Electronic Banking and Customer Satisfaction- 
A Case Study on NRB Commercial Bank Limited, Dhanmondi Mohila Branch.

1st Author
Ms. Swarnika Pandey
Assistant Professor
Department of Management
Galgotias University

2nd Author
Monis Akram
Student
School of Business
Galgotias University

3rd Author
Nasratullah Safi
Student
School of Business
Galgotias University

4th Author
Mrinal Srivastava
Student
School of Business
Galgotias University

CHAPTER - ONE

INTRODUCTION

Introduction

The Bank is embarking on an important phase of the country's development process as it accelerates the pace of development by strengthening the sustainable supply of financial assets to people who are busy with various finances. The job of saving money is almost the same as what a curriculum does for the human body. Currently the multi-day savings component makes it more modern and extends its different financial times each day. Meanwhile, managing the accounting process is growing rapidly, less expensive and more comprehensive. Remembering the ultimate goal to succeed in the dynamic field of account management all organizations are looking for better management opportunities to provide their affiliate customers. It is therefore important for each
person to have a certain idea in the bank and save money. A part-time job program that can also be called a career coordination program is important in completing the BBA program because it allows one student to become accustomed to a particular situation. As the bank stands out for the most important budget intermediaries; so I have chosen “NRB Commercial Bank Limited, Dhanmondi Mohila Branch” which is one of the newly operated driving banks in Bangladesh.

NRB Commercial Bank is one of the independent commercial banks monitored and controlled by Bangladesh Bank (BB). The central bank has approved three new commercial banks sponsored by non-Bangladeshis residents (NRBs) on the condition that they will contribute to raising foreign exchange earnings. NRB Commercial Bank embarks on a bank tour on 2 April 2013. Its capital is BDT 1000 Crore, and BDT is the money paid.

562.07 million. Number of 61 branches and 8 AD branches, and 46 other ATMs. Number of agents 515 points.

Over the years the management of the accounting industry in Bangladesh has flourished. At the moment time is focused on each sector and besides the management of the savings industry. In order to maintain a stable position in the competitive industry banks often seek ways to provide unique customer benefits that will encourage them to win and retain customers. NRB Commercial Bank is not exempt from this. Maintaining their stable position in this changing world and providing various forms of management to their customers and striving for greater step to keep their customers fulfilled.

**Origin of the Study**

After completing all the required BBA program courses under Galgotias University, it is an obligatory part to engage in a professional and professional environment.

So I joined NRB Commercial Bank Ltd, Dhanmondi Mohila Branch, for three months to complete the BBA program. The branch plays all account management functions including the General Banking, Foreign Exchange and Credit and Loan division. Therefore, one can go without gaining much of both straightforward and confusing learning to manage account activities from the practice of this branch. So I selected NRB Commercial Bank Ltd, DhanmondiMohila Branch as a sample site to prepare this internship report. This report is a harvest of my user experience that I have accumulated during my internship.

**Objectives**

Behind this report, there have some objectives, which must have to fulfill. There both have some general objective and specific objectives.
**General Objective** -

To meet the requirements that form part of the BBA program and to obtain practical information about the list of activities, electronic banking policies and customer services offered by the bank. This report will also provide an opportunity to relate our theoretical understanding of the realities of banking services and our findings and recommendations.

**Specific Objectives** -

For a brief overview of NRB Commercial Bank Ltd.

Knowledge of electronic banking (E-banking) operations at NRB Commercial Bank Ltd

Awareness of the various customer services offered in the various categories NRB Commercial Bank Ltd.

Receive and provide internal and external shortages that may assist NRB Commercial Bank Ltd.

**Scope of the Study**

I was assigned the topic on “Electronic Banking and Customer Satisfaction” by my academic supervisor, Swarnika Pandey, Galgotias University. I have collected my required information from the Non-Resident Bangladeshis (NRB) Commercial Bank, Dhanmondi Mohila Branch, Dhaka. In this report, it has been tried to cover an overview of NRBC’s objectives, functions, management, business policy and other associated things related to the banking activity. Moreover, some possible recommendations have been given to widening the performance of NRB Commercial Bank Ltd.

**Methodology of the Study**

The methodology incorporates processes and methods used to collect and analyze information. To do the research I used both primary and secondary sources. Sources provided below-
Primary Data Sources-
Most of the information and information was collected through my knowledge and inquiries from management during my study work at NRBC Bank Ltd. In addition the required information is collected through a close personal meeting with key bank customers as well. people working in various offices, individual inspections with clients, a circular area sent by the Head Office and keeping a daily journal containing all the tests seen and done at the bank. Other sources say that-
i. Face-to-face interview with branch manager, officers and bank official.
ii. Face-to-face interview with existing and new clients of NRBCB.
iii. Active desk function.
iv. Appropriate literature courses as provided by the relevant officials.

Secondary Data Sources-
Most of the information in this report is further collected from other sources, some of which are:
i. NRBCB documents
ii. NRBCB Annual Report
iii. Research reports
iv. NRBCB official website
v. Research journals
Limitations

The limitations available during my study are provided below:

Since I need to rely on a limited number of data collection sources, there may be some accuracy of the findings.

Most analysis of the data obtained is based on my own interpretation. Due to a lack of knowledge and depth of understanding, I may not be able to produce accurate and meaningful information.

The time limit was another limitation that prevented this report from being detailed or analytical.

Three months is not enough to gather information about all banking activities and to prepare a report.

Last but not least; The report can be even better, as I also have shortcomings in time, knowledge and ability.

CHAPTER TWO

ELECTRONIC BANKING AND CUSTOMER SATISFACTION

3.0. Electronic Banking at NRB Commercial Bank Ltd.

Different types of Electronic banking (E-banking) are provided by NRBCB Dhanmondi Mohila Branch to its customers. The following are the details of E-banking that is provided by NRBCB-

- SMS Banking
- Online & Internet Banking
- ATM card
- Agent Banking
- Utilities Bill Collection
- Locker service
- Remittance Partners
- Green Banking

SMS Banking

NRBC Bank Ltd. The Dhanmondi Mohila branch provides SMS Banking services to ensure quick access to personal account information at any time. Any mobile phone user with a NRBC Bank account can access mobile services. Through SMS banking our customers can use services such as:
Online and Internet Banking

An online banking system is an amazing way to reduce paper usage. All 61 branches of NRB Commercial Bank provide online banking services through its main banking system “Bank Ultimus”. Fund Transfer to Other Bank Accounts through BEFTN has been made available through Customer Online Banking. NRBC Bank has provided online Banking service 24/7. With real-time online banking our customers can use services such as:
ATM Cards

The customer can now access their money 24/7 easily and simply through the extensive ATM bank network in Bangladesh. ATMs have friendly screens and easy to follow instructions in both Bangla and English languages.

NRBCB is connected to the National Payment Switch which enables our debit / credit card customers to withdraw cash from any other Bangladesh bank ATMs. NRBC Bank has used the BACH and BEFTN method for easy payment.

- **DEBIT Cards**: NRBC Bank Debit Cards provide their customers with 24-hour access to their savings and current accounts. NRBCB provides Visa Card service to our valued customers. Their Visa cards have a chip that is very secure to make any kind of transaction possible with the cards. NRBC Bank Ltd. recently introduced card benefits with NRBCB VISA card under Q-Cash and NPSB consortium which contains a large portion of bank ATMs and POS plans nationwide. With 61 branches, 550 Operating Operators and more than 46 ATMs, NRBC Bank offers you a number of cash-related solutions to meet your rules.
Facilities:

- Free Cash Withdrawal from any NRBC Bank ATM and 1500+ Q-Cash ATM Network.
- VISA EMV Chip card Address.
- POS Transaction by directly debiting your Bank account within Bangladesh.
- Purchase online by directly debiting your Bank account within Bangladesh.
- Free SMS Alert for any ATM, POS and Online transaction.
- Cash withdrawal, balance enquiry, Mini Statement & PIN Change option in NRBC Bank ATMs.

Eligibility:
Must have NRBC Bank Savings/Current/SND/SOD account.

Transaction Limits:

- Per Transaction Limit: BDT 20000
- Per Day Limit: BDT 50,000
- Per Day No of Transaction: 5

Fees:

- Cash Withdrawal from NRBC Bank Ltd.: FREE
- SMS Alert Fee: FREE
- Annual Fee: BDT. 500 + 15% VAT
- Card/PIN Replacement Fee: BDT. 300 + 15% VAT
- **CREDIT Cards:** NRBC Bank Credit Cards give their customers 24 hours access to their investment portfolios and current records. NRBCB offers Visa card management to their esteemed customers. Their Visa cards have a chip that is very sticky to lead any type of exchange that can be imagined by the cards. NRBC Bank Ltd. recently introduced card benefits with NRBCB VISA card under Q-Cash and NPSB consortium which contains a large portion of bank ATMs and POS plans nationwide. With 61 branches, 550 specialists focused and more than 46 ATMs, NRBC Bank offers you a wide range of cash-related solutions to meet your common need. NRBCB gift-

- Platinum Credit Card
- Gold Credit Card (Dual Currency)
- Classic Credit Card (Dual Currency)
- Prepaid Credit Cards (Dual Currency) are designed to meet their customers’ need.

**PLATINUM Credit Card (Dual Currency):**

![Platinum Card](image)

**Facilities:**

- NRBCB Dual Currency Platinum Card is a prestigious card with a higher credit Limit.
- A single Platinum card can be used both domestically & internationally.
- You can use it while shopping, Cash withdrawal & make E-commerce transactions from any Visa ATM at home & abroad.

**Transaction Limit:**

Credit facility from 2.00 Lac to 5.00 Lac and up to USD 7000.00(Credit limit will be sanctioned through proper way as per Bank’s credit committee decision).
GOLD Credit Card (Dual Currency):

Facilities:

- NRBCB Gold Credit Card is a Dual Currency Credit card & also can be used both Domestically & Internationally.
- Through this Gold card one can withdraw cash from any Visa ATM at home & abroad.

Transaction Limit:

Credit facility from 1.00 Lac to 5.00 Lac and up to USD 5000.00 (Credit limit will be sanctioned through proper way as per Bank's credit committee decision).
Facilities:

- NRBCB Dual Classic Card can be used both Domestically & Internationally.
- It is hassle free & easier to carry a single card for both Domestic & abroad.
- One can use it shopping & Cash withdrawal from any Visa ATM at home & abroad.

Transaction Limit:

Credit facility from BDT 0.30 Lac to 2.00 Lac and up to USD 4000.00 (Credit limit will be sanctioned through proper way as per Bank's credit committee decision).
PREPAID Credit Card:

Facilities:

- NRBCB Prepaid Card is a Dual Currency Travel card.
- Can use it both Domestically & Internationally while do shopping or cash withdrawal from any Visa ATM.
- No branch account required.

Eligibility:

Deposit first then allowed to make transaction.

Category:

- STUDENT CARD
  A student can use the card while living abroad, he or she can pay the tuition fees of Universities and Colleges there. It can transfer money far away after obtaining the approval of a Bangladeshi bank.

- HAJJ CARD
  Prepaid hajj Card is intended for both Personal utilize and Institutional/Agency utilize. Anybody can convey the card with a stacked outside cash settled by Bangladesh Bank.

- VIRTUAL CARD
  A prepaid virtual card is a very popular Int card. students and those who often use foreign E-commerce transactions to pay off debts and charges overseas. No portable card will be issued; will receive a visual cardnumber where foreign currency can be loaded for later use.

Transaction Limit:
Can Load up to 10 Lac Local currency & foreign currency up to Travel Quota limit.
Agent Banking

NRBC Bank is one of the fourth-generation private sector banks to start trading on April 18, 2013. NRBC Bank constantly focuses on the changing needs and aspirations of its customers, to develop a new and redesigned service delivery process. It has a focus on navigation as a powerful transmission route to spread NRB solutions everywhere across the country. At the request of the Bank, Bangladesh Bank has given banks the opportunity to develop another service delivery channel in the name and style of "Agent Banking". The channel will give banks the opportunity to provide more people with bleeding costs that are in line with management requirements. Among the new banks, NRBC Bank is ahead to get the approval to engage 20 Agents throughout the country.

Bank's Agents will provide the following services to the public:

- Collection of small value cash deposit and cash withdrawal, facilitating utility bill payments
- Inward foreign Remittance distribution, Inland Remittance, facilitating fund transfer
- Facilitating small value loan disbursement and recovery of loan & installments.
- Cash payment under different programs of the Government
- Balance enquiry, generation and issuance of Mini Bank Statement
- Collection and processing of documents in relation to account opening, loan application, credit and debit card application from public
- Other functions like payment of insurance premium, sale of corporation etc.
- Receive clearing cheque for collection.

Agents are not allowed to provide the following services:

- Conducting Money Changing Activities
- Dealing Loans/ Financial Appraisal
- Encashment of Cheques.
- Guarantee Issue
In the client end, the exchange ought to work through ICT gadgets that are persistently and uninterruptedly coordinated to the Core Banking Solution (CBS) of the bank. The exchanges ought to be executed on constant premise. Toward the end point, the client will get moment affirmation of their exchange through visual premise (screen based) or paper based (charge or credit slip).

Utility Bill Collection

NRB Commercial Bank is collecting following utilities Bill. All the branches of NRB Commercial Bank and Agent Banking points are now capable to collect following bills-

- DESCO BILL Collection
- WASA BILL Collection
- BRTA BILL Collection
- TITAS BILL Collection

Locker Service

NRBCB provides its key customers with lock-in locations. Customers can use the entrance of NRB Commercial Bank Limited Dhanmondi Mohila Branch and thus have the option to cover their essentials in any adverse event. NRBCB provides collateral for their locker service as it is provided with Bank assets at very competitive prices.

Facilities of locker-

✓ Wide availability.
✓ Secure & confidential service.
✓ Lockers available in various Sizes- Small, Medium and Large with varying rents.
✓ Lockers are rented out for a Minimum Period of One Year. Rent is Payable in Advance.
✓ The rent may be conveniently paid from customers’ deposit account with NRBCB.
✓ Direct Debits for Locker Rentals from customers’ Account rid of the hassles in Writing out cheques.
All the branches of NRB Commercial Bank and Agent Banking points are now capable to receive Foreign Remittance instantly through online from any countries of the world through-

- Western Union
- Xpress money
- RIA
- Placid Express
- MoneyGram
- Green Banking

"Green Banking" is a widely accepted concept in today's world. Global warming is a major problem in protecting the barren environment. Green Banks look at all the social and environmental variables also called Ethical Banking. Keeping money green, as a vision is a practical and intelligent attitude with a dream of future preservation of our Spaceship world alone.
As a competent national financial-related organization, NRBC Bank will play a key role in handling the issue and in all tests such as funding and public works and CSR examinations. Bangladesh Bank in accordance with international standards has recently introduced Green Banking and Practical Practices for All Banks in Bangladesh. Contrary to the work of Bangladesh Bank, the "Green Banking Unit (GBU)" has been established at Head Office. The purpose of the NRBC Bank institution is to increase national / international interest by establishing a neighborly savings business framework that can be achieved through the legal use of personal and material assets and to urge directing shops to projects that are exposed to risk, in nature.

Customer Satisfaction at NRB Commercial Bank Ltd. Dhanmondi Mohila Branch

Customer service aims to provide customers with good management systems keeping in mind the ultimate goal of profitability and customer loyalty. As a service provider, the provision of advanced services is one of the slogans of commercial banks. From customer perspective and satisfaction, an image of service quality mirror in private commercial banks can be obtained. The success of customer satisfaction is the key to improving the quality of service of any organization. NRB Commercial Bank Dhanmondi Mohila Branch is one of the fastest growing private banks in terms of quality service and value addition.

From the beginning they deal with customer satisfaction and from time to time they improve themselves and improve their quality of service to satisfy their customers. As customer satisfaction is a very important issue for them so I have advised to include this article in my report.

After working for three months at NRB Commercial Bank Limited, Dhanmondi Mohila Branch I found something really impressive about NRBCBL. On the other hand in my view three months ago I would like to recommend them something that would give them another thought.
Other factors that need to be reconsidered by NRB Commercial Bank Limited, Dhanmondi Mohila Branch:

• Customers may have many problems and may make mistakes. But no matter how wrong they are, employees should be cool and irritable. As I have said before NRBCB is very helpful and friendly to its customers but sometimes I have noticed there is some misunderstanding between customers and employees. So to avoid this situation workers must be patient.

• In the general banking department a large number of customers arrive daily. They are impressed by the fact that the bank's environment is not so clever to attract customers. Minor improvements can change the product value of an organization.

CHAPTER-THREE
ANALYSIS AND FINDINGS

Analysis

It is the most important part of my report. My objective was to analyze and find the E-banking system and customer satisfaction of this bank. I try to do the job of my best. In the following I have provided the survey analysis of my report.

Findings

After conducting research and analysis, the collected data I obtained for the following important results are summarized below:

• Most customers are satisfied with the latest banking service. They said the bank was providing them with satisfactory assistance. So I can say that the bank understands the needs of the
• A large number of customers think that customer service representatives are very polite. They are modest. They respect customers and create a friendly environment so that the customer can ask any information they want to know.

• About seventy-two percent of customers feel safe while doing business with NRB Commercial Bank Ltd. So the bank should continue with it so that customers feel comfortable and secure while making an agreement with them.

• Most customers are satisfied with NRB Commercial Bank Ltd.'s SMS Banking service. Although some customers are dissatisfied with the ATM Booth service, we hope the organization will address a solution soon.

• Large number of clients especially housewives and private sector owners. Therefore, it is an excellent opportunity for the organization to hold them and form good relationships so that they can recommend the bank to those closest to them and their loved ones.

CHAPTER- FOUR

CONCLUSION AND RECOMMENDATIONS

Conclusion

Without a doubt, banks play a vital role in the country's financial development. At the same time, the overcrowding of banks is growing steadily, leading to growing tensions. The operational experience is very empowering for NRB Commercial Bank, Dhanmondi Mohila branch. I have accumulated real-time professional knowledge. Trading saves money, business and moreover remote trading activities positively controls the business accounting tool of the business world as the rate at which this management manages is very good. All of this management has accumulated such a situation in the end the division of money that the people have created and moreover the builders of the districts have relied heavily on managing the profit of the account. All of the bank's staff are well-trained and dedicated, always trying to provide the best possible customer support. At this bank, the representatives are unusually enthusiastic because of their compensation and various benefits. Here, all representatives are in special agreement with their clients, colleagues, and guests.

In summary, I want to say that I am lucky to be joining here as a career student because I always get...
support and encouragement to gather information at NRBCommercial Bank. NRB Commercial Bank provides products that are tailored to the needs of our customers. It has a variety of services as I have discussed before. Customers are very satisfied with their service. The E-banking industry is the best in technology, though I might say the best. To get the best services and products from NRBC Bank, customers are very satisfied and want to be a proud customer of NRB Commercial Bank. Therefore, NRB Commercial Bank Ltd. is the world's leading banking bank with the slogan "Probashir Shopno."

**Recommendations**

It is complicated to recommend NRBCB although this is new in the banking industry. I tried to give a few proposals as indicated by my discoveries from the study. Following are my recommendations from my survey. The bank should take the necessary steps from the below recommendations:

- I think the bank should take some steps to response or value the customers. The bank should not categorize its customers as upper-level customers, middle-level customers or lower level customers. It will decrease the bank's popularity as well as profits.
- As the customers said that the representatives are patient, enthusiastic and friendly, so I think the employees should maintain it.
- Some customers have to wait to get their services. So it is highly recommend that the bank must take some necessary action so that the customers may not wait for long to get their desired services.
- Internet Service, SMS banking & ATM Card has better service. So the bank should maintain it.
- For the better service of the bank, some customers want to recommend the bank to others but some customers are confused to suggest others. So the bank should make belief to those customers about better service of the bank so that they can quickly come to the bank and get quality service.
References

1) Official Website of NRB Commercial Bank: https://www.nrbcommercialbank.com/home

2) Annual report of NRBCB 2016 & 2017


5) http://dspace.uiu.ac.bd/handle/52243/2

6) Company broacher and other documents.

7) Different types of website help.