



**Sonargaon University (SU)**

**Internship Report**

**On**

**Customer Satisfaction in Mobile Financial Service:  
A Study on Bkash Limited.**

**Submitted To**

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**Date of Submission: 28/09/2021**

**Internship Report on:**  
Customer Satisfaction in Mobile Financial Service:  
A Study on Bkash Limited

## **Letter of Transmittal**

Md. Masud Rana  
Assistant Professor  
Department of Business Administration  
Faculty of Business  
Sonargaon University  
Dhaka-1215.

### **Subject: Submission of Internship Report.**

Dear Sir,

It is my great pleasure that I am going to submit the report on “**Customer Satisfaction in Mobile Financial Service: A Study on Bkash Limited**”. I have tried my best to follow your guidelines preparing my report. While making this report, I came across many hurdles and pleasant experience. I tried sincerely to comprehend and translate my knowledge in preparing this report. This report is based on the knowledge and experiences that I have acquired throughout my BBA program. I must admit that this report has given me a wide range of exposure.

I will be grateful to you if you accept the report. Your support in this regard will be highly appreciated.

.....  
**Tania Akther Lucky**  
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## **Certificate of Supervisor**

This is to certify that the internship paper “**Customer Satisfaction in Mobile Financial Service: A Study on Bkash Limited**” has been prepared as full completion of the BBA Program from Department of Business Administration, Sonargaon University (SU), carried out by Tania Akther Lucky bearing ID: **1801013049** under my supervision. The report or the information will not be used for others purpose.

So far, I know, she has made this report by herself and is not copied or borrowed from others without proper acknowledgement. I wish her every success in life.

-----  
Md. Masud Rana  
Assistant Professor  
Department of Business Administration  
Faculty of Business  
Sonargaon University  
Dhaka-1215.

## **Student Declaration**

I am **Tania Akther Lucky** a student of Bachelor of Business Administration, ID: **1801013049** from Sonargaon University (SU) would like to solemnly declare here that this report on **“Customer Satisfaction in Mobile Financial Service: A Study on Bkash Limited”** has been authentically prepared by me. While preparing this report, I did not breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, Diploma of certificate.

.....

**Tania Akther Lucky**  
ID: 1801013049  
Bachelor of Business Administration (BBA)  
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Dhaka-1215.

## Letter of Authorization

Certified that this report titled “**Customer Satisfaction in Mobile Financial Service: A Study on Bkash Limited**” is the bona fide Work of Tania Akther Lucky, who carried out the report under my supervision, Certified further that to the best my knowledge the work reported herein dose not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other.

-----  
Md. Masud Rana  
Assistant Professor  
Department of Business Administration  
Faculty of Business  
Sonargaon University  
Dhaka-1215.

## **Acknowledgement**

First of all I would like to express my gratefulness and harmony to the almighty Allah for giving me the sound health and mind to complete this report. Secondly, I would like to express my kindness to my beloved parents who did everything for my success. I am grateful to Sonargaon University for the academic life of BBA that I have passed and enjoyed here entirely.

Then I am deeply indebted to my internship supervisor, (Professor Name), Sonargaon University for his whole-hearted guidance and supervision. His suggestions and comments were very helpful for me to make report a complete one. Without his contribution, it would not be possible for me to complete the report.

It was a great opportunity for me to complete my internship program at Bkash Limited. I am also very grateful to my In-charge and other officers for their great support.

Lastly, I would like to give special thanks and greetings to my fellows for giving me some required information, valuable advices and suggestions to complete the report in a comprehensive manner. I thank them all from the core of my heart.

## **Executive Summary**

This internship report based on customer satisfaction program that I had successfully completed in Bkash Limited as a requirement of my BBA program. As being completely new to practical, corporate world setting, every hour spent in the company gave me some amount of experience all the time all of which cannot be explained in words. But nevertheless, they were all useful for my career. This report includes the history of MFS (Mobile Financial Service) in all over the world along with detailed information about rise of Mobile Financial Service in Bangladesh. However the big portion of this report is on Bkash Limited. A survey was done in Bkash Limited to make this report. That survey was done to get data about the satisfaction level of the customers of Bkash Limited towards its services.

Bangladesh is an economically developing country, where the commercial banks & mobile financial service play a major role behind the economical progress. As of today, Mobile Financial Services (MFS) are the most significant and rapidly growing incarnation of Financial Technology, especially in our country. Currently, MFS is playing a vital role in the financial industry of Bangladesh as well as facilitating the financial activities for people of all classes and professions. As the number of mobile financial service is higher in Bangladesh, these MFS has to compete themselves to get more customers. So customer's satisfaction is the most important issue to be concern of in banking industry. If a MFS is not able to satisfy its customers than customers must switch to other banks or MFS as they have more relative options. This report discuss about the satisfaction level of Bkash Limited's customers. Through survey and data analysis I have tried to show whether current statistis of satisfaction level of Bkash Limited.

However Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short term and there is lack of data. But still the report may be useful for Bkash Limited to understand their customers.



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# **Chapter one: Introduction**

## **1.1: Introduction**

Education doesn't have any prior definition and it does not confine among books, notes or classes. Education is something, most likely a tool to realize or study the whole world and capitalize the accumulated knowledge for the development of the society and towards the business as well. The sort of education that we used to learn or gather from our childhood unit university periods totally based on the theoretical knowledge, which is only the halfway of subject matter. The other half that is needed to complete the more technical term of education on its practical experiences combined together, it truly represents the real meaning of education in the context of the modern business world as well as resolving the imbalance between the halves.

In order to fulfill my internship, the author of this study was placed in the organization namely, "bKash Limited" and this report entitled "bKash: A mobile banking in Bangladesh" Access to formal financial services can help households to better plan and manage their lives. MFS offers the opportunity to build another channel beyond the bank branch and ATM network to enable millions to have easier access to the formal banking system. Bangladesh Bank aims to build a commercially viable, competitive and safe MFS market.

bKash is one of the prominent private mobile financial service organization of Bangladesh. Currently I'm doing my job in this organization. I'm working here in Customer Service department. It gives me immense opportunity to learn activities of mobile banking and customer service. For my future career, I would like to establish myself into the professional sector of mobile banking in Bangladesh. With this frame of mind, this internship report would provide me a sample experience and learn the processes of mobile banking and customer services. It will help me to understand and materialize the concepts I have learned in my BBA in Marketing program through practical knowledge. Overall, my internship report would compromise my career aspirations and the use of the concepts I've learned through the BBA in Marketing program. The selected topic would ensure that I get the required knowledge from bKash to build my career in mobile banking.

## **1.2 Background of the Study:**

### **Origin of the Report**

As a partial requirement of BBA program I need to go for project report to gather practical experience and need to submit the report regarding that practical knowledge. This report is originated to require completing the BBA program from Sonargaon University. This report will definitely increase the knowledge of other students to know the “Customer Satisfaction In Mobile Financial Service”.

### **Objective of the Report**

The objectives of the report are as follows:

- Understanding the Blue Ocean Strategy
- The business application of blue ocean strategy
- Understanding the concepts of BOS and its implementation
- Understanding how ‘bkash’ develop BOS and become the most successful story
- To study the business application of BOS in Bangladesh

### **Scope of the Study:**

The report focuses on “Customer Satisfaction In Mobile Financial Service”. This report covers the blue ocean strategy and how bkash implement blue ocean strategy in Bangladesh.

## **1.3 Limitation of the Study**

On doing the study, I personally came across some problems that may be cited as the limitations of the study, which are as follows–

- ❖ It’s not possible to collect the data which are confidential. So it is quite difficult to collect all the necessary data that are required to complete the report.
- ❖ In reality it is hard to understand all the concepts and gain sufficient knowledge about the particular field.
- ❖ Sufficient records, publications facts and figures are not available, these hampers the scope of real analysis.
- ❖ Enough information was not available to make a comprehensive study.
- ❖ Learning in details within just three months was really difficult.

## **Chapter Two: Company Profile**

## **2.1: Company Profile:**

bKash Limited is a subsidiary from BRAC Bank. It was first originated in 2010 as a joint venture between BRAC Bank Limited, Bangladesh and Money in Motion LLC, USA. In April 2013, International Finance Corporation (IFC) became an equity partner who is a member of the World Bank Group. Bill and Melinda Gates Foundation became the investor of the company in April 2014. bKash Limited is following the great objective to ensure the access towards a broader range of financial services for the general people of the country by providing services that are reliable, convenient and affordable.

More than 70 people among each 100 of the population of the country live in rural areas where access of the formal financial services is difficult. But these are the people mostly in need of such services, either for receiving funds from family members in distant locations or to access financial tools in order to improve their economic condition. Less than 15% of Bangladeshis are connected to the formal banking system whereas over 68% have mobile phones. These phones are not only devices for talking, but can be and should be used for more useful and sophisticated processing tasks. bKash was conceived primarily to utilize these devices and telecom networks to extend financial services in a secure manner to the remote general masses of Bangladesh. bKash possesses the most high number of agents country wide which is more than 160,000 in number who are serving continuously each and every service that bKash offers.

By providing financial services that are convenient, affordable and reliable, bKash aims to widen the net of financial inclusion. bKash wants to provide a solution for Mobile Financial Services, built on a highly scalable Mobile Money platform, allowing the people of Bangladesh to safely send and receive money via mobile devices.

The benefits are, bKash as a mobile financial service provider promises its users five core benefits which are fast, affordable, secure, convenient and nationwide. These benefits are described in a briefs below,

**Fast:**

bKash promises its consumers to be the fastest transaction process. One can send receive money within minutes through bKash.

**Affordable:**

The sending and receiving money through bKash is very low of cost comparing with global standard. It has been a great advantage for the general people of the country.

**Secure:**

Each and every transaction of bKash is based on a PIN of personal identification number which is very secure. Moreover, the bKash account will be fully secure even if one person lost his/her mobile. So bKash is promising the best security in transaction of money.

**Convenient:**

bKash is highly convenient for it's users. People can send and receive money anywhere and anytime. bKash is serving it's consumers 24 hours a day and 7 days a week.

## **2.2 Major Industries participants:**

bKash is a joint venture between BRAC Bank and Money In Motion LLC, USA. bKash is a leading MFS in Bangladesh, helping BRAC expand its reach beyond its ATM and branches and serving smaller rural villages. The Bill and Melinda Gates Foundation invested \$10 million to help build a scalable MFS platform.

**DBBL Mobile**

DBBL Mobile is the mobile financial service of Dutch Bangla Bank. It is available on every MNO. It has 172,020 registered customers and cumulative transactions of \$11.0 million (2011).

**Trust Mobile Money**

Trust Bank offers "Trust Mobile Money" a service under its Alternative Delivery Channel group in the bank. It has been partnering with Teletalk.

**Bank Asia**

Bank Asia launched its MFS in the first quarter of 2012. Bank Asia's mobile service is comprised of four parts: Remittance, Ektee Bari Ektee Khamar (for the ultra-poor), mobile banking based on smart phones and mobile banking based on smart POS (using a smart card)



## UCB Cash

UCB is a complete mobile financial service by United Commercial Bank Limited (UCBL). UCBL received permission to operate and offer Mobile Financial Services (MFS) from Bangladesh Bank. UCash is the brand name of the mobile financial services offered by UCBL.

List of Banks and their mobile banking products:

SL NO.	Name of the Banks	Product Name
1	Dutch-Bangla Bank Limited (DBBL)	Dutch-Bangla Bank Rocket
2	BRAC Bank Limited	bKash
3	Prime Bank Limited	Easy Cash
4	Islami Bank Bangladesh Limited	mCash
5	Trust Bank	Mobile Money
6	Bank Asia Limited	Mobile Banking
7	Dhaka Bank	SMS Banking
8	National Credit and Commerce Bank Limited	Sure Cash
9	Mercantile Bank	MyCash
10	South East Bank	SMS Banking
11	First Security Islami Bank	Sure Cash
12	AB Bank	SMS Banking
13	United Commercial Bank	Ucash
14	One Bank Limited	OK
15	Bangladesh Commerce Bank	SMS Banking
16	City Bank	City Touch
17	IFIC Bank	IFIC Mobile Bank

### **2.3 Background of bKash Limited**

bKash Limited is the biggest and the largest mobile finance service provider in Bangladesh. bKash limited is a subsidiary of BRAC Bank. It started as a joint venture between BRAC Bank Limited, Bangladesh and Money in Motion LLC, USA. In April 2013, International Finance Corporation (IFC), a member of the World Bank Group. bKash became an equity partner and in April 2014, Bill & Melinda Gates Foundation became the investor of the company. The ultimate objective of bKash is to ensure access to a broader range of financial services for the people of Bangladesh. It has a special focus to serve the low-income masses of the country to achieve broader financial inclusion by providing services that are convenient, affordable, and reliable.

bKash is the easiest and the safest way to send or receive money, making payments, mobile balance recharge nationwide. The main success behind bKash is, it lies on a strengthened and sincere network of agents across the country. bKash agent's act as depository of electronic money while the transactions are carried out through a user's mobile phone while the distribution companies collaborate with bKash to carry out the services. bKash possesses the highest number of agent's country wide which is more than 160,000 in number who are serving continuously each service that bKash offers.

bKash Limited is giving the service of cash in, cash out, send money and payment through organization or in shop. It is offering free registration and also free balance, statement check and changing PIN offer. Still now bKash is the most visible mobile banking service in Bangladesh.

bKash is running heavy advertising from the beginning. bKash promotes their product and service through TV advertisement, posters, Radio advertisement, billboard, festoon, leaflet, shop pointer. bKash is the only financial service provider which has one service menu for all the operators. Currently bKash's mobile network partners are Robi, Grameenphone, Bangla link and Airtel.

### **Vision of Bkash Limited:**

bKash's vision for the future is to provide financial services for low-income areas not covered by conventional services and thus cover more people in Bangladesh. In just six years, bKash has grown into Bangladesh's largest mobile financial services provider, with 17 percent of the population holding a bKash account.

### **Mission of Bkash Limited:**

By providing financial services that are convenient, affordable and reliable, bKash aims to widen the net of financial inclusion. bKash wants to provide a solution for Mobile Financial Services, built on a highly scalable Mobile Money platform, allowing the people of Bangladesh to safely send and receive money via mobile devices.

## **2.4 Organization Structure:**

bKash Limited is divided into several divisions and the divisions are divided into different departments of bKash limited and their tasks are described below-

### **Human Resource Management**

The department of Human Resource Management is responsible for recruiting, screening, evaluating the employees as well as does the job of compensation, training and employee benefits. The human resource department is sub categorized into recruitment and selection, training and development, compensation and motivation etc.

### **Department of Marketing**

The tasks of marketing department encompasses with public relation, direct branding, product and service marketing, lead and demand generation, digital promotion, content creation, Customer Relationship Management, database management etc.

### **Department of Sales**

Department of Sales are responsible for determining the sales target, strategy selection for target achievement, implying the strategies and achieving the sales target.

**Department of Account and Finance**

Accounts and finance department is fully responsible for all the accounts of the company as well as the for all the financial transactions. These are such as accounts payable and receivable tracking, monthly as well as yearly revenue tracking, managing the payrolls, reporting and recording the financial transactions etc.

**Department of External Corporate Affair**

External Corporate Affairs department is responsible for all types of corporate affairs that has to be handled externally and thus have to do a lot of external communication. In short this department is referred as ECAD.

**Department of Supply Chain Management**

The supply chain management is responsible for coordinating all the logistics related to the supply chain such as strategy identification, source managing, logistical/ supports, managing the security and return system etc.

# **Chapter Three: Different Packages**

### **3.1 Products of bKash Limited**

A review of the literature indicates several areas of conceptual research. Although there are many areas of pursuit, our study begins with an important concept mobile banking, and then carries through satisfaction research, which has more recently given a way to the study of bKash. Specific interest in these topics is due to the very practical significance of the customer attitude towards the services of bKash.

- Cash in
- Cash out
- Send Money
- Mobile Recharge
- Payment
- Pay bill
- International Remittance
- Add Money
- I Banking
- Interest on Savings
- Check Balance
- Request statement
- Change and Reset mobile menu Pin
- Tariff and Limit
- My bKash Helpline

### **3.2 Open an Account at a bKash Agent and self-Registration**

Opening a bKash account is an easy one time process. Once you have an account, you can use all bKash services. Currently, account opening is available for Grameenphone, Robi, Airtel, Banglalink and Teletalk connections, soon subscribers from other operators will also be able to use bKash.

To open a bKash account:

Go to any of your nearest bKash agent with-

Your mobile phone

One copy of your Photo ID (NID/Passport/Driving License)

2 copies of passport size photographs

Fill out the Account Opening Form and put your thumb print or signature properly. Please make sure that you have taken your copy (customer copy) from agent and preserve it from future reference.

To open a bKash account by bKash App or Self Registration:

To open a bKash account by Self Registration you would need only

a. Smartphone

b. A sim into it and also internet connection

c. And the main copy of NID card

Then you have to open the bKash app and tap to registration button

Insert the mobile number then select the operator

Then take a front and back side clear picture of NID

After that take a clear selfie of the owner (blink to it while taking the selfie)

Accept the terms and condition and wait for the confirmation message

### **3.3 Cash in**

To deposit money into your bKash account: Go to any bKash Agent Let the agent know the amount you want to cash in Write down your bKash account number and the cash in amounting the bKash agent register Pay the amount of money you want to cash in In exchange, the agent will send balance to your bKash account, cash in done.

You and agent both will get a confirmation message from bKash. Remember to sign the Agent Register and check your balance before leaving the counter.

### **3.4 Cash out**

If you have sufficient balance in your bKash account, you can withdraw cash anytime from any bKash agent. To cash out from your bKash account-

Go to any bKash agent and let the agent know the amount you want to cash out Write down your bKash account number and the amount in the Agent Register Dial \*247# on your mobile for the bKash menu Choose "Cash out" Choose "From Agent" Enter agent's bKash account number Enter the Amount Enter your bKash mobile menu pin.

### **3.5 Send Money**

Send money allows you to transfer money from your personal bKash account to another personal bKash account.

To send money-

1. Go to your bKash menu by dialing \*247#
2. Choose send money
3. Enter the bKash account number you want to send money to
4. Enter the amount
5. Enter a reference about the transaction
6. Now enter the bKash mobile menu pin to confirm your transaction

### **3.6 Mobile recharge**

Mobile recharge allows to recharge mobile airtime from your bKash account to your MNO. Following the steps below you can recharge amount to yours or other's MNO-



1. Go to your bKash mobile menu by dialing \*247#
2. Choose mobile recharge
3. Choose your operator
4. Enter the 11 digit mobile number you want to recharge for
5. Enter the amount of recharge you want to purchase
6. Enter your bKash mobile menu pin to confirm

### **3.7 Payment**

You can make payment from your bKash account to any “Merchant” who accepts “bKash Payment”. For example, if you want to pay for shopping.

Go to your bKash mobile menu by dialing \*247# Choose payment Enter the Merchant bKash account number you want to pay to Enter the amount Enter the reference\* against your payment (you can mention the purpose of the transaction in one word e.g. Bill Enter the counter number Now enter the bKash mobile menu pin.

### **3.8 Pay bill**

bKash bring you the easiest and most convenient way of paying electricity bill and other bill (such as TV cable operator, ISP, electricity, water, gas, education and many more) For Example, if you want to pay your electricity bill:

1. Go to your bKash mobile menu by dialing \*247#
2. Select pay bill
3. Then select electricity
4. Then choose your billing operator name
5. Then input bill A/C number
6. Enter bill month and year (MMYYYY)
7. Enter amount
8. Now enter bKash mobile menu pin

### **3.9 International Remittance**

bKash brings you the easiest and most convenient way of sending and receiving international remittance.

#### **TO SEND INTERNATIONAL REMITTANCE**

Go to participant exchange house branch Let the agent know that you want to send money to Bangladesh through bKash Fill out the bKash related fields correctly on the remittance request form available at the exchange house The exchange house agent will help you complete rest of the process.

**WHILE SENDING REMITTANCE THROUGH bKash PLEASE ENSURE THAT:**

Recipient's number is a bKash Wallet number and belongs to one of the operators who is partnered with bKash The destination bKash wallet is entered 11 digit Bangladesh mobile number started with 018, 016, 017, 015 and 019. The international dialing code should not be entered.

Recipient's bKash wallet number is correct The number has been written clearly and accurately in the correct field The BDT value of sent remittance does not exceed bKash standard transaction limits.

**To receive International Remittance on bKash Account:**

Communicate your bKash account number to the sender. The sender will use this number for terminating the remittance account.

When the money reaches to your bKash account, you will receive a confirmation message on your mobile.

No charge applicable to receive International Remittance on your bKash account. You have to pay bKash standard cash out charge only when you need to withdraw money from bKash agent or from specific ATM booth.

A bKash customer can keep a maximum amount of TK. 300,000 in his/her bKash account at a time.

**3.10 Interest on Savings**

Interest is offered to bKash Customer Wallets only. Interest rate:

<b>BDT 1000 – BDT 5000.99</b>	<b>1.5%</b>
<b>BDT 5001 – BDT 15000.99</b>	
<b>2% BDT 15001 – BDT 50000.99</b>	
<b>3%</b>	
<b>BDT 50001 and above</b>	<b>4%</b>

**Conditions for attaining Interest:**

Your wallet Opening from (KYC) must be accepted at bKash and your wallet status must be active.

You must do minimum 2 financial transactions (Cash in, Cash out, ATM Cash out, Payment, Send money or Mobile recharge) in a calendar month.

You need to maintain a minimum day end balance of BDT 1,000 through a calendar month. You will earn interest on your wallet balance based on the slab of minimum day end balance of the month.

Interests will be calculated at the end of the month on your average day end balance of that month.

The interest amount will be credited after necessary government TAX/VAT deduction to your bKash wallet.

The cumulative amount of your earned interest will be disbursed in two terms in a year.

**Service Activation:**

Upon fulfilling the above mentioned conditions, all existing and new bKash customers can earn interest; no service activation is required.

**Service Deactivation:**

If you do not wish to receive interest on your bKash Wallet, please follow the steps bellow:

- Call 16247 from your own bKash wallet
- Select Language (1 for Bangla, 2 for English)
- Press 5 for interest on savings and other information
- Press 1 interest related information
- Press 1 to discontinue receiving interest
- You will be notify through an SMS after your status change request is processed

### **3.11 Check Balance**

You can check your bKash account balance anytime you want from the “Check Balance” option.

To check your current account balance-

1. Go to your bKash mobile menu by dialing \*247#
2. Choose ‘My bKash’ dialing 8
3. Choose ‘Check Balance’ dialing 1
4. Enter bKash menu pin

### **3.12 Request Statement**

To see a mini statement with details of your bKash latest transaction details:

1. Go to your bKash mobile menu by dialing \*247#
2. Choose ‘My bKash’ dialing 8
3. Choose ‘Requesting Statement’ dialing 2
4. Enter your bKash menu pin

### **3.13 Change and Reset mobile menu pin**

For ensuring the security of your bKash account, it is recommended that you change your bKash mobile menu PIN when you feel that it may have been compromised.

To change the pin:

1. Go to your bKash mobile menu by dialing \*247#
2. Go to ‘My bKash’
3. Go to ‘Change Mobile Menu PIN’
4. Enter your ‘Old PIN’
5. Enter the ‘New PIN’ to replace the old one
6. Enter the new PIN again to confirm

For reset the pin in case you forget or locked the pin: Go to your bKash menu by dialing \*247#  
Go to 'Reset Pin' by dialing 9 Enter your photo ID number (Nid/Passport/Driving license) Enter the Birth Year Enter the transaction information (1 outgoing transaction within 90 days and before 1 hour) You will get a temporary PIN which you have to use before 72 hours to set the PIN using App or dialing \*247#

### **3.14 Add Money and Transfer Money**

Customers can now add money easily from any bank locally issued Card to bKash via Master Card and Visa Card debit or credit card also by linking bank accounts to bKash. Also can transfer money from bKash to bank. Transfer money service is now available in BRAC Bank and City Bank and also from Agrani bank via linking to the bKash account.

The process to “add money” from Master Card—

Select Add Money from bKash app

Select Card to bKash

Select my account if you transferring to your own bKash account or select other account to transfer to other bKash account

Enter Master Card number, card holder's name, expiry date and CVV

You'll get an OTP, enter the OTP and click to 'proceed'

Your fund transfer will take place

The process to Add Money from bKash to Visa debit or credit card—

Tap on 'add money' icon from bKash app home screen Tap on card to bKash and select Visa Your bKash account number will be placed by default. If you want to add money to other account, then enter that account number. Then enter amount. Now enter your Visa credential Enter the OTP in a secured page to successfully complete the transaction.

The process to Transfer Money from bKash to bank—

- Log in to your bKash app
- Add your City/BRAC/Linked bank account from bKash menu
- Save your bKash account
- Click on the Transfer Money icon
- Select your desired bank
- Enter bank account details
- Enter the amount you want to transfer
- Enter a reference about the transaction
- Now enter your bKash mobile menu pin number to confirm the transaction

### **3.15. I Banking**

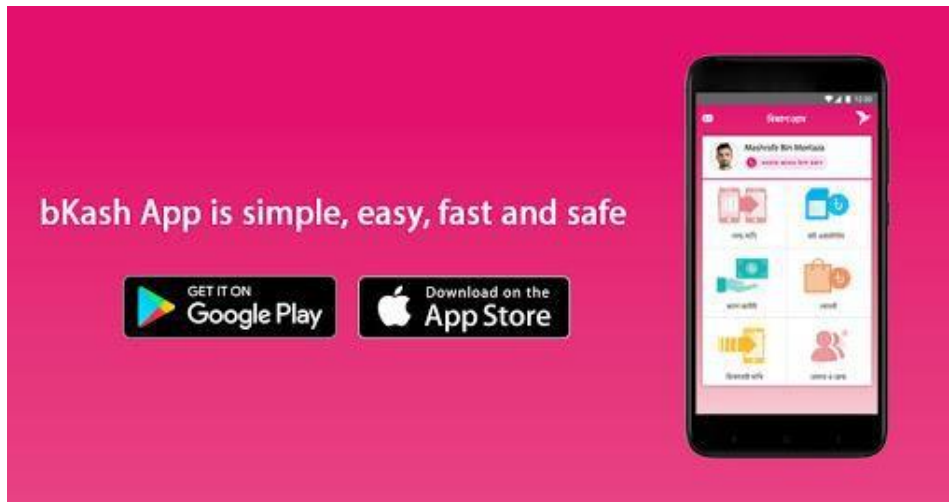
Customers can add money from Bank to bKash by I banking. For I banking you will have to use bKash app.

- Log in to bKash app with bKash wallet number and pin
- Then select Add Money
- Then select ‘Internet Banking’
- Then select the bank from which you want to transect
- Then it will take you to the selected banking site
- Log in with the banking information and follow up the procedure ahead

### 3.16 App related activities

How to onboarding bKash app, at first you have to visit google play store or app store and search bKash limited. Then download and install bKash app.

You have to keep your bKash number sim card and bKash app to the same device to use the app and also have to note that whether your phone un-root or not and also have to keep your device GPS on. The most importantly you have to use your bKash app via strong internet connection.



After that you can log in or register your own bKash account on bKash app very easily. There have QR code for scanning transaction which make your way of transaction very easily.

You can use your bKash features just by tapping. It's a matter of one tap now!

These are the main product of bKash. In customer service department we have to do our job on the basis of this product. Here we do basically-

- Reset the customer account pin number with proper verification.
- Give knowledge about all of these product.
- Transaction confirmation of customer, agent, merchant and BSA.
- Giving information of customer account transaction confirmation.
- Share all the offer and campaign with customer
- Taking complain against agent, bKash plus, customer center, BSA and fraudulent activities.
- Sharing knowledge and service process with customer etc.

## **Chapter Four: Internship Duties and Responsibilities**



## 4.1 Communication Skill

Developing a good communication skill is necessary for who wants to work in corporate culture. However, this internship period helped me to develop my communication skill in a professional way. bKash limited helped me to learn how to communicate with co-workers in a professional way. Here I also got opportunity to communicate with different customers directly and let me know about them. This organization helped me to improve my communication skill.

## 4.2 Technical Skill

Here I got the opportunity to work with Microsoft Excel, Microsoft Word, Microsoft PowerPoint and also some core software of their services. Here I got this scope to master these skills. At first I have followed my trainer and took training about the work and then followed my seniors how they work. As most of the works has to done from Microsoft office software and some of their core software it was necessary to learn shortcut method in excelling to do the work quickly. My seniors helped me a lot in that case. They taught me how to complete the work quickly by using some shortcut term. Furthermore I have improved my skills on fast typing and typing in Bangla. I have polished my technological activities by working with this organization.

## 4.3 Professionalism

bKash limited highly follows professionalism. I had to communicate and interact with lots of people and I had to maintain formal dress code. This formal communication and interaction among organization people helped me to increase my professionalism.

- ❖ **Punctuality:** From the beginning of joining I go to office regularly on time. I had to stay in the office from 10 pm to 6 pm. This time management helped me to be more punctual.
- ❖ **Team work ability:** Many times I had to work with my colleagues as a team. This helped me to improve my teamwork ability and how to complete the work within timeline
- ❖ **Ability to work under pressure:** Sometimes I had to handle numbers of works at a time under pressure. This taught me how to complete the work under huge number of pressure.

#### 4.4 Knowledge about different products of bKash

In this organization we had to work with many products and services of bKash and had to memorize the information. So during my work time in this organization, I have learned about all the different products of bKash “which I have mentioned in chapter 3 of my report” and learned how to serve those products through a smooth service to the customers.

#### 4.5 Socio Economic Development Through bKash

Mobile banking is a remarkable tool of financial inclusions that has been applied to connect the unbanked and underprivileged people into formal financial channel. At present Bangladesh adores the incredible success in mobile banking particularly in rural areas of which bKash holds the leading position. bKash has generated the various positive socio economic impact like create employment opportunities, encourage savings, easy to receive foreign remittance, women financial empowerment, role to developing the SMEs and agricultural sector, increase the financial productivity of seasonal workers and businessmen, breakdown the power of middlemen and easy to business transaction, increase the money mobilization save no- monetary cost. Finally this impact uplifting the living standard of rural people contribute to reduce vicious cycle of poverty in rural area of Bangladesh.

	Total Contribution to GDP (Taka)	Percentage of Total Contribution
Agriculture	177 729 637 637	24
Fishing	32 872 674 464	4
Manufacturing	282 344 700 575	38
Construction	7 196 460 200	1
Wholesale and Retail trade and Repairs	171 335 861 390	23
Hotels and Restaurants	28 599 263 975	3
Transport, Storage and Communication	8 950 171 356	1
Real state, Renting and Business activities	13 771 436 794	2
Education	151 808 506	1
Health and Social Work	2 743 049 893	1
Other Service activities	15 632 094 785	2
Total	741 327 159 609	100

Source: ICG/MIDAS Survey, 2004

## **4.6 Work Related Case Solving**

### **Case 1#**

A customer named 'X' called from 019\*\*\*\*\*08 to reset his bKash account pin which was locked because of trying wrong pin 3 times in a row. After hearing from him I decided to reset his pin with some information verified him accordingly with his bKash account information which was updated according to his registration information. After verified him I found that his information was not matched with his updated information from his bKash account. So I asked him to visit our Customer Care Service Center with his own valid information and provided him the location and timing. At last I gave him the ending greeting with a Thank you for calling our helpline and successfully delivered the service.

### **Case 2#**

A customer called and said that he replaced his bKash account numbered SIM card and could not log in to his bKash account since he replaced the operator sim card.

I cordially informed him that if he replace his sim card which is his bKash account numbered, it will be unable to use his/her bKash account for 24 hours since the replacement because of his/her bKash account security purpose which is informed from Bangladesh Bank. After 24 hours the account will be activated and he/she can check or use his/her bKash account with bKash account pin number.

### **Case 3#**

An agent called and said that he has lost his mobile and his bKash account sim card. He wants to immediately close his account temporarily for security purpose.

After listening to him I asked his account number and verified him accordingly with his bKash account information then successfully delivered his service and also informed him that whenever he wants to reactive his account he must communicate with his Distribution house.

**Case 4#**

A customer called and said that he wants a bKash account for his company's daily transaction and to receive his payment from his customers easily.

I thanked him to show interest in our service and suggested him that he can keep a request for a merchant account about this purpose. I also added that if he wants a merchant account he must has to have a trade license and a shop/office to physically visit about paper work submission purpose. I kept a request for him and asked him to wait we'll call him and we'll inform him about the rest in detail. At last gave him the ending greeting by thanking.

**Case 5#**

A customer called and said that he wants to transfer his bKash account to another number, and asked what procedures he have to go through.

I informed him that it is not possible to transfer bKash account but instead he can close his previous account permanently and then can reregister a new bKash account to another number as it is not allowed to keep dual account with same information of a person. I also added the procedure that he have visit our Customer Service Center with his ID card (main copy) and one passport sized photo and informed him the location and timing.

## **4.7 SWOT Analysis**

To understand the business environment of a particular firm, we need to analyze both the general environment and the firm's industry and competitive environment. One of the most basic technique for analyzing firm and industry conditions is SWOT analysis. It is a wisely used technique through which managers create a quick overview of a company's strategic situation. SWOT analysis of bKash Limited comparatively to DBBL-

### **Strength**

bKash limited: bKash has always been committed to providing quality services. It's strength include- it's the market leader, it has got skilled and dedicated workforce, strong financial position wide range of product and product innovation skills, highest reach in the country, building brand image and reputation in the industry, strong company culture, customer care.

DBBL: The strength of DBBL lies in its controlling system. They have a mobile banking office in every sub district all over the country. They have a good number of agent point and merchant account. Their controlling system is main strengths along with brand name.

### **Weaknesses**

bKash: The weaknesses of bKash are understand people about the service, facing challenges regarding branding, sometimes system is down, conflict management skills for top level position, poor leadership development from local talents for top level position, poor negotiation and conflict management skills for solving regulatory problems.

DBBL: The weakness of DBBL is their numbers of agents. They also have one of the lowest numbers of merchant accounts. Their branding is very weak, they don't have any billboard whereas bKash have 72 billboards in all over the country. In agent point their pointer is less visible than bKash one.

## **Opportunities**

bKash: Opportunities of bKash are huge in Bangladesh markets. Because the total number of active mobile phone subscribers are 92,120,000 at the end of May 2012 in Bangladesh. All of the mobile phone subscribers are the potential target market for bKash. Beside this bKash is leading the market so they have more opportunity than other.

DBBL: DBBL has 2<sup>nd</sup> place in this MFI and this industry has huge number of potential clients untouched. If DBBL want they can increase their customer very fast. Beside this they have huge opportunity for marketing. By this they can promote their product very well.

## **Threats**

bKash: One of the main challenges stems from the perception of technology maintained by low income users. For example, many users mistakenly think that they require advance skill to use the technology. A similar issue arises in that users often think that advanced English is required to use bKash. So it's really hard to convince low income users about the invisible money concept.

DBBL: The main threat of DBBL is the rapid growth of bKash. From previous analysis bKash and DBBL started their journey from same time but now bKash has more market share than DBBL has. If it's continue at this rate sooner bKash capture almost all the market. Besides this mobile banking is a complex system for uneducated people. Nut their main targeted people are uneducated. So create awareness among the rural people about the mobile banking is another big threat for DBBL.

## **4.8 Other Relevant Activities**

In customer service department we have to do lots of activities with proper verification and sincerity. But at the same time we have to do some other relevant activities like-

1. Attending different types of training program
2. Attending different types of program and other relevant activities
3. Attending different types of workshop

# **Chapter Five: Data Collection and Analysis**

## **5.1 Data Analysis**

Table 1: Descriptive statistics and Reliability coefficient of perceived value, communication efficiency, bKash offers and customer satisfaction:

### **Age group**

	<b>Frequency</b>	<b>%</b>
Below 20	1	2.5
21-30	34	85.0
31-40	3	7.5
41-50	1	2.5
above 50	1	2.5
Total	40	100.0

### **Profession**

	<b>Frequency</b>	<b>%</b>
Service	9	22.5
Student	31	77.5
Total	40	100.0

### **Income per month**

	<b>Frequency</b>	<b>%</b>
Less than 10000	20	50.0
10000-20000	13	32.5
20000-30000	5	12.5
30000-40000	2	5.0
Total	40	100.0

### **Gender of respondent's**

	<b>Frequency</b>	<b>%</b>
Male	21	52.5
Female	19	47.5
Total	40	100.0



### Education level

	Frequency	%
HSC	1	2.5
Bachelor	25	62.5
Masters	14	35.
Total	40	100.0

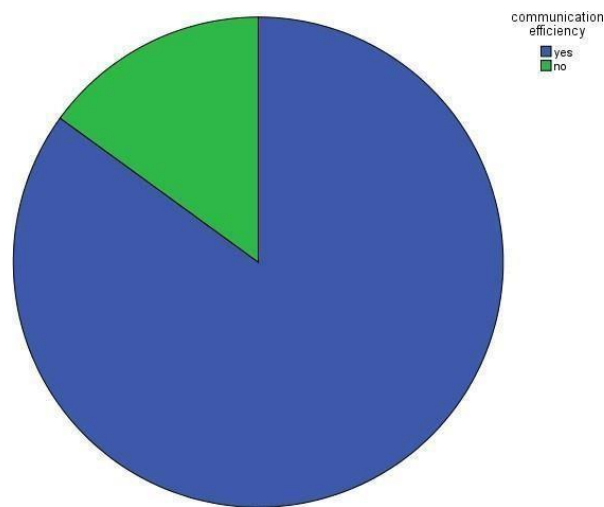
	Perceived value	communication efficiency	bKash offer	satisfaction level
Mean	4.03	1.15	3.38	6.53
Median	4.00	1.00	3.00	6.00
Mode	4	1	3	6
Std. Deviation	.423	.362	.740	1.301
Variance	.179	.131	.548	1.692
Co-efficient	.648	.239	.718	.719

Note: n = 40

For any research, the reliability of 0.50 - 0.60 is sufficient, although a coefficient of 0.70 or above is desirable.

In this research, the reliability co-efficient for perceived value is .648, the reliability co-efficient for communication efficiency is .239, the reliability co-efficient for bKash offer is 0.718 and the reliability coefficient for satisfaction level is 0.719. The reliabilities of customer satisfaction, perceived value and bKash offer in this study fall within the acceptable range (0.50-0.80)

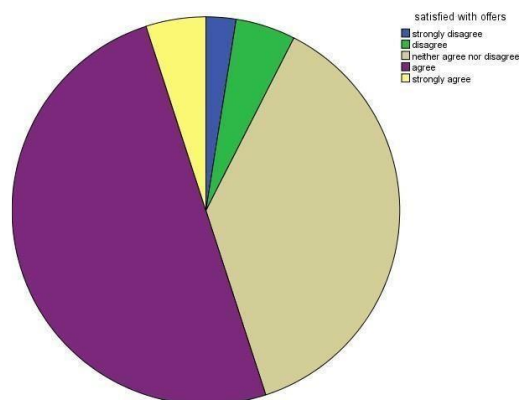
## 5.2 Communications Efficiency:



*Graph 1: Pie-chart – Communication efficiency*

From the above graph we found that most of our respondents answered that bKash offers are efficiently communicated through various sources such as TV commercials, print ads or radio ads.

## 5.3 Customer satisfaction:



*Graph 2: Pie-chart-Customer satisfaction*

From the above graph we found that most of our respondents are satisfied with the bKash offers

## 5.4 Correlation Analysis:

Correlation analysis is conducted due to judge whether there is any relationship between independent variables and dependent variables. This analysis is conducted on bKash offers, perceived value, and communication efficiency and satisfaction level. In interpreting the strength of relationships between variables the correlation coefficient ( $r$ ) is as follows:

0.00 to 0.20... ..	Very weak
0.20 to 0.40... ..	Weak
0.40 to 0.70... ..	Moderate
0.70 to 0.90... ..	Strong
0.90 to 1.00... ..	Very strong

The bivariate correlation was a subject to a two tailed test of statistical significance at two different levels where Correlation is significant at the 0.05 level and Correlation is significant at the 0.01 level. The correlational analyses are shown in Table 3:

## **Chapter Six : Recommendation & Conclusion**

## **6.1 Recommendation:**

It was found that bKash provides the financial services outside traditional bank branches using information and communications technologies and non-bank retail agents and also available for 365 days. It has a positive impact on transfers, payments, deposits, mobile recharge and withdrawals in financial transactions. It is cost effective, reliable, speedy and simple way of conducting business and reduces the instances of human error that is characteristic during human interaction in traditional banking. So the use of bKash should be increased and consciousness about it must be increased as well. It was found that although bKash has bright prospects, it involves some constraints as well. The major constraints in the development of bKash include operational issues (e.g. security, system design, implementation and maintenance); misuse of products and services; legal issues (e.g. without proper legal support, money laundering may be influenced); strategic issues; reputation issues (e.g. if the bank fails to provide secure and trouble free financial services, this will cause reputation risk); credit issues and liquidity risks. bKash need to reduce these constraints

## **6.2 Conclusion:**

The result of this study shows that perceived usefulness, perceived ease of use, subjective norm, consumer awareness and perceived risk are the important determinants of mobile banking bKash adoption. This study meets the desired objective; but it grieves from one setback. Study in dictates that majority of customers are accepting bKash banking because of many favorable factors. Analysis concluded that usefulness, ease of use, subjective norm, awareness and risks related to it are the main perusing factors to accept bKash system. These factors have a strong and positive outcomes towards customers to accept mobile banking system. The relatively small size of the sample limits overview of the outcome of the study. The study is concentrated on a particular location and result may vary with location and the demography of the people. Similar study can be conducted in other colleges and universities and results can be compared level of success very shortly. I wish the organization all success in its field.

### 6.3 Reference:

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Yesmin, S., Paul, T., & Uddin, M. (1970, January 01). BKash: Revolutionizing Mobile Financial Services in Bangladesh? Retrieved January 06, 2021, from [https://link.springer.com/chapter/10.1007/978-981-13-1399-8\\_6?fbclid=IwAR2Kil0rZvIFDbHKONjwLOTLUaaCCoV5zGWm7eJHjmmIlxbrl544RoDAI](https://link.springer.com/chapter/10.1007/978-981-13-1399-8_6?fbclid=IwAR2Kil0rZvIFDbHKONjwLOTLUaaCCoV5zGWm7eJHjmmIlxbrl544RoDAI)

**Appendices:  
Appendices-A: Questionnaire for Customers**

**Questionnaire for  
Customers**

Dear Respondent,

Wish you a good day! This study is for measuring the satisfaction level of using the services of bKash. Information that you are providing will be used for academic purpose only. So please feel free to provide your opinions. Your personal perception and honest answers will be considered with vital importance for the success of this study. Your identity will be kept confidential.

**Please tick your preferred options to answer the following Questions.**

1. What is your name?

.....

2. What is your Location?

.....

3. What is your profession?

i	Service	ii	Business	iii	Student	iv.	Housewife	v.	Others
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4. What is your profession?

i	Less than 6,000	ii	6,000-11,000	iii	11,001-16,000	iv.	16,001-21,000
v.	21,001-26,000	vi.	26,001- 31,000	vii.	31,001-36,000	viii.	36,001-41,000
ix.	41,001-46,000	x.	46,001-51,000	xi.	51,001-56,000	xii.	More than 56000

5. Age group:

i	Below 15	ii	15-19	iii	20-24	iv.	25-29	v.	30-34
vii.	35-39	vii.	40-44	Ii	45-49	x.	Above 50		

6. Education:

i	Illiterate	ii	Primary	iii	SSC	iv.	HSC	v.	Bachelor
vi.	Masters	vii.	Others (Specify)						



7. Gender

i.	Male	ii.	Female
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8. bKash offers are designed to meet the needs of customers.

i.	Strongly disagree	ii.	Disagree	iii.	Neither agree nor disagree	iv.	Agree	v.	Strongly Agree
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9. Do you feel that bKash communicate their offers in an efficient manner?

i.	Yes	ii.	No
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10. From which source you are mostly communicated about the offers?

i.	SMS	ii.	bKash employee	iii.	TV/print media
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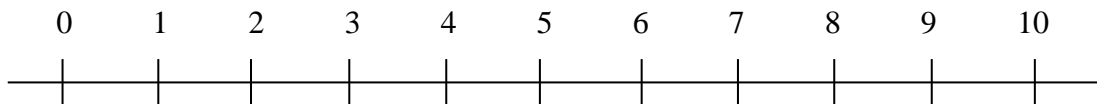
11. bKash offers are really beneficial.

i.	Strongly disagree	ii.	Disagree	iii.	Neither agree nor disagree	iv.	Agree	v.	Strongly Agree
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12. I am satisfied with bKash offers.

i.	Strongly disagree	ii.	Disagree	iii.	Neither agree nor disagree	iv.	Agree	v.	Strongly Agree
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13. Based on your overall experience, please rate from 0 to 10 to indicate the satisfaction level of existing bKash offers.



14. Would you recommend your near and dear one's to use bKash?

i.	Yes	ii.	No
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15. Any suggestion regarding bKash.

.....