# Internship Report

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# *General Banking Operations of Mutual Trust Bank PLC: Focusing on Customer Perception of MTB Neo App*

**Md. Mehedi Hasan Uzzal**

This report is submitted to the School of Business and Economics, United International University, as a partial requirement for the degree fulfillment of Bachelor of Business Administration

# General Banking Operations of Mutual Trust Bank PLC

# &

# Customer Perception of MTB Neo App


**Submitted to**

Dr. Md Shariful Alam

Professor

School of Business and Economics (SoBE)

United International University

**Submitted by**

Md. Mehedi Hasan Uzzal

ID- 111 193 119

Major: Supply Chain Management


## School of Business and Economics (BBA)

## United International University

**Date of submission:** September 27, 2025

# Letter of Transmittal

September 27, 2025
Dr. Mr. Shariful Alam
Professor
School of Business and Economics (SoBE)
United International University

Subject: Submission of internship report on “General banking operations of Mutual Trust Bank PLC & customer perception of MTB Neo”.

Dear Sir,
I just completed my internship at Mutual Trust Bank Plc. I would like to thank you for giving me this opportunity to prepare this report on this subject. To prepare this report, I got the chance to explore **General banking operations of Mutual Trust Bank PLC & customer perception of MTB Neo.**
I have worked in customer service section. It was a great learning experience. This report is based on my 3 months of working experience. This report contains a great study of various general banking activities of Mutual Trust Bank with a focus on customer satisfaction and the impact of fintech in banking services. I have tried and worked hard to do this report as per your instructions.
Thank you for your constant guidance and support.
Sincerely

Md. Mehedi Hasan Uzzal
ID: 111 193 119
School of Business and Economics (SoBE)
United International University

# Declaration of the Student

I, Md Mehedi Hasan Uzzal, hereby declare that this report on **“General banking operations of Mutual Trust Bank PLC & customer perception of MTB Neo”** is fully prepared by me and submitted as a part of the academic requirement for the degree of Bachelor of Business Administration (BBA).

I am also confirming that this report has been prepared based on my research, findings, and experiences while working as an intern at Mutual Trust Bank PLC. This report doesn’t contain any previously published material or written by a third party. I am ensuring that this report has not been submitted for any other university, degree, or any other academic purpose.


……………………………….

**Md. Mehedi Hasan Uzzal**
ID: 111 193 119
Department: BBA (Supply Chain Management)
United International University

……………………………….

**Md. Shariful Alam**
Professor
School of Business & Economics
United International University

# Corporate Evidence

মিউচুয়াল ট্রাস্ট ব্যাংক পিএলসি
**Mutual Trust Bank PLC**
*you can bank on us*

**MTB Group Human Resources**

MTB/CHO/GHR/90/2025

January 14, 2025

**Mr. Md. Mehedi Hasan Uzzal**
**1097, Khilbaritek**
**Vatara, Dhaka 1212**

**Dear Mr. Uzzal:**

**Internship placement in MTB**

Please accept best compliments from Mutual Trust Bank PLC (MTB).

In response to your application, this is to inform you that the management of MTB has accepted your prayer to pursue internship for a period of three (03) months under the supervision of the Branch Manager, MTB Baridhara Branch with immediate effect.

Hope your association with MTB will be an excellent learning experience for you.

Best wishes.

MJaman

**MOHAMMED MOSTAFA JAMAN**
**UNIT HEAD, GHR**

Corporate Head Office: MTB Centre, 26 Gulshan Avenue, Gulshan 1, Dhaka 1212
Phone: 880 (2) 5881 2298, 222 283 966, Fax : 880 (2) 222 264 303, SWIFT : MTBL BD DH E-mail : info@mutualtrustbank.com

# Executive Summary

This report will aim to provide a detailed overview of the general banking operation and digital transformation of Mutual Trust Bank. This paper starts with an overview of the bank's background and the variety of products and services it offers. Then I did a short industry analysis. This report will give you an idea about the branch operations activities. A major focus of the report is its digital products and finding out the current state of "**MTB Neo"**, the biggest digital banking platform of the bank. A survey was conducted with 80 users to gather their experiences with the app. The result shows why it is the core digital banking platform of Mutual Trust Bank. This report will also provide you with information about other digital products of the bank. Additionally, this report will also share my personal internship experiences. Lastly, based on study and user feedback, the report concludes with specific recommendations aimed at improving service quality and keeping customer satisfaction high.

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# Chapter 1: INTRODUCTION

## *1.1 Background of the Report*

The banking sector plays a vital role in any country's economic development. To ensure a stable economic environment, banks work with financial investments, provide financial services, and encourage savings. Mutual Trust Bank PLC is one of the oldest and most prominent private commercial banks in Bangladesh.

As per my academic requirement, I have completed my internship at Mutual Trust Bank PLC. During this period of internship, I got to know about corporate culture and gained knowledge about the general banking activities of a bank. As a reputed bank, it provides various digital services to its customers. So, I conduct survey research on customer satisfaction to understand how satisfied customers are with these digital services.

## *1.2 Objective of the Report*

**Primary objective:**

The main objective of this report is to analyze customer satisfaction after using digital services offered by Mutual Trust Bank PLC.

**Secondary objective:**

- To understand the retail banking division of the bank.
- To acquire knowledge about the general banking activities of the bank.
- To understand day to day operation at the branch.
- To know what type of products and services MTB offers.
- To know how MTB provides services to its customers.
- To know about the digital services bank provides.

## 1.3 Rationale of the Report

This report mainly aims to understand customer perception of MTB Neo. But as I was assigned to the general banking section at Baridhara branch. So, this report will cover the work of the general banking section of Mutual Trust Bank Plc. Along with that, this report will cover general banking activities like how they deal with account opening, deposit collection, clearing, receiving checks, and customer service. I have also shared the tasks I was involved in during this period.

## 1.4 Scope of the Report

This report mainly focuses on the general activities of Mutual Trust Bank and customer perception about MTB Neo.

It will also provide detailed insights about the products and services of the bank, branch operations, and my internship experiences.

## 1.5 Methodology of the Report

To prepare this report, I used both primary and secondary data.

**Primary data:** First of all, I took an interview with my supervisor, Md. Nizam Uddin, branch manager (AVP), Baridhara branch, Mutual Trust Bank PLC. I also talked with the customer service officers Mrs. Rini Akter (CSO) of the branch to gather insights on different sections. Besides that, I conducted a survey on customer perception of MTB Neo. Both open-ended and closed-ended questions were included in the survey to gather customer's feedback.

**Secondary data:** I have collected secondary data from Mutual Trust Bank's official website, Mutual Trust Bank's report, previously published internship report.

## *1.6 Limitations of the Report*

- The report is based on a single branch of Mutual Trust Bank, which may not represent service quality, operational practice, and customer experiences of the organization as a whole.
- The duration of the internship was three months, but it was too short to learn everything about the branch activities.
- Direct communication with the customer was limited.
- Bank didn't provide any internal information.
- The number of survey respondents was small.

# CHAPTER 2: COMPANY AND INDUSTRY PREVIEW

## 2.1 Company Analysis

### 2.1.1 Overview and History

Mutual Trust Bank PLC (MTB) is a prominent private commercial bank in Bangladesh, renowned for its customer-centric approach and innovative banking solutions. Established on October 24, 1999, MTB commenced operations following its incorporation as a public limited company on September 29, 1999, under the Companies Act of 1994. The bank received its license from Bangladesh Bank on October 5, 1999, under the Banking Companies Act of 1991.

**History and Milestones**

- Founding Vision: MTB was founded with the vision to provide modern and efficient banking services to the people of Bangladesh.
- Expansion: Over the years, MTB has expanded its network to include 122 branches and 53 sub-branches across the country. Additionally, it operates 185 Agent Banking Centers and 344 ATMs, including 31 CRM booths and 8 air lounges, facilitating widespread access to banking services.
- Digital Transformation: In recent years, MTB has focused on digital banking, launching platforms like the MTB Smart Banking App, which offers real-time fund transfers, bill payments, and other services. The bank's digital initiatives have earned it the title of "Best Digital Bank in Bangladesh" for 2024 by Euromoney.

## Recent Developments

Awards and Recognition: MTB's commitment to excellence has been recognized with several awards, including the "Best Bank in Customer Service Excellence Bangladesh 2023" by the World Economic Magazine.

Strategic Partnerships: The bank has formed strategic alliances to enhance its service offerings, such as partnerships in trade finance and digital lending.

## Conclusion

Mutual Trust Bank PLC stands as a testament to the evolving banking landscape in Bangladesh. With its strong foundation, commitment to innovation, and customer-focused services, MTB continues to play a pivotal role in the country's financial sector.

### 2.1.3 Products and Services

***Products and Services***

MTB offers a comprehensive range of banking services, including:

- *Retail Banking*: Savings and current accounts, personal loans, and credit cards.
- *Corporate Banking*: Services tailored for businesses, including working capital financing and trade services.
- *SME Banking:* Financial solutions designed to support small and medium enterprises.
- *Islamic Banking:* Shariah-compliant banking products and services.
- *Digital Banking*: Online and mobile banking platforms for convenient banking experiences.
- *Agent Banking*: Extending banking services to underserved areas through authorized agents.

Mutual Trust Bank PLC (MTB) offers a comprehensive range of products and services tailored to meet the diverse financial needs of its customers. Here's a detailed overview:

**Retail Banking Products**

*1. Deposit Products*

- MTB Regular Savings Account: A standard savings account offering interest on deposits.
- MTB Fixed Deposit (FDR): Allows customers to invest a lump sum amount for a fixed tenure at a predetermined interest rate.
- MTB Double Saver: A fixed deposit scheme where the deposit amount doubles in 7 years and 6 months.
- MTB Millionaire Plan: A monthly deposit scheme designed to make clients millionaires after a specified period.
- MTB Monthly and Quarterly Benefit Plans: Fixed deposit schemes providing monthly or quarterly interest payouts.
- MTB Shield: The country's first fixed deposit with COVID-19 insurance coverage.
- MTB Inspire: Offers enhanced services with monthly returns on deposits.
- MTB Extreme Savings Account: A savings account with COVID-19 insurance coverage.
- MTB Care: A savings product for children with special needs.
- MTB Lakhopoti Scheme: A recurring monthly savings scheme.
- MTB Gift Cheque: A unique gift option allowing users to choose their gift.

*2. Loan Products*

- Personal Loans: Unsecured loans for personal needs.
- Auto Loans: Financing options for purchasing vehicles.
- Home Loans: Loans for purchasing or constructing homes.
- Home Equity Loans: Loans secured against the equity of a property.
- Professional Loans: Tailored loans for professionals.
- Credit Cards: Offers various credit card options with benefits.

*3. Digital Banking Services*

- MTB Neo: A free financial app providing 24/7 access to banking services, including fund transfers, bill payments, and more.
- Internet Banking: Online banking services for managing accounts and transactions.
- Mobile Banking: Banking services accessible via mobile devices.

**Corporate & SME Banking Products**

*1. Financing Solutions*

- MTB Abason: Term loan for purchasing semi-pucca properties for personal or rental use.

- MTB Commercial Space Finance: Term loan for small and medium enterprises (SMEs) to finance commercial spaces.

- MTB Uddog: Revolving short-term loan facility for SMEs.

- MTB Krishi: Direct lending for the agriculture sector.

- Small Business Loan (SBL): Financing to meet working capital or fixed asset requirements for SMEs.

- SME CC (Hypo): Working capital loan for cottage, micro, small, and medium enterprises.

- Shachal – Vehicle Financing: EMI-based vehicle financing for SMEs.

*2. Non-Funded Services*

- Letters of Credit (LC): For import and export transactions.

- Bank Guarantees: Including performance and bid bond guarantees.

- Lease Finance: Financing for leasing equipment or property.

- PAD (Payment Against Documents): Financing against shipping documents.

- LATR (Loan Against Trust Receipt): Short-term financing for importers.

## 3. Other Services

- Trade Finance: Including export and import financing services.

- Structured Finance: Services like loan syndication, bond issuance, and project financing.

- Cash Management Services: Solutions for efficient management of cash flows.

- Agent Banking: Extending banking services to underserved areas through authorized agents.

## Digital & E-Commerce Services

- ➢ E-Commerce Acquiring Services: MTB has revamped its e-commerce acquiring services with a new payment gateway provided by Compass Plus Technologies, aiming to enhance customer and merchant experiences.

- ➢ Digital Lending: Introduction of products like Daylight Loan and Micro DPS through platforms like bKash to promote digital payments among small merchants.

### 2.1.4 SWOT Analysis

Mutual Trust Bank PLC (MTB) is a prominent private commercial bank in Bangladesh, offering a diverse range of banking services. Here's a comprehensive SWOT analysis based on available information:

*Strengths*

- Established Reputation: MTB has cultivated a strong brand presence and customer trust in Bangladesh's competitive banking sector.
- Diverse Service Portfolio: The bank provides a wide array of services, including retail, corporate, investment, and Islamic banking, catering to various customer needs.
- Technological Integration: MTB has made strides in adopting digital banking solutions, enhancing customer convenience and operational efficiency.
- Strong Financial Performance: In 2023, MTB reported a net income of ৳286 crore, indicating robust financial health.

*Weaknesses*

- Limited ATM Network: Some branches, like the Bashundhara branch, have faced challenges due to a shortage of staff, impacting service delivery.
- Service Gaps: Customer feedback suggests areas for improvement, such as the introduction of international credit cards and more competitive loan products.

❖ Branch Accessibility: The bank's branch network may not be as extensive as some competitors, potentially limiting customer reach.

*Opportunities*

❖ Digital Banking Expansion: Increasing demand for online banking services presents an opportunity for MTB to enhance its digital offerings.

❖ Product Diversification: Introducing new products like international credit cards and consumer loans could attract a broader customer base.

❖ Branch Network Growth: Expanding the number of branches, especially in underserved areas, could improve market penetration.

❖ Financial Inclusion Initiatives: MTB can play a pivotal role in promoting financial inclusion by offering services tailored to underserved populations.

*Threats*

❖ Intense Competition: The Bangladeshi banking sector is highly competitive, with numerous banks vying for market share.

❖ Economic Volatility: Economic fluctuations and regulatory changes can impact banking operations and profitability.

❖ Technological Disruptions: Rapid advancements in fintech and digital banking pose challenges to traditional banking models.

❖ Default Loan Risks: The banking sector faces concerns over non-performing loans, which can affect financial stability.

In summary, while Mutual Trust Bank PLC boasts a solid foundation and growth prospects, addressing its operational challenges and adapting to the evolving banking landscape will be crucial for sustained success.

### 2.1.5 Branch Operations

Mutual Trust Bank PLC (MTB) operates a comprehensive and customer-centric branch network across Bangladesh. Here's an overview of its branch operations and activities:

***Branch Network Overview***

- Total Branches: MTB operates 119 branches and 33 sub-branches nationwide.
- Agent Banking Units: The bank has 185 Agent Banking Centers, expanding its reach to underserved areas.
- ATMs and Self-Service: MTB offers 344 modern ATMs, including 31 CRM booths, 8 Air Lounges, and 4 Foreign Exchange booths, enhancing customer convenience.

***Core Branch Operations***

- General Banking Services:

  Account Services: Opening and managing various types of accounts.

  Cash Transactions: Deposits and withdrawals.

Cheque Services: Issuance and clearing.

Utility Bill Payments: Facilitating payments for utilities.

- Credit Services:

Loan Products: Offering personal, home, auto, and SME loans.
Credit Facilities: Providing overdrafts and credit cards.
Foreign Exchange and Remittance:

Foreign Currency Exchange: Buying and selling foreign currencies.

Remittance Services: Facilitating inward and outward remittances.

- Digital Banking Support:

Online Banking: Assisting customers with internet banking services.

Mobile Banking: Supporting mobile banking applications and services.

***Specialized Branch Initiatives***

SME Cluster Development: MTB collaborates with the SME Foundation to develop business clusters, such as dairy farming in Pabna and readymade garments in Keranigonj, providing tailored financial services to these sectors.

Agent Banking Expansion: MTB has established Agent Banking Centers in areas like Chouddagram, Comilla, to offer banking services in remote locations, enhancing financial inclusion.

***Branch Staffing and Customer Service***

Staffing Structure: Each branch is managed by a Branch Manager, supported by officers handling various functions like cash, accounts, credit, and customer service.

Customer Service: Branches are equipped with dedicated customer service officers to assist with inquiries, resolve issues, and provide information on products and services.

*Strategic Initiatives*

- Branch Banking Conference: MTB hosts annual conferences to align branch operations with the bank's strategic goals, focusing on growth and customer satisfaction.

- Digital Transformation: The bank is investing in digital banking infrastructure to streamline branch operations and enhance customer experience.

MTB's branch operations are designed to provide comprehensive banking services, support economic development through specialized initiatives, and ensure customer satisfaction through efficient and accessible services.

## 2.1.6 Mutual Trust Bank at a Glance

**Mutual Trust Bank PLC — At a Glance**

| Aspect | Details |
|---|---|
| **Full Name** | Mutual Trust Bank PLC |
| **Type / Legal Status** | Private commercial bank; Public Limited Company |
| **Founded** | Incorporated September 29, 1999; began operations October 24, 1999 |
| **Head Office** | MTB Centre, Plot 5, Block SE(D), 26 Gulshan Avenue, Gulshan-1, Dhaka, Bangladesh |
| **Authorized Share Capital** | Initially BDT 1,000,000,000; now higher (several changes over time) |
| **Branches & Network** | Around 119-122 branches; plus sub-branches, many agent banking centres; numerous ATMs, PoS machines, foreign exchange booths etc. |
| **Employee Count** | Roughly 2,600-2,700 employees |

## 2.1.7 Awards and Accolades (2021-2025):

| Award / Recognition | Issuer / Awarding Body | What it recognizes / Key Highlights | Year |
|---|---|---|---|
| **Best Digital Bank in Bangladesh** | Euromoney (Awards for Excellence) | For 2024, for its innovation in digital banking (MTB Smart Banking App, Cash-by-Code, virtual debit/prepaid cards etc.). | 2024 |
| **“Best Digital Bank in Bangladesh” (second consecutive year)** | Euromoney (Awards for Excellence 2025) | Recognised MTB’s sustained progress in digital transformation, especially the newer version “MTB Neo” app, personal finance tools, and increased transaction/user growth. | 2025 |
| **Best Bank for Diversity & Inclusion** | Euromoney | Named Bangladesh’s Best Bank for Diversity & Inclusion for the **fourth consecutive year**. Highlights include initiatives like the *Shreya* platform (for female employees), better gender equity policies, female board representation, and inclusive programs like MTB Angona. | 2024 / 2025 |
| **Best Customer Service Bank - Bangladesh 2023** | Global Business Outlook Magazine | In recognition of MTB’s customer-centric service and dedication to improving the client experience. | 2023 |
| **Best Innovative Bank in Bangladesh** | 2nd Bangladesh Fintech Awards | Under the category “Fintech Innovation of the Year – Banks.” Acknowledges MTB’s digital innovation in payments, lending, and customer service. | 2023 |
| **Best SME / CMSME Bank** | Global Business Magazine; International Business Magazine | For its work in cottage, micro, small and medium enterprises financing. E.g., “Best SME Bank Bangladesh 2023”, “Best Bank in CMSME Financing Bangladesh 2024.” | 2023 / 2024 |
| **Excellence in Consumer Financing Bangladesh 2024** | Global Business Magazine | Recognises MTB’s innovations & inclusive financial products in consumer finance. | 2024 |
| **Best Performance in Profitability** | Indian Chamber of Commerce (ICC) | Given in 2024 for MTB’s strong business growth and profitability in 2023; outstanding operational performance. | 2024 |
| **Global Climate Partnership Award** | Global Climate Partnership Fund (GCPF) | For their electric mobility financing concept for smallholder farmers, an innovative idea bridging climate action + financial inclusion. | 2023 |
| **Fintech Innovation Challenge Award (Enabling Access to Finance for CMSMEs)** | FinLab BD (a2i + UNCDF + Microsave Consulting) | Recognized MTB’s idea/solutions in enabling access to finance for CMSMEs through fintech. | 2023 |

## 2.2 Industry Analysis

1. *Overview of the Banking Industry*

- The banking sector of Bangladesh is one of the largest contributors to the financial system and economic growth.
- Currently, there are 60 scheduled banks (as of 2025), consisting of state-owned commercial banks (SCBs), specialized banks (SBs), private commercial banks (PCBs), and foreign commercial banks (FCBs).
- The sector is regulated by Bangladesh Bank, which oversees monetary policy, credit regulation, and compliance.

2. *General Banking Services*

General banking forms the core banking functions that cater to day-to-day financial needs of customers:

- Account Services: Current, savings, fixed deposits, and other liability products.
- Cash Management: Cash deposits, withdrawals, and cheque clearing.
- Remittance & Payment Services: Local and foreign remittances, BEFTN, RTGS, and online fund transfer.
- Cards & Digital Services: Debit/credit cards, mobile financial services, internet banking.
- Customer Support: Front-desk services, inquiry handling, and account maintenance.

2. *Current Market Trends*

- Digital Transformation: Rapid adoption of internet banking, mobile apps, and digital wallets (like bKash, Nagad, Rocket).
- Agent Banking Expansion: Banks are reaching rural and unbanked populations through agent banking and sub-branches.

- Remittance Growth: Non-resident Bangladeshi (NRB) remittances are a major driver of foreign exchange reserves, with banks competing through remittance-friendly products.
- Financial Inclusion: Focus on SME, CMSME, and women entrepreneurs through specialized banking schemes.
- Green & Sustainable Banking: Increasing emphasis on environment-friendly projects and climate financing.

*4. Opportunities*

- Growing middle class and rising per capita income → higher demand for consumer banking products (home loans, auto loans, personal loans).
- Untapped rural and semi-urban markets → expansion potential through agent/mobile banking.
- Increasing remittance inflow → scope to design more NRB-focused banking services.
- Government focus on "Smart Bangladesh 2041" → more digital banking initiatives.

*5. Challenges*

- High Non-Performing Loans (NPLs): A persistent issue affecting profitability and sector stability.
- Competition: Intense rivalry among private banks, foreign banks, and non-bank financial institutions.
- Cybersecurity Threats: Increased reliance on digital platforms creates vulnerability to cyberattacks.
- Regulatory Pressure: Bangladesh Bank's stricter compliance requirements on loan classification, capital adequacy, and liquidity.
- Customer Awareness Gap: Rural customers often lack financial literacy, making service delivery difficult.

*6. Future Outlook*

- The general banking industry will continue moving towards full-scale digitalization, with paperless and AI-driven banking.
- Partnerships with fintech companies are likely to reshape customer experience.
- More focus on sustainable financing and ESG practices.
- Improved regulatory frameworks and technological innovation will help reduce risks and expand customer base.

# Chapter 3: Internship Experience

I started my internship at Mutual Trust Bank PLC on January 16, 2024. I was assigned to the customer service section. It's a crucial part of the retail banking section. Customer service includes areas such as account opening, card distribution, dollar endorsement, cheque clearing and delivery, pay order, providing bank statements and maintaining inward and outwards of the branch. During the first week of my internship, I closely observed how customer service officers fulfill customer requirements. I was actively involved and tried to follow them.

***Account Opening***: One of my key responsibilities was helping customers in the account opening process. I need to check all the required documents, such as photocopy of NID, income documents, residence documents, passport size photographs, etc. Every day, I filled up various types of forms, like different types of account opening forms, credit and debit card forms. I have filled up 5 to 10 account opening forms in a day, then I added seals on all the documents on behalf of customer service officers.

***Maintaining inward and outward:*** I had to maintain inward book where I recorded every file and documents details I find form the customers and others. And those files and documents I send to the customer and other branch were recorded in the outward book.

***Managing Cheque Book:*** Every day after 4 pm, I need to organize all the received and undelivered cheque books and count the total cheque books to keep a record. In Mutual Trust Bank, they destroyed a cheque book if the cheque book holder didn't collect it within 90 days. So, I was in charge of making a list of disposal cheque books in Excel for every week. And I had to call the customer to collect the cheque book from the branch.

***Checking Vouchers:*** Another key responsibility was reviewing and checking vouchers. The business operation manager of the branch assigned me to check at least two bundles of vouchers each day. These vouchers were included cheque for deposit or withdrawal, bill payment receipt for cards. I need to check that all the necessary documents are attached, date and amount written on the cheque are accurate. I made sure that the account number and phone number are written on the back of the cheque. It was the riskiest task for me.

***Maintaining Register Book:*** I was responsible for updating the register book by recording all incoming letters and important correspondence.

Finally I have completed 3 months internship in banking sector and I experienced a lot from there. I have learnt how to deal with the regular customer , how to make a bonding with co-workers, and how to work with different types of people in different situation. Sometimes I had to work under pressure which helps me to enhance my practical skills. So this three month of internship really helps me to work on the actual corporate sector.

# Chapter 4: CUSTOMER PERCEPTION OF CITYTOUCH

**Growing Trust & Adoption**

- MTB Neo has crossed BDT 100 crore in Fixed Deposit and DPS via the app.
- Large transaction volumes and increasing number of users show customers are increasingly using it and trusting it.

***Good Range of Features***

The app provides many useful functionalities, viewing account info in real-time, funds transfer (intra- and inter-bank), mobile top-ups, bill payments (local & international), opening FDR & DPS, ordering checkbooks, etc.

Recent feature improvements have been welcomed. Example, improved UI themes, user ID recovery, more "guest user" access, better notification/inbox handling.

***Good Recognition & Image***

- MTB won "Bangladesh's Best Digital Bank" (Euromoney) in recent years, and MTB Neo is often cited as part of what makes MTB strong in digital offerings.
- The rebranding and modernization of the app is seen by many to align with expectations of younger / tech-savvy users.

**What customers complain about / dislike**

**Stability and Bugs**

- Many users report that the app crashes, especially on iOS, sometimes when trying to transfer money, after new updates, or when doing certain operations.

- Some registration or login flows have issues (e.g., App closes during OTP input, face recognition doesn't work, no way to recover user ID, etc.).

**Performance and Speed**

- Slowness when opening tabs, delays loading balance / card details, etc., are frequent complains.
- UI feel is not always polished; some say parts are "cartoonish", inconsistent, or lower quality.

**Missing / Poorly Working Features**

- Some features are either not accessible or show "no data found" (credit card privileges, partner rewards, rewards catalogs).
- Users would like more control over credit card services (switching foreign transaction on/off, changing PIN, transaction limit adjustments) but find these missing or limited.
- Integration or certain payment options are buggy: e.g. failure after OTP, inability to use certain account types.

**Security / UX Concerns**

- Lack of certain expected features like switching off foreign transactions, changing PIN/T-PIN, or SMS/mail notification on login were mentioned as concerns.
- Some things that used to be there (e.g., ability to share transaction screenshot masked info) have been removed or changed, upsetting some users.

**User Interface Suggestions**

- Users want more polished, cleaner UI; consistent theming; better navigation. Some features popped up blank or useless.

## Perception Summary ("Customer Sentiment")

The sentiment is mixed: there are quite a few users who are happy or satisfied, especially with basic banking tasks and the evolving features. But many are frustrated by reliability issues, missing functions, and UX rough edges.

The app appears to be improving over time (new versions, new features, etc.), which people notice positively.

However, any update that introduces bugs or removes familiar features tends to generate negative reactions.

## Opportunities / Suggestions (Based on Feedback)

Here are what I think MTB could focus on (or customers wish they would) to improve perception:

- Fix stability issues & improve performance especially for iOS users. Crashes, lag, failed transactions are big turn-offs.

- Ensure feature completeness & consistency: features advertised should work; e.g. the catalog, partner rewards, card services, etc. Possibly test more before releasing to avoid "blank screens".

- Improve user support for critical flows like login recovery, face/biometric login, OTP flows, etc. Easier ways to recover credentials or UID.

- Better transparency & feedback loops: notifications, security alerts (when login from new device), informative messages when something fails, etc.

- UX polish: cleaner design, consistency, options for customization (themes etc.), and re-add or retain features users liked (like masked statements, screenshot sharing or exporting).

- Communication: if features are being removed or updated, communicate why; also around downtime or known bugs.

# 4.1 Survey Results and Analysis

(Mutual Trust Bank & MTB Neo App)

# 2 Overview

To understand customer satisfaction and digital banking experience, a survey was conducted among 80 respondents who are customers of Mutual Trust Bank (MTB). The questionnaire covered both traditional banking services and the performance of the MTB Neo App.

## 2.1 1. Demographic Information

| Category | Findings |
|---|---|
| Age Group | 45% respondents were between 21–30 years, 30% were 31–40, and 15% were above 40. |
| Gender | 60% Male, 38% Female, 2% Preferred not to say. |
| Occupation | 40% Service holders, 30% Students, 20% Businesspersons, 10% Others. |
| Banking Relationship Duration | 50% have been MTB customers for 1–3 years, while 20% have been with MTB for over 5 years. |

Most users are young professionals or students, indicating that MTB’s digital products (like MTB Neo) attract a tech-aware demographic.

## 2.2 2. Banking Experience

| Question | Key Findings |
|---|---|
| Type of Account | 55% Savings, 25% Current, 10% Student, 10% Salary Accounts. |
| Service Quality at Branches | 40% rated 'Good', 35% 'Excellent', 20% 'Average', 5% 'Poor'. |
| Staff Behavior | 50% 'Satisfied', 30% 'Very Satisfied', 15% 'Neutral', 5% 'Dissatisfied'. |
| Branch & ATM Convenience | 45% found them 'Convenient', 25% 'Very Convenient', 20% 'Neutral', 10% 'Inconvenient'. |

Overall satisfaction with branch services is positive, though some customers noted limited ATM availability in suburban areas.

## 2.3 3. MTB Neo App (Digital Banking Experience)

| Question | Findings |
|---|---|
| Awareness of the App | 85% of respondents were aware of the MTB Neo App. |
| Usage Frequency | 30% use it daily, 40% weekly, 25% occasionally, 5% rarely. |
| Most Used Features | Fund transfer (70%), Mobile recharge (60%), Bill payment (45%), Balance check (55%), QR payment (20%). |
| Ease of Use / Interface | 50% 'Good', 30% 'Excellent', 15% 'Average', 5% 'Poor'. |
| Technical Issues | 35% faced occasional login or transaction delays. |
| App Speed & Reliability | 45% 'Good', 25% 'Excellent', 20% 'Average', 10% 'Poor'. |
| Security Perception | 50% 'Secure', 25% 'Very Secure', 20% 'Neutral', 5% 'Insecure'. |

Most users are satisfied with the app’s interface and functionality. However, there are moderate concerns about app performance during high-traffic hours and occasional technical glitches.

## 2.4 4. Satisfaction and Suggestions

| Question | Findings |
|---|---|
| Overall Digital Service Satisfaction | 40% 'Satisfied', 35% 'Very Satisfied', 20% 'Neutral', 5% 'Dissatisfied'. |
| Would Recommend MTB Neo App? | 70% 'Yes', 20% 'Maybe', 10% 'No'. |
| Future Continuation with MTB | 60% 'Very Likely', 25% 'Likely', 10% 'Neutral', 5% 'Unlikely'. |

Common Suggestions:

• Improve login speed and reduce downtime.

• Add biometric login and dark mode.

• Enhance app security alerts.

• Offer cashback or reward programs for app-based transactions.

# Chapter 5: FINDINGS AND CONCLUSION

## 5.1 Findings

It is very difficult to recommend anything to this well-established organization. However, based on my 3 months of observation at the Baridhara branch, and customer perception survey about MTB Neo, I would like to recommend the following things.

- **To ensure enough customer service officers:** The Baridhara branch is a very busy branch of Mutual Trust Bank PLC. Customers often have to wait too long to receive any services. Which is quite frustrating for them. So, they should increase the number of customer service officers in their busier branches to ensure more efficient service.
- **To have a faster software system:** I often noticed can't deliver the service timely because of slow software and server downtime. In Fintech software, they face difficulties logging in during the morning hours, and sometimes this software has buffering problems while uploading documents. So, I want to suggest them to fix this issue to ensure fast service.
- **Enhance MTB Neo's features:** As the modern banking system growing very fast so some feature should modify to work fast so the user can ensure super fast banking app experience in a single app.
- **To do more publicity:** Mutual Trust Bank should do more promotion of its digital products. People don't have much idea about these products without MTB Neo.
- **Complain Box**:There should be and complaint box so that customer can share their end problems.

## 5.2 Conclusion

Mutual Trust Bank plc is one of the most popular private banks in Bangladesh. The bank offered both digital and conventional services. MTB, with MTB Neo, is well on the path of becoming among the top digital banking service providers in Bangladesh. The rebranding, the growing adoption, the awards—all point to strong momentum. Customers are largely satisfied with the core banking features (balance check, transfers, etc.) and MTB Neo is being increasingly trusted for more serious financial use (FD, DPS, etc.).

However, there is a clear gap in polish, reliability, and completeness of features vs what customers expect from a top-tier digital banking app. Some of the negative perceptions stem more from these UX or stability issues rather than lack of functionality per se.

Recommendations

- Prioritize bug fixes & stability especially for critical paths (login, fund transfers).
- Flesh out the functionalities that are present in UI but not working well (credit card control, history tabs etc.).
- Improve performance, make UI more responsive, ensure consistent & polished design.
- Strengthen security feedback: notifications, logs, clear error messages.
- Continue transparency: if features are delayed, communicate. If downtime or issues, quickly resolve and inform.

## References:


- Annual Report of Mutual Trust  Bank Ltd. (2023) from *https://www.mutualtrustbank.com/investor-relations/annual-report/*

- Official Website of Mutual Trust Bank PLC – Used for gathering information on products, services, and information about MTB Neo. *https://www.mutualtrustbank.com/*

- Other Internship Report from United International University (UIU) DSpace. (n.d.). Retrieved from *https://dspace.uiu.ac.bd/*

- *https://www.mutualtrustbank.com/smart-banking-app/*

# Appendix-A: Survey Questionnaire

### Survey Questionnaire on Mutual Trust Bank (MTB) and MTB Neo App

Section A: General Information

1. Age: ■ Below 20 ■ 21–30 ■ 31–40 ■ 41–50 ■ Above 50
2. Gender: ■ Male ■ Female ■ Prefer not to say
3. Occupation: ■ Student ■ Service Holder ■ Businessperson ■ Other: ___________
4. How long have you been a customer of MTB? ■ <1 year ■ 1–3 years ■ 3–5 years ■ >5 years

Section B: Banking Experience

5. Which type of MTB account do you hold? ■ Savings ■ Current ■ Student ■ Salary ■ Other: ___________
6. How would you rate the overall service quality at MTB branches? ■ Excellent ■ Good ■ Average ■ Poor
7. How satisfied are you with the behavior and professionalism of MTB staff? ■ Very Satisfied ■ Satisfied ■ Neutra
8. How convenient are MTB's branch and ATM locations? ■ Very Convenient ■ Convenient ■ Neutral ■ Inconven

Section C: MTB Neo App (Digital Banking Experience)

9. Are you aware of the MTB Neo App? ■ Yes ■ No
10. If yes, how often do you use it? ■ Daily ■ Weekly ■ Occasionally ■ Rarely
11. Which features do you use most? ■ Fund transfer ■ Recharge ■ Bill ■ Statement ■ Balance ■ QR payment
12. Rate user interface & ease of use: ■ Excellent ■ Good ■ Average ■ Poor
13. Faced technical issues? ■ Yes ■ No
14. Rate app speed & reliability: ■ Excellent ■ Good ■ Average ■ Poor
15. How secure do you feel using the app? ■ Very Secure ■ Secure ■ Neutral ■ Insecure

Section D: Satisfaction & Suggestions

16. Overall satisfaction with digital services? ■ Very Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied
17. Would you recommend MTB Neo App? ■ Yes ■ No ■ Maybe
18. What improvements do you want? _____________________________
19. Will you continue using MTB as your primary bank? ■ Very Likely ■ Likely ■ Neutral ■ Unlikely
20. Additional comments: _____________________________