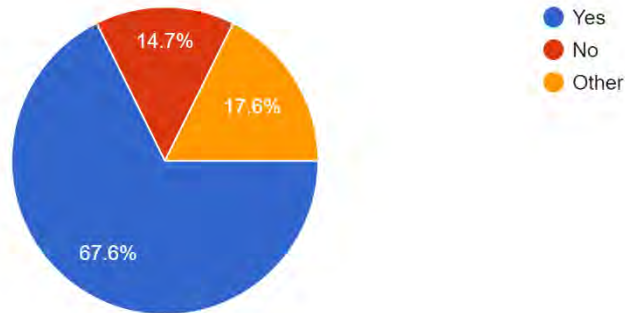
34 responses



Here, we asked clients if they felt they needed any additional features to the student account services, and 79.4% of clients said yes. They think there should be some changes, and 17.6% of clients said they still did not know which things should be added.

What do you think is the annual service charge rate, do they complement the services of SBAC Bank?

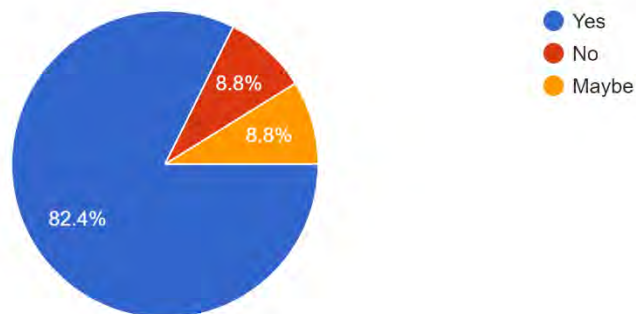
34 responses



Here, we asked if our annual service charge rate complements the SBAC bank services. Moreover, 67.6% of clients think the charge complements the services, and 17.6% say others. Also, 14.7 % of people say no. They think the rate is not complementing the services they provide.

Are you satisfied with the employee behavior of SBAC Bank?

34 responses

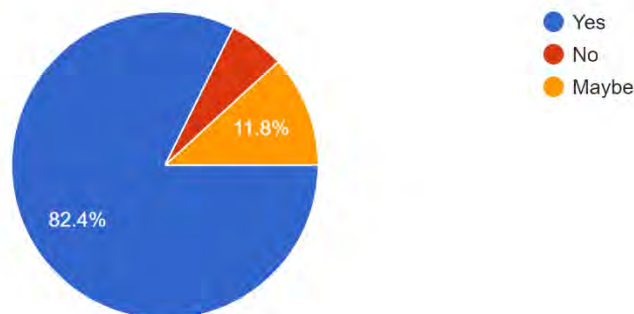


In the second last question, we asked our clients whether they are satisfied with our clients, and they responded that 82.4% of people are satisfied with the employee's behavior, and 8.8% of people say they may be.



Are you satisfied with the current general banking services of SBAC Bank?

34 responses



In the last question, we asked if they are satisfied with the current general banking services in SBAC bank, and 82.4% of clients said they were satisfied with it though 11.8% of clients said they might be.

### 3.3.1 Findings

According to the analysis, I find out which banking process is more effective or whether customers prefer the services or better ones. To find out some information, I convey a survey to know about the customer's mindset about some services or processes of SBAC Bank, as the survey results show that the client wants to add some features to our services. The primary research shows that customers like some services, but some still need improvement. Furthermore, the essential services that need to be improved are the ATM card services. This service is the most problematic for the customer because SBAC bank does not have many ATM booths or better card services. Other than that, most of the services are liked by the customers. Here is not the end, as customers liked our services, but SBAC needs to be more conscious about the services they offer and continuously effort an effort to provide better services for their customers in this competitive era. Finally, the service should be less complex, flexible, and competitive to attract and improve customer satisfaction.

### **3.4 Summary and Conclusion**

The advent of e-services has significantly impacted SBAC Bank's general banking. The Bank has drawn in many consumers by offering convenient and safe e-banking services. Customers now find it simpler to obtain banking services wherever they are, which has increased consumer satisfaction. The Bank has also experienced improved operational efficiency due to removing the requirement for consumers to visit the bank offices in person. This has improved overall consumer satisfaction by reducing large lines and Bank waiting times. SBAC Bank has lowered its operational costs through e-services, which has enhanced profitability. The Bank successfully digitized its banking procedures, which decreased the requirement for manual intervention and enhanced operational accuracy. This has enabled the Bank to make quick choices based on accurate information, giving it a competitive advantage over competing institutions.

In conclusion, SBAC Bank has made a critical decision by integrating e-services with traditional banking. The Bank has been able to use technology to offer consumers quick, safe financial services, which has benefited the Bank's expansion and profitability. It is advised that SBAC Bank continue adopting technological developments to enhance banking services and maintain market competitiveness.

### **3.5 Recommendations and Implications**

SBAC could enhance its marketing initiatives to draw in more clients.

SBAC can advertise new deals on print and digital media platforms.

SBAC should digitalize the environment of the Bank using new tools by hiring more qualified personnel.

They are enhancing their mobile and online banking services and IT infrastructure.

Any technological issue should be resolved immediately to avoid putting bankers in a problematic situation.

Number of ATM Booth should be increased

## Questionaries

1. How many years are you taking services from SBAC Bank?
2. Do you like SBAC bank account opening process?
3. Which way of communication you prefer most?
4. Do you avail MSS./DPS account and are you like the account opening process?
5. Are you interested to open SBAC Bank shurokkha savings account for its daily interest rate?
6. Are mobile banking and online banking services user friendly to operate an SBAC Bank account?
7. Do you use SBAC bank Bangla pay?
8. Are you satisfied with Bangla pay?
9. Do you avail debit or credit card services?
10. Do you face difficulty with cash-out from an ATM booth?
11. Show we add any additional features to our student account services?
12. What do you think is the annual service charge rate, do they complement the service of SBAC bank?
13. Are you satisfied with the employee behavior of SBAC Bank?
14. Are you satisfied with the current general banking services of SBAC Bank?

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## Source

<https://docs.google.com/forms/d/e/1FAIpQLScUD45wqk4orsAL8zHWAcuOzaWifXyNqi5cOWBD7zLEN9GQVA/viewform>

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