



**Sonargaon University (SU)**  
**Dhaka, Bangladesh**

## **Internship Report On**

**An Analysis of Customer Satisfaction towards Online  
Banking Services of EXIM Bank LTD, A Study on CDA  
AVENUE Branch, Chattogram**

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**Program:** Bachelor of Business Administration (BBA)  
**Major:** Finance  
Semester: Fall-2021

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**Associate Professor**  
**Dean, Faculty of Business**

Department of Business Administration  
Sonargaon University (SU)

Date of Submission  
Date: 8th-Jan-2022

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## *Letter of Submission*

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8 January 2022

To

The Dean

Department of Business Administration  
Sonargaon University (SU)

**Subject: Submission of Internship Report**

Dear Sir,

I am pleased to submit the internship report on “**An analysis of Customers Satisfaction towards Online Banking: A case study of CDA AVENUE Branch, EXIM Bank Ltd. Bangladesh**”. I have completed my internship program in Export Import Bank of Bangladesh Limited as a part of my study. I have tried myself to explain my learning and experience that I have gathered from my internship program briefly in this report.

I appreciate this approach really contributes in giving my course learning a lasting shape in me. The entire report is based on my practical experience in this company. I have put my best effort in completing the report with all the information that I have collected during my stay in Export Import Bank of Bangladesh Limited.

Without your sincere co-operation, it would not be possible for me to prepare the report. For this act of kindness, I am grateful to you. This report is not free from mistake due to some limitations. I hope you would accept it with gracious consideration.

Thanking You.

Yours sincerely,

Muhammad Gias Uddin

ID: BBA1801013036

Bachelor of Business Administration (BBA)

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## *Acknowledgements*

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The theoretical knowledge that I have gathered from the educational institution is not sufficient to be aware about the subject matter rather the practical knowledge. In order to resolve the dichotomy between these two areas, I was assigned to as an intern in Export Import Bank of Bangladesh Limited in CDA Avenue Branch.

I **Muhammad Gias Uddin**, first of all, would like to express my gratitude to almighty Allah for keeping me mentally and physically sound to prepare this report. Again, I would also like to express my heartiest gratitude & thanks to those people, because without their dedication and contribution this project would not have been possible and would not get the successful compilation.

I would like to take the opportunity to express my gratitude to my internship supervisor, **Abul Kalam**, Dean, Sonargaon University (SU) for his valuable suggestions, constant encouragement and keen interest at every stage of this study, without his supervision that would have been extremely difficult to accomplish.

I am most grateful to the CDA Avenue Branch of EXIM Bank management for assigning me as an intern in this reputed bank. I must mention the wonderful working environment and group commitment of this bank that has enabled me a lot work and observe the banking activities during my internship period of the three months.

Finally, I humbly appreciated the endurance & assistance of the entire individuals at Head Office of EXIM Bank Limited who spent their time in making me able to complete my Internship Report.

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## *Executive Summary*

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This internship report is on the three months long internship program that I had experienced in EXIM Bank, **CDA AVENUE Branch from 10 Oct 2021** as a requirement of my BBA program.

A financial institute that is licensed to deal with money and its substitution by accepting time and demand; deposit making, loan and investing in security is called bank. In Bangladesh there are too many banking institutions. Nationalization, Privatization and Financial sector reform; these are the three phases of development Bangladesh banking system has gone through. EXIM Bank Limited has started its journey as a private commercial Bank on 3 August 1999.

The whole operation of CDA AVENUE EXIM Bank is divided into two sectors- (1) General Banking, (2) Credit Section and Foreign Exchange Section. I was assigned on General Banking section for first week. And on foreign Exchange section for 10 days. Online Banking service is an important part of the general banking sector. So I tried to find out whether the customers of CDA Avenue Branch EXIM Bank are satisfied with their online banking service or not. For this, have prepared my report based on “Online banking service” provided by EXIM Bank, CDA AVENUE branch.

Service from banking is seemed to vary from one service provider organization to another service provider organization. This sensitive part gets more sensitive when individual as well as country’s potentiality like “Customers Satisfaction towards Online Banking policy” of a Bank involves in there. And, it becomes more complex if the Bank owned by a private sector and it’s also a Shariah based banking institution. This is why, I feel myself fortunate enough for wining a chance to work with a new and challenging service sector of banking system.

Customer satisfaction towards Online Banking policy of our country was approved by Bangladesh Bank. To satisfy the customers by proving service, every bank should follow this specific policy. So, I think a deep-rooted study may explore the mystery of its success side by side indicating the reason behind failure from one to another service provider organization. This study will comprise the exploratory findings of CDA Avenue branch

of EXIM Bank Bangladesh Limited, its Customer satisfaction management policy, recommendation in the light of predetermined objective and methodology subject to acknowledgement of the affect caused by unavoidable limitation.

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# Chapter-1: Introduction

## 1.1 Rationale of the study

It is important for me to be able to explain the importance of the report I am conducting by providing valid arguments. Rationale for the study needs to be specific and ideally.

EXIM Bank was started putting more emphasis on export-import oriented business. But there is a vital linkage between Foreign exchange business and investment. Though EXIM Bank of Bangladesh Limited has limited number of investment products, it has a vast significance in their Banking service. I found that the investment department is more organized and friendly for me to understand. As I was sent to EXIM Bank CDA AVENUE Branch, the scope of the study is huge to this branch. This report covers investment activities of EXIM Bank Limited that include main three modes of investment- Mudaraba, Bai-Mujjal and Izara Bill Bia. While preparing this report, I had a great opportunity to have sufficient knowledge of investment activities of a leading private bank in Bangladesh especially a bank following Islami Shariah.

One of the main issues in the rationale for this study was to solve a specific problem from the outcome. The internship report is prepared essentially to fulfill the academic requirement of **Bachelor of Business Administration (BBA)** degree under the **Department of Business Administration, Sonargaon University (SU)**

This study will help me to gain the practical knowledge in the banking sector by giving an over view of the EXIM Bank Ltd. This report will also help know the services provided by this Bank and to understand briefly about the deposit schemes provided by this bank. Those report has also significance and rationale in briefing idea about the operational procedure of export-import business.

The rationale of this report also refers to evaluation of the customer satisfaction of EXIM Bank Ltd CDA Avenue Branch as it helps get an idea about the performance of EXIM Bank Online service **AISER**. This report will be beneficiary to the stakeholders of this report by giving some valuable information in fact.

## 1.2 Objectives of the study

The main objective of this study is to Analyse the Customer Satisfaction towards Online Banking Services of EXIM Bank LTD, A Study on CDA AVENUE Branch, Chattogram

### Specific Objectives

- To know the online banking of EXIM Bank Ltd.
- .To analysis the customer satisfaction on online banking activities of EXIM Bank Ltd at CDA AVENUE branch
- To interpret the outcomes to expose the performance level of the online banking system.
- To find out the problems related to online banking services of EXIM Bank Ltd. at CDA Avenue Branch and recommends some measures to overcome those problems.

## 1.3 Methodology

To conduct any sort of report, it is essential to collect data from various sectors.

These data can be collected through primary data and secondary data. Both of these sources are used to prepare my report.

### Primary source:

- Face-to-Face conversation and shared experience with the respective officers
- Questionnaire based survey over online banking customers of Exim Bank Limited.

### Secondary sources of data:

- Annual Report 2021 of Exim Bank Ltd.
- Bangladesh Bank publications
- Official websites of Exim Bank Ltd.



- Official websites of Bangladesh Bank and Exim Bank Ltd.
- Other websites such as Wikipedia, Investopedia etc.
- Related books, journals, and articles

### **1.4 Organization of the report**

The main body of the report includes the following chapters eventually:

Chapter 1 gives the introduction of the topic, rationale, objectives, organization of the report and limitations of this report in fact.

Chapter 2 gives an overview of EXIM Bank and its operations and services.

Chapter 3 Job description & conducts a critical literature review and which is basically on customer satisfaction on online mobile banking in fact.

In chapter 4, Analysis are properly recorded and interpreted in fact.

In chapter 5, Findings, recommendations & conclusions for EXIM Bank CDA Avenue Branch are shown in fact. The report is ended with the documentation of references and appendices in fact.

### **1.5 Limitations of the study**

No study can be perfect, as there will be some limitations, which will be faced during conducting that study.

The time frame of the internship program was only three months. So the primary limitation of this study was the time duration, which was very short. It was not enough to study properly about the EXIM Bank Limited and its various activities. Though this study was not about the whole existing program of EXIM Bank, it was specifically a portion of the factors effecting CDA avenue branch EXIM Bank Limited.

The most significant limitation that faced by me was during the survey of analyzing the customer satisfaction on Online Banking. Time constraint was also a big factor there. I got only one week to complete my survey. The clients were busy enough, that they were not able to give me proper time during filling up the survey questionnaire, which was very natural. A total 30 clients have been asked questions on their mobiles and emails which I have collected from the branch. And for Covid19 situations most of the clients refused to provide

their valuable time for the survey. Some clients were not desired to write any comments. For which sometimes to avoid those comments, they put the erroneous answers. There were a number of clients who still do not use the online service of EXIM Bank.

That was also a big challenge for me to find out the potential candidates for the survey.

## Chapter-2: Description of the organization

### 2.1 History of EXIM Bank

The Export Import Bank of Bangladesh limited (popularly known as EXIM Bank) is private commercial bank that operates banking operation by maintaining the Islamic Shariah and principles regarding the business transactions. The bank was incorporated on 2<sup>nd</sup> June, 1999 as a private sector banking company under the **COMPANY ACT 1994** with a target to play the vital role on the social-economic development of the country. It started operation on 3<sup>rd</sup> August 1999 with an authorized capital of TK. 1 billion (100 million) divided into 10 million ordinary shares on TK. 100 each. The initial paid up capital of the bank was TK. 225 million fully subscribed by 28 persons. Initially the bank started its operation as a private commercial bank, but later on, the bank has taken up the challenge to start Islamic banking operation in all kinds of transaction.

Banking operations were migrated all of its conventional banking operation turned into Shariah based Islamic banking operations after obtaining approval of Bangladesh bank on July 01, 2004. The bank went for public issue of shares in the year 2004 and its shares now listed with Dhaka stock exchange (September 26, 2004) and Chittagong stock exchange (September 04, 2004). Initially the bank was known as the BEXIM Bank Limited, which stands for **Bangladesh Export Import Bank Limited**. But for some legal constraints they had to change the name. According to the proposed name of the governor of central bank at the time it was named as Export Import Bank Limited or in short EXIM Bank Limited.

## 2.2 Vision of the Bank

The purport of EXIM banks vision is **Together towards Tomorrow**. Export Import bank of Bangladesh Limited believes in togetherness with its customers as well as growth and progress of the services. To achieve the desired goal, there will be pursuit of excellence in all stage with a climate of continuous improvement, because in EXIM bank, they believe the line of excellence never ends. Bank's strategic plan and networking will strengthen its competitive advantage over others in today's rapidly changing competitive environment. Their personalized quality and services to the customers with trend of constant improvement will be the cornerstone to achieve their operational success.

## 2.3 Mission of the Bank

The mission of the EXIM Bank gives emphasis to:

- Provide Equality financial services especially in foreign trade
- Continue a contemporary technology based professional banking environment.
- Maintain corporate and business ethics and transparency at all level.
- Sound capital base
- Ensure suitable growth and establish full value to the stakeholders.
- Fulfil its social commitment
- Above all to add positive contribution to the national economy

## 2.4 Objectives of the Bank

The objectives of the bank are:

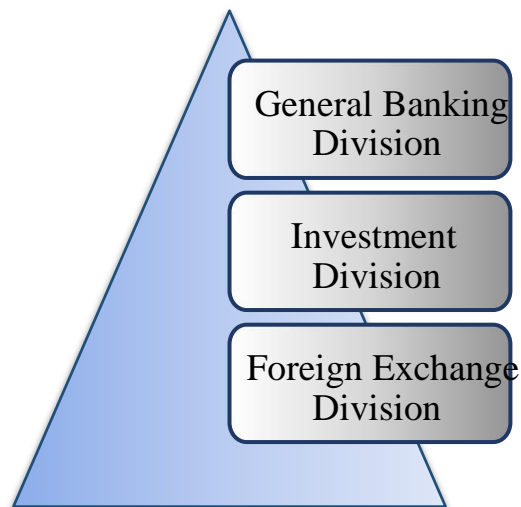
- Provide high quality service in export and import trade
- Provide defect free quality customer service.
- Maintenance of corporate and business

ethics

- Maintaining sound capital base.

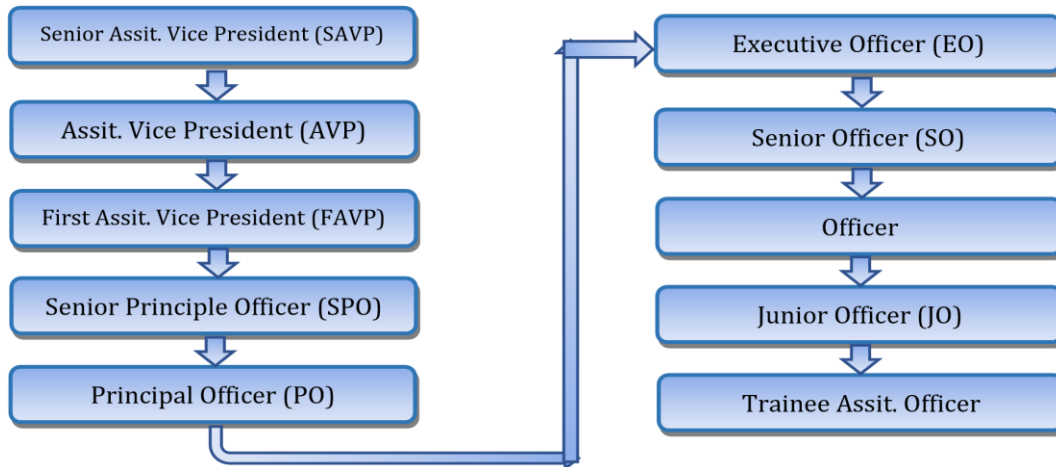
## 2.5 Introduction of CDA AVENUE Branch

CDA Avenue Branch is the 26<sup>th</sup> branch of EXIM Bank Bangladesh Limited. The name of the present branch Manager is Mr. Mohammed Sultanul Alam, SAVP. The overall banking operation of CDA Avenue Branch can be divided into three broad categories. These categories or divisions are:



Account opening, Local Remittance, Clearing, Deposit and Accounts are the subdivisions that belong to the General Banking Division, whereas Import, Export and Foreign Remittance are the subdivision under Foreign Exchange Division.

At present about 21 employees work at CDA Avenue Branch of EXIM Bank Bangladesh Limited.



### Corporate Information

<b>Date of Incorporation:</b>	June 02, 1999
<b>Authorized Capital:</b>	Taka 20,000.00 million
<b>Paid-up-Capital:</b>	Taka 14,122.51 million
<b>Registered Office:</b>	“SYMPHONY” Plot No. SE (F) - 9, Road No. 142 Gulshan Avenue, Dhaka-1212, Bangladesh PABX : 880-2-55045547, Fax: 880-2-5504 5559 Website: www.eximbankbd.com SWIFT:EXBKBDH
<b>Share Division:</b>	Head Office, “SYMPHONY” (Ground Floor) Plot No. SE (F) - 9, Road No. 142, Gulshan Avenue, Dhaka-1212, Bangladesh. PABX : 880-2-55045547
<b>Credit Rating</b>	
Long Term:	“AA-“ (Double A Minus indicating High Safety for timely repayment)
Short Term:	“ST-2” (Indicating High Certainty of Timely Repayment)
Outlook:	“Stable”
Date of Rating:	June 09, 2021.
<b>Credit Rating Agency:</b>	Credit Rating Information and Services Limited (CRISL)
<b>Auditors:</b>	<b>Ahmed Zaker &amp; Co.</b> Chartered Accountants

Green City Edge (level-10), 89, Kakrail, Dhaka-1000, Bangladesh

**Name of the Chairman:** Mr. Md. Nazrul Islam Mazumder  
**Name of the Managing Director & CEO:** Dr. Mohammed Haider Ali Miah

**Chief Financial Officer:** Mr. Md. Humayun Kabir

**Head of Internal Audit:** Mr. Shah Md. Abdul Bari

**Company Secretary:** Mr. Md. Monirul Islam

**No. of Employees:** 2910

**No. of Branches (including SME/Agriculture):** 131

**No. of Shareholders (31-12-2020):** 61848

**Subsidiary Companies**

**EXIM Exchange Company (UK) Ltd.:** 5 Old Montague Street, London E1 5NL, United Kingdom.

(A fully owned subsidiary of EXIM Bank)

Tel.: +44 (0) 20 7377 2474; +44 (0) 20 7377 1335

Email: [eximexchangeuk@eximbankbd.com](mailto:eximexchangeuk@eximbankbd.com), Web: [www.eximexchange.co.uk](http://www.eximexchange.co.uk)

**EXIM Exchange Company (Canada) Ltd.:**

(A fully owned subsidiary of EXIM Bank)

3096 Danforth Avenue, Suite # 2, Toronto, Ontario, M1L 1B1, Canada.

Tel.: +1 416-699-5802; E-mail: [eximexchange@eximbankbd.com](mailto:eximexchange@eximbankbd.com)

Web: [www.eximexchange.ca](http://www.eximexchange.ca)

**EXIM Islami Investment Limited (EIL):**

(A subsidiary of EXIM Bank)

Printers Building (5<sup>th</sup> Floor), 5 Rajuk Avenue, Motijheel C/A, Dhaka-1000.

PABX: 88-02-956 1604; Fax: 880-2-955 5400

**EXIM Finance (Hong Kong) Limited**

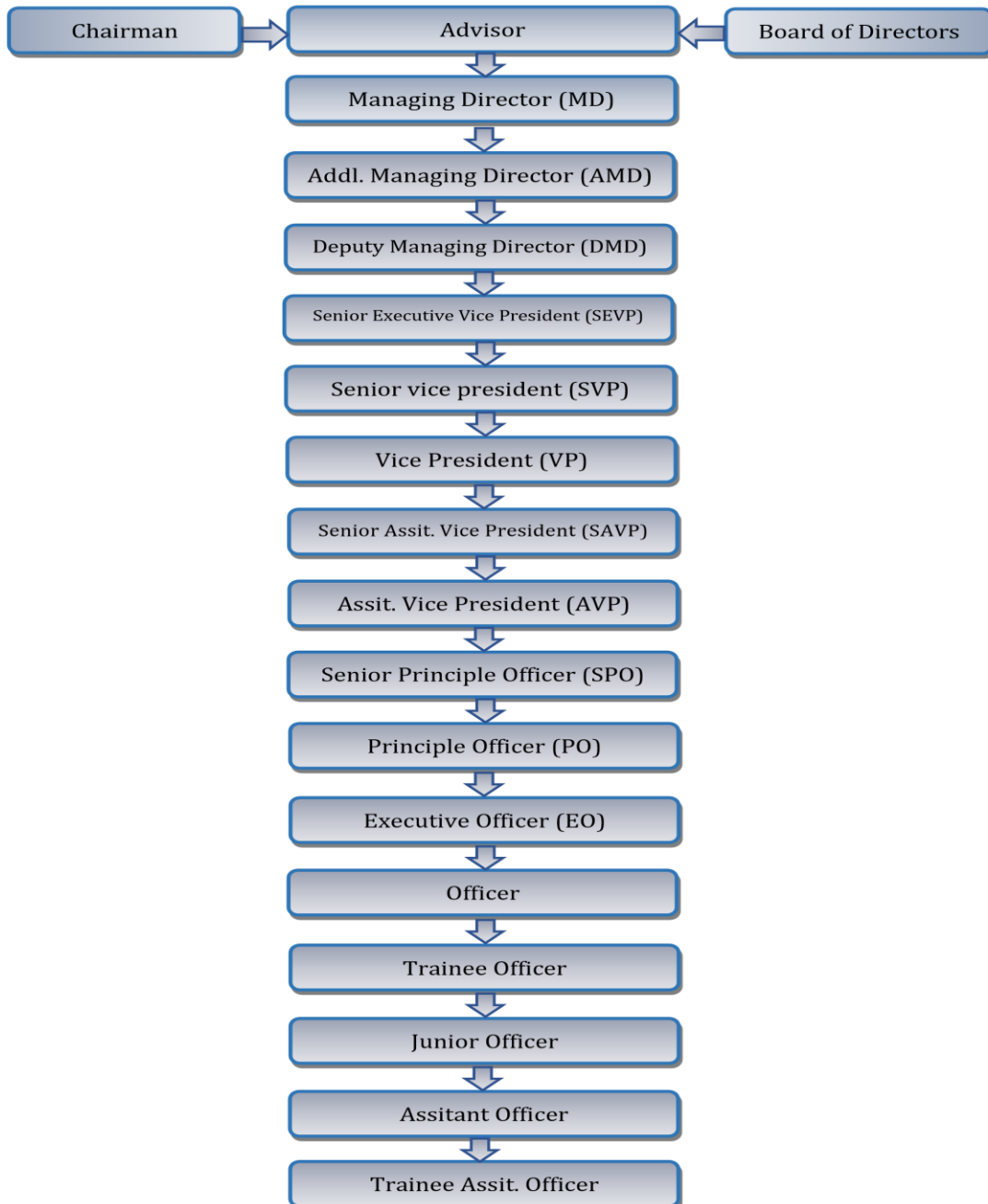
Unit 901, 9th Floor, Carnarvon Plaza No.20 Carnarvon Road,

(A fully own subsidiary of Exim Bank)

Tsim Sha Tsui, Kowloon, Hong Kong, Tel:+852 26625661-2, 26625877,

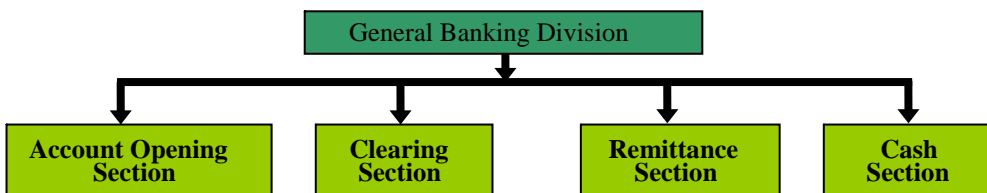
26625899, Fax:+852 26625669, Email: [eximfinancehk@eximbankbd.com](mailto:eximfinancehk@eximbankbd.com)

## 2.7 Operational hierarchy



## 2.8 Banking divisions of EXIM BANK

### ➤ General Banking Section



The first two months of my internship program, I was assigned in General banking division and my work was mainly with different types of Current Deposit Account and Short Term Deposit Schemes. The experience of working there was good enough. Working in this division was quite easy than working in foreign exchange division. At first I came to know about the types of accounts EXIM Bank provides for their clients. The accounts differ based on the time period, gender, occupation and most importantly, the amount of transaction. The provisional profit rates also differ according to the time period. As an Islamic Bank, the names of the accounts are also translated in Islamic words.

There are different types of accounts for the clients. Such as: Mudaraba Monthly Saving Deposit

Scheme, Mudaraba Su-grehini Monthly Saving Scheme, Mudaraba Senior Monthly Saving Scheme, Mudaraba Super Saving Scheme, Mudaraba EXIM Student Saver, Mudaraba Hajj Deposit Scheme. I was appointed to assist the general banking officers, who deals with the operations of these accounts.

While assisting the general banking officer, I actually inputted the compulsory information of the clients, marked down the vital facts about the clients and handled the confidential matters as well.

There are some steps that must be followed during opening an account. To open an account, the first and foremost thing to know is location where the client lives in. Because it is strongly recommended that the client should open an account where he lives or where his/her workplace is situated. If anyone is seen doing the opposite, he/she is referred to the base area as per bank rules.



Then the client fills up the form. 2 (two) passport sized photographs, photocopy of National ID, photocopy of Income Tax, photocopy of passport and some other basic information such as: name, date of birth, gender, name of father and mother, spouse's details (if any) these information are must needed to fill up the form.

Likewise, all the information given goes under a verification process where every detail is checked precisely.

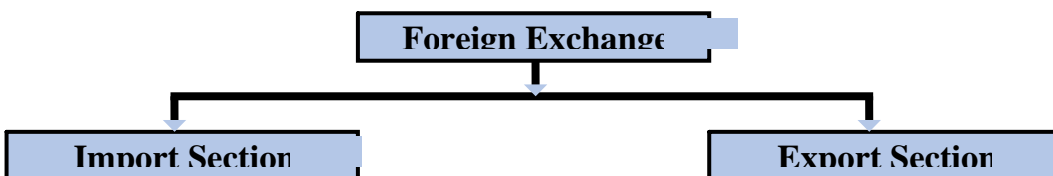
Furthermore, all the data are inputted in a computer in the bank's database and an account number is provided. Every client holds an individual and unique Customer ID Number. But one client can hold different types of accounts with different account number.

Not to mention, the client operates any banking activity with the account number. The transaction limit is depended on the monthly income of a particular client. The limit is as much as the income is.

The limit should not be crossed. The senior officers of the bank did further confidential activities.

There was another part of general banking division, where I worked and that was the "Online banking service." EXIM Bank provides a superior online banking service, where clients can conduct their banking activities at home or any other place via using Internet. During working with this online service, I came to know about the services that are provided in this sector. By using this online service, clients can transfer funds to any other branch or other bank. Clients can check their balance, find out the deposit balance information, they can also pay their credit card bill. There are some other services, which can be conducted via online service.

## ➤ Foreign Exchange Section



EXIM Bank has correspondent banking relationship with many International banks and many countries with great care to ensure that their customers get the best and most reliable service in the foreign lands at most competitive rates. The Foreign Exchange division of this bank plays a very vital role in providing revenue to its income sector. This department deals with the transaction in foreign currency, export, import and foreign remittance and post import financing.

I worked in the foreign exchange section for a limited time of period. So, they have taught me some basic activities, which are done in this section such as, bill of entry method, managing the L/C (Letter of Credit), dealing with scheduling the product shipment, input data of the transaction between the clients and the companies. These activities were done under straight guidance from a superior to mine as it a very sensitive sector of any bank.

### **Procedure for opening LC**

An importer who is desirous to import goods from foreign country will apply to issuing bank for opening L/C and the importer will provide an application mentioning following aspects:

- Full particulars of applicant's bank account.
- Types of business.
- Historical background.
- Amount of required L/C.
- Terms of payments.
- Name of imported goods.
- Repayment schedule and source of fund.

## 2.9 SWOT analysis of EXIM Bank

SWOT analysis is the detailed study of an organization's exposure and potential in the perspective of its strength, weakness, opportunity and threat. This facilitates the organization to make their existing line of performance and also foresee the future to improve their performance in comparison to their competitors. As through these tools, an organization can also study its current position, it can also be considered as an important tool for making changes in the strategic management of the organization.

### *Strengths*

- EXIM Bank Limited has already established a favorable reputation in Foreign Exchange Department of the country.
- EXIM Bank Ltd. Has provided its banking service especially Foreign Exchange Department with a top leadership and management position.
- EXIM Bank Limited has already achieved a high growth rate accompanied by an impressive profit growth rate in 2001. Numbers of L/C are also increasing rapidly.
- EXIM Bank has an interactive corporate culture. The working environment is very friendly, interactive and informal and there are no hidden barriers or boundaries while communicate between the superior and the employees. This corporate culture provides as a great motivation factor among the employees.
- EXIM Bank has the reputation of being the provider of good quality services too its, potential customer.

### *Weakness*

- The main important thing is that the bank has no clear mission statement and strategic plan. The banks not have any long-term strategies of whether it wants to focus on retail banking or become a corporate bank. The path of the future should be determined now with a strong feasible strategic plan.

- The bank failed to provide a strong quality-recruitment policy in the lower and some mid-level position. As a result, the services of the bank seem to be Deus in the present days.
- Some of the job in EXIM Bank has no growth or advancement path. So lack of motivation exists in persons filling those positions. This is a weakness of EXIM Bank that it is having a group of unsatisfied employees.
- In terms of promotional sector, EXIM Bank has to more emphasize on that. They have to follow aggressive marketing campaign in Foreign Exchange Department.

### ***Opportunity***

- In order to reduce the business risk, EXIM Bank has to expand their business portfolio in the Foreign Exchange Department.
- A large number of private banks is coming into the market in the recent time. In this competitive environment EXIM Bank must expand its product line to enhance its sustainable competitive advantages. In that product line, they can introduce the ATM card to compete with the local and the foreign bank. They can introduce credit card and debit card system for their potential customer. ➤ In addition of that thing, Foreign Exchange Department can introduce special corporate Service quality for the corporate customer or officer who has an income level higher from the service holder.

### ***Threats***

- EXIM Bank has to remain vigilant about this problem so that proactive strategies are taken to minimize this problem if not elimination.
- The low compensation package of the employees from mid-level to lower level position threatens the employee motivation. As a result, good quality employees leave the organization and its effects the organization as a whole.

- In The Foreign Exchange Department face different impact.

## **Chapter-3: Job description & Literature review**

### **Duties and responsibilities as an intern**

As a student of BSS with the requirement of my course I was assigned Export Import Bank of Bangladesh Ltd. (EXIM) to CDA AVENUE Branch, Chittagong for my internship. I was assigned to work on General Banking & Foreign Exchange section.

In the internship period it is very important for anyone where practical experience gathered. In the period of three months internship program I have learn many thing about General Banking. Every employees on their helped me so much so understand the work easily. During my internship period, I have worked in different sections like Accounts Opening, Clearing, of the General Banking Department & also worked on bill of entry documents of the Foreign Exchange Department. During my three months internship programs I have worked 10.00am to 12.00pm at 3 days in week and its still going on.

### **Specific responsibilities**

While during the internship, I had to perform some specific responsibilities. Below are some duties I had performed during my internship period:

- a) Dealing with customers, helping them to open accounts.
- b) Assisting the bank employees in their day to day office work.

- c) Maintaining various registers files.
- d) Sorting the Cheque, vouchers of the bank.
- e) Sorting of cheque according to serial number.
- f) Filing different L/C related documents.

## **Different aspects of the job performance**

- a) It helped me to learn the banking activities.
- b) It has increased my practical knowledge about banking.
- c) I was able to complete the duties given to me successfully

## **Literature review**

Service quality and customer satisfaction are inarguably the two core concepts that are at the crux of the marketing theory and practice (**Spreng and Mackoy, 1996**). In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality service that will in turn result in satisfied customers (**Shemwell et al., 1998**). Now-a-days businesses are focusing more on their intangible assets, whereas earlier it was believed that a business could become successful by providing good products or service only (Alessandra, 2014). But now businesses are focusing more on service quality, customer Satisfaction management (CSM) as well as Customer Relationship Management (CRM). That's why Banking firms are now in competition and adopting **online banking** strategy that will produce efficient and quick banking service to the customer anytime whenever they want. **Online banking** makes everything you do with your finances a bit easier (**The Balance, 2018**).

The focus of this chapter is to provide a selective review of the past research works related to the present study. A short review of the literature on electronic banking briefly illustrates the major issues that researchers and practitioners have dealt with in recent years. Security turned out to be a major obstacle for many customers who were otherwise willing to switch to the online world (Alessandra, 2014). Besides assuring customers that their privacy is protected, Adithan (2017) suggests that banks should not over-animate or clutter their Web sites with too much advertising. In addition, care should be taken not to over-personalize the online-experience in order to avoid the impression that personal financial information is freely available (**Adithan, 2017**). Bridger (2014) uses online banking customers to test his expectation-confirmation model of IS continuance. His results suggest that users' continuance intention is determined by their satisfaction and perceived usefulness of the application. **Berry (2010)** found that attitudinal factors such as Internet experience, the relative advantage of online banking and perceived risk, and perceived

behavioral control factors predict the intention to adopt Internet banking services. The survey by **Babbar and Aspelin (2011)** showed that prior experience with computers and technology as well as people's attitudes toward computers influences both their attitude toward online banking and their actual behavior. **Burns (2012)** found that communication had a moderate influence on trust, while opportunistic behavior had a significant negative effect and trust in general led to a higher level of commitment in online banking. Information sharing and distrust in the Internet were identified as the two major drawbacks for Internet banking adoption by Devlin (2011). Based on a survey amongst Finnish banking customers, Hanan and Karp (2011) found perceived usefulness and information on online banking on the Web site to be the main drivers for the acceptance of online banking. A recent study by Hartley and Bruckmann (2012) showed that Internet related innovativeness is positively related to the adoption of online banking.

Our results confirm that loyalty of e-banking customers is directly affected by satisfaction and trust in an online bank, which in turn are determined by Web site quality and service quality. Gender, age, involvement and variety behaviors exert a significant influence on some of the proposed relationships (Patton and Jøsang, 2004).

**Johnson and Gustafsson (2014)** suggest that "Disposition to Trust", "Institution-base Trust", "Perceived Site Quality" affect customers' trusting beliefs in the e-commerce context. In addition, they suggest that "Disposition to Trust", "Institution-based Trust", "Trusting Beliefs" and "Perceived Site Quality" affect customers' intention to engage in trust related behaviors with a specific web vendor."

Similar to Johnson and Gustafsson (2014), Kessler (2016) suggest that "Institution-based Trust" affect customers' trust with an e-vendor. However, they separated "Institution-based Trust" into two constructs namely "Structural Assurance" and "Situational Normality" in their research. In addition, they suggest "Knowledge-based trust" is an antecedent of trust, it defined as familiarity with the e-vendor. Contrary to the previous research Kessler (2016), "Knowledge-based Trust" did not significant increase trust in an e-vendor. Kardes, Cronley, and Cline (2016). believed that the effect was mediated by other constructs. They still believe that familiarity does increase trust, but this effect is channeled through other constructs only. Similar to Johnson and Gustafsson (2014), they suggest trust in the e-vendor will affect customers' intention to bank online."

"Online banking vendor can focus on research & development determining the factors affecting users' perceived site quality. They should also increase the structural assurance, such as increases security and provides detail terms & conditions. It can reduce the perceived risk. In addition, interacting with users

can increase the familiarity, such as provides online opinion sections, provides immediate enquiry answered by the online customer service representative. Finally, making a typical login system and providing similar services with other e-banking vendors can increase the situational normality. For instance, if some banks adopt two-factor authentication in the login system, other banks should follow. Otherwise, users will confuse about why their banks do not provide them with this system. Increased situation normality would increase trust. I hope the results provide insights for e-banking vendors by increasing their understanding of factors affecting trust in online banking." **(Factors affecting the adoption of online banking service - by Michelle Jenai Anak Nelson Mujah)**

"The Online Bank allows you to deal with almost all your finances. Do it yourself, whenever it suits you." "One of the advantages of banking online is the overview it gives you. You get a complete picture of your finances and can easily go back and find the information you need." "In some ways, the Online Bank is just like any of our branches where you carry out your transactions. In other ways it is completely unique. As well as being open around the clock, you also get access to a number of exclusive services which are not available elsewhere within the bank." **(Factors affecting the adoption of online banking service - by Michelle Jenai Anak Nelson Mujah)**

It is argued by **Quinlan, Babin, Carr and Griffin (2015)** that there are two types of online banking, namely e-banks and e-branches, an e-bank exists only on the Internet where paper record is not kept and it operates all over the world without any geographical boundaries and it is available round the clock and without any opening and closing hours, while e-branch bank is a brick-and-mortar bank that provides internet banking to its customers because customers prefer more e-branch service than e-banking service. It is further added by Rao and Chandra (2013) that in online banking any type of transaction can be done except cash withdrawals with only mouse click at home or office. This type of accessibility is considered a key benefit for those who use this facility; it avoids the customers to go personally to a bank branch and to stand in the lines.

Raphel, Raphel and Raye, (2015) and Szwarc (2016) argues that their little success is due to the complementarily between brick-and-mortar and online channels; While standardized products are easily distributed through the online channel, specialized products require a branch presence.

As a result, internet-only banks are found to have on average a lower return on assets. Tsuma Tuvulla (2012) gives similar evidence for European banks attributed, however, to their lack of economies of scale due to their smaller size. "Internet banking refers to systems that enable bank customers to access accounts and general information on bank products and services through a personal computer (PC) or other intelligent device. Internet banking products



and services can include wholesale products for corporate customers as well as retail and fiduciary products for consumers. Ultimately, the products and services obtained through Internet banking may mirror products and services offered through other bank delivery channels." (Internet banking, developments and prospects- Furst, Lang and Nolle, October 2000)

"New forms of online communication offer a host of new and promising opportunities for customer retention on the World Wide Web, while at the same time intensifying competition (Vogt, 2010). In particular, this applies to company-controlled communication, giving companies the ability to customize information with regard to the individual needs of a particular customer and to optimize the customer's feedback opportunities (Vogt, 2010). At the same time, companies also face completely new challenges arising from customer-controlled Internet communication, such as the growing importance of brand strength, economies of scale and size (Stewart, 2002). In view of these changed circumstances in the buyer-seller interaction, researchers and practitioners have to rethink previous concepts of loyalty (Stewart, 2002). Empirical studies comparing customer satisfaction and loyalty in online and offline environments show substantial differences in terms of customer attitudes and behavior (Mia, 2010). At the same time, the integration of Internet technology into the customer loyalty concept is rarely discussed in the relationship marketing literature.

## Chapter-4: Analysis of the topic

### “AISER”:

**AISER ( )** is an Arabic word, which means “**Easy in Dealing**”. By using this technological system individuals can conduct all the banking activities, at home via Internet. EXIM bank always tries to provide superior service to their clients. They remain concern about how their clients are getting services or if they are facing any difficulties. They also try to come up with new innovative ideas and latest technologies to cope up with this competitive world. For this superior service, EXIM Bank provides its customers a secured and easy environment of online banking, which is called “**AISER**” .

### **Procedure of User Registration for AISER:**

For register an AISER account, one must go through some steps. Those steps are given below:

- a. EXIM Bank provides a website for AISER (<https://ibank.eximbankbd.com>). For opening an account at first client must collect and fill up the “**User application Form**”
- b. Clients need to put all the information very carefully and then submit it to any Branch of EXIM Bank
- c. Afterward when the clients complete the approval procedure of the Application successfully, two activation codes will be sent to the user registered Mobile number and email address respectively with a temporary numeric User Id.
- d. After receiving this user ID, clients must go to the link **User Activation** of the AISER login page and follow the user Activation Procedure according to the **User manual** or he/she can watch the video of **User activation procedure**.

## Analysis

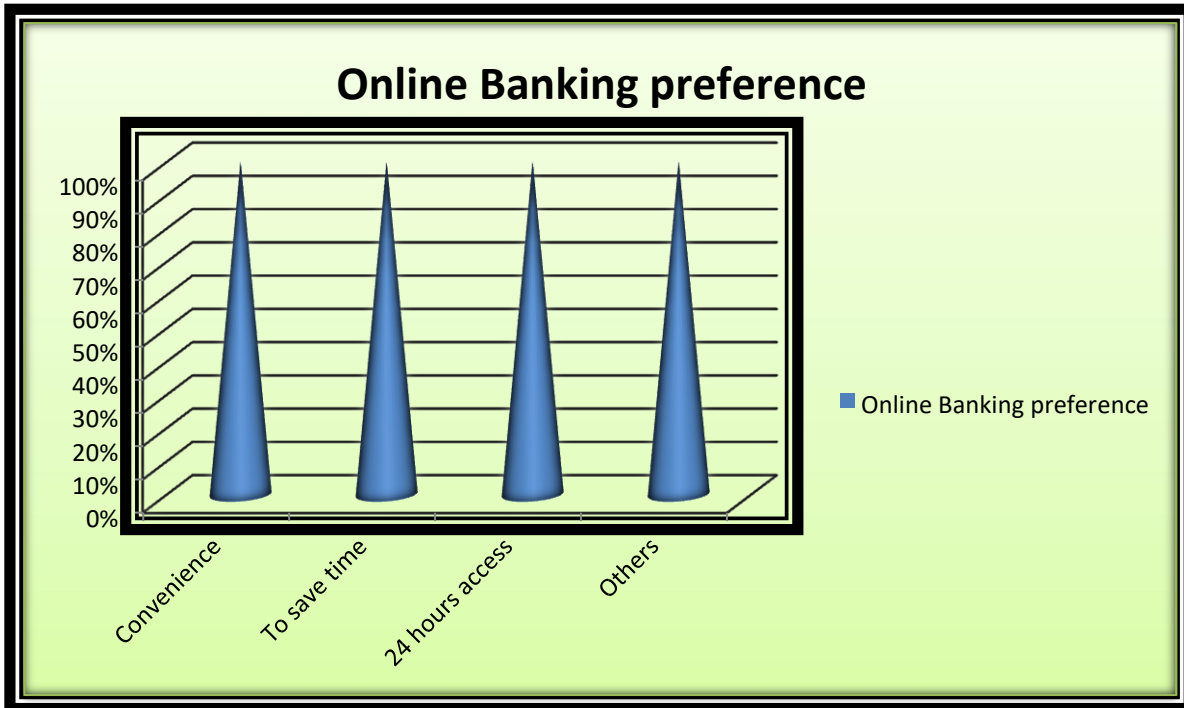
Analysis of data is considered as one of the important element for a research. In the research I tried to collect mainly qualitative data, but there are quantitative data as well. It was time consuming as I had to interview each and every customers from whom I have taken the opinions and exchanged views. But, my task of analyzing the data was somewhat made easier with the use of Microsoft Word and Excel sheets. These tools were very useful for my research purpose as my research is a Descriptive research.

The part will show the relation between the research objective of my paper and the collection of data. Here, I have used the primary data research and after that I have used Microsoft Excel to calculate percentage for graphi.e. pie chart, bar chart from the data taken from the customers in the questionnaire.

To explicit my knowledge about the online banking service of EXIM Bank CDA Avenue Branch , I needed to conduct a questionnaire survey of “Customer Satisfaction on Online Banking of EXIM Bank CDA Avenue Branch. I was able to gather information from 30 clients, who are using online service of EXIM Bank. Though there are a number of clients, who are still not using their online service. This survey was very helpful for me to find out the real thought of the clients or what their expectations are. I wanted to find out, whether the clients are actually happy with the services provided by EXIM Bank Online Service or not. According to clients, which service they are using the most or which service they like the most. All of this information was found from the survey. From this I was able to analyze some important factors. The analysis of the survey is given below with the questions that I asked during the survey:

## 1. What were your reasons for choosing the Online Banking service?

Reasons	Out of 30
Convenience	20
To Save time	5
24 hours access to account	3
Others	1

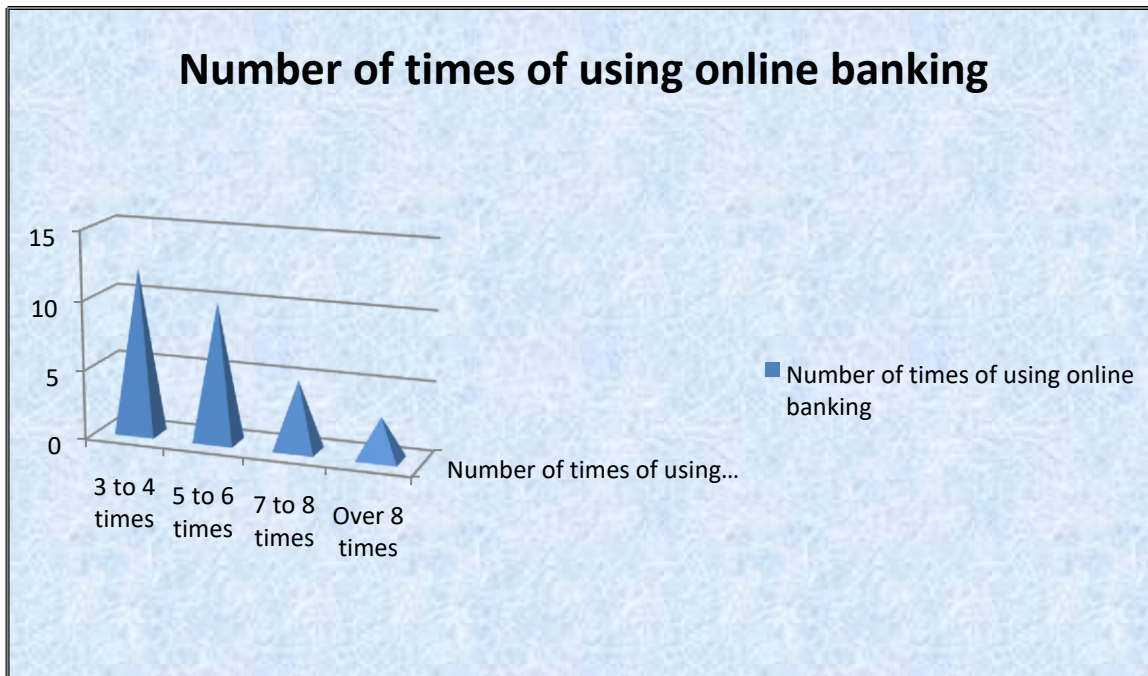


- For this question there were four options: Convenience, to save time, 24 hours access to account and others. From these options 66.6% of the participants said they use the online service of EXIM Bank CDA Avenue Branch for convenience. According to them by using this service it became easy for them to operate the banking activities from anywhere. After using this service they do not have to visit the branch frequently, if they have any queries. Among the participants, 20% said they use this service to save time. According to them, by using this service they can have any information about their account at any time, it saves their time. 10% participants said by using this, they can have 24 hours access to their account. As we know the banking operation usually lasts till 5pm. So if anyone wants to know any information about his account he has to wait for the next day. But using this service, the account holder can find out that information from anywhere, at any time. No one mentioned

about any other reasons for why they are using this service. So it can be said that most of the account holders use this service for their own comfort.

## 2. How often do you use online service per month?

How many times?	Frequency
3 to 4 times	12
5 to 6 times	10
7 to 8 times	5
Over 8 times	3



Asking this question, the fact is, very less percentage of 10% uses the online service of EXIM Bank CDA Avenue Branch over eight times per month. A huge number of the participants use online service for three to four times per month, which is 40%. Among the participants 33% use online service 5 to 6 times. There was no one who said that they never use the service or they use this service less than one time. From this it can be said that, the online account holders often use this service.

### 3. Which online banking operation do you use the most?

Account balance check	12
Transfer credit	10
Credit card bill	8
Bill payment	0
Deposit scheme information	0

#### ▪ **Balance Check :**

By using AISER, clients can easily check their account balance from anywhere of the world, at any time. It provides the information of the balance and statement of the registered account(s) as well as DPS (Deposit Pension Scheme) and MTDR (Mudaraba Term Deposit Receipt) accounts. To check out the balance, a client needs to go through four steps. At first he needs to go to “Account Balance” which can be found on the sub menu of the “Balance Info”. On the account balance the user will find out the “working balance”. At the second part the user will see the first page of balance statement, before that the user needs to select a date range, which must be given within 365 days (One year) or an error will be occurred. The third part will represent the WEB view of the statement of selected range. At the fourth step, user will find out PDF statement of the web view.

#### ▪ **Transfer Credit :**

AISER provides three types of funds transfer services. These are:

- I. Funds Transfer within personal accounts
- II. Funds Transfer with other accounts of EXIM Bank
- III. Funds transfer to other bank accounts (through BEFTN)

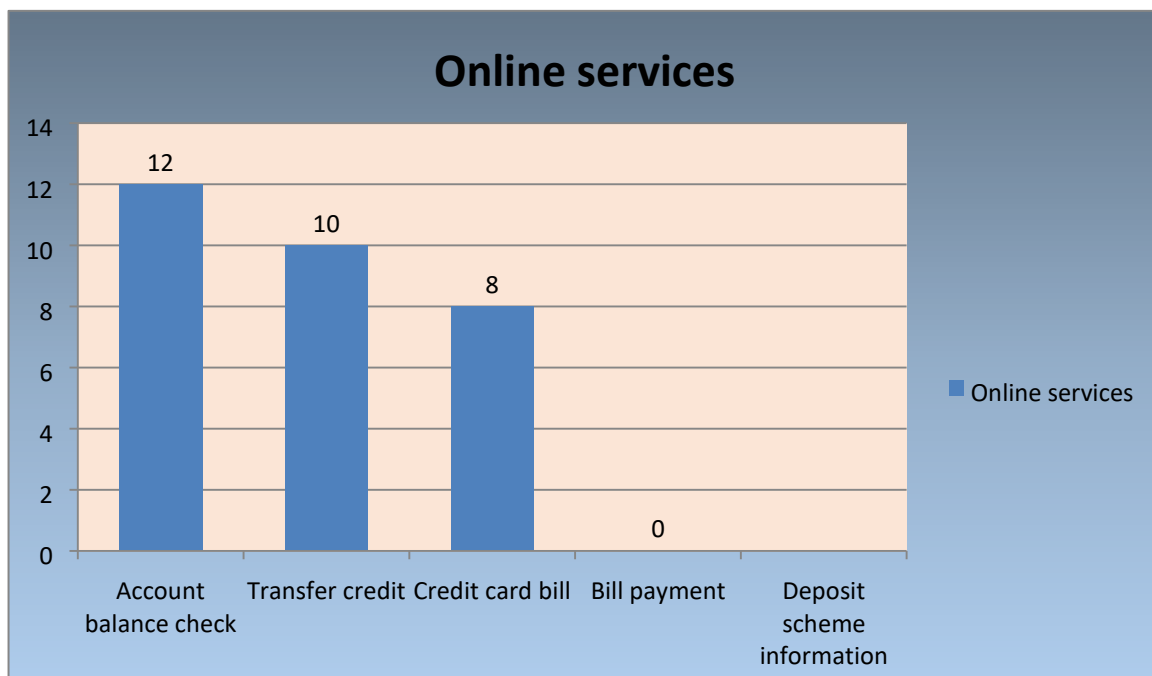
User can transfer funds from minimum amount of BDT 50 to maximum amount of BDT 2,00,000 (Two lac). In a single day, a user can obtained ten transactions of all kinds of funds transfer. For this procedure at first the user needs to go to the “**Beneficiary credit account**” where already the information of the user’s IBank Id, beneficiary name, account number, account type, bank name as well as branch name also included. There he needs to click the “**Validate**” button and if the information is correct, the user need to put a PIN code which will be sent to the registered mobile

number via SMS. Afterward the user needs to put the PIN code and the Security code. Finally a CBS (Core Banking Software) reference ID and IBanking Id will be given to the user as the recognition of successful funds transfer.

In case of other bank transfer, at first the user needs to select the bank and then follow the rest of the procedure.

▪ **Credit Card Bill :**

A user can pay credit card bills via using AISER. For this at first he needs to go to the “**Credit card**” menu under its submenu he needs to go to the “**EXIM VISA**”. There in the debit account he needs to put all the information to pay the bill. The rest of the procedure is as like as the funds transfer.



For this question, five online services were included which are provided by EXIM Bank CDA Avenue Branch. Among those options, 40% of the participants said that they use this service mostly to check their account balance. As most of the clients are very busy, sometimes it becomes difficult for them to visit the branch just to know their balance amount. For this type of

inquiry they prefer to use online service rather than visiting the branch. Among the participants, 33.33% said they use online service to transfer credit to another account. As mentioned earlier, by using the online service of EXIM Bank, users can transfer money to an account which can be any other bank or any other branch of the EXIM Bank. According to the clients, this service is very useful to them, as they can transfer money any time from their account to any other account from anywhere. The rest of the 26.67% of the participants said they use online banking to pay the credit card bill. The clients can easily pay their bills by sitting at home or any other place, rather than visiting the branch. From the participants no one choose the options of “Bill payment” and “Deposit Scheme Information”. Since it was not possible to survey all the account holders of online banking, so there might be other clients who use both this services most.

#### **4. What is the Age group of the population who has taken the Online Banking?**

- a) **20-29 years**
- b) **30-39 years**
- c) **40 -49 years**
- d) **50 –59 years**
- e) **60 and above**

20-29 ages group of peoples was Young & students

30-39 ages group of peoples was Business mans & Employees

40-49 ages group of peoples was most of the teachers & Govt. Employees

50-59 ages group of peoples was retirement employee & officer

60 and above was old



In this question i requested to know about the age of the customer for my questionnaire who has taken the online banking services. Here, i noticed that the less age group i.e. the young generation find the online banking more attractive than the aged ones. This is due to the fact that old people are not familiar to the technological things and doesn't feel comfortable with it. On the other hand, young people are more comfortable with it and like to take the online services more. The pie chart also shows that. 40% of the people who takes online banking age between 20 to 29 years old. And only 2% of users are aged 60 years and above.

If focused on the result of the survey, it is seen that almost 80% participants said they had full treat on the security service of the EXIM Bank online service. Only some said that they have doubt about the security system of this service. Some of them said that they are connected with EXIM Bank for a long time, so they have faith upon their service.



**5..Please rate the following online service**

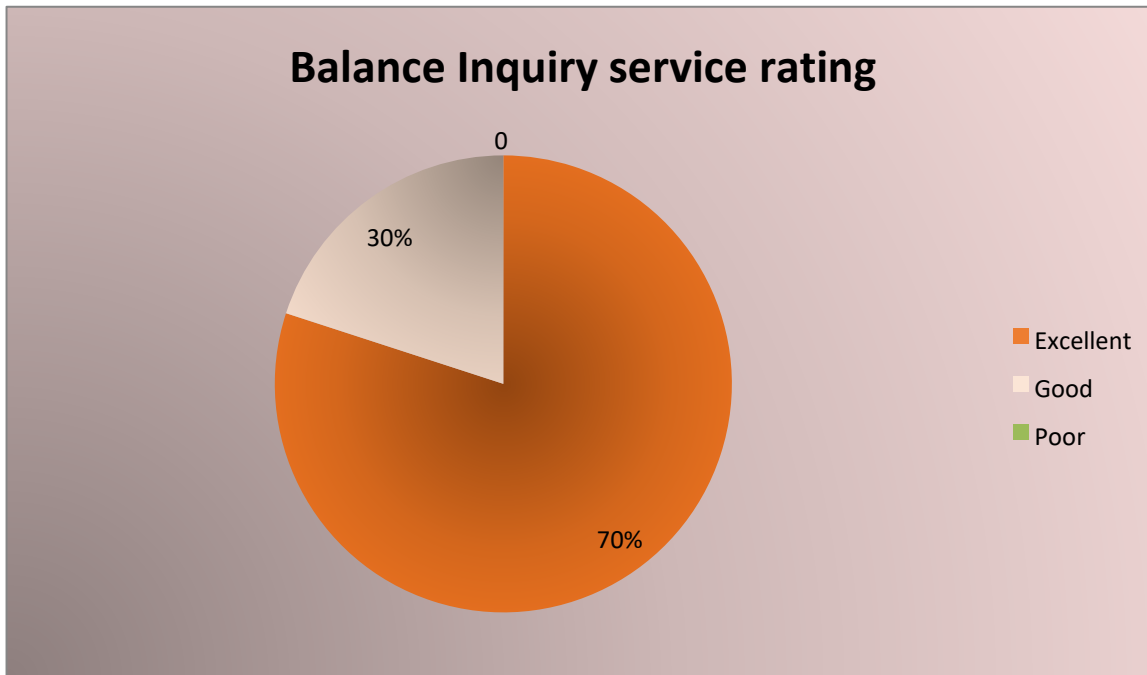
Services	Excellent	Good	Poor
Balance inquiry	70%	30%	Nil
Bill payment	53.33%	36.67%	10%
Credit card bill payment	60%	36.67%	3.33%
Credit transfer	60%	36.67%	3.33%
E-alert	56%	30%	16.67%

**Balance inquiry :**

By using AISER, clients can easily inquiry their account balance from anywhere of the world, at any time. It provides the information of the balance and statement of the registered account(s) as well as DPS (Deposit Pension Scheme) and MTDR



In today’s era of digitization, it is possible to opt for a bank balance check without going to the bank. Banks have initiated several ways such as SMS notification, push notification, internet banking, email, and a lot more. In this post, we will explain how to check bank balance without having to physically visit the branch



**Figure: Balance inquiry service rating**

For this question, the options were arranged in excellent to poor scale. For „Balance Inquiry“ 80% of the participants said that this service is excellent; rest of the 20% said the service is good.

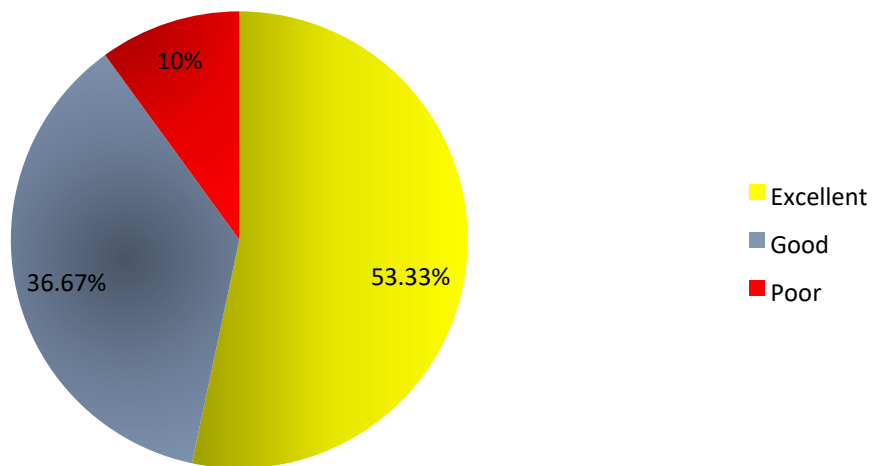
Nobody said that the service is poor.

## **Bill Payment :**

Online bill pay is a service that many banks specially Exim bank (AISER) and credit unions offer to help customers pay their bills quickly and seamlessly. With online bill pay, customers can have money sent directly from his bank account to those his owe with the click of a button.

Customers can use online bill pay to pay for a number of bills — rent, mortgage, cable, phone, utilities and credit cards — all from a single dashboard. Payments can typically be sent automatically.

## Bill payment service rating

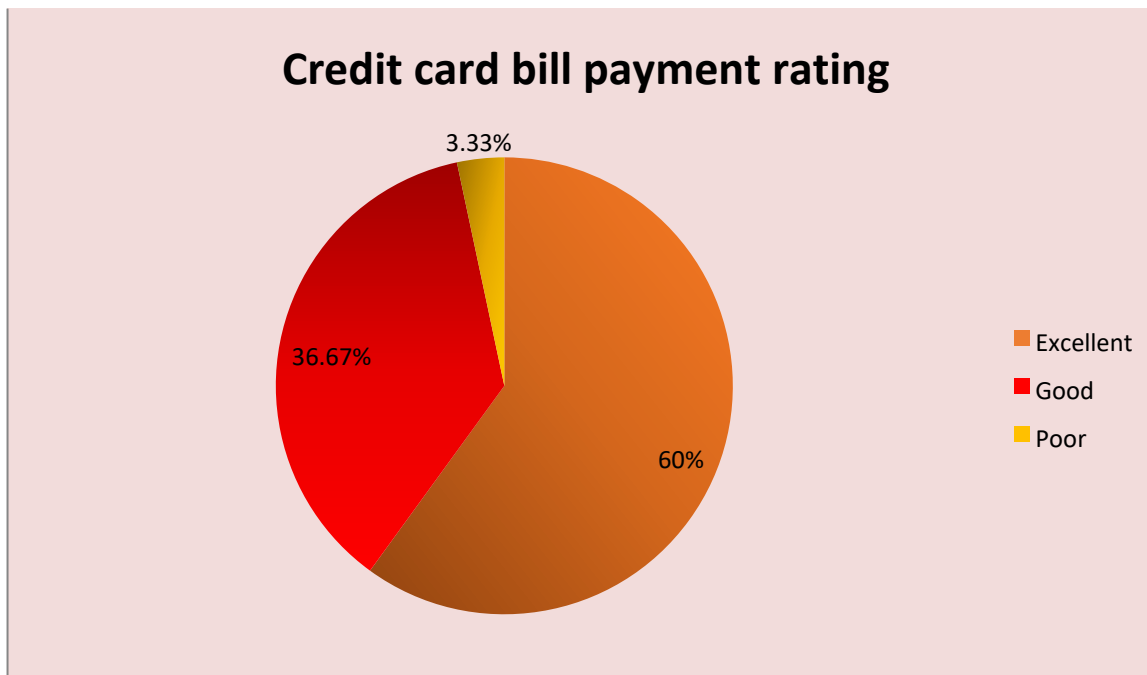


**Figure: Bill payment service rating**

For Bill Payment“ 53.33% said this service is excellent, 36.67% said it is good and the remaining 10% choose neutral for this service. According to them, this service is neither excellent nor poor.

### **Credit Card Bill Payment :**

The AISER users will be able to pay EXIM Islamic VISA Credit Card Bill. The other bank credit card will be available soon. In this regard, a user needs to add EXIM Islamic VISA Credit Card. The user goes to "Add Card No" submenu under "Credit Card" menu. The user selects EXIM Bank and click "Next". Then he/she provides the EXIM Islamic VISA Credit Card Number and click "Validate". If he/she decides to go back to the previous page, clicks "Previous Page" button. If the card number is valid, the system will recognize it and fetch the "Card Holder's Name". The user needs to give the Security PIN code to add this credit card. Then the user will be given a confirmation message for this addition



**Figure: Credit card bill payment rating**

For „Credit Card Bill Payment“, 60% of the participants choose excellent, 36.67% said it is a good service and a very less percentage of 3.33 choose neutral for the credit card bill payment

## Transfer Credit :

AISER provides three types of funds transfer services. These are:

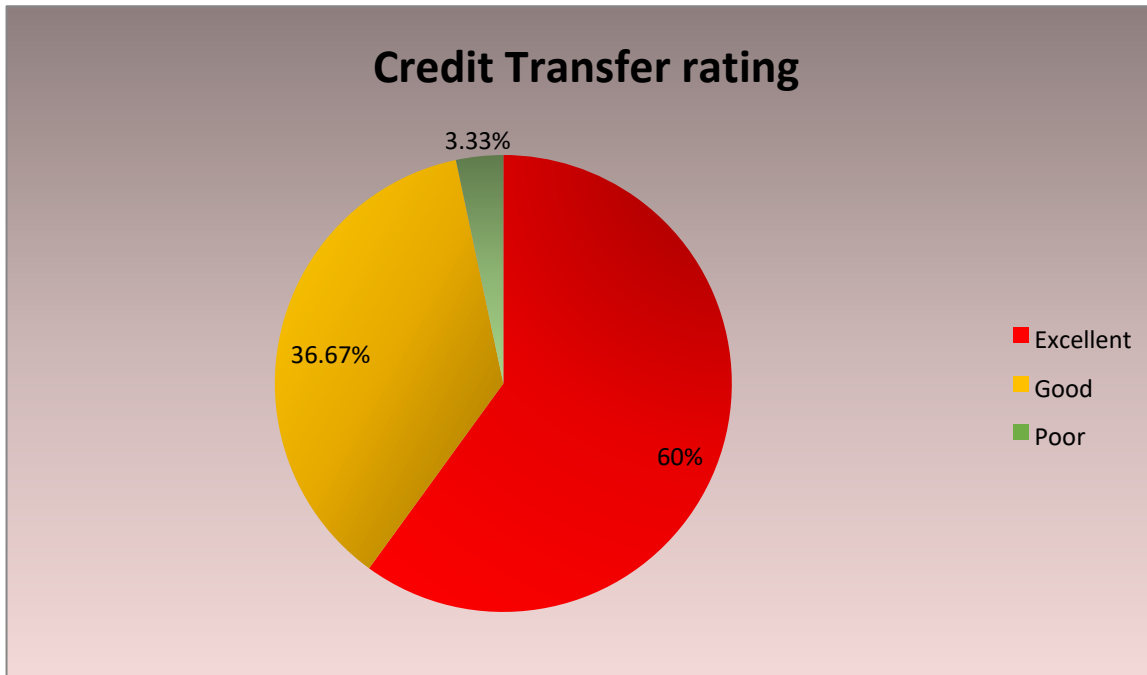
- i. Funds Transfer within personal accounts
- ii. Funds Transfer with other accounts of EXIM Bank
- iii. Funds transfer to other bank accounts (through BEFTN)

"Credit transfer" means a payment transaction by which a credit institution transfers funds to a payee's account on the basis of a payer's order, and the payer and the payee can be the same person.

The following are also included:

- transfers of funds from one payment account to another;
- credit transfers initiated through a device that enables the execution of payment transactions (e.g. a deposit-withdrawal-transaction ATM);
- the transfer of the amount of a granted credit from the payment account and other "accounts" of the credit institution crediting the credit beneficiary's payment account managed by another payment service provider;

- the transfer of the amount of a granted credit from the payment account and other "accounts" of the credit institution crediting the credit beneficiary's payment account managed by the credit institution itself if the transfer is executed on the basis of a special payment order of the credit beneficiary, and not on the basis of a credit agreement;



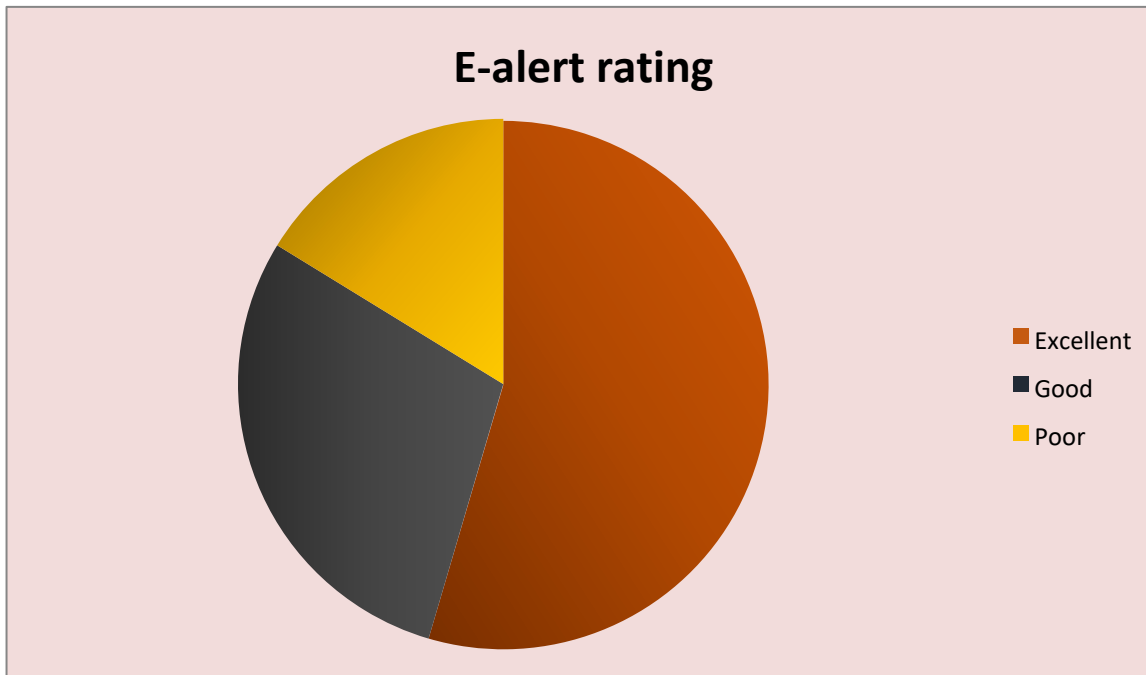
**Figure: Credit transfer rating**

Credit Transfer is a very essential service among all the online services. Since there is a few numbers of participants (3.33%) who think it is a poor service, whereas 60% of the participants choose excellent and 36.57% said it is good. There was not enough time so that I could find out the reason of that 3.33% why they choose it a poor service. From my point of view, they might find it difficult to operate the online procedure of credit transfer. Because there are some difficult steps which they need to follow during credit transfer.

### **E-Alert :**

**e-Alert** means that feature of Online Banking which enables user to select and receive by electronic mail ("e-mail") notification regarding activity affecting users account(s) with BFSFCU, such as balance information, checks paid, notice of payment due, notice of insufficient funds, notice of Automated

Clearing House (ACH) debits and/or credits, Share Certificate Account maturity reminders and other notices from the Credit Union.

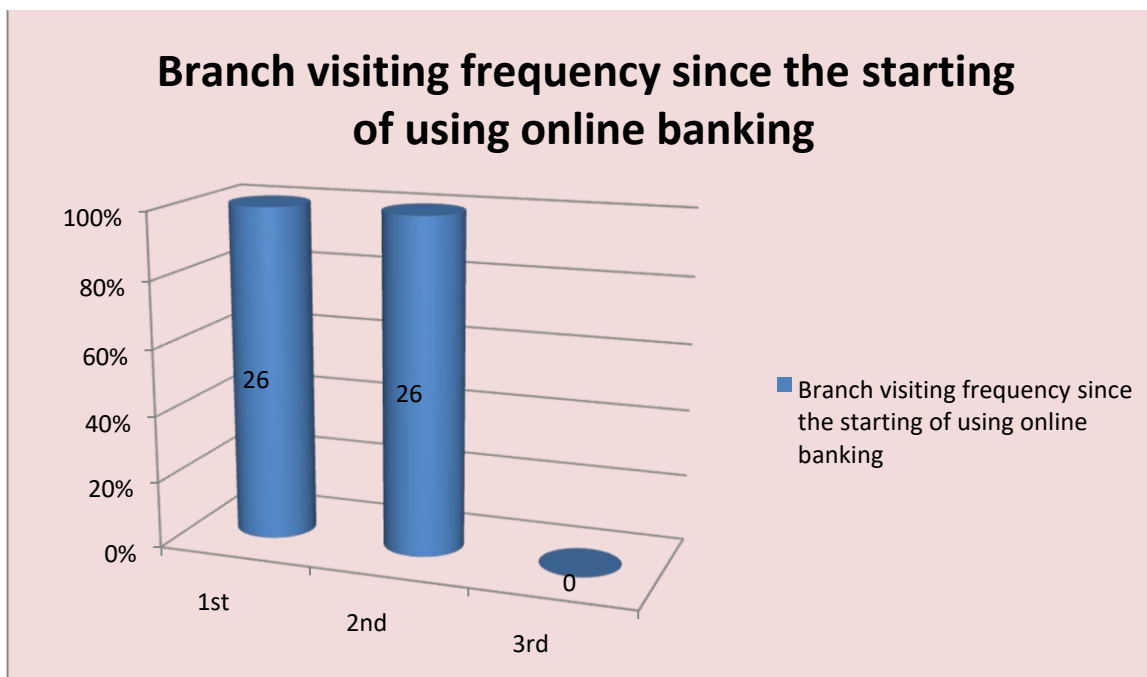


**Figure: E-alert rating**

There was a mixed reaction found for „E-alert“ service. 56% of the participants said this service is neither good nor bad, 3% said it is an excellent service, 30% said it is a good service and the rest of the 16.67% participants choose the E-alert as a poor service. From the further answers or comments, it is found that EXIM Bank online service does not have any alert system for the Deposit Scheme. There are some few more services which do not have alert system. From this part of the survey, it can be said that the participants are quite satisfied with the Credit Card Bill Payment. Credit Transfer and Balance Inquiry and they are less satisfied with the Ealert of the online service.

**6. Do you visit CDA Avenue branch since you started online banking?**

<b>Yes</b>	<b>26</b>
<b>No</b>	<b>4</b>
<b>Neutral</b>	<b>0</b>



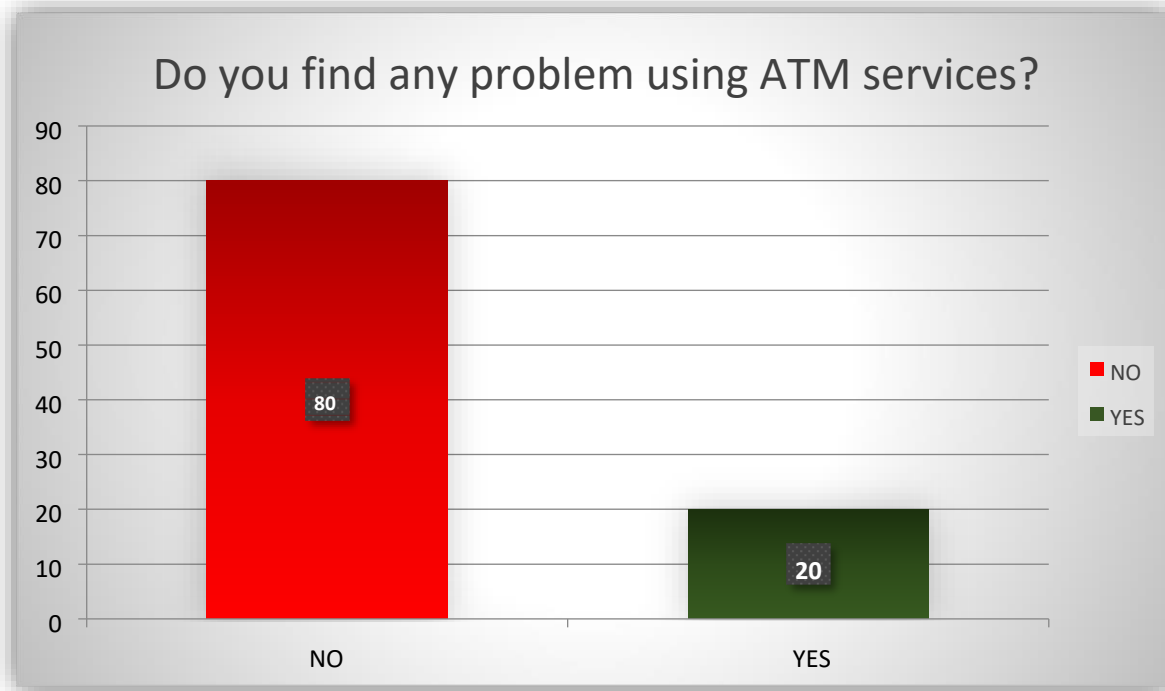
Most of the participants said they still visits the branch since there are some services, which EXIM Bank online do not provide. 86.67% said they still visit the branch and the remaining

13.33% said they do not visit the branch after since they started the online banking service.

**7. Do you find any problem using ATM services?**

- i. Yes**
- ii. No**

<b>Yes</b>	<b>20%</b>
<b>No</b>	<b>80%</b>



In this question, i asked whether they faced any problem using the ATM services. 80% of the customer said no therefore we can say they are satisfied with the services. Some Advantage & Disadvantage of ATM service is given bellow;



## Advantage of ATM Services:

- 1) Customers are able to do financial transactions conveniently with the use of ATMs. They can avail various banking services and can do payments seating at their home comfort. Various payments for online shopping, at restaurants and various other places payment can be made using ATM. Nowadays ATM are installed at all important places like railway station, airports, hospitals etc. which facilitate the people in withdrawing their money whenever they want.
- 2) ATMs provides 24 hours a day, 7 days a week and 365 days a year to all its customers. Unlike bank branches, it does not have any time schedule for its operations. Customers can access their bank accounts and withdraw their money at any time of day or night as per their convenience.

## Disadvantage of ATM Services:

- 1) Usage of ATMs by customers invites charging various fees for using it. Bank charges routines charges as per their standard rates for providing them ATM facility. Customers are also required to pay various tax while doing transactions online using the ATM.
- 2) Bank imposes restrictions on withdrawal limit of their customers using ATM. There are limitations on both no. of free transactions and the amount of money that can be withdrawn per transactions. Banks set withdrawal amount limit for their customers. Most of the banks do no

### 8.Are you satisfied with our online service?

<b>Satisfied</b>	<b>19</b>
<b>Strongly satisfied</b>	<b>6</b>
<b>Neither satisfied nor dissatisfied</b>	<b>5</b>
<b>Dissatisfied</b>	<b>0</b>
<b>Strongly dissatisfied</b>	<b>0</b>



For this question, the range is set from strongly satisfied to strongly dissatisfied. No one from the participants said that they are dissatisfied with this online service.

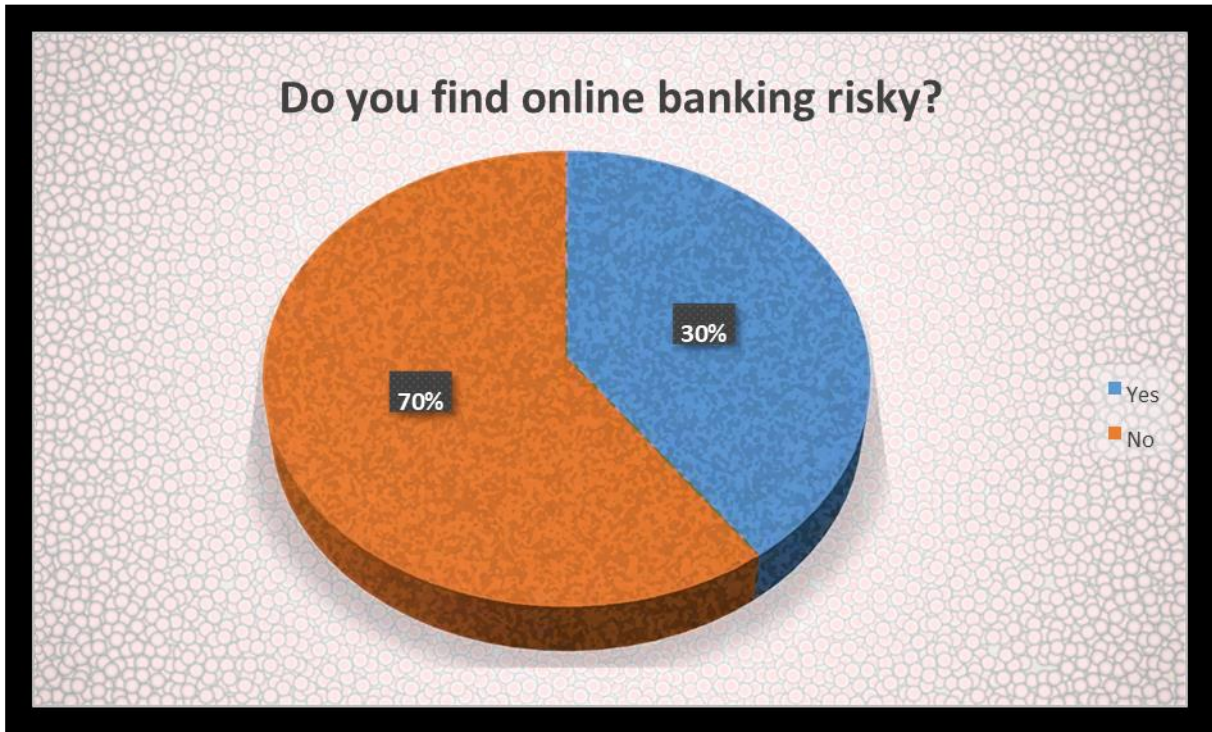
63.33% said they are satisfied with the online services, 20% of the participants said they are strongly satisfied with the online service of EXIM Bank. Rest of the 16.67% said they are neither satisfied nor dissatisfied with the online service of EXIM Bank.

#### 9 .Do you find online banking risky?

I. Yes

II. No

<b>Yes</b>	<b>30%</b>
<b>No</b>	<b>70%</b>



70% customer said no when asked they find online banking risky or not. Rest 30% said yes as because there is hacking and other cyber activities.

## Pros and cons of online banks

Before deciding to bank with an online bank, consider the benefits and drawbacks.

### The pros of an online bank

Here are three benefits of online banks:

- Online banks typically offer some of the [highest APYs nationwide](#).
- Online banks may offer ATM reimbursement or access to large ATM networks. These ATM options might make it even more convenient for users than finding users brick-and-mortar bank's ATM.
- Online banks typically don't charge [maintenance fees](#). Users should be able to easily find an online bank that doesn't have a monthly service fee.

### The cons of an online bank

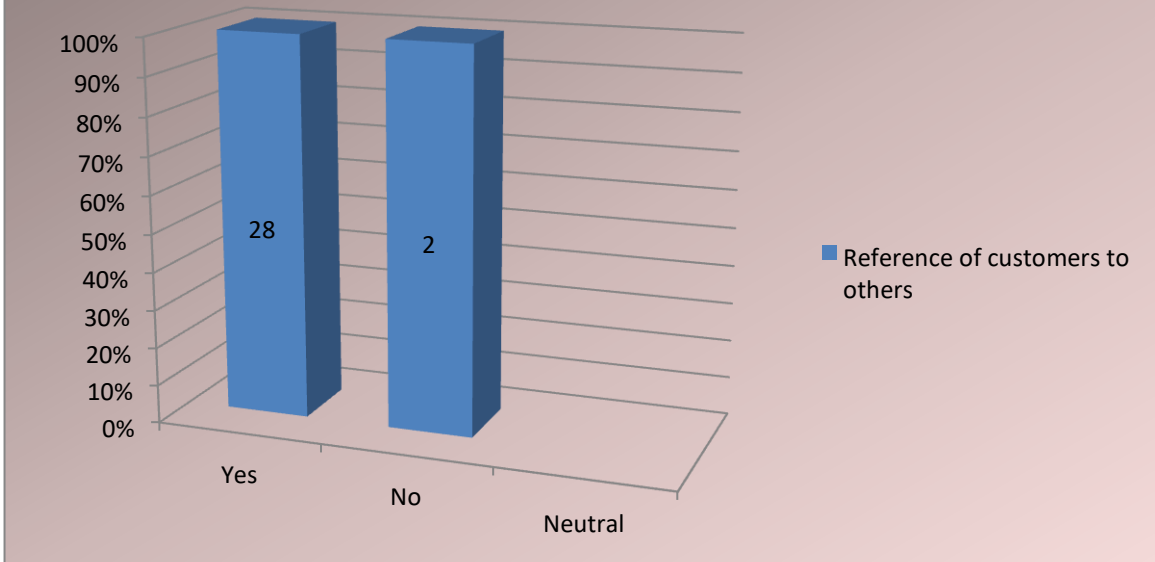
Here are some downsides to consider.

- Online banks aren't for people who want face-to-face meetings with a banker. Users generally not able to walk into an online bank because they don't usually operate branches. People that like to withdraw money from a teller might not like an online bank. However, user could also keep both a bank account at a brick-and-mortar bank and a high-yield savings account at an online bank to have the best of both worlds.
- User online bank probably won't have a physical branch where user can withdraw money. Also, some online banks might not have ATM cards for a savings account. But an online bank might provide a debit card for a [checking account](#) and the ability to transfer money from savings to checking. Also, the online bank might have transfer options

**10. Will you recommend others to use the online banking service?**

<b>Yes</b>	<b>28</b>
<b>No</b>	<b>2</b>
<b>Neutral</b>	<b>0</b>

### Reference of customers to others

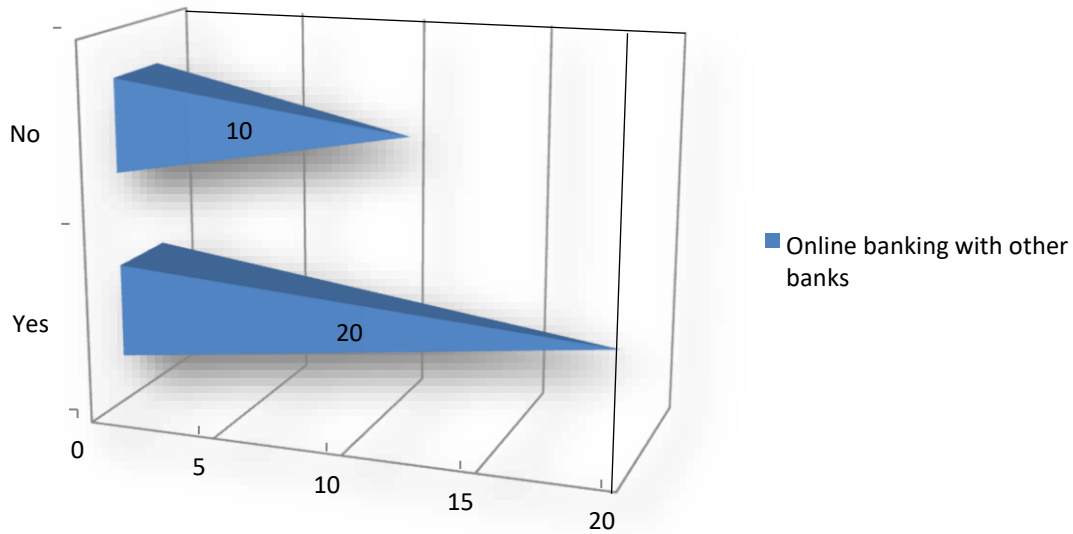


Most of the participants (93.33%) said they would recommend others to use the online service of EXIM Bank. A very few number of participants (6.67%) said they will not recommend others to use this online service, when the reason was asked, some of them said there are limited services and some said they are not satisfied with the E-alert service.

### 11 .Do you have the Online Banking account in any other Bank?

<b>Yes</b>	<b>20</b>
<b>No</b>	<b>10</b>

## Online banking with other banks



63.33% of the participants said they do not have the online account in any other bank. They only have one online account in EXIM Bank CDA Avenue Branch. Among the participants 36.67% said they have the online account in other Banks too.

When they were asked to mention the name of the Bank, where they have online account, the list was –

- (i) BRAC Bank Ltd
- (ii) Trust Bank Ltd
- (iii) Eastern Bank Ltd
- (iv) City Bank Ltd

Afterwards, when asked for their preferences about the service of the bank, which one they think is better. To this question, most of the participants (93.33%) chose EXIM Bank. According to them, EXIM Bank has better online service and a very few percentage said the other banks has better service.

### **12. Please mention if you have any comments or suggestions**

This question was the vital part of the whole survey. There were few participants who wrote the comments. Some of the participants said, there are limited services provided by the online service, some said the E-alert service should be improved, some of the participants said online solution should be

updated & mentioned regularly. One of them said there is complexity in the credit transfer procedure. Most of them appreciated the online service and said they are very satisfied with the service.

We cannot come to a conclusion with the result or analysis of this survey as there is a huge number of online account holders who did not participate to this survey. Among the participants, some were too busy that may be they were unmindful during the survey. Some were too busy that they did not mention any comments and there were some participants who were avoiding the questions where they needed to give comments. For a complete analysis of this topic, more time was needed as well as more co-operations of the clients.

## **Chapter-5: Findings, Recommendations and Conclusions**

### **Findings**

By this part of my report I am interpreting my whole study about EXIM Bank Limited CDA AVENUE Branch as well as the survey I had conducted for customer satisfaction of their Online Banking service. The result of this study is stated below:

- Most of the customers said online banking is not risky. But 30% customers said its risky as because there is hacking and other cyber activities.
- Users of this account need to follow some steps to operate their banking activities. After starting the online account, they visit less to the branch. Most of the customers use the online service 3-8 times per month.
- EXIM Bank provides a very satisfactory online service, which I have found from the survey

- Usage of ATMs by customers invites charging various fees for using it. EXIM Bank charges routines charges as per their standard rates for providing them ATM facility. Customers are also required to pay various tax while doing transactions online using the ATM.
- Most of the customers use their online service because of convenience. Because by using this service they can easily access their account from anywhere of this world, at any time.
- The services that they use the most are the balance inquiry, Credit transfer and credit card payment.
- The customers have full trust on the security system of their online service. Some customers are so loyal towards this Bank that have full faith on any kind of services provided by EXIM Bank, CDA Avenue Branch.
- Since some of the online service users also have an online account on another bank. But most of them are satisfied with the service of EXIM Bank, CDA AVENUE Branch.
- Some of the clients still do not have any online account in CDA Avenue Branch of EXIM Bank Ltd.. There are some clients who trust on the traditional operating system rather than the latest technological system.

These are some factors that I have found during the study of my report.

## 5.2 Recommendations

EXIM bank is undoubtedly a very well organized bank. But there are some sectors, where they need to focus on or they need to improve. Those are:

- EXIM Bank CDA AVENUE Branch does not give attention advertisement on online banking system. In a competitive banking sector they should encourage customers to do online banking.
- Customers have to face many problems while using ATMs Card .For example, charging various fees for ATMs Card and withdrawal amount limit for their customers.so they should reduce fees on ATMs Card and withdrawal amount unlimited for customers.
- Exim bank should improve online banking security and online banking apps.



- Customer needs to protect his phones and his financial information hackers, identity thieves and malware. Some tips on how to stay safe : **Security software, set pin and passwords, Avoid risky WI-FI or Public WI-FI.**
- The online service should provide visa card as debit card service, so that the clients can purchase via online, with this card.
- The e-alert service for the online banking should be improved.
- More online services should be included. Such as Electronic Bill Payment & Presentment (EBPP), Loan repayment, E-statement etc.

## 5.1 Conclusion

EXIM Bank Limited is a bank based on Islamic Shariah, which has become a renowned bank in our country. In a very short period of time, it has earned goodwill among the service sector as well as to the customers of the service sector. EXIM Bank is growing rapidly they are always trying to provide their customers with latest and better services. Since they already have a huge number of branches, they are opening more for the convenience of their clients. They are providing ATM booths on the different locations. Especially in Chittagong, they have provided ATM booths on so many busy areas, which cover all most every places of this city. Since there are some lacking on their service, but improve this by the proper guidance or with the co-operation of the whole team of EXIM Bank Limited.

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## Appendix

### 1. What were your reasons for choosing the Online Banking service?

Reasons	Response
Convenience	
To Save time	
24 hours access to account	
Others	

### 2. How often do you use online service per month?

How many times?	Frequency
3 to 4 times	
5 to 6 times	
7 to 8 times	
Over 8 times	

### 3. Which online banking operation do you use the most?

Account balance check	
Transfer credit	
Credit card bill	
Bill payment	
Deposit scheme information	

**4.What is the Age group of the population who has taken the Online Banking?**

- a) 20-29 years
- b) 30-39years
- c) 40 -49 years
- d) 50 -59years
- e) 60 and above

**5.Please rate the following online service**

Services	Excellent	Good	Poor
Balance inquiry			
Bill payment			
Credit card bill payment			
Credit transfer			
E-alert			

**6.Do you visit our branch since you started our online?**

Yes	
No	
Neutral	

**7.Do you find any problem using ATM services?**

- Yes
- No

**8.Are you satisfied with our online service?**

Satisfied	
Strongly satisfied	
Neither satisfied nor dissatisfied	
Dissatisfied	
Strongly dissatisfied	

**9.Do you find online banking isrisky?**

**Yes**

**No**

**10.Will you recommend others to use our online banking service?**

Yes	
No	
Neutral	

**11.Do you have the Online banking account in any other Bank?**

Yes	
No	

If yes, please mention the name of the Bank:

If “Yes”, according to you which one has better service?

EXIM Bank

Another Bank

**12. Please mention if you have any comments or suggestions Answer:**

**THANK YOU**