

# United International University



Internship Report on

## **An extensive study of E-Banking (Bangladesh Commerce Bank Limited)**

### **Submitted to**

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Date: December 24, 2022

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Subject: An extensive study of E-Banking

Dear Ma'am,

I am pleased to let you know that I have completed my internship program at Bangladesh Commerce Bank Ltd. I would like to submit the Internship Report on E-Banking - An extensive study on Bangladesh Commerce Bank Limited.

I did my best to follow your instructions and complete the report as completely and meaningfully as I could in the allotted time. In order to prepare my internship materials as completely and informatively as possible within the time allotted to me, I have made a sincere effort to study pertinent documents, documents, and records. Please pardon me if I made a mistake. I also want to say thanks for all the encouragement and kind thoughts. Your suggestion. I will be pleased to oblige and provide answers if you have any questions.

Sincerely,

Sajia Afrin Shampa

ID: 111 171 047

School of Business & Economics

## ACKNOWLEDGEMENT

I would like to convey my heartfelt thanks to Ms. Ishrat Jahan my internship supervisor, for his unwavering support and direction, without which this report would be incomplete. I would also want to express my heartfelt gratitude to UIU and all of my faculty, who have made significant contributions to my wisdom and knowledge, which I've reflected on in my report.

I would also want to express my gratitude to Bangladesh Commerce Bank Limited for providing me with such an amazing internship experience. I cannot express my gratitude enough to Md. Abul Kalam Azad (SAVP & Branch Manager) and my team leader, Kaniz Fatema, for their unwavering support and supervision, which enabled me to gain invaluable professional experience and expertise.

## Abstract

In Bangladesh, the banking business is much more developed than in the past. It has established a stellar reputation in a variety of operations, including electronic banking. Many multinational and new community private banks have now launched modern banking services. Electronic banking is one of the most popular and cutting-edge technologies in the banking industry. This report attempted to uncover the current state of electronic banking in Bangladesh's banking industry.

Based on the bank's present online banking offerings and the degree of client satisfaction with those banking services, a complete analysis of the electronic banking system is conducted. The report's introduction provides background information on Bangladesh Commerce Bank Limited as well as an outline of electronic banking in Bangladesh. Later, the management system, several departments, research methodology, and report objectives were discussed. The constraints and subsequent challenges are then examined, along with potential solutions, in the report's sections.

The principle of modern electronic banking in banking services is novel to Bangladeshis. The overwhelming majority of our institutions lack sales and marketing teams to carry out the rough and hard business of electronic banking for their own organization. People are also unaware of the benefits of technology. Some international banks have already begun promotional strategies to their targeted consumers for specialized items such as electronic devices, which have proven to be quite effective. Multinational corporations are approaching people with a variety of highly technological items that can cure people's problems and update their lifestyles. Electronic banking users are rising in a big way.

## Table of Contents

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<b>Chapter- 1: The Organization</b> .....	1
1.1 The Study’s History .....	1
1.2 Methodology of this study.....	2
1.2.1 Primary or main data source .....	2
1.2.2 Secondary or Additional data sources.....	2
1.3 Limitation of this Study.....	2
<b>Chapter- 2 Literature Review</b> .....	3
2.1 E-Banking (Electronic Banking).....	3
2.2 Satisfaction of Customer with E-Banking .....	4
2.3 Customer Engagement Category.....	5
<b>Chapter- 3 Overview of Bangladesh commerce Bank Limited</b> .....	7
3.1 Vision & Mission .....	7
3.2 Corporate profile of BCBL.....	8
3.4 Core values of BCBL .....	10
<b>Chapter- 4 Overview of E-Banking</b> .....	12
4.1 E-banking .....	12
4.2 Types of E-banking.....	12
4.3 Risk management of E-banking .....	13
4.4 Facilities provide by banks throughout e-banking .....	14
4.5 ATM.....	15
<b>Chapter- 5 E-banking services of BCBL</b> .....	16
5.1 General Banking services .....	16
5.2 BCBL ATM.....	16
5.3 SMS Banking and Online Banking .....	17
5.4 Features of BCBL Q-Cash ATM network .....	17
<b>Chapter- 6 Analysis and Findings</b> .....	19
6.1 Analysis .....	19
6.2 Problems found in BCBL.....	21
6.3 Efficiency and Effective role at work .....	22
6.4 Analysis Annual Report of BCBL.....	24
<b>Chapter-7 Recommendations &amp; Conclusion</b> .....	27

7.1 Positive recommendations .....	27
7.2 Conclusion.....	27
<b>Appendix.....</b>	<b>30</b>

# Chapter- 1: The Organization

Because banking is safe, reliable, quick, and secure in today's world, the majority of individuals and organizations rely on it for their everyday financial activities. Banks are the key economic elements of secures one of country economics' success, the need for banks cannot be overstated. There are currently 61 listed banks (The banks are that still on the list of banks maintained under the Bangladesh Bank order, 1972) and 5 non-scheduled banks (the banks that are established for specific, defined purposes and operate under any act but are not scheduled banks) in Bangladesh (58 + 3 new private commercial banks got approved in 2022). These banks are unable to carry out all the duties of scheduled banks.

With over 60 active banks and a large number of financial organizations in such a little bit market, it's obvious that is difficult for any type banks reaching its target and specific customers without facing intense competition. Therefore, banks are constantly vying with one another to establish a distinct positioning in the minds of their clients by providing an attractive return on investments, lower interest rates for borrowers, introducing new and customized financial schemes, providing customer service more quickly, setting up ATM booths for quick and secure transactions, mobile and SMS banking, etc. In order to satisfy client demands and wants and build a bigger and more devoted customer base, banks are essentially.

## 1.1 The Study's History

Completing of all the academic courses required for achieving an undergraduate (BBA) degree from United International University, it is mandatory to completing at least 90 days' internship program from a reputed and well-known organization. I chose Bangladesh commerce Bank Limited, for completing my internship program. Reason behind for choosing BCBL because of I had my personal interest to figure out how to a private bank runs their e-banking operations and managements. This research has been done in order to fulfill the requirements to obtain my graduation from United International University. Based on my three months of practical work experience in this branch of BCBL, I am putting forth this study topic. The branch I worked in offered practically all of the standard financial services that other Bangladeshi commercial banks provide. This in-depth research on current banking practices used by Bangladesh Commerce Bank might be beneficial to anyone interested in

learning about them and those looking to pursue careers in the banking industry “**E-Banking - An extensive study on Bangladesh commerce Bank Limited.**”

## 1.2 Methodology of this study

This report was created using the information and expertise I gained throughout my three-month internship. The majority of the information needed for this study was acquired directly from consumers, staff, and other stakeholders via spoken face-to-face interviews conducted on-site. During these three months, a lot of raw data were gathered, and I did my best to transform that data into useful information for this report. The next two data-gathering techniques were employed, and they are described below;

### 1.2.1 Primary or main data source

- Information was gathered using a survey questionnaire,
- Office documents and records,
- Communications with bank staff and others,
- Informal consultations with bank customers.

### 1.2.2 Secondary or Additional data sources

- official website OF Bangladesh commerce Bank
- Online records and journal
- Annual statements of BCBL
- Bangladesh Bank Website & circulars activities published by BCBL

## 1.3 Limitation of this Study

Access to sensitive data about the bank was limited. Because the issue is very subjective, there is a lack of statistical data, and the results are manually computed. Some survey participants not particularly engaged to offer their honest opinions, therefore data had to be processed in a professional statistical program like SPSS.



## Chapter- 2 Literature Review

### 2.1 E-Banking (Electronic Banking)

One of the priceless benefits have global internet connectivity is e-banking, often known as online banking or internet banking. It has made it simple, low time consuming, and safe. Electronic banking, for short, is the process of doing standard personal banking transactions online at any time and from any location while being protected by bank IDs. With the use of e-banking, customers may conduct transactions with overseas customers quickly and securely, as well as pay invoices and receive payments.

E-banking is being quickly embraced by banks and other financial organizations throughout the world. Money transfers from one country to another are now simpler than ever. Banks have been able to cut expenses in numerous ways thanks to computerization and the introduction of e-banking services, which enables them, provide too much enticing interest rates to customers. Additionally, managing bank user accounts online is cheaper and easier than maintaining physical ledgers and record books.

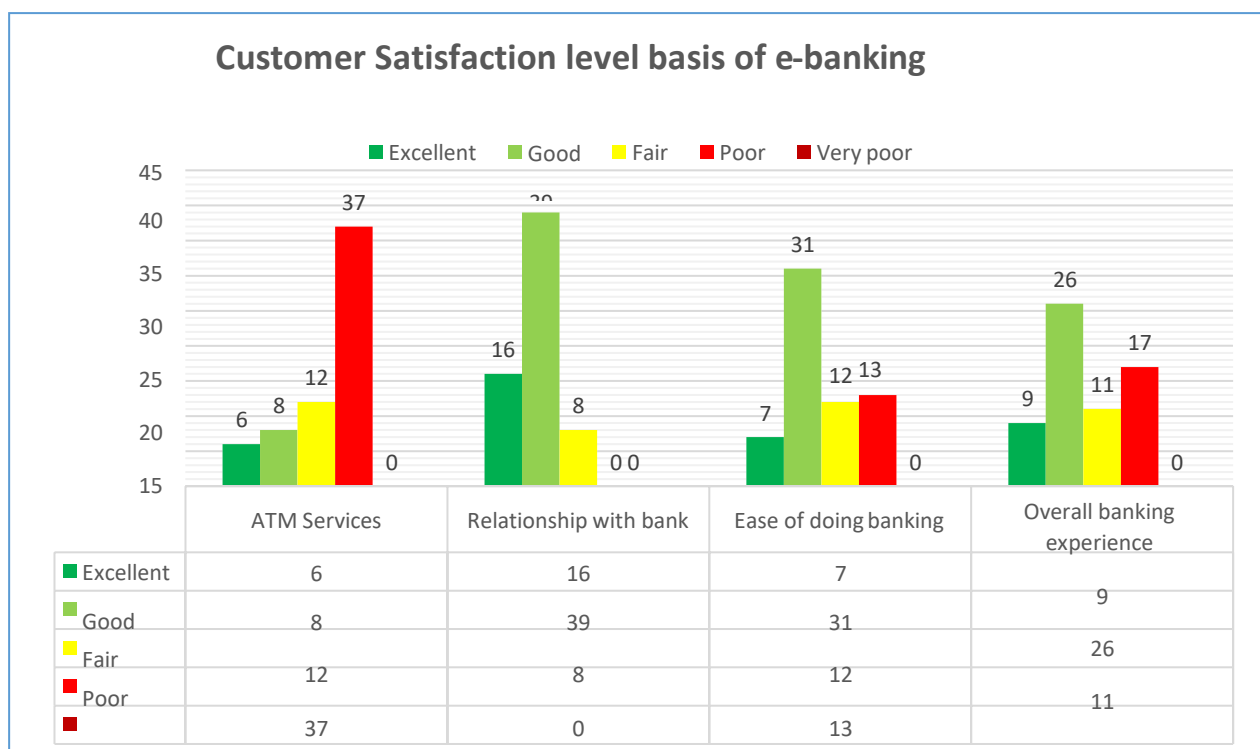
Customers that use e-banking can save time because there is no line to wait in to receive banking services. The e-banking services of the future are already available, such as mobile banking. Banking is now even simpler than ever thanks to mobile banking, a branch of e-banking. The disadvantage of early e-banking was that customers had to visit their local bank office to collect and receive cash. To solve this issue and provide users access to cash whenever they need it, mobile banking was launched.

The availability of ATM ("At the Moment" or "Automated Teller Machine") or "cash machine" booths, which are maintained open and operational 24 hours a day, seven days a week, is another advantageous benefit of having internet banking. Due to the client's desire for freedom in running an account at any bank branch, regardless of which branch the account was domiciled in, online, real-time banking services have now become a customer's birthright (Bank Away, 2001).

## 2.2 Satisfaction of Customer with E-Banking

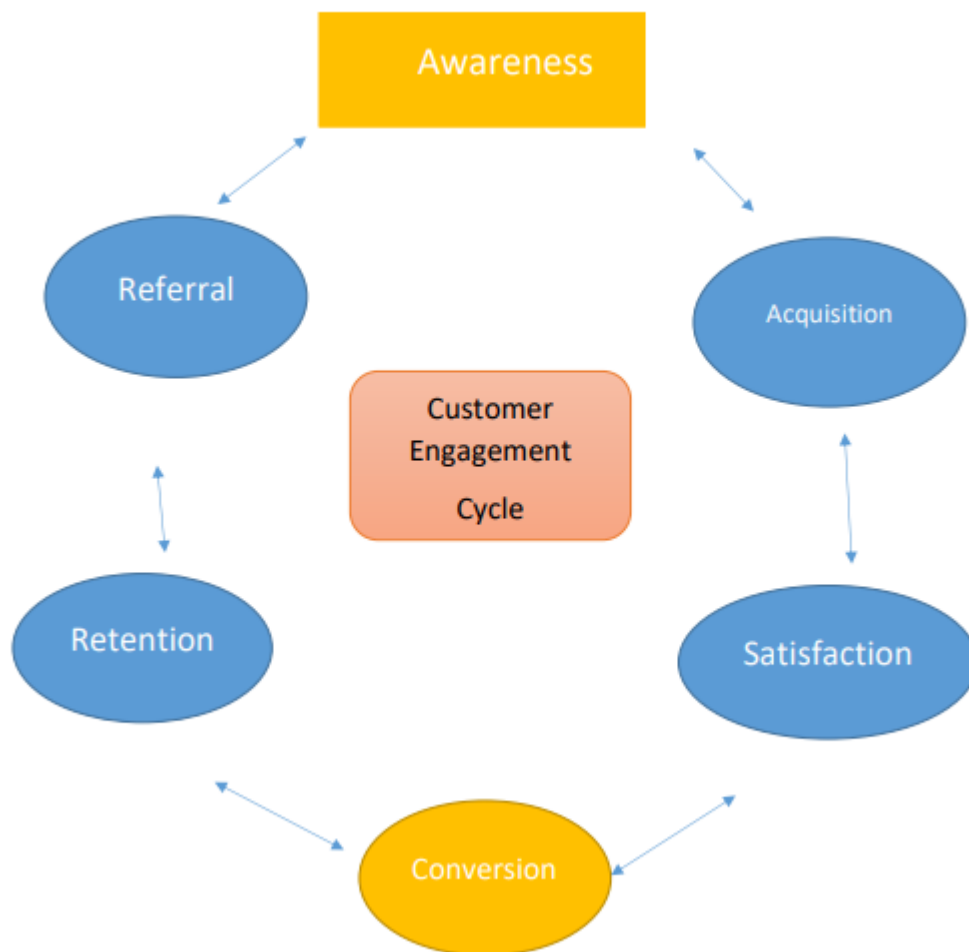
Customer satisfaction is a model for facilitating significant, consistent, and effective results in forecasting an organization's financial wherewithal. This research on consumer satisfaction with E-banking must be done with great care. This is what technology has done for banking nowadays; everything is fast and dependable. Thus, the impact of e-banking on customer happiness is palpable. All of this digital revolution made customers' lives easier, which resulted in higher customer satisfaction.

It suggests that only clients would be pleased if bankers provide services that meet their expectations. As a result, in order to deal with the changing market conditions, banks must maintain old clients while also attracting new ones by delivering better service.



### 2.3 Customer Engagement Category

Customer engagement is described as any contact or communication that takes place between a consumer and a firm across a wide range of channels with the aim of completing a sale.



**Awareness:** BCBL raises awareness by providing reliable information about its goods and services via a variety of sources. They initially uploaded the web site's material and informed their regular clients that the product message had left the market before raising awareness.

**Acquisition:** occurs when clients connect with BCBL and the company's product information portal. Additionally, BCBL employees interact with consumers to ensure that they are aware of their products before making an acquisition. The connection between the client and the company begins here.

**Satisfaction:** When a BCBL employee sells a product, such as an FDR, DPS, loan, or credit card, and the client is happy, the employee must make sure the consumer is pleased in order to deliver a high level of customer care.

**Conversion:** The more employees BCBL has, the more delighted customers it will have with the conversion.

**Retention:** BCBL always emphasizes retention since they strive to provide a first-rate customer support system. They try the view that the maximum level of customer happiness, and higher of the retention.

## Chapter- 3 Overview of Bangladesh commerce Bank Limited

Bangladesh Commerce Bank Limited is known as a commercial bank. Like other commercial banks, BCBL's primary activities are loaning money and collecting deposits. It is a financial institution that offers services to people, corporations, and organizations. Offering various bank accounts kinds, such as current deposit accounts, saving deposit accounts, and other scheme accounts, as well as providing loans to people and enterprises, are all included in the service.

### 3.1 Vision & Mission

#### **Vision**

“To become a Bank of first choice by the customers with meaningful contributions to the society.”

#### **Mission**

“Bangladesh Commerce Bank Ltd. is committed to fulfill its customer needs and become their first choice in banking so that a sustainable growth, reasonable return and contribution to the development of the country can be ensured with a motivated and professional work force.”

#### **Priorities for Planning (Strategic)**

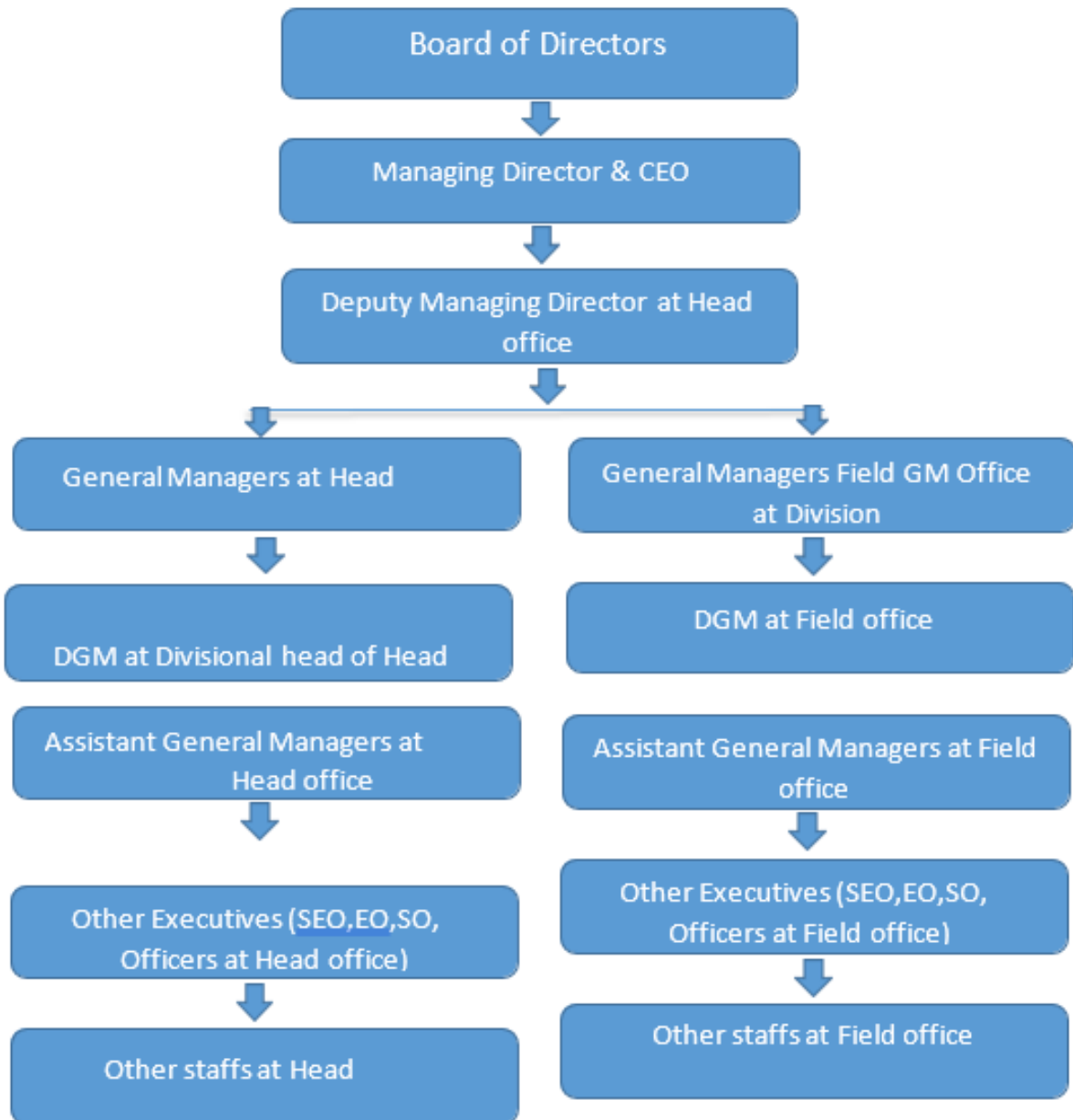
- Maintaining a healthy business expansion in all key operations while projecting the intended image
- Obtaining cutting-edge technology and implementing novel concepts for financial inclusion
- Improve risk management techniques and compliance culture
- Increase the client base, maintain an incremental deposit, and minimize non-performing assets
- Create an acceptable corporate governance system and culture based on best practices
- Create relationship banking and to constantly enhance service quality
- Making banking services to individuals of all socioeconomic backgrounds
- Ensure environment friendly investment in line with the “Green Banking Guideline” issued by Bangladesh Bank

- Ensure efficient efforts to enhance the capital base and close the provision gap
- Improve managerial capability and human capital excellence, as well as to create a proactive workforce with a competitive remuneration package

### 3.2 Corporate profile of BCBL

Name of the Company	Bangladesh commerce Bank Limited
Chairman	Dr. ENGR. Rashed Ahmed Chowdhury
CEO & Managing Director	Mr. Md. Tajul Islam
Company Secretary	Mr. Syed MD Estencher Billah
Legal Status	A public limited company incorporated in Bangladesh
Genesis	On June 01, 1998 under the companies act 1994. The bank company act 1991, and act 12 of 1997.
Date of Incorporation	On June 01, 1998
Date of Vendor's Agreement	N/A
Registered Office	Eunoos Trade Center, (level-22) 52-53, Dilkusha, C/A Dhaka-1000
Authorized Capital	BDT 10,000 Million
Paid-up Capital	BDT- 1989 Million
Number of Employee	1200
Number of Branches	100
Phone-PABX	9559831
FAX	9568218
SWIFT	PCBLBDDH
Website	Bcblbd.com
E-mail	info@bcbl.com.bd

## Organogram of BCBL



### 3.4 Core values of BCBL

Every employee must adhere to the components of BCBL's core value proposition in order to achieve the organization's ultimate goals and hit the target. The 9 components of BCBL's value proposition are as follows:

Every employee is required to uphold ethical banking practices.

#### **1. Accountability**

Each employee is accountable to their individual superior for the accomplishment of their assignments and is in charge of their own job.

#### **2. Objectivity**

Each employee must have goals to achieve.

#### **3. Transparency**

Maintaining transparency with regard to information for the stakeholders.

#### **4. Integrity**

Trust in society depends on the defense and protection of customers and national interests.

#### **5. Teamwork**

- Regular interactions, discussions, and open communication among employees would help to assure shared interests and efforts in reaching the larger objective.

#### **6. Excellence**

Because of the bank's enormous customer base, great and effective services must be delivered quickly.

#### **7. Self-Reliance**

Each employee will approach the bank with a sense of ownership and have faith in his ability to improve the bank.

#### **8. Commitment**

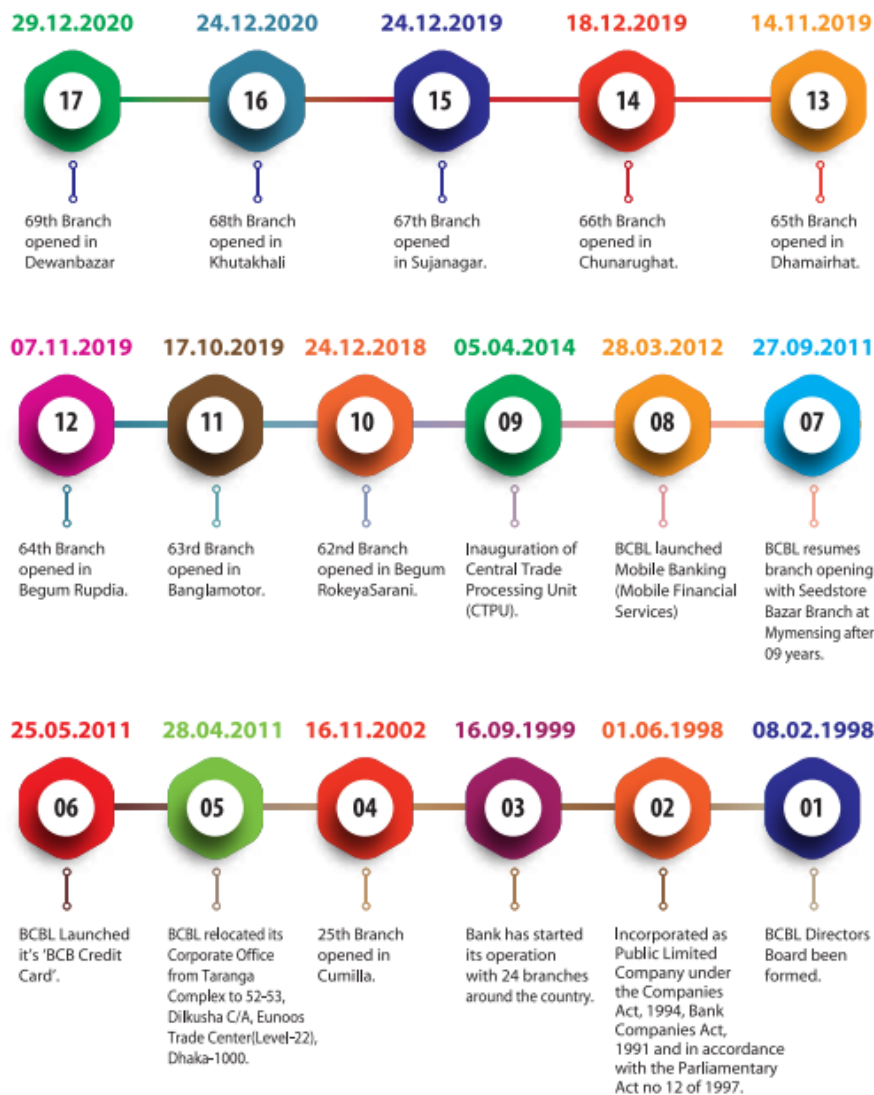


Each staff is dedicated to performing at the highest standard to guarantee the happiness of esteemed clients.

## 9. Innovation

The current demands for new and inventive goods are being met through ongoing, action-oriented research.

## CORPORATE MILESTONES



## Chapter- 4 Overview of E-Banking

### 4.1 E-banking

E-banking, is the unique of banking in which money is transferred over electronic channels by sending and receiving certain electronic signals as opposed to utilizing a cheque, trading money, or any other paper papers. When a user uses his or her card to pay for a transaction or when taking money out of an ATM, monies are instantly moved. These transfers and adjustments are done immediately and electronically. Today's traditional banks provide their clients with a variety of services, including collecting consumer deposits, e-tendering, paying taxes online, and more. Few e-banks exist that simply have an online presence, in contrast to conventional banks that have both a physical and an online presence. These banks are internet-only institutions that do business online.

Customers can access online banking services with HTML (Hyper Text Markup Language). Computer systems are used by users to access client accounts with bank identification, and the bank's central database securely holds all sensitive client data. Financial institutions utilize e-banking while offering financial services, engaging with the stock market, or selling financial products to their clients. Both B2B (Business to Business) and B2C (Business to Consumer) transactions can be completed using e-banking's.

### 4.2 Types of E-banking

#### **Information**

Information of e-banking is limited to bankers' usage for marketing and bank promotion and involves basic-stage banking. This strategy does not permit contact between the bank and its clients but is intended to inform the target audiences about the new services the bank is offering. Typically, the bank will manage this aspect of e-banking in-house or with the help of a third party.

#### **Communicative**

Because it enables the communication with the bank and its customers, banks employ this form of electronic banking often. Although there is little contact, customers can ask about their accounts balance, and accounts status, apply to modify their core information, and many more. Since virtually all banks have undergone computerization, bank workers may now

check customers, their signatures, and all of the other customers credential from the main server's, which is why this stage is so well-liked. Communicative e-banking has strengthened and safeguarded the whole banking procedure.

### **Transactional**

Transactional e-banking is the most often used type. Users may instantly transfer money using this technique, make deposits, and withdraw money whenever they want. This allows consumers complete control over their own bank accounts and all the advantages of manual banking.

### **4.3 Risk management of E-banking**

Now a days of internet era, information spreading extremely quickly, which has an impact on global financial markets. If one market a crash, it triggers a domino effect that affects every market in the world. Therefore, risk management is given top attention when doing any business. These following risks will be closely managed by every bank protected by Bangladesh Bank, and appropriate credit risk management procedures should be used to prevent unplanned loss to a minimum, according to Bangladesh Bank rules and BASEL-III.

#### **Credit risk**

Through e-banking, with a bank account anyone may apply for loans. Despite the robust and secure nature of online banking, there are path to fake customer data, and it's feasible apply for a loan using a stolen identity or a phony name. Additionally, sending emails and submitting online forms do not allow for comprehensive verification of a client's creditworthiness. Similar to this, it is practically difficult to value collateral via internet channels since fraudsters may submit fake documents to obtain a loan from the bank.

#### **Interest rate risk**

For every bank, managing interest rate risk is one of the most difficult tasks. The internet and globalization have linked nations, and as a result, the economies of different nations are now interdependent. Customers can now find out which bank offers what rate of interest on deposits, and there is fierce competition in the market. Interest rate risk, for instance, might bring an economy to its knees. For instance, if the economy is weak, foreign investors will lose interest and begin to withdraw their funds from the system. If this continues unchecked, the entire economy would collapse, along with the banks.

### **Liquidity risk**

Most customers have convenient access to cash whenever they need it thanks to e-banking. As a result, current clients may demand withdrawals all at once if another bank or financial institution provides more alluring rates and offerings, which will place the bank in a position of greater liquidity risk.

### **Foreign rate and exchange risk**

When a bank's assets or obligations is another currency, the risk of foreign exchange increases. The earnings of the bank are at risk since the exchange rate might change at any time. The acquisition and selling of foreign currencies to enable clients (or the bank itself) to take positions in international transactions and financial investments are one of the reasons banks retain foreign currencies. By enabling banks to react quickly to abrupt exchange rate fluctuations, online banking has decreased the likelihood of foreign currency risk.

## **4.4 Facilities provide by banks throughout e-banking**

### **Debit cards and Credit cards**

Every commercial bank in Bangladesh offers its customers its own debit and credit card options. Owners of debit cards may withdraw money or make purchases at any time at participating retailers or ATMs. Users of credit cards can obtain emergency money from their bank whenever necessary in return for service fees. It is a kind of payment that is issued to users (cardholders). Based on the cardholder's commitment to pay, it enables the purchase of goods and services. The card's issuer establishes a revolving account and gives the cardholder access to a line of credit, which may be used to obtain a cash advance or to pay a merchant.

### **Banking throughout mobile application**

Mobile banking is becoming increasingly popular in Bangladesh nowadays due to its simplicity, accessibility, readiness, and convenience. bKash is offered by BRAC Bank, Nagad by Bangladesh Post Office, Rocket by DBBL, City Touch by City Bank, etc.

## 4.5 ATM

A cash machine often referred to as an automated teller machine, is a type of communication equipment that creates a secure link between the customer and the bank so that financial operations, notably cash withdrawals, may be carried out without the need for a bank cashier, clerk, or teller.

### **Additional notable services**

- Manage your cards, make deposits, and pay off loans.
- Transfer money to any bank and thorough account statements.
- Using an e-commerce gateway to conduct digital payments when purchasing online.
- Instant bill payments for things like club dues, internet bills, insurance premiums, mobile phone bills, and tuition.
- Instant mobile phone top-up.
- Paying utility bills.
- Management and information about loan accounts.
- Management of Beneficiaries.
- Manage of all customers account electronically.

## Chapter- 5 E-banking services of BCBL

### 5.1 General Banking services

Four main general banking activities of BCBL are given in the following section-

- Accounts Opening
- Clearings account
- Remittance
- Cash flow

This four is the standard banking procedures at carried out through the bank's web servers, and checks and vouchers are recorded both physically and digitally. In order to open an account, walk-in customers must fill out an account opening form with all of their personal information, including their national identification number, photographs, nominee information, source of income, account purpose, and signature verification. The information is then entered into the bank server by an employee, who also keeps a digital record of each customer's data and bank IDs for each account.

The bank's own proprietary software, called "Remittance Managements System" (RMS+), is being installed at all branches for the remittance sector and includes, among other features, the capability of paying overseas remittances instantaneously over the counter. This web-based program offers digital services to expatriates thanks to its special feature of sending a confirmation message to the recipient's or sender's mobile phone. Additionally, BCBL employs the automated clearing house of Bangladesh for the clearing segment. The only area of ordinary banking services where digitization has had the least impact is cash.

### 5.2 BCBL ATM

The National Payment Switch Bangladesh (NPSB), Q-Cash Consortium, and VISA are all members of BCBL Limited. Customers may make use of round-the-clock cash

withdrawal services via 65 private ATMs and more than 5500 shared ATM booths located around the nation. BCBL just started trading.

Charge card. The annual fee for a debit card is Taka 445.00 (VAT included), and if the original card is lost, a replacement card must be issued for Taka 230.00.

### 5.3 SMS Banking and Online Banking

According to BCBL website, and the latest update February 16,2022;

- The Online ABB network now includes 48 BCBL branches.
- All 48 branches provide the SMS Banking service.
- The 48 branches at home are all currently connected to an automation network.
- There are 48 active CBS branches in total, and all CBS branches provide SMS banking.
- The 48th branch has RTGS capability.

The bank is diligently trying to gradually connect all of its branches to its Real-time Online Banking network. Branch locations with ABB capabilities additionally provide SMS/online banking services.

### 5.4 Features of BCBL Q-Cash ATM network

- BCBL Limited has introduced debit and credit cards that may be used in any ATM booth that accepts Q-cash.
- Cardholders may pay their utility bills, including those for gas, water, and telephone.
- Transferring money between participating Bank offices is simple.
- With a 24/7 opening, any transaction is always possible.
- It offers a risk-free means of transporting cash.
- Certain Points of Sale accept digital payments or Internet purchases (POS).
- Q-Cash cards are only sold by specially developed Branches in Bangladesh.

### Credit Card facilities

<b>Limit of Credit</b>	
• General Manager and Above	TK. 3,50,000.00
• Deputy General Manager and Assistant General Manager	TK. 2,50,000.00
• SEO	TK. 1,50,000.00
• Executive Officers	TK. 1,00,000.00
• Senior Officers & Officer	Tk. 75,000.00



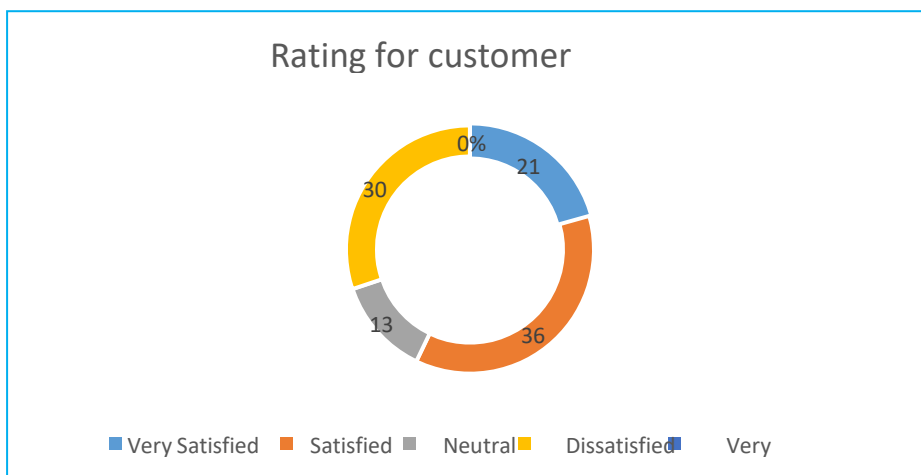
## Chapter- 6 Analysis and Findings

### 6.1 Analysis

One of the key results is that customers are dissatisfied with the typical wait time for banking services. The main issue with customer service is that it takes an average of more than 15 minutes for each customer to complete a simple task because, under the bank's current system setup, only one employee is responsible for verifying clients and their checks, entering data for cash withdrawals and deposits to specific accounts, keeping track of daily SC and LSC, clearing checks, opening accounts, etc. in the debit-credit section.

Much though it now takes over 10 minutes for each individual since the branch has been computerized, the manual banking procedure took even longer. Additionally, 82% of respondents agree that BCBL has excellent technology.

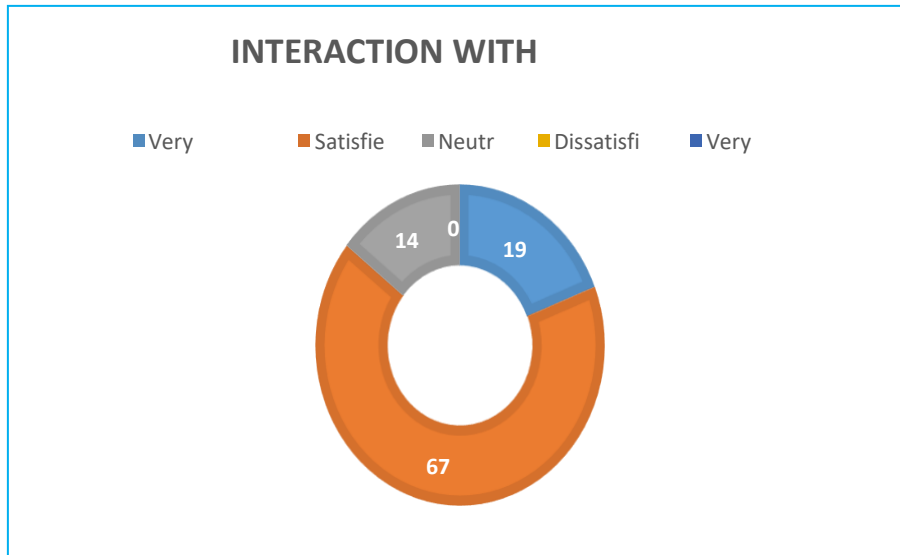
Nearly 3/4 of all users have e-banking services connected to their accounts. In particular, 29% of all respondents have their own debit card registered against their account, 47% of all respondents have SMS alert service turned on, and just 3% of users have credit cards registered against their bank accounts.



Customers using debit cards complained that BCBL's personal ATM booths did not have enough cash available. Of the 60 respondents, 40 agreed that the service quality of the ATM booths is subpar when compared to other banks. With the exception of this, BCBL is doing

an excellent job at keeping its customer satisfaction level high by establishing solid relationships with consumers and making banking simple and straightforward for individuals. These actions help BCBL give its customers a positive banking experience overall. The entire populace has 100% confidence that BCBL will be able to meet their demands in the future.

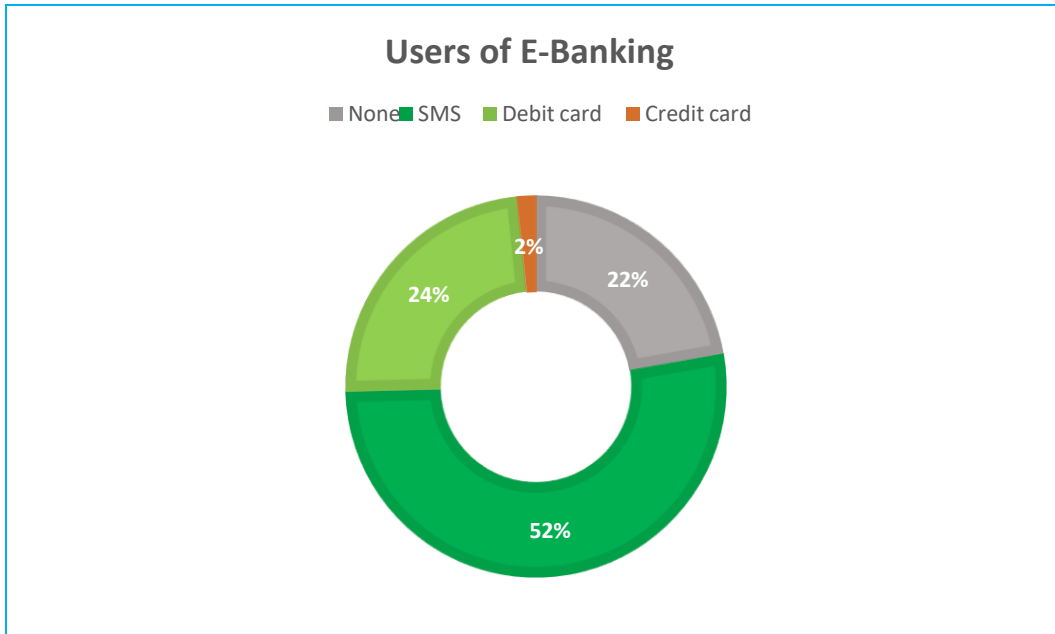
The final, open-ended question on the survey revealed that respondents wanted personnel to provide speedier service and to be more considerate.



Nearly four third of all users have e-banking services connected to their accounts. In particular, 26% of all respondents have their own debit card registered against their account, 50% of all respondents have SMS alert service turned on, and only 4% of users have credit cards registered against their bank accounts.

Customers using debit cards complained that Bangladesh Commerce Bank's personal ATM booths did not have enough cash available. Of the 53 respondents, 29 agreed that the service quality of the ATM booths is subpar when compared to other banks. With the exception of this, BCBL is doing an excellent job at keeping its customer satisfaction level high by establishing solid relationships with consumers and making banking simple and straightforward for individuals. These actions help BCBL give its customers a positive banking experience overall. The entire populace has 100% confidence that Bangladesh Commerce Bank Limited will be able to meet their needs in the future.

The final, open-ended question on the survey revealed that respondents wanted personnel to provide speedier service and to be more considerate.



## 6.2 Problems found in BCBL

- The lack of suitable technological equipment.
- Low job satisfaction as a result of lower salaries than in commercial banks.
- Utilizing an ISP in your area to run your online banking's.
- It's challenging to implement any changing in such a large corporation.
- Inadequate record-keeping practices. The registration books and data from the past are not stored securely and with care.
- The core server becomes sluggish during peak hours, which lowers productivity.
- Lack of breaks, and insufficient room for prayer, lunch, and leisure led to a lack of employee satisfaction and motivation.

### 6.3 Efficiency and Effective role at work

**Efficiency:** Efficiency refers to how to enhance my work and produce better work performance in the workplace. I work in several desks at BCBL; thus, I am familiar with how each desk operates. But if I just work at one desk, I'll have to learn a lot at one desk. For example, when I was working in international remittances, my work efficiency was not very fast in a few days, but after working, my work efficiency was extremely fast, and I was able to give many services quickly.

However, my job efficiency was obtained if I worked there for a few more days. Second, the inefficiency of all tasks must be rectified for each employee before productivity can be increased. Third, the work environment is not very good; practically all employees are above the age of 50, therefore they are not sustaining corporate culture; if the work environment is adequate, efficiency will increase. Fourthly, clients do not cooperate with staff and always desire the first-er service, placing employees under strain and preventing productivity growth.

If they work together with the staff, the worker is more at ease and more productive. If indeed the branch is decorated, productivity will be higher since the outdated branch decorating has a negative psychological impact on workers and prevents them from working comfortably. Because there are only two air conditioners in the branch and they are insufficient to provide for comfortable work practices, the number of air conditioners must rise as well as productivity.

**Effective:** When a new client walked into the bank, I was trying to persuade him or her to create an account with BCBL since I always worked for the advantage of my Branch. When consumers withdraw money from remittances, the bank benefits. That's why I attempted to open a bank account. Additionally, because the BCBL's statement price is significant and serves as a source of revenue for the branch, I suggest adding the consumer with their bank statements as soon as possible.

Then, while I was making the DD (demand Draft), I saw that it was a revenue of branch instead of a bank fee. As a result, I was delivering these services while working at the front desk as an intern, which is good for the banks. I also have a number of FDRS active since they said the bank by creating its Fund.

## **Some Opportunity and Limitations**

### **Opportunity**

- Save a ton of time and accessibility at any time;
- Faster and less expensive transactions, customer comfort, the competitive benefit of economies of scale, greater convenience, and is very efficient
- spreading awareness about the benefits of digital banking
- linking indigenous financial institutions with global markets;
- improved development in sectors like risk management and CRM;
- constructing a state-of-the-art IT infrastructure to stop system failures and provide a dependable and secure platform for online transactions.

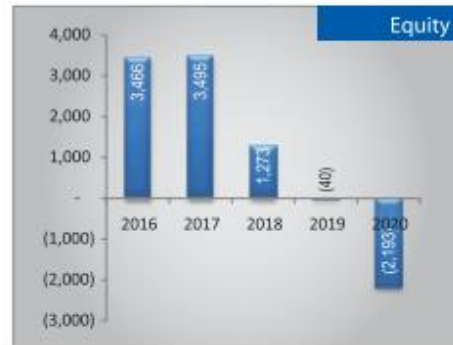
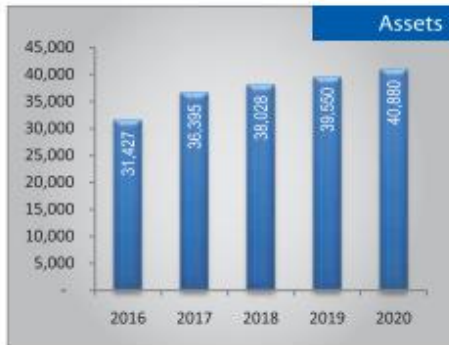
### **Limitations**

- Digital security concerns;
- Sensitivity to the global economy;
- Internet accessibility is necessary to utilize Internet banking;
- Cao only targets particular clients
- Unstable global economic conditions, fierce rivalry, a lack of effective regulations, and a lack of client loyalty

## 6.4 Analysis Annual Report of BCBL

### Graphical Presentation

#### Business Performance



## Graphical Presentation

### Business Performance



### Operating Efficiency



**According to 2020 annual report Review the Financial Statements:**

“The Audit Committee, reviewed and examined the Annual Financial Statements of the bank to confirm whether all the required disclosures and information have been incorporated in the Financial statements and whether the bank followed International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS) as adopted by the Institute of Chartered Accountants of Bangladesh, Bank Company Act 1991 (as amended up to 2013), Bangladesh bank Guidelines, Companies Act 1994, BSEC and others laws and rules applicable in Bangladesh.”

- Annual Report 2020 Page 35



## Chapter-7 Recommendations & Conclusion

### 7.1 Positive recommendations

- BCBL should utilize a more reliable and secure source for internet connection rather than the local ISP. Set up your own ISP if you can for locations all around the nation.
- Create a vast network of personal ATM booths and ensure that there is always money accessible in such booths.
- Should follow appropriate record-keeping processes.
- Distribute duties equally across the workplace, and ensure that workers are adequately motivated.
- In order to increase staff productivity and satisfy consumer expectations, relevant training programs should be developed.
- Update core servers to ensure their smooth operation.
- It is best to get the necessary technical equipment through the requisition.
- Modest changes should be undertaken rather than a complete overhaul of current regulations.
- By releasing a mobile application, clients would have easier access to online banking.

### 7.2 Conclusion

Day by day technology is advancing quickly. On that, people's demands, expectations are always shifting. Bangladesh Commercial Bank Limited should start small in order to bring about good change inside the company in order to achieve the required level of customer satisfaction. To attract and build a loyal client base, more focus should be placed on streamlining the banking process.

There is fierce rivalry right now in the banking industry. Small and start up private commercial banks are active on the market today, functioning under a contemporary business model and providing a range of financial goods and services. They have an outstanding marketing staff that enables them to contact customers.

In order to compete in such a challenging climate, BCBL must modernize its marketing division, create efficient staff training programs, and accelerate developments in the e-

banking industry. Strong user data encryption, updated software, the introduction of mobile applications to reach more consumers, and lastly, employee motivation should be prioritized if the bank is to maintain its leadership position in Bangladesh's banking industry.



**BANGLADESH COMMERCE BANK LTD.**

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## Appendix

### Questionnaire:

1. Have bank account in BCBL?
  - Yes
  - No
  
2. Your gender identifies as?
  - Male
  - Female
  - Other
  
3. How long have you been with BCBL?
  - Less than 1 year
  - 1 to 3 years
  - More than 3 years
  
4. Do you have accounts in other banks? If yes, please mention below
  - No
  - Yes
  
5. How would you rate the following services at BCBL?

Rating	Very Dissatisfied	Dissatisfied	NeutralSatisfied	Very Satisfied
Customer service				
Bank security				
Interaction with employees				

6. What is the average waiting time in the bank?
  - Less than 5 minutes
  - 5 to 15 minutes
  - More than 15 minutes
  
7. Do you have SMS banking or Debit/Credit card attached with your account?
  - No
  - Yes, Which one of the following
    - SMS Banking
    - Debit card
    - Credit card

8. Do you believe the technological system of BCBL?
- Yes
  - No
9. How would you rate the ATM services provided by BCBL compared to other banks?
- Excellent
  - Good
  - Fair
  - Poor
  - Very poor
10. How would you rate the overall quality of your relationship with the bank?
- Excellent
  - Good
  - Fair
  - Poor
  - Very poor
11. Do you believe that BCBL can satisfy your future needs?
- Yes
  - No
12. How would you rate the overall banking experience with BCBL?
- Excellent
  - Good
  - Fair
  - Poor
  - Very poor
13. Please mention at-least one aspect of customer service you wish BCBL would improve?

**Date:**

**Name**