


*Sun Jora*

**An Appraisal of Customer Service and the  
Queue Management Techniques  
Of  
Standard Chartered Bank, (Uttara Branch).**

*Report.*

*101*

Internship Report  
On  
An Appraisal of Customer Service and the Queue  
Management of  
 **Standard Chartered Bank, Uttara Branch.**

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Dr. Tanbir Ahmed Chowdhury  
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Subject: Submission of Internship Report.

Dear Sir,

I have tried my level best to acquire the information I needed to submit the internship report. Initially, I faced much trouble to manage them give me the particulars; but your exquisite advocates, that I followed afterwards, worked brilliantly and earned me the crown. I have focused on 'An Appraisal of Customer Service and the Queue Management of Standard Chartered Bank, Uttara Branch'. Doing so, gave me an unparalleled practical exposure to this particular field; revealing the reality is much more challenging and it has an imperishable impact on the learning mind. I would like to thank you on this instance.

At last, I would like to express my earnest gratitude for guiding me with the right track of real life situation and for the valuable time that you spent to make me realize about practical banking system with latest techniques of customer services.

Yours sincerely,




Ahmed Ali Khan  
I.D# 2000-3-10-014  
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## **ACKNOWLEDGEMENT**

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 **Table of Contents**

	Page No.
□ Chapter: 01, Introduction.....	08
➤ A Summary of Standard Chartered Bank:(1.1).....	09
➤ Objective of the report:(1.2).....	09
➤ Scopes and Methodology:(1.3).....	10
➤ Research design and sources:(1.4).....	10
➤ Limitations of the report:(1.5).....	10
□ Chapter 02, Background of the organization.....	12
➤ Historical Background of Standard Chartered Bank (2.1).....	13
➤ The Merger of Standard and Chartered Bank:(2.2).....	14
➤ Acquisition of ANZ Grindlays Bank by Standard Chartered Bank:(2.3):	14
➤ Standard Chartered Bank at a glance:(2.4).....	16
➤ The Post Merger Period:(2.5).....	18
➤ Multinational and local operations of Standard Chartered Bank (2.6).....	19
➤ Standard Chartered Bank in Bangladesh (2.7).....	21
➤ Number of Branches and Locations of Standard Chartered Bank in Bangladesh:(2.8).....	22
➤ Number of ATM's (Automated Teller Machines):(2.9).....	23
➤ Standard Chartered Banks Vision and Values:(2.10).....	23
□ Chapter 03, An Appraisal of Customer Service Of Standard Chartered Bank (Uttara Branch)(3.1).....	24-25
➤ Account Opening Services:(3.2).....	25
➤ Business Accounts:(3.3).....	26
➤ Resident Foreign Currency Deposit (RFCD): (3.4).....	26
➤ Non-resident Foreign Currency Deposit (NFCD):(3.5).....	27
➤ Foreign Currency Current Account:(3.6).....	27
➤ Fixed Deposit:(3.7).....	27
➤ The Charges for deposit accounts (3.8).....	28



➤ Chequebook & ATM services:(3.9).....	29
➤ Accounts Statement and Certificate:(3.10).....	30
➤ Closing an Account:(3.11).....	30
➤ Purchase of Sanchaya Patra on behalf of a customer:(3.12).....	31
➤ Different Types of queries:(3.13).....	31
➤ Credit Card Services:(3.14).....	31
➤ 24 hours Call Center:(3.15).....	33
➤ SMS (Short Message Service) Banking Services:(3.16).....	34
➤ e-Statement Service:(3.17).....	35
➤ Moneylink Card Service:(3.18).....	35
➤ Alico Premium Pay Service:(3.19).....	36
➤ Auto Bills Pay Service:(3.20).....	36
➤ Savings Schemes Services of Standard Chartered Bank:(3.21).....	36
➤ Locker Service:(3.22).....	39
➤ Standard Chartered Bank’s Customers Satisfaction level:(3.23).....	40-46
□ Chapter 04, An appraisal of queue management technique of Standard Chartered Bank (Uttara Branch)(4.1).....	47-48
➤ ATM (Automated Teller Machine)(4.2).....	49
➤ Cash Division (4.3).....	50
➤ Speed Box Service (4.4).....	52
➤ Queue management progress report (4.5).....	53-56
➤ Latest techniques has introduced in Banani Branch for Queue management (4.6).....	56
□ Conclusion.....	57
□ Questionnaires.....	58-59

## EXECUTIVE SUMMARY

“Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.”

– Eliel Saarinen.

Dr. Tanbir Ahmed Chowdhury gave my report topic “An Appraisal of Customer Service and the Queue Management Techniques of Standard Chartered Bank, Uttara Branch.” after starting my internship program. It was selected by, my official supervisor Mr. Tanim Noman Sattar (Manager Sales & Service Quality). The job was quite tough but not impossible to do because I had to communicate directly with the customers. It just required hard work to fulfill and gather the proper information. For the short time being I had manage my time very tightly to prepare this report. But it brings a great opportunity to complete internship program in this biggest multinational leading bank in our country with other multinationals.

I have tried to gather the root background history of Standard Chartered bank shortly for making just a flash look. The report basically based on four consecutive chapters. First chapter is the introductory part, secondly discussed about the bank’s background, in the third chapter I have discussed about the customer services & finally discussed about the queue management techniques of this bank.

In this report I tried to find out customers basic needs from the customer service team and the problems that the customers are facing from different instances. And also tried to help them out as much as possible from my point of view. As I was an intern I tried helping them out as much as authority was given to me.

The time frame was very short to learn properly. It’s not possible to learn banking systems with customer service & queue management techniques in 12 weeks. But I was lucky that I got very friendly & helpful personnel’s during my internship period.

 CHAPTER-01

 **INTRODUCTION** 



### **(1.1) A Summary of Standard Chartered Bank:**

Standard Chartered Bank, the multinational commercial bank that has been operating their functions very efficiently & effectively in our country from long time. There are many other foreign banks operating their function in our country. Standard Chartered is the only one bank that has been keeping the top position from the very beginning by their authentic customer service. To be in the top position Standard Chartered has to maintain a highly efficient customer service team and with their hard teamwork the customer service level is increasing day by day. Basically Standard Chartered always tries to be the right partner for its customers. In this era competition is more than before. So it's become tough to sustain in the business field without having good relation with the customers. Standard Chartered is maintaining that relation with its customer since long and it will be better than today in future with the friendly hand of customer service team.

### **(1.2) Objective of the report:**

The objectives of this report are:

1. To present an overview of Standard Chartered Bank.
2. To make an appraisal of customer service and queue management techniques of this bank.
3. To highlight the activities and operations.
4. To find out the customer needs.
5. To find out customer problems.
6. To make a comparison of service quality with other commercial banks.
7. To suggest new techniques of customer service and queue management techniques.

### **(1.3) Scopes and Methodology:**

The scope of the report is the evaluation of the performance of customer service and queue management techniques of standard chartered bank where I have undertaken my internship program. The report has been mad on the published material and authentic verbal sources with the customers and the customer service officers of this bank.

To assess the data about customer service and queue management techniques I had to go through with questionnaires to the customers and the customer service officers. There were twenty customers who have helped me by answering my questionnaire. I was lucky because I got very friendly customers and officers to collect data about my report during my internship program and I am really very grateful to them for their tireless cooperation to me.

### **(1.4) Research design and sources:**

The internship program was fully completed in a very efficient and effective business environment. The internship was conducted on 11<sup>th</sup> September 2004 to 11<sup>th</sup> December 2004 through different published papers and questionnaire session with the customers and officers of the branch.

Basically the required data are being collected from primary and secondary sources. For the primary session I had to go through with questionnaire to the customers and for the secondary information I had to collect banks published materials like different brochures, monthly journals etc.

### **(1.5) Limitations of the report:**

1. Workload was a great barrier to prepare this report.
2. Self observation was highly required because the officers of this bank couldn't help though they are being always very busy with customers. Even though they tried a lot to help me in the rush hour and whenever they become quite free.

3. The duration was very short to prepare a better report. But I tried with my level best to prepare this report as better as could be.

4. Due to lack of previous job experience there might have some shortage of proper information but through maximum efforts I tried to avoid any sort of mistakes.

5. The report was only based on Uttara branch and that might not make an overall clear customer service quality for the bank.

## CHAPTER-02

# **Background of the organization**

**Historical Background  
Of  
(2.1) Standard Chartered Bank :**

History of Grindlays Bank:

- 1828: Captain Grindlays established Grindlays and Co. with a partner.
- 1839: Grindlays and Co. changed its name to Grindlays Christian & Mathew's.
- 1853: Grindlays Christian & Mathews changed again to Grindlays and Co.
- 1854: First branch opened in India at Church lane, Calcutta.
- 1864: Grindlays and Co. opened Indian branches autonomous from London.
- 1924: Grindlays and Co. acquired by National Provincial Bank Ltd.
- 1958: Grindlays and Co. was absorbed by National Bank of India and begun to operate as National & Grindlays Bank Ltd.
- 1961: Acquisitions of its eastern branches in India & Pakistan by Lloyds Bank.
- 1969: Capital structure rearranged as a result of which Lloyds Bank acquired 41.17% and City Bank acquired 40% shares respectively of Grindlays Holding Ltd.
- 1975: Capital structure of Grindlays Bank Ltd. made up as follows: 49% shares held by City Bank, 51% shares held by Grindlays Holding Ltd. (of which 41.17% owned By Lloyds Bank.)
- 1984: In September 1984, ANZ expanded its horizons with the acquisition of Grindlays Bank (established 1828), giving its representation in about 50 countries.
- 1988: In December 1988, ANZ acquired post Office Bank Ltd, a major retail bank  
Operating solely in New Zealand.
- 1990: National Mutual Bank of Australia and National Mutual Bank New Zealand Ltd.  
Were acquired in 1990 by ANZ.

With all these acquisition, the ANZ Banking group operated under the corporate name of ANZ Grindlays Bank.

## **(2.2) The Merger of Standard and Chartered Bank**

These acquisition and expansion into new countries such as Mexico, South Korea and Oman (1968), both the Standard and Chartered Bank networks were comparatively small. Both viewed the future with some trepidation as the need to protect themselves from acquisition became ever or apparent. Standard Chartered PLC in 1969 the decision was made by the Standard Chartered and the Chartered Bank to undergo a friendly merger thus forming Standard Chartered PLC. It was one year later that the descendents of the Chartered Bank of India, Australia. Standard Chartered subsequently acquired the UK based Hodge Group in which it already had a minority shareholding, and the Wallance Brothers Group. The Hodge Group brought to Standard Chartered an extensive network of UK offices specialization its name was changed to Chartered Trust Limited. Standard Chartered 's operations in Jersey emerged from the integration of other Hodge Group business with those of Wallance Brothers Bank (Jersey). Limited.

## **(2.3) Acquisition of ANZ Grindlays Bank by Standard Chartered Bank:**

In the 1800s July three (3) came into existence by the Royal Charter-Standard Chartered, Chartered Bank and Grindlays Bank. On July 31, 2000 those three has became one as Standard Chartered completed its US\$ 1.34 billion acquisition of Grindlays Bank and the associated Grindlays Private Banking business from ANZ, forming the premier international banking group in South & Middle East Asia.

Despite this acquisition now being completed, two banks will continue to operate as separate legal entities for the foreseeable future, combining market knowledge and best practice where appropriate to achieve the groups market leading goal.

The future vision of Standard Chartered Bank is to become the premier international banking group in this region, utilizing the rich talent pool for the groups global group



plans, driving growth through a strategy led by Consumer Banking and taking advantages of this region at a low cost, high-tech processing center.

The main idea behind acquisition and merger is to make an investment and usually involves more than mere case. When two separate legal entities every organization aspect of both companies are expected to change be it internal and external. Such management decision is taken for a variety of reasons but the ultimate aims are to add up shareholders wealth. For banks operating in the consumer and wholesale banking sector, earning depends largely on the interest margin as well as the service charges. For this increasing customer base is a major concern for banks that are operating in foreign countries, increasing customer base is not easy since they have to compete with local banks which is in many cases are backed by government of that country. This especially true in Southeast Asia where governments have quite a strict control on the financial market and the institutions.

The government and autonomous banks largely dominate our country's banking sector. Thus competing them in interest figure become for both foreign and local banks. The only way to attract customer is through providing high quality services. Also they have to be very innovative in financial products since they have to compete the government again in the highly profitable saving instrument sand low interest loans.

Standard Chartered Bank, the largest and one of the oldest foreign banks in the country has been successfully operating business in corporate and consumer banking sector since long. It has introduced many new financial consumer and corporate product like money builder in the market. Recently the bank attracted a great deal of attention through its acquisition of another foreign bank operating in Bangladesh named "ANZ Grindlays (refer to appendix) from august 2001, the two competing bank will complete the acquisition process and operate from the same platform. This is a concept like Bangladesh where acquisition of two large distinct organizations is still far fetched.

## **(2.4) Standard Chartered Bank at a glance:**

Standard Chartered with over 600 offices across 56 countries is emerging as leading markets bank primarily in Asia, the sub continent, the Middle East and Latin America. The banks concentrating there core business in Consumer and Wholesale Banking. With its headquarter in London it maintains overwhelming business in the international markets.

In the year 1969, two banks, standard Bank of British South Africa and Chartered Bank of India, Australia and China merged to form the present Standard Chartered Bank. Both these banks have rich banking showing how they expended their business in different countries around the world through acquisitions and mergers. The background of this bank also shows how they have coped up with good times and bad times and also even opened paths of opportunity during bad times. Presented below are the chronicles of the banks during last two decades.

In these two banks, the Chartered Bank is older having been founded in 1853 following the grant of a Royal Charter from Queen Victoria. The moving force behind the Chartered Bank was a Scot, James Wilson, who have made his fortune in London by making hats. James Wilson went on to start the Economist, still one of the world's pre-eminent publications. The Chartered Bank opened its first branch in 1858 in China and Mumbai. A branch opened in Shanghai that summer beginning Standard Chartered unbroken presence in China. The following year the Chartered Bank opened a branch in Hong Kong and agency was opened in Singapore. In 1861 the Singapore was upgraded into a branch, which helped to provide finance for the rapid developing rubber and tin industries in Malaysia. In 1862 the Chartered Bank was authorized to issue banks note in Hong Kong.

Subsequently it was also authorized to issue bank notes in Singapore, a privilege it continued to exercise until the end of the 1990. In Srilanka it opened a branch in 1892 to take advantage of business from the tobacco and rubber industries. During 1904 a baronet

deepened in Vietnam. The Chartered Bank is also the first bank to gain a branch license as foreign bank in New York. Disaster struck the Chartered Bank's office in Yokohama, Japan, when an earthquake destroyed it in 1923 by killing a number of staff. The Second World War particularly affected the Chartered Bank when Japan occupied numerous Asian countries. After the Second World War many countries in Asia and Africa gained their independence. This led to local incorporation in some countries, particularly in Africa. Other operations such as those in Iraq, Angola, Myanmar and Libya were nationalized, while in Indonesia the Jakarta office was destroyed in an attack. In 1948 the Chartered Bank also entered into a joint venture and had 24 branches when it was nationalized in 1981.

In 1862, the Standard Bank was founded by a group of businessmen led by another Scot, John Paterson, who had immigrated to the Cape Province in South Africa and had become a successful merchant. The Standard Bank opened for business in Port Elizabeth, South Africa in 1863. It pursued a policy of expansion and soon amalgamated with several other banks including the Commercial Bank of Port Elizabeth, the Cloesberg Bank, the British Kaffarian Bank, and the Fauresmith Bank. The Standard Chartered Bank was prominent in the financing development in the diamond fields of Kimberly in 1867 and later extended its network further north to the new town of Johannesburg when gold was discovered there in 1885. Over time, half the output of the second largest gold field in the world passed through the Standard Bank on its way to London. In 1892 the Standard Bank opened for business in Zimbabwe, and expanded into Mozambique in 1894, Botswana in 1897, Malawi in 1901 and Zambia in 1906. Kenya, Zanzibar and the Democratic Republic of Congo (D. R. C), in 1911 and Uganda 1912. Of these new businesses, Botswana, Zanzibar and the D.R.C proved the most difficult and the branches soon closed. A branch in Botswana opened again in 1934 but lasted only for a year and it was not until 1950 that the bank reopened in Botswana. During the First World War the Standard Bank set up a branch in Tanzania shortly after British troops occupied the formerly German administration Dares Salaam in September 1916. By the mid 1950s The Standard Bank had around 600 offices in Southern, Central and Eastern Africa. Its network grew substantially in 1965 when it merged with the former Bank

West Africa, which had some of 60 branches in Nigeria, 40 branches in Ghana and 11 branches in Sierra Leone in addition to operations in Cameroon and Gambia.

Both banks were keen to capitalize on the huge expansion of trade between Europe, Asia and to reap the handsome profits to be made from financing that trade. Over the following decades including China, South Africa, Zimbabwe, Malaysia and even during the siege of Making in South Africa. Today Standard Chartered is still one of the three banks, which prints Hong Kong's bank notes. Both the Chartered and the Standard Bank opened offices in New York and Hamburg in the early 1900s. Both banks survived the inter war years but the world trades slump led to the closure of operations in the Canary Islands, Liberia, the Netherlands and Equatorial Guinea.

### **(2.5) The Post Merger Period:**

Standard Chartered decided, after the merger, to expand the Group outside its traditional markets. In Europe a number of offices were opened including Austria, Belgium, Denmark, Ireland, Spain and Sweden as well as several major cities in the UK. Standard Chartered also opened offices in Argentina, Canada, Colombia, the Falkland Islands, Panama and Nepal. In the USA a number of offices were opened and three banks were acquired. These included the Union Bank of California, which gave Standard Chartered a presence in Brazil and Venezuela. The opening of a branch in Istanbul in 1986 was overshadowed by a far more dramatic event when Lloyds Bank of the UK made a hostile take-over bid for Standard Chartered. Standard Chartered won its right to remain independent but entered into a period of considerable change.

By the late 1980s Standard Chartered already had considerable exposure to third world debt. To this was added provisions against loans to corporations and entrepreneurs who could not meet their commitments. Standard Chartered reviewed its operations and decided to focus on its core strengths of Consumer Banking, Corporate & Institutional Banking and Treasury in its well-established operations in Asia, Africa and the Middle East. This led to a series of divestments notably in Europe, the United States and Africa. During this time staff numbers were reduced; businesses not considered core were sold or

closed; associate holdings disposed of; unprofitable branches closed and back office functions consolidated. In addition expensive buildings were sold with the proceeds reinvested in the business, and the senior management team was radically changed and strengthened.

### **Standard Chartered in the 1990s**

Even within this period of apparent retrenchment Standard Chartered expanded its network, re-opening in Vietnam in 1990, Cambodia and Iran in 1992, Tanzania in 1993 and Myanmar in 1995. With the opening of branches in Macau and Taiwan in 1983 and 1985 plus a representative office in Laos (1996), Standard Chartered now has an office in every country in the Asia Pacific Region with the exception of North Korea. In 1998 Standard Chartered concluded the purchase of a controlling interest in Banco Exterior de Los Andes (Extelandes), an Andean Region bank involved primarily in trade finance. With this purchase Standard Chartered now offers full banking services in Colombia, Peru and Venezuela. In 1999, Standard Chartered acquired the global trade finance business of Union Bank of Switzerland. This acquisition makes Standard Chartered one of the leading clearers of dollar payments in the USA. Standard Chartered also opened a new subsidiary, Standard Chartered Nigeria Limited in Lagos, acquired 75 per cent of the equity of Nakornthon Bank, Thailand; and agreed terms to acquire 89 per cent of the share capital of Metropolitan Bank of the Lebanon.

## **(2.6) Multinational and local operations of Standard Chartered Bank**

### **Standard Chartered Bank: Multinational Exposure**

Standard Chartered Bank has over 1700 offices in 43 countries to assist customer in corporate, personal and correspondent banking. In addition to this network of Standard Chartered offices, they also maintain relationship with over 600 banks in 157 countries across the globe. Standard Chartered has branches or representative offices in these 43 countries mentioned below:

- |                  |                      |
|------------------|----------------------|
| 1. Australia.    | 35. Fiji             |
| 2. Indonesia     | 36. Pakistan         |
| 3. Singapore     | 37. Oman             |
| 4. Guernsey      | 38. United Kingdom   |
| 5. India         | 39. UAE              |
| 6. Argentina     | 40. USA              |
| 7. Sri Lanka     | 41. Papua New Guinea |
| 8. Jersey        | 42. Solomon Islands  |
| 9. Hong Kong     | 43. New Zealand.     |
| 10. Iran         |                      |
| 11. Qatar        |                      |
| 12. Switzerland  |                      |
| 13. Bahrain      |                      |
| 14. Japan        |                      |
| 15. Taiwan       |                      |
| 16. Thailand     |                      |
| 17. Tonga        |                      |
| 18. Chile        |                      |
| 19. Bangladesh   |                      |
| 20. Brazil       |                      |
| 20. Vanuatu      |                      |
| 21. Jordan       |                      |
| 22. Korea        |                      |
| 23. Philippines  |                      |
| 24. China        |                      |
| 25. Greece       |                      |
| 26. Vietnam      |                      |
| 27. Malaysia     |                      |
| 28. W. Samoa     |                      |
| 29. Mexico       |                      |
| 30. Germany      |                      |
| 31. France       |                      |
| 32. Nepal        |                      |
| 33. Cook Islands |                      |



## **(2.7) Standard Chartered Bank in Bangladesh:**

Standard Chartered Bank is the largest and one of the oldest foreign banks in the country has been successfully doing business in corporate and consumer banking sector for many years. It has introduced many new financial consumer and corporate products like money builder in the market. Recently the bank introduced a great deal of attention through its acquisition over another foreign bank operating their functions in our country named “ANZ Grindlays” from august 2001, the two competing banks will complete the merger process and operate and operate for the same platform. This is a concept for the country like Bangladesh where merger of two large distinct organizations is still far fetched.

Standard Chartered Bank started its operation in Bangladesh from 1948 and opened its first branch in the port city of Chittagong. The bank increasingly invested in people, technology, and premises as its business grew in relation to the country’s thriving economy. At present the bank has six offices in Dhaka, Chittagong and Sylhet, including the country’s only offshore banking unit inside the export-processing zone (EPZ) at Savar. Besides with the acquisition of ANZ Grindlays, the first bank will have to serve its huge customer base from August 19, 2001.

Extensive Knowledge of the market and essential expertise in a wide range of financial services have helped the bank to build business opportunity for corporate and institutional clients at home and abroad. Continuous upgrading of technology and control system has enabled the bank of offer new services, which including unique Automated Teller Machines (ATM), Phone banking and 24 hours Call Center launched this year at Nikunjja, in Lotus Kamal Tower.



## **(2.9) Number of ATM's (Automated Teller Machines):**

There are 25 ATM's (Automated Teller Machines) of this bank in all over the country. In every branch there is an ATM. Except those there is extra 7 ATM's across the country remains opened for the customers for 24 hours.

## **(2.10) Standard Chartered Banks Vision and Values:**

As a multinational bank, Standard Chartered Bank has some specific visions and values.



### VISION

- ✓ Provide the greatest return to their shareholders by achieving sound profitable growth.
- ✓ Be perceived by customer and staff as the best wherever it operates.
- ✓ Have staff of the highest caliber.
- ✓ Excel in the way to work together to make decisions and get things done.
- ✓ To achieve the position by the end of 1998 and sustain it thereafter.

### VALUES

- ✓ Strong customer focus and building relationship based on integrity, superior service and mutual benefit.
- ✓ Striving for profit and Sound growth.
- ✓ Working as a team to serve the best interest of the group.
- ✓ Relentless in pursuit of business innovation and improvement.
- ✓ Value and respect to people and making decision based on merit.
- ✓ Recognition and reward based on performance.
- ✓ Valuating open and honest communication.
- ✓ Responsible, trustworthy and law-abiding in every respect.

 CHAPTER-03

 **An Appraisal of Customer Service  
Of  
Standard Chartered Bank (Uttara Branch)** 

### **(3.1) An Appraisal of Customer Service** **Of** **Standard Chartered Bank:**

Customer Service is the most vital factor for any organization. When this question comes about a bank than it's become more important because a bank is directly involves with its customer. To run the business safe and soundly a bank must have to maintain a good relation with each and every customer.

Basically a bank provides cash deposit service, utility bills payment service, small finances, corporate or business finance services, loan related services etc. Standard Chartered Bank also provides all this kinds of services for its customers.

Standard Chartered Bank has got that much qualified service team who can provide the best service to the customers and can make the customer a satisfied one. The services that are basically provided to its customers are presented bellow.

### **(3.2) Account Opening Services:**

There are different types of accounts provided by Standard Chartered Bank for considering the highest benefit of the customers. Such as Savings Account, Current Account, Access Account, Extra Value Savings Account (EVSA), Short Term Deposit (STD)/Call Account, Resident Foreign Currency Deposit (RFCD) Account, Non Resident Currency Deposit (NFCD) Account, Business Account, Corporate Account, Company Account, Salary Account for different firms etc.

#### ❖ **Basic requirement to open a personal account and salary account:**

A person who wants to open an account with Standard Chartered must have to fulfill one of these requirements, such as having a valid passport, a driving license with attested photo or a valid voter id card with attested photo. And the person is required to be a citizen of the country. These are the basic requirements to open a personal account. Also an introducer is required to introduce the applicant and the introducer must be an account holder of Standard Chartered at least for six month. The introducer has to sign the

applicant's photo and also in the account opening form on behalf of the applicant. This application is valid for any kinds of account.

To open a salary account the applicant must have to bring a reference letter from the HR manager. The letter must have to fulfill with proper information about the applicant. Such as; date of birth, present address, permanent address, joining date, father's name, and mother's name etc. of the applicant.

These options are same for RFCD, NFCD accounts. But an extra requirement is the applicant must have to provide WAGE earners certificate from the employer where the applicant is working.

### **(3.3) Business Accounts:**

To open an account for Sole Proprietorship, Limited Company Account, Partnership Company the applicants are required to bring all the materials that have mentioned before. Extra required materials for business accounts is Trade license, TIN number and for partnership & ltd. company partnership deed is required.

### **(3.4) Resident Foreign Currency Deposit (RFCD):**

Specially designed foreign currency account for resident Bangladeshis. Offers wonderful opportunity to build a deposit base in foreign currency. Helps make payment for overseas commitments and dues like credit card bills, traveling expense etc.

Main features:

Offered in USD, GBP (British Pound) and Yen.

Competitive Interest on deposit.

Can only be opened within 1 month of arrival from abroad.

Deposit can be made in foreign currency only (cash, TC or Drafts)

Cash withdrawal in local currency only.

Fund Remittance (in both Lcy and Fcy) to any place in and out of the country (without restriction)



### **(3.5) Non-resident Foreign Currency Deposit (NFCD):**

A short-term foreign currency deposit account suitable for Bangladeshis living abroad, offering most competitive interest rates available in both local and international markets.

Other features include:

Interest paid in foreign currency.

Can be opened for a term of 1 month, 3 months, 6 months or 12 months.

Interest rates are tiered (based on amount and term)

Interest payable on maturity.

Automatically renewable (with or without interest).

Can be used as security against personal/ commercial loan.

Remittance in both Lcy and Fcy to any place in and out of the country

### **(3.6) Foreign Currency Current Account:**

Applicable to Bangladeshis working abroad, it can be opened in USD, GBP and Yen without restriction on transaction frequency. Can be operated through nominees in absence of the accountholder. Fund remains in foreign currency and is freely remittable.

Main features:

Deposit can be made in foreign currency only (cash, TC or Drafts or transfer from other Fcy account) Cash withdrawal from the account is in local currency only. Fund Remittance (in both Lcy and Fcy) to any place in and out of the country (without restriction).

Fund can be used to make investment in Wage Earners' Development Bond

### **(3.7) Fixed Deposit:**

Ideal product for nesting surplus deposit for future long-term investment. Our Fixed deposit, known for its high-yield, helps you earn the maximum possible return in addition to the following features:

Can be opened for a term of 3 months, 6 months, or 12 months

Tiered interest rates, offering higher rates for larger amounts

Interest payable on maturity

Automatically renewable (with or without interest)

Can be used as security against personal/ commercial loans

**N.B: This product is not being a valid product at present in this bank; it will be started again in near future.**

### Other Types of Account:

Such as registered Non Government Organizations (NGO) employee accounts. Different project accounts etc.

### (3.8) The Charges for deposit accounts are given bellow in a chart:

Category of deposit schemes	Access Account	Savings Account	EVSA Account	Current Account	STD/Call Account	FCY Current Account	NFCD Account	RFCD Account
<b><u>Features: *</u></b>								
Interest Rate	2.75%-3.00%	2.75%-3.5%	4%-5%	Not Applicable	2.00%-3.75%	Not Applicable	1.12%-1.24%	1.4%-1.71%
Opening balance	BDT 20000	BDT 100000	BDT 300000	BDT 50000	BDT 250000	N/A	USD 5000/GBP 3000	USD 1000/GBP 500
Minimum Balance	Not Applicable	BDT 100000	BDT 300000	BDT 50000	BDT 250000	N/A	USD 5000/GBP 3000	USD 1000/GBP 500
ATM Service	Yes	Yes	Yes**	Yes	No	No	No	No
Phone Banking Services	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Cheque Book	No	Yes	Yes	Yes	No	Yes	No	No

**Charges:\***

Minimum Balance fee	N/A	BDT 500 ***Half Yearly	BDT 500 ***Half Yearly	BDT 500 ***Half Yearly	N/A	N/A	N/A	N/A
ATM Card Fee (Annually)	BDT 150	BDT 150	BDT 150	BDT 150	N/A	N/A	N/A	N/A
ATM Card Replacement fee	BDT 300	BDT 300	BDT 300	BDT 300	N/A	N/A	N/A	N/A
Phone Banking	Free	Free	Free	Free	Free	Free	N/A	Free

\*Subject to change as decided by the Bank from time to time.

\*\*Extra Value Savings Account (EVSA) customers are allowed to withdraw BDT 40000 per day through ATMs.

\*\*\*For EVSA, a half yearly fee of BDT 500 is applicable if the stipulated average balance of BDT 300000 is not maintained.

\*\*\*For EVSA, a half yearly fee of BDT 500 is applicable if the stipulated average balance of BDT 100000 is not maintained.

## Government excise duty is applicable as per government regulations.

## VAT is applicable @ 15% on all fees and commissions effective from 1<sup>st</sup> July 2002.

 **(3.9) Chequebook & ATM services:**

The customer service department helps the customer to collect new chequebook as per customer demands. Most of the time customer came to stop a payment of signed cheque by them. Than the customer service officer stop the cheque payment by analyzing the fact. The cheque only can be stopped in two circumstances, if the customer lost the cheque or if the cheque is being stolen. Unless this two circumstances the service provider cannot stop the cheque payment. Except this things service officer takes order for new chequebook for the customers. Usually it takes two working days to collect a new chequebook. This is all about chequebook queries.

There are different services for ATM card users like they can apply for new ATM card. The customer can apply to halt the lost ATM card. The bank for free of charge provides

an ATM if it's normally being expired. If the customer somehow damages the card than there's a replacement fee of BDT 300 taka to collect a new ATM card. Also customer can collect their captured card after 24 hours from customer service department without any fees. This is all about ATM services. Also customer come to collect captured ATM cards from the nearest branch.

### **(3.10) Accounts Statement and Certificate:**

Usually every account holder gets statement through mail as per their requirements when they opened the account. There is an option in the account opening form about statement delivery frequency and the customer can mention the period to send statement through mail. Except this most of the time customer comes to collect statements or certificates from the bank for many purposes like visa purpose, tax payment purpose, loan purpose etc. As the detail information is up to date time to time through on line services and software's, the customer service officer normally can provide one year statement for the customer on the spot and for certificate it requires one day to be made because it has to make manually by the officer. For each services the charges are BDT 200 respectively collected automatically from the account holders accounts. If the account holder ask for more than one years statement than it requires two working days because it has to collect from the main archive which is located in the head office. For this charges are more than the charge mentioned before.

### **(3.11) Closing an Account:**

An account holder is required to bring all the materials that have been provided by the bank during opening the account if the customer wants to close an account. Basically an ATM card, a chequebook is provided by the bank for an account holder. Whenever an account holder comes to close the account the customer service officer take those materials back from the customers and destroyed it in front of the customer. A bank account closing charge and government excise fee are being taken from the customers to close an account. This is the formality of closing an account.

### **(3.12) Purchase of Sanchaya Patra on behalf of a customer:**

Standard Chartered Bank is providing the free service for the account holders by purchasing Sanchaya patra on behalf of the customer. If an account holder wants to purchase Sanchaya patra than he or she can apply directly from any branch of Standard Chartered Bank. The fund will be automatically transferred from the account as much as the customer wants to purchase based on the government rules and regulation. The customer can encash this security to refund purpose. The customer also can deposit coupon interest into their account very easily. The bank collects the coupon interest for the customer.

### **(3.13) Different Types of queries:**

Many customers come to the branch with different types of queries. Most common queries are given bellow.

- To know the account opening process.
- To know about loan facilities.
- To know about the account position.
- To know the balance.
- To know about any fund transfer.
- Enquiry about lost cheque, lost ATM card.
- To know about any returned cheque information.
- How to operate the ATM machine.
- About different charges for different activities regarding account/card services.

These are the most common queries of the customers. Queries vary according to situation or any other instances.

### **(3.14) Credit Card Services:**

Standard Chartered provide credit card services in an exclusive manner with different offerings for the customers. To be a cardholder the applicant must have to be a service holder or a businessperson, will have to provide tin number, trade license, voter id with

attested photo/passport/driving license, minimum six-months bank statement, or source of income to get a credit card. The authority decides the credit limit by analyzing the statement of the applicant. There are four types of credit card offered by Standard Chartered Bank.

**50 reason for choosing Standard Chartered credit card:**

1. Future of money.
2. Pioneer in the credit card industry in Bangladesh.
3. Widest range of Local & International products (Cricket, Silver, Gold, Mini).
4. Clean credit-means without any security.
5. No guarantor is required.
6. Easy documentation process.
7. Account with Standard Chartered is not mandatory to get a credit card.
8. Revolving credit facility.
9. Maximum 45 days interest free period.
10. No joining or processing fee to get a card.
11. Zero cash handling provides safety & security.
12. It's a photo signed card.
13. Flexible credit limit enhancement based on usage & regular payment.
14. Flexible payment (5%-100%) through cash cheque or Standard Chartered Account debit.
15. Auto debit payment facilities for Standard Chartered Account holders.
16. Auto renewal of card before expiry date.
17. Competitive fees and charges.
18. Having International brand like VISA & Master Card.
19. Supplementary card for beloved one.
20. Cardholder can make separate spending limit for supplementary user.
21. Multiple cards for business & personal expenses.
22. Comprehensive protections for lost/stolen cards.
23. Fast card: The second card without any income documents.
24. Cash advance facility at any branches and ATMs up to 50% of credit limit.

25. ATMs all over the country offering 24 hours service.
26. Dedicated sales force at customer's doorsteps.
27. 24 hours World-class customer service center.
28. Dedicated customer service desk for cards at all branches.
29. Quick turn around for all queries/instructions.
30. Easy and convenient retail purchases.
31. Wide range of merchant network across the country.
32. On-line terminals at merchant outlets to ensure speedy transaction.
33. Treats & Temptations: Fabulous discounts at restaurants.
34. Free access to Balaka Business Class Lounge (Gold Card Holders Only).
35. 25%-50% discount in Dhaka Sheraton Hotel for room stay, vintage restaurant, & outside laundry shop (Gold Card Holders Only).
36. Wide acceptance at petrol pumps without any additional fuel charges.
37. Exclusive seasonal campaigns for the cardholders around the year.
38. Unique reward program for each taka spent.
39. Safety Net: Insurance coverage for death or permanent total disability.
40. Free all accidental death insurance worth BDT 100000-BDT 500000.
41. Free auto bills pay services for mobile phones, Internet & utility companies.
42. InstaBuys: Cards installment loan facility with 6-36 months tenor.
43. InstaBuys: at 0% interest rate, exclusive tie-ups with renowned brand names.
44. SMS banking: financial information on cards at your fingertips for 24 hours.
45. e-Statement: Cards monthly statement through e-mail.
46. Cricket card: Enjoy a range of benefits related to cricket.
47. Partner in Cricket Development of Bangladesh through Cricket Card.
48. International Card: Accepted worldwide for purchases and cash withdrawals.
49. International Card against RFCD account & ERQ (Exporters Retention Quota).
50. Hotel Booking & On-line shopping facility through International Card.

### **(3.15) 24 hours Call Center:**

The one stop shop for banking solutions at any time at any day. Introducing the latest addition to Standard Chartered Bank's wide range of services of the state of the art- Call

Center. Whether someone is an account holder or a credit card holder, if someone wish to pay his/her utility bills at the touch of buttons, settle credit cards dues or simply want to make a enquiry about the account, can easily contact the call center for 24 hours a day, 7 days a week. Also following things can be done through call center.

- ✓ Cash advance to account.
- ✓ Credit Card bill payment.
- ✓ Utility bill payment.
- ✓ Fund transfer within the same master number.
- ✓ No more standing in the long queues.
- ✓ No need to worry about late payments.
- ✓ Customer can order for new chequebook.
- ✓ Customer can stop payment of lost/stolen cheque.
- ✓ Customer can know about foreign currency current rates.
- ✓ Other services available during the working hours include account opening information, remittance query, stop payment instruction, request for draft, renewal of fixed deposit, change of address etc.

These are all the features of Standard Chartered Bank's Call Center.

### **(3.16) SMS (Short Message Service) Banking Services:**

Standard Chartered Bank has introduced SMS Banking Service in Bangladesh with Grameen Phone and Citycell the two biggest mobile companies in the country. SMS banking is the simplest way of finding out Accounts daily/monthly balance or Credit cards daily outstanding balance and available limit; statement balance, minimum due amount and payment due date. With SMS banking all this information will be available in users cell phone.

#### PUSH

Through push service the information regarding credit card statement and accounts month-end balance will be available periodically free of charge.

#### PULL



Through pull services account holder or cardholder will be able to access for accounts/credit cards previous days outstanding amount/balance and range of other financial information by typing a predefined key word provided by the bank.

### Simple & Convenient

With SMS banking service, customers do not have to wait for statements to arrive through mail or call up at cards call center/phone banking. Once a customer become a member of SMS banking, will have 24 hours access to the key financial information of his/her credit card/account.

There are available application forms at every branch for the customers.

### **(3.17) e-Statement Service:**

This is the secure and reliable way to receive Credit Card/Account Statement s anywhere in the world. An account holder of Standard Chartered Bank can receive e-Statements from the bank. It is a fast, reliable, and efficient service of Standard Chartered to minimize customer's convenience.

There's no charge involved, Standard Chartered has designed a unique system that enables a customer to receive monthly credit card/account statement via e-mail absolutely free. To get this facility a customer is only required to have an e-mail address. Application forms are available at all branches. One just has to fill up the form to get e-statement facility absolutely free.

### **(3.18) Moneylink Card Service:**

Standard Chartered Bank launched Moneylink ATM in 1994, the first bank to offer this service in Bangladesh. Moneylink ATM service is free of charge, offering the following features:

- Cash Withdrawal & deposit
- Cheque deposit
- Chequebook request
- Change of PIN (Personal Identification Number).
- Printing of mini-statement. Payments of utility bills.

### **(3.19) Alico Premium Pay Service:**

An account holder of Standard Chartered Bank can pay Alico Premium by filling up a auto debit instruction form. It's a very convenient way to pay premium-quarterly, half yearly or annually.

Having Auto premiums pay facility a customer is no longer requiring going to pay the premiums directly to Alico. Because its offers a customer a very friendly and relaxed environment. There is no confusion for the customers because Alico will send premium received slips directly to their customers.

### **(3.20) Auto Bills Pay Service:**

It is the simplest way and most convenient way of paying Monthly Bills of mobile phone, electricity, internet, cable TV, etc. Paying any bills has never been so easier. With the help of Account/Credit Card, a holder can put an end to the hassle and frustration involved in paying bills as the traditional way.

Having auto bills pay service an account/card holder no longer have to go out of his/her way to pay bills, stand in long queues or run around different places. Auto bills pay offers the customers one-stop bill payment solution in a friendly and relaxed environment. Once a customer become a member of auto bills pay. The bank will make payment of customers bill every month by debiting his/her Standard Chartered Credit Card/Account. Confirmation will be send to the customers with the statement with detailed narration of bills. A customer just requires filling up an auto bills pay form to have this facility.

### **(3.21) Savings Schemes Services of Standard Chartered Bank:**

There are other types of savings schemes in Standard Chartered Bank available for it's customers. Those are given bellow in a brief form:

#### ❖ **Monthly Savings Schemes (Insurance Covered)**

Insurance coverage facility is an added feature for this scheme. In this facility nominee will receive the maturity amount in case of the untimely death of schemes holder. This

facility is available in different maturity based on the schemes such as 3 years, 5 years, and 10 years.

This scheme is for fixed term and sold in units. To buy one of this units a customer need to deposit tk. 10000 at the beginning and a monthly deposit of tk. 1000 till the maturity of the scheme. A portion of EMI (Equal Monthly Interest) will be paid by the bank as premium for the insurance on behalf of the accountholder.

An applicant of this scheme should be an account holder of SCB, Bangladeshi nationals, minimum age must be 18, and maximum age at the end of the scheme must not exceed 60. Residing in Dhaka, Chittagong, Narayanganj, Bogra, Khulna and Sylhet.

If some one is interested to open this scheme with SCB than he/she must have to open an account at first.

**An approximate tenor and profit amount at maturity has given bellow in a table:**

<b>Tenor</b>	<b>Initial Deposit</b>	<b>Monthly Deposit</b>	<b>Total Payment</b>	<b>Value at Maturity (With Insurance)</b>	<b>Profit</b>
<b>3 Years</b>	<b>10000</b>	<b>1000</b>	<b>46000</b>	<b>51751</b>	<b>5751</b>
<b>5 Years</b>	<b>10000</b>	<b>1000</b>	<b>70000</b>	<b>83070</b>	<b>13070</b>
<b>10 Years</b>	<b>10000</b>	<b>1000</b>	<b>130000</b>	<b>178745</b>	<b>48745</b>

N.B: These are indicative figures only and tax is payable as per government rules.

❖ **Millionaire Schemes:**

If some one is interested to open this scheme with SCB than he/she must have to open an account at first.

This is a fixed term savings scheme. Customer can buy any number of Millionaire Scheme. The scheme requires an initial deposit of BDT 100000, which will be followed by monthly installment of BDT 10000 till maturity.

The scheme is for 5 years 9 months & for 10 years.

It will be a non-transactional account where interest will accrue on daily basis and will be credited on monthly basis.

An approximate tenor and profit amount at maturity has given bellow in a table:

Tenor	Initial Deposit	Monthly Savings	Total Payment by customer	Profit	Value at maturity
5 years 9 months	100000	10000	790000	220528	1010528
10 years	100000	10000	1300000	672737	1972737

N.B: These are indicative figures only and tax is payable as per government rules.

❖ **Education Savings Schemes:**

This savings schemes offers the customers to make a long-term savings for their children with a handsome return on maturity. Through this scheme a person can invest part of his/her monthly income in equal monthly installments and at maturity he/she will be rewarded with a handsome amount that the scheme holder will be able to use to defray any expenses that may have to incur.

- This is fixed term savings schemes to be sold in units.
- Customer can buy any number of units.
- The scheme requires an initial deposit of tk. 10000, which will be followed by monthly installment of tk. 1000 per unit.
- The scheme is for 3 years, 10 years, or 15 years.
- It will be a non-transactional account where interest will accrue on daily basis and will be credited on monthly basis.
- The sign up fee for the scheme will be tk. 250 per unit, with a minimum of tk. 500 and maximum of tk. 10000.

Schedule of tenure & terminal values for 1 unit:

Tenure	Initial Deposit	Monthly Deposit	Total Payments	Maturity Payment	Profit
3 years	10000	1000	46000	52310	6310
5 years	10000	1000	130000	206510	76510
10 years	10000	1000	190000	400227	210227

N.B: These are indicative figures only and tax is payable as per government rules.

Schedule of tenure & terminal values for 1 unit:

Tenure	Initial Deposit	Monthly Deposit	Total Payments	Maturity Payment	Profit
3 years	100000	10000	460000	533334	73334
5 years	100000	10000	1300000	2196630	896630
10 years	100000	10000	1900000	4407564	2507564

N.B: These are indicative figures only and tax is payable as per government rules.

### **(3.22) Locker Service:**

Standard Chartered Bank's locker service allows a customer to keep their valuable in a safe and secured place and access the same at their convenient time.

**Locker Service offers the following facilities to its customers:**

- ✓ Friendly and personalized services from the locker custodian.
- ✓ Complete privacy: A locker holder can operate the locker in private environment.
- ✓ Convenient location of locker complexes.
- ✓ Air-conditioned locker rooms.
- ✓ Complete safety and security: Locker complexes have the best available security features such as:
  - Alert, round the clock security guard.
  - Strong, heat-resistant steel lockers lodged in reinforced concrete steel vaults for maximum protection.
  - Sophisticated anti-burglary alarm systems.
  - Highly advanced smoke-sensor devices placed all over the ceiling backed by the fire fighting equipments.
  - Protection against varying weather conditions.

**Timings for visiting locker:**

Locker service is available on:

- ❑ Saturday to Wednesday from 3:00 pm to 5:00 pm.
- ❑ And for Thursday timing is 1:00 pm to 2:00 pm.

This service is unavailable on weekends and government holidays.

**Available locker size and charges:**

Type	Height	Length	Width	Charges (Yearly)
Small	4.5”*7.0”	23.5”*23.5”	6.5”*4.5”	BDT 3000
Medium	4.25”*14.0”	23.5”*23.5”	13.0”*4.5”	BDT 4200
Large	4.5”*14.0”	23.5”*23.5”	13.0”*7.0”	BDT 5400

N.B: Govt. vat is not included with the given charges.

A customer can visit locker before banking scheduled time but a service charge of BDT 100 imposed to the locker holder.

 **(3.23) Standard Chartered Bank’s Customers Satisfaction level:**

The satisfaction level about customer service of Standard Chartered Bank (Uttara Branch) has been determined through a direct questionnaire to the customers. Twenty customers were given a questionnaire, which was assigned with ten consecutive multiple choice type questions. Those twenty customers were frequently asked to answer those ten questions. I am very grateful to those customers who have helped me a lot by responding my questionnaire and gave me their valuable time assistance. The questionnaire is given below:

**1. Special reason for choosing Standard Chartered Bank?**

- (a) Best Bank In the Country. (b) Facility Criterion. (c) Quick Service. (d) Highly Accepted in the World.

Twenty customers were asked this question. Fourteen customer said “best bank in the country”, Rest of them goes with the other criterion. But eighteen customers agreed with all of the questions. I satisfaction level counted with 100% then on an average each customers are satisfied almost 90% this bank.

<b>Special reason for choosing Standard Chartered Bank?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Best Bank In the Country.	14	70%
b. Facility Criterion.	06	30%
c. Quick Service	06	30%
d. Highly accepted in the world.	06	30%
All of the above	18	90%

**2. How the customer feels about the environment of this bank?**

- (a) Very friendly. (b) Friendly. (c) Commercial minded. (d) Nothing different.

Twenty customers were asked this question. Fifteen to sixteen customers said very friendly & friendly environment. Rest of them goes with the other questions. On an average 80% customer said that the environment of this bank is very friendly. They said the environment of this bank it self speaks a lot.

<b>How the customer feels about the environment of this bank?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Very friendly	16	80%
b. Friendly.	04	20%
c. Commercial Minded.	04	20%
d. Nothing Different	04	20%
All of the above	--	--

**3. What type of account customer like most?**

- (a) Savings account. (b) Current account. (c) Access account. (d). Other accounts.

Twenty customers were asked this question. Twelve customer said Current/Access account. Rest of them said Savings/Other types account. On an average customer is satisfied with access/current accounts. The ratio of satisfaction level then becomes almost

75% about account services. But access account holders are almost 90% happy with their account because of less condition.

<b>What type of account customer like most?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Savings Account	08	40%
b. Current Account	12	60%
c. Access Account	12	60%
d. Other Accounts	08	40%
All of the above	--	--

#### **4. How first the customer gets the service?**

(a) Very first (b) within their expectation (c) Takes Normal Time (d) Takes more time.

Twenty customers were asked this question. Twelve of them said “within their expectation”, six of them said, “it takes normal time”, two of them said, “ Takes more time”. The ration says that 60% customer satisfaction level 100%. Rest of them is not getting 100% satisfaction from this service.

<b>How first the customer gets the service?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Very First	--	--
b. Within their expectation.	12	60%
c. Takes Normal Time.	06	30%
d. Takes more time.	02	10%
All of the above	--	--



**5. Opinion about call center.**

- (a) Very innovative idea. (b) More helpful. (c) Somehow helpful. (d) Nothing New.

Twenty customers were asked this question. Seventeen customers said “Very innovative idea”, “More helpful”. And rest of them said “Somehow helpful”. On an average 85% customer are very happy with this service and 15% customer said it helps sometimes. So 15% are not getting the 100% satisfaction about this service.

<b>Opinion about call center.</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Very innovative idea.	17	85%
b. More helpful.	17	85%
c. Somehow helpful.	03	15%
d. Nothing New.	--	--
All of the above	--	--

**6. Opinion about place and space.**

- (a) Perfect place & space. (b) Enough space (c) Less Space (d) Nothing special.

Twenty customers were asked this question. Thirteen of them said space and place is absolutely great. Four of them said less space. Three of them said nothing special about the place and space. So 65% customer is happy and as well as satisfied with the place and space. 20% customer said that space is not sufficient for the branch. 15% said there is nothing special in the branch.

<b>Opinion about place and space.</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Perfect place & space.	13	65%
b. Enough space.	13	65%
c. Less Space	04	20%
d. Nothing special.	03	15%
All of the above	--	--

**7. Opinion about ATM.**

(a) Great service. (b) Some time its great (c) Not so first (d) Out of service problem.

Twenty customers were asked this question. Fifteen customers are very happy with the service but they also mentioned that most of the time especially in the morning they get the machine out of service. Also said that the authority should be more careful about this problem. Rest of the customer said some time its great, especially when the bank remains close during holidays but create more problems when it becomes out of service during holidays.

<b>Opinion about ATM.</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Great service.	15	75%
b. Some time its great	05	25%
c. Not so first	--	--
d. Out of service problem.	15	75%
All of the above	--	--

**8. Opinion about customer service department.**

(a) Very friendly personnel (b) Commercial minded personnel (c) Very friendly and knowledgeable personnel (d) Not so outspoken.

Twenty customers were asked this question. Seventeen customers said customer service personnel's are very friendly and knowledgeable about the products. Rest of them said they are not so outspoken and also commercial minded. So 85% customer is very happy with the personnel's and 15% are also happy but not as happier as they should be.

<b>Opinion about customer service department.</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Very friendly personnel	17	85%
b. Commercial minded personnel	03	15%

c. Very friendly and knowledgeable personnel	17	85%
d. Not so outspoken.	03	15%
All of the above	--	--

### 9. Opinion about charges.

(a) Very high (b) High (c) Normal (d) Affordable

Twenty customers were asked this question. Twelve customers said charge is very high. Four customers said charge is high. Rest of them said charge is normal as well as affordable. So 60%-80% customers are not happy with the service charges. Rest of them said to get a better service there must be higher charges and on that view point service charge of this bank is normal and affordable.

Opinion about charges.		
Multiple Answers	No. Of Customers	Customers Percentage
a. Very High	12	60%
b. High	04	20%
c. Normal	04	20%
d. Affordable	04	20%
All of the above	--	--

### 10. Opinion about credit facilities.

(a) Quick credit service. (b) Lengthy credit service (c) Difficult to get a credit (d) Nothing special.

Twenty customers were asked this question. Eleven customers said that this bank provides credit to its customer on quick basis and they are very happy with this option. Five customer said lengthy credit service, also mentioned that this bank ask for many documents where as other bank provide credits without many documents. These five customers are not as much as happy with this service. Four of them said that it's difficult to get a credit facility and also said that there is nothing special in the credit services. So

55% customers are very happy with credit facilities of this bank, but rest of them not as much as happy with the service.

<b>Opinion about credit facilities.</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Quick credit service.	11	55%
b. Lengthy credit service	05	25%
c. Difficult to get a credit	04	20%
d. Nothing special.	04	20%
All of the above	--	--

After all these queries the outcome says on an average almost 85% customers are happy and satisfied with the overall service of Standard Chartered Bank. From their viewpoint and findings a list of suggestions are given below which may helpful for the bank to make a difference in the service area to get 100% customer satisfaction.

- ❖ Service Charges should be reduced.
- ❖ ATM service should be more effective. Most of the customer complains that most of the time they get the ATM out of service especially in the morning.
- ❖ Credit facilities should be more reliable and affordable.

This is all about customer service of Standard Chartered Bank and probable suggestions to better up the service.

 CHAPTER-04

 **An Appraisal of Queue Management  
Techniques  
Of  
Standard Chartered Bank (Uttara Branch)** 

## **(4.1) An Appraisal of Queue Management Techniques** **Of** **Standard Chartered Bank (Uttara Branch):**

At first we have to know what is queue management before making an appraisal about it. Basically queue management is done in front of the cash sector.

### **What is Queue Management?**

Queue management is the technique of serving service in effective and efficient manner to satisfy the customer according to their time and according to their needs.

### **How does it work?**

To manage a queue efficiency in queue management is highly required for a queue manager. Because there are various types of customer in a queue. Their mentality and patience differ from each other. Someone is happy with the service and the time it takes to serve but someone is very anger with the service and the time it takes to be finished the job. As I was a queue manager there for a time being during my internship period I faced a variety of customers with different issues.

Queue management is the technique to make the customer aware about services they want to get. What I did there, I asked almost each and every customers about their quires. Because there are five cash counters in Uttara Branch. Most of the customers get confused after entering into the bank. There are cash counter for account holders only, counter for paying utility bills, counters for remittance like making pay orders and fund transfers etc. I almost try to help all the customers to reach the required queue. I asked them first that if you are an account holder then you have to stand in the first queue, if you are not an account holder then there is second queue for you, if you come to pay utility bill and you are not an account holder then there is third queue for you etc.

### **Where Queue Management is done?**

Basically queue management is done in front of the cash sector and outside of the ATMs. Previously it's defined how queue is maintained inside the bank. Now its time to define how queue in maintained outside the ATMs.

Queue is maintained outside the ATM by the guards, the guards are maintained the queue vary efficiently. Because they are being trained about managing a queue. Except this thing if any other problem occurs then they're personnel's who look after the ATM and ATM related problems.

#### **(4.2) ATM (Automated Teller Machine):**

ATM is the up to date version of managing cash for the account holders. It's a machine, which holds a big amount of cash for the customers. A customer can withdraw and deposit cash in any time in any day. There is a limit of withdrawal of BDT 20000 per day for every account except EVSA (Extra Value Savings Account). The limit of withdrawal for EVSA holder is BDT 40000 per day through ATM card, and there is no limit for deposit any amount for any account. ATM remains open for 24 hours in a day. Any one can pick and drop cash any time in a day also a customer can withdraw partial amount in different time.

There is absolutely no charge to withdraw or to deposit money through ATM. The facility of using ATM is privacy and secrecy. Because only one customer is allowed to enter in the ATM booth at a time. For this benefit a customer can easily maintain privacy and as well as secrecy about his/her account from others.

#### **Problems that customer face to use ATM:**

- Afraid to use the ATM. Most of the customer doesn't know how to use ATM. That's why they come out to the cash division to withdraw or to deposit a small amount, which can be done through ATM.
- There is a fixed time for using ATM in each and every part. If any one makes a delay in between that time then the ATM card is automatically get captured by the system. For this reason most of the customer doesn't want to use the ATM for transaction purpose.

#### **Probable solution to solve this type of problems:**

Customers are not aware about the benefit of ATM that's why few problems arise. There is some probable solution to solve this type of problems:

- Making the customer aware about ATM facilities. It means the personnel's who is in charge of ATM should let the customer know in depth about the benefit of using ATM.
- Making the customer knowledgeable about each and every part of using ATMs. It means the customer should know why the cards are being captured by the machine, how to withdraw cash, how to deposit cash, how to pay utility bills, how to know the last balance of their account etc.
- Making the customer vary familiar with the machine, which can be a helpful way to reduce queue size in front of the cash division. Its being examined that most of the customer come to withdraw a small amount or come to deposit a small amount which can be easily done by using the ATM. So it will be a great way to reduce queue size and also beneficial for the customer because they don't need to stand in the queue after learning all the formalities of using ATM.

These are all about ATM and probable solution to reduce ATM related problems. If the suggestions are properly followed by the in charge personnel's of ATM then hopefully all the problems will be solved vary soon.

### **(4.3) Cash Division:**

Cash division is a vital place for each and every bank because this is the source of fund. To manage a cash division efficient and effective personnel's are highly required. Previously I have mentioned that there are five cash counters in Standard Chartered Bank, Uttara Branch. One counter is for the account holders, one counter for remittance purpose, one counter for non-account holders, one counter for new account opening fund and other things, one counter for collecting utility bills and other charges of the bank.

#### **Problems that customer face in the queue:**

- Customer has to stand in a long queue. There are many account holders and that's why the line becomes big. Tellers are very first to provide there service but line becomes big because there is only one counter for the account holders. Account holders always complain that there should be at least two counters for the account holders.



- Most of the customer doesn't know where they should stand to get the require service. Where as the counter names are written over the counter.
- Most of the customers are impatience. They start quarrel with each other and with the tellers.
- Most of the customers come to deposit/withdraw a small amount in side the bank which can be easily done through ATM. For this types of customer's lines become large and become difficult to maintain by the queue manager.
- Most of the customer behaved very badly with the queue manager as well as with the teller. This type of customer should be marked by the authority and also should be warned for the future to behave well with the personnel's.

These are the basic problems with managing a queue in front of the cash division.

**Probable solution to solve queue management problems in front of the cash:**

As we know cash division is a vary important place for a bank to show the performance well. The tellers remain very busy during banking hour and they are highly needy to get a sound place to work efficiently. To make an environment for the teller to get the best job done by them, at first the authorized personnel's are required to make an environment such like that. It's possible only when the customers are very much helpful to the teller. There is some probable solution to solve queue management problems in front of the cash:

- Making the customers aware about the job that is done by the teller. It means if the customer becomes knowledgeable about the tellers job then they will realize how tough the job is. Then they will remain patience in the queue.
- Customers those are frequently creates problems should be marked by the authorized personnel's of the bank. In this why they will get warning from the bank for their rude behave. If they behave same in near future then they will have to face certain conditions.
- Most of the time customers come without appropriate deposit/withdrawal slips/cheques. For this a delay has occur during transaction hour and the queue becomes tough to manage. That's why the customer should be knowledgeable about completing a payment slip/cheques in a appropriate manner.

These are the probable solution, which might be helpful to reduce queue problems.

 **(4.4) Speed Box Service:**

Speed box is a box, which is situated besides the cash counters. It's an extra benefit for the customer to deposit cheques without standing in a queue. A customer just have to fill up a cheque deposit slip and have to drop the cheque with making an attachment with the slip into the box. Also the customer is required to take one page from that slip as a document. After a certain time the cash officers checked the box and collects all the cheques on behalf of the customers. It's an unique technique to reduce queue size.

**Problems with speed box service:**

- Most of the customers do not fill the slips properly.
- Customers forget to mention account number, cheque number etc.
- Most of the time customer attaches cheques that are somehow incorrectly fulfilled.
- Customer sometime does not take the advice slip, which is a document/proof of deposit, a cheque. Because date, cheque number, bank name everything is written their.
- Some times customer drops falls cheque to create occurred situation for the tellers.

These are the basic problems of speed box.

**Probable solution to solve these type of problems:**

- Making the customer aware about filling the deposit slips. Because most of the time the customers made a mistake when they fill up the deposit slips.
- Making the customer aware about writing a cheque. Because most of the time customer attached cheques that are written incorrectly.
- Making the customer aware about checking. It means ask the customer to check their accounts whether the cheque is paid or deposited from their account.
- Making the customer aware about using speed box to reduce queue size.

If this solutions are followed hopefully there will be no problem with the speed box.

The queue is basically maintained manually in Uttara Branch. That's why it's not possible to solve each and every problems of the customer who is standing in a queue.

But it's possible to reduce queue problems by following the probable solutions that I have mentioned in this report.

#### **(4.5) Queue management progress report:**

A questionnaire has been made to know the progress and benefit of queue management techniques of Standard Chartered Bank, Uttara Branch. This questionnaire is also given to twenty customers who frequently come to the bank once or twice in a week. I am very grateful to those customers for their tireless help and co-ordination to answering my questionnaire. The questionnaire was based on five multiple-choice questions and a blank portion for their comments/suggestions about queue management techniques. The questionnaire and answers are given below to make a clear view for the readers.

##### **1) How long does it take to get the required service?**

(a) 20 minutes (b) 15 minutes (c) 10 minutes (d) less than 10 minutes.

Twenty customers were frequently asked these questions. Thirteen customers said it takes almost fifteen to ten minutes to get the service in normal situation. They also said that it depends on the queue size. If the queue is big then it takes more than twenty minutes to get the service. It indicates that they are happy with the service and their percentage is 65% among the whole size. Rest of them said it takes less than ten minutes to get the service and also agreed with others that it depends on the queue size. They also said that most of the time they get quick service from our tellers.

<b>How long does it take to get the required service?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. 20 minutes	13	65%
b. 15 minutes	13	65%
c. 10 minutes	13	65%
d. Less than 10 minutes	07	35%
All of the above	--	--

**2) What type of problems a customer always face in a queue?**

- (a) Big queues. (b) Less space. (c) Seating problems. (d) Less cash counters.

Twenty customer were frequently asked this questions. Fourteen customers said that the problem is big queue and less cash counters. So 70% customers are not happy and as well as satisfied with this service. They also add that teller should be more efficient about their job. Rest of them said there is no seating arrangements for the customers and place is not sufficient. I analyzed that those customers are old customer that's why they couldn't stand for long in the queue and wants to get a seat.

<b>What type of problems a customer always face in a queue?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Big queues	14	70%
b. Less space	06	30%
c. Seating problems	06	30%
d. Less cash counters	14	70%
All of the above	--	--

**3) How the tellers behave with a customer?**

- (a) Friendly. (b) Dedicated. (c) Normal. (d) Rude.

Twenty customers were frequently asked these questions. Fifteen customer said tellers are very friendly and dedicated. So 75% customers are happy with the service of the tellers. Rest of them said they behave normally like other banks do. So 25% customers are not happy with the tellers.

<b>How the tellers behave with a customer?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Friendly	15	75%
b. Dedicated	15	75%
c. Normal	05	25%
d. Rude	--	--
All of the above	--	--

**4) Are the tellers answer a customers quires?**

(a) Strongly agree. (b) Agree (c) Strongly Disagree (d) Disagree.

Twenty customers were frequently asked these questions. Almost every customer agreed that the tellers answered their quires. So almost 100% customers are satisfied with this service.

<b>Are the tellers answer a customers quires?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Strongly agree	--	--
b. Agree	20	100%
c. Strongly disagree	--	--
d. Disagree	--	--
All of the above	--	--

**5) Are the tellers efficient in work?**

(a) Strongly agree. (b) Agree (c) Strongly Disagree (d) Disagree.

Twenty customers were frequently asked these questions. Seventeen customer said they are strongly agree that the tellers are efficient. So 85% customers are happy and satisfied with the service and efficiency of the teller. Rest of them said they that the tellers are not so efficient as they should be. So 15% customers are not happy and as well as satisfied with the service of the tellers.

<b>Are the tellers efficient in work?</b>		
<b>Multiple Answers</b>	<b>No. Of Customers</b>	<b>Customers Percentage</b>
a. Strongly agree	17	85%
b. Agree	17	85%
c. Strongly disagree	--	--
d. Disagree	03	15%
All of the above	--	--

#### **(4.6) Latest techniques has introduced in Banani Branch for queue management:**

This is an addition in this report that expresses about the latest queue management techniques that has been implemented in September 2004 at Banani Branch. The thing is automated queue management machine. I am grateful to Mr. Tanvir Hasan the team leader of queue management for Banani Branch for making me knowledgeable about the queue management machine. I tried my level best to make a brief not about this machine, which is mentioned below:

This is software, which aids the customers at branches. Installed at Banani Branch on September 2004 and will be launched very shortly at other branches.

There is no queue in this system, only customers puts the necessary information's on the touch screen and it issues a token where it mentions which counter will serve the customer, what is his/her serial number, how long he/she needs to wait to get required service from the cash counter. There is time and issuing date as well with the token.

It is connected/linked with a server with all the tellers and also linked with head office. This machine also monitors teller's performance.

The standard time is maintained, customers can get more fast service. They can do other work as they don't need to stand in the queue, all they have to do is to keep an eye on the LCD monitor, the number comes first comes in next and when the previous customer is served then this customers token number is displayed in serving.

The machine does the switching, when a customer can get fast service. When a number changes, there is a beep tone to make awareness to the next customers who will be served. Thirty-two people now can seat at time to get the automated service.

## **Conclusion:**

Customer service and queue management technique is a big factor for a bank to keep the customer happy and satisfied with the services that a bank can provide with highest effort. A bank is an intermediary institution, which deposited customer's money and again invests it to another customers to reach the goal as well as specific objective. A bank can't be able to reach the goal until it makes the customer satisfied by providing services as much as the customer needs.

In this report the importance of customer service and queue management techniques has been highlighted. It indicates that the customers are the most valuable assets for a bank. Without having a good number of customers and a good relation with the customers a bank can't run well in this era because there are huge competition. So I tried to make a relationship scenario of customers with this bank to measure the service quality.

To be the number one bank, there should be a strategy for a bank, that customers are the source of fund and customer should get all the benefits, which can provide a lot for the customer and as well as can bring a lot for the bank. So each and every strategy should built on the basis of mutual benefit.

After preparing this report it's become easy to say that there should be a goal to make the customer always happy and satisfied with the service, only then a bank can run its business safe and soundly in this competitive era.

## Questionnaire:

Two questionnaires have been made to know about customer service and queue management techniques. Those questionnaires are given below.

### Customer Service Related Questionnaire:

**1.Special reason for choosing Standard Chartered Bank?**

- (a) Best Bank In the Country. (b) Facility Criterion. (c) Quick Service. (d) Highly Accepted in the World.

**2.How the customer feels about the environment of this bank?**

- (a) Very friendly. (b) Friendly. (c) Commercial minded. (d) Nothing different.

**3.What type of account customer like most?**

- (a) Savings account. (b) Current account. (c) Access account. (d). Other accounts.

**4.How first the customer gets the service?**

- (a) Very first (b) within their expectation (c) Takes Normal Time (d) Takes more time.

**5.Opinion about call center.**

- (a) Very innovative idea. (b) More helpful. (c) Somehow helpful. (d) Nothing New.

**6.Opinion about place and space.**

- (a) Perfect place & space. (b) Enough space (c) Less Space (d) Nothing special.

**7.Opinion about ATM.**

- (a) Great service. (b) Some time its great (c) Not so first (d) Out of service problem.

**8.Opinion about customer service department.**

- (a) Very friendly personnel (b) Commercial minded personnel (c) Very friendly and knowledgeable personnel (d) Not so outspoken.

**9.Opinion about charges.**

- (a) Very high (b) High (c) Normal (d) Affordable



**10. Opinion about credit facilities.**

- (a) Quick credit service. (b) Lengthy credit service (c) Difficult to get a credit (d) Nothing special.

**Queue Management Related Questionnaire:**

**1. How long does it take to get the required service?**

- (a) 20 minutes (b) 15 minutes (c) 10 minutes (d) less than 10 minutes.

**2. What type of problems a customer always face in a queue?**

- (a) Big queues. (b) Less space. (c) Seating problems. (d) Less cash counters.

**3. How the tellers behave with a customer?**

- (a) Friendly. (b) Dedicated. (c) Normal. (d) Rude.

**4. Are the tellers answer a customer's queries?**

- (a) Strongly agree. (b) Agree (c) Strongly Disagree (d) Disagree.

**5. Are the tellers efficient in work?**

- (a) Strongly agree. (b) Agree (c) Strongly Disagree (d) Disagree.

 **Bibliography:**

1. Published brochures of this bank.
2. Published magazine of this bank.
3. Different Websites about bank services.
4. Direct interviews and questionnaires.
5. Different service related magazines.

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THANKS FOR YOUR TIRELESS PATIENCE FOR READING THIS  
REPORT. YOUR VALUABLE SUGGESIONS WILL HELP ME TO  
MAKE BETTER IN MY NEAR FUTURE.

THANK YOU

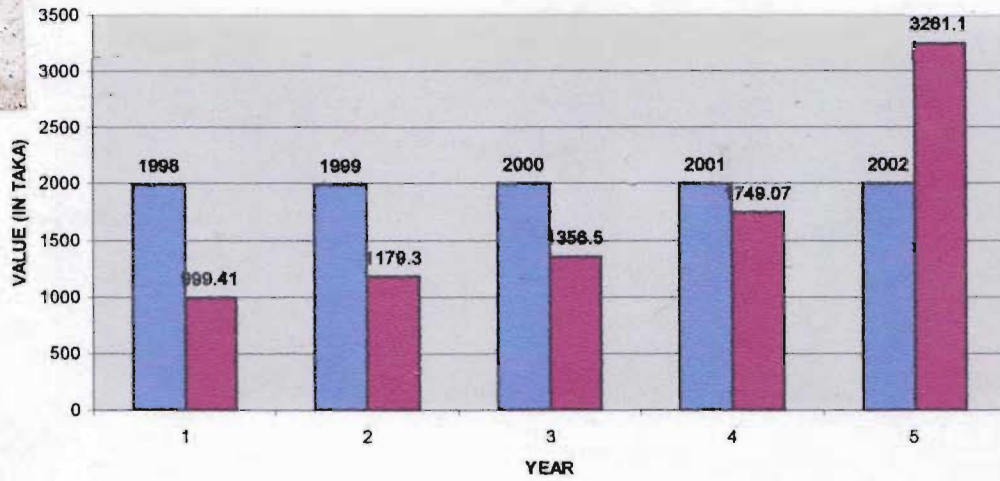
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**AHMED ALI KHAN.**

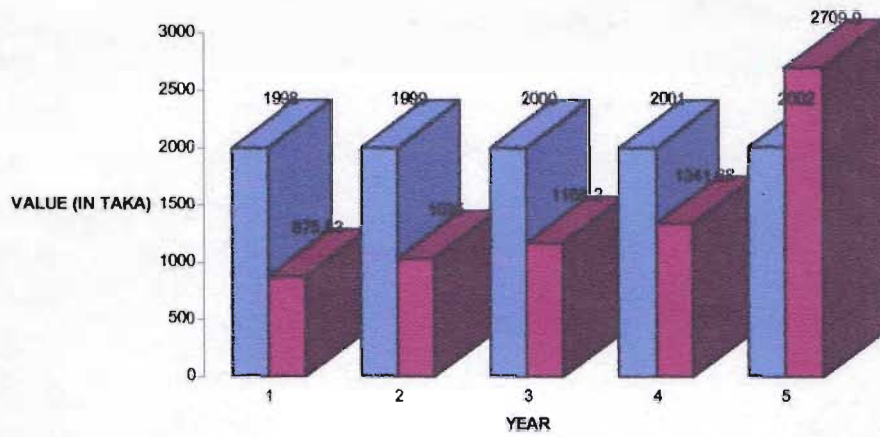
**DECEMBER 2004.**

# Performance Appraisal of CBL

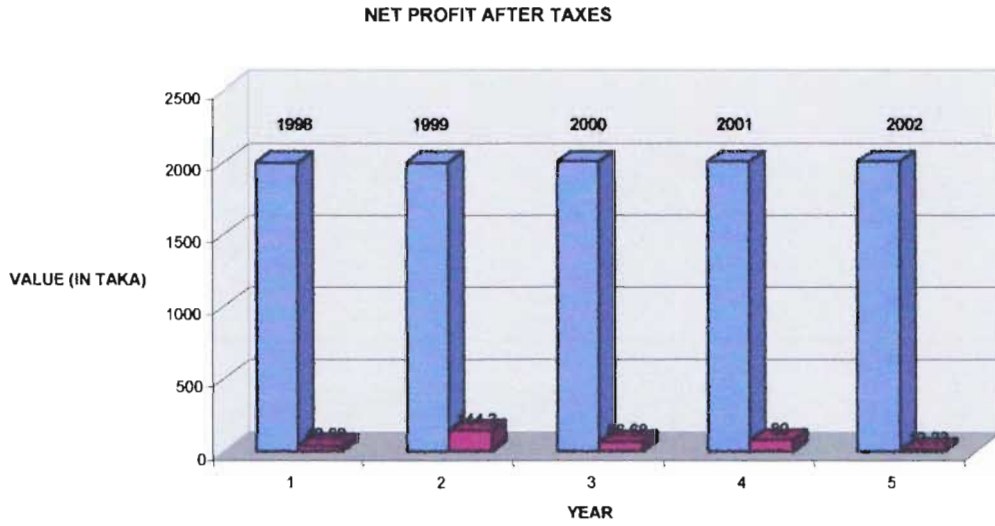
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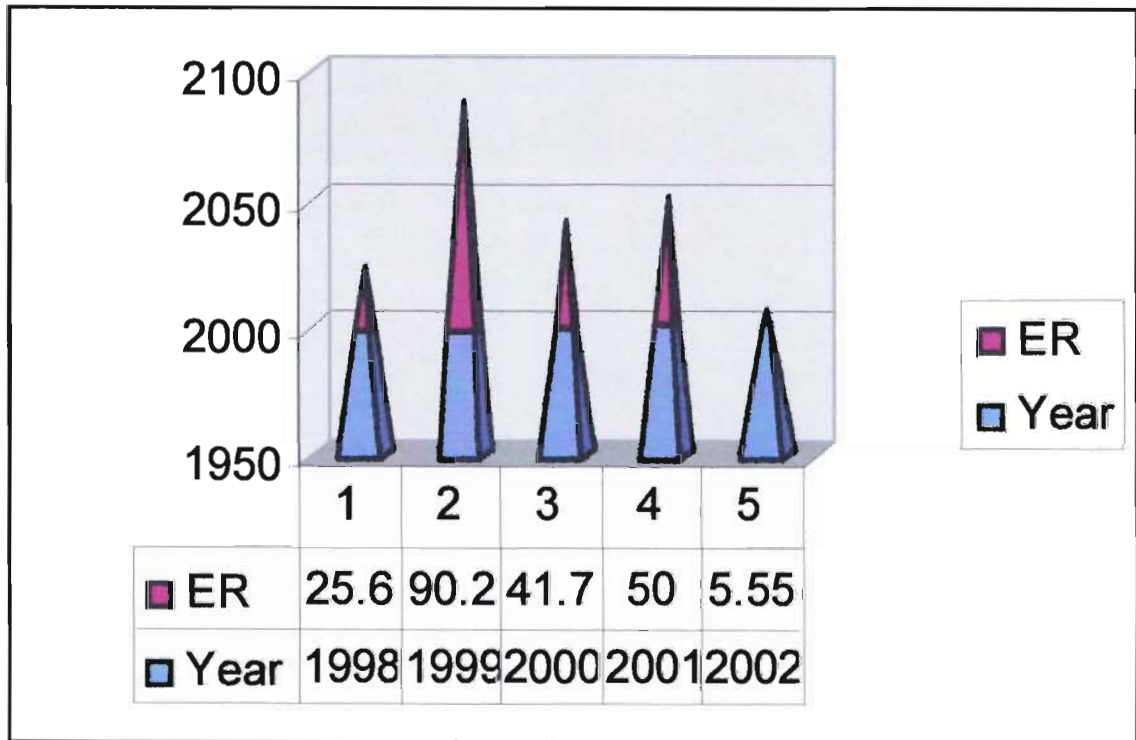
TOTAL OPERATING



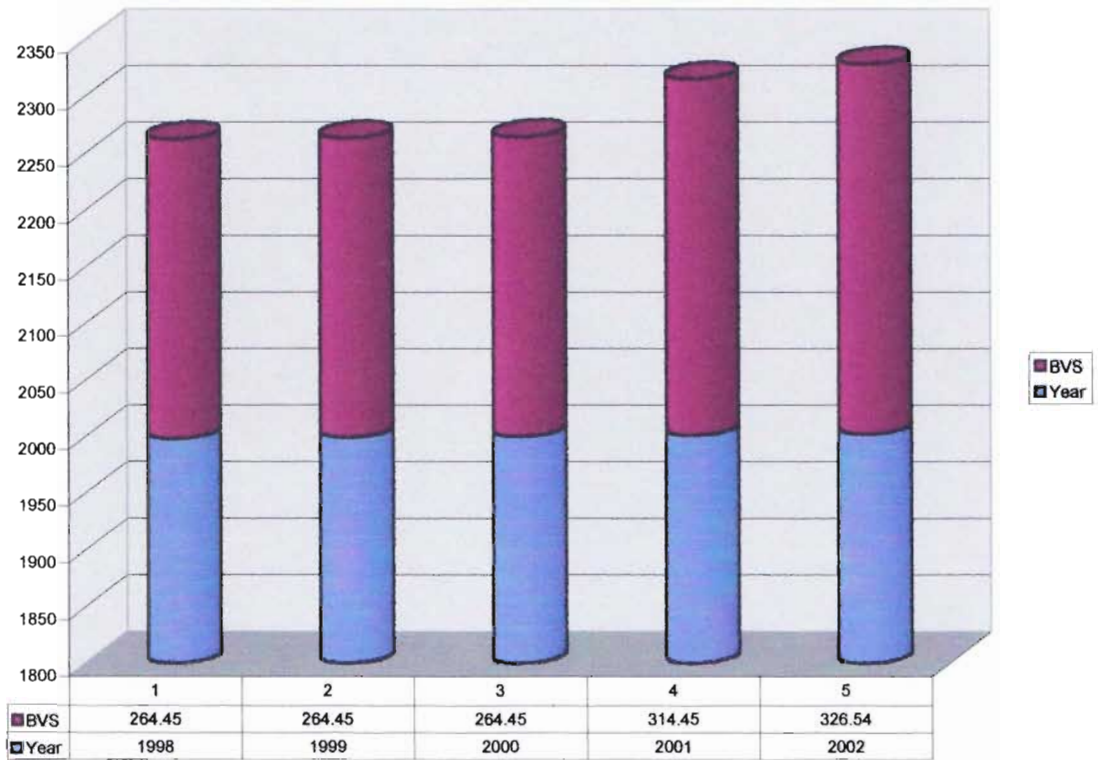
# Performance Appraisal of CBL

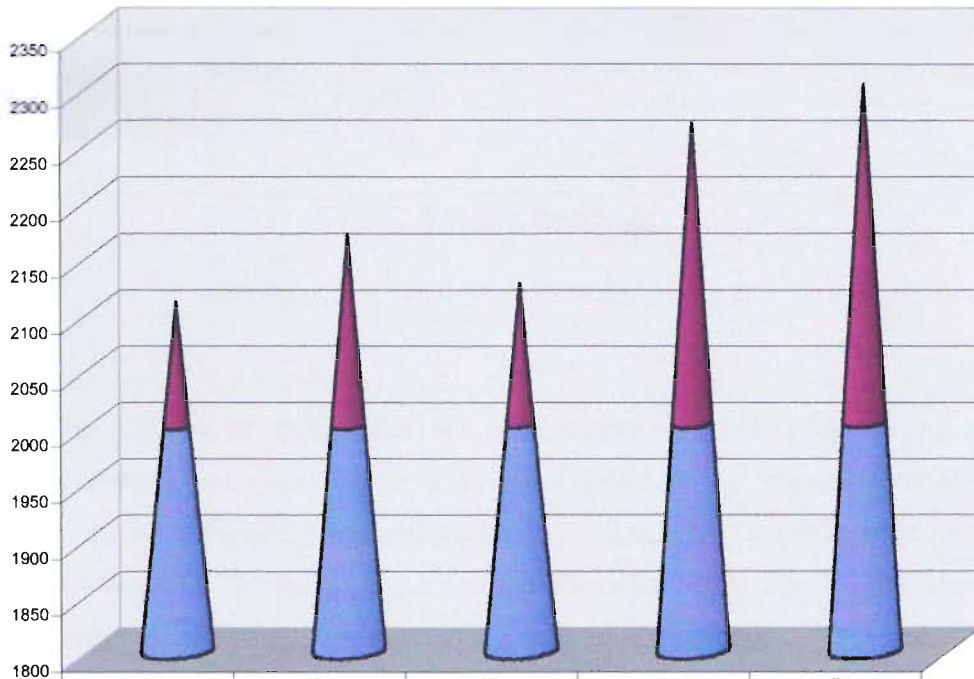


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# Performance Appraisal of ODL





■ MVS  
■ Year

	1	2	3	4	5
■ MVS	111.25	170	125.5	266.8	300
■ Year	1998	1999	2000	2001	2002



## 5.4 Ratio analysis

### **ROE:**

The rate of return of equity (ROE) is a good starting point in the analysis of a bank's financial condition. According to the financial statement, we can see that in 1999 the ROE was 40.47 %, which was really high. In 2000 and 2001 the ROE were relatively 15.75% and 15.9 %, which were comparatively much below then the previous year. But between 2000 and 2001 the letter year's ROE is higher. And in the future it should be improved. Because a low ROE may limit a bank's growth and because regulation require that assets be (at a maximum) a certain number of times equity capital. We also know that ROE can be broken down in to component parts that help to identify trends in the bank's performance.

### **Rate of Return on Asset (ROA)**

The ROA measures the ability of management to utilize the real and financial resources of the bank to generate returns. ROA is commonly used to evaluate. According to the financial statement, we can see that in 1999, 2000, 2001 and 2002 the ROA was relatively 1.075 %, .387%, .385 %.and 385% From here we can see that the ROA is gradually going down, which is not a good.

### **Loan Ratio:(LR)**

- \* The loan ratio indicates the extend to which assets are devoted to loans as opposed to other assets, including cash securities and plant & equipment. According to the financial statement, we can see that the loan ratio in the 1999, 2000 and 2001 were chronologically 59.5%, 57.91%, 61.41% 62.5% and. From here, we can see that the Loan Ratio is gradually increasing which is good for the bank

## 5.6 Notes to the financial statements for the year ended December 31, 2002

### Legal Status and Nature of the Company:

THE CITY BANK LIMITED was incorporated in Bangladesh as a Public Limited Company with limited liability as on the 14th March of 1983 under Companies Act 1913. The principal place of business is the registered Office at Jiban Bima Tower, 10 Dilkusha Commercial Area, Dhaka 1000. It has 76 branches all over Bangladesh.

The principal activity carried out by the bank are providing all kind of commercial banking activities/ services to its customers through its branches in Bangladesh.

### Significant Accounting Policies:

#### (a) Basis of Preparation of the Financial Statements

The Financial Statements of the Company are made up to 31<sup>st</sup> December each year, and are prepared under the Historical cost convention, and in accordance with first schedule of Banking Companies Act (BCA) of 1991, Bangladesh Bank circulars, Bangladesh Accounting Standards, the Companies Act 1994, the Listing Regulations of the Stock Exchange, the Securities and Exchange Rule 1987 and other laws and rules applicable in Bangladesh on a going concern basis.

#### (b) Revenue Recognition

The revenue during the year are recognized as following which satisfy all conditions of revenue recognition as

Prescribed by BAS 18 "Revenue Recognition".

(i) Interest is calculated on daily product on unclassified loan and advances but charged on quarterly basis.

(ii) Interest is charged on classified loans and advances as per BRPD circular No.16 of 1989 and such interest

was not taken into income.

(iii) Dividend income is recognized at the time when it is realized.

(iv) Commission and Discounts on bills purchased and discounted are recognized at the time of realization.

#### (c) Fixed Assets and Depreciation

(i) Depreciation of assets are stated at Cost less accumulated Depreciation.

(ii) Depreciation has been charged on Straight-line method at the following rates on cost of assets

# Performance Appraisal of CBL

for the full year irrespective of their date of purchase.

<b>Name of the Assets</b>	<b>Rate of Depreciation</b>
Furniture & Fixtures	10% p.a.
Office Appliances & Equipment	20% p.a.
Computer	20% p.a.
Vehicles	20% p.a.
Staff House Equipment	20% p.a.

## **(d) Earning per shares (EPS)**

The company calculates earnings per share (EPS) in accordance with BAS 33 "Earnings per Share" which has been shown on the face of Profit and Loss Account. This has been calculated by dividing the basic earnings by the weighted average number of Ordinary shares outstanding during the year.

## **(e) Cash Flow statement**

Cash Flow Statement is prepared principally in accordance with BAS 7 "Cash Flow Statement" and the cash flow from the Operating activities have been presented under direct method as prescribed by the Securities and Exchange Rules 1987 and considering the provisions of Paragraph 18 (b) of BAS- 7 which provides that "Enterprises are Encouraged to Report Cash Flow from Operating Activities using the Direct Method".

## **(f) Foreign Currency Transactions**

Transactions in foreign currencies are translated into Bangladesh Taka and recorded at the ruling exchange rates applicable on the date of transaction and in accordance with BAS 21. "The Effects of Changes in Foreign Exchange Rates".

## **(g) Taxation**

Provision for Taxation has been made on accounting profit without considering taxable disallowances.

## **(h) Investments**

Values of Investment have been shown as under:

Treasury Bills	Face Value
Prize Bond	Cost Price
ICB Debenture	Cost Price
Shares & Debenture	Cost or Market value which ever is lower

## **(i) Retirement benefit of the employees**

Consistent with past practice of The City Bank Limited no provision for the liabilities for

# Performance Appraisal of CBL

gratuity has been made in these financial statements. The payments for gratuity are charged in the Accounts for the year in which these are disbursed.

**(j) General**

a) Figures appearing in these accounts have been rounded off to the nearest Taka.

(b) Figures of Previous year have been rearranged whenever necessary to confirm to current years presentation.

**CHAPTER SIX:  
PROBLEMS, SWOT ANALYSIS AND  
RECOMMENDATION  
FOR  
THE DEVELOPMENT OF THE CITY BANK LTD .**

# Performance Appraisal of CBL

## Problems:

The City Bank has several problems. These are described below:

### **Lack of Sufficient Data**

A prerequisite in filling different credits form in city Bank Limited is from published or secondary data and unpublished or primary data which turns out to be unavailable on most occasions in our country. In many cases latest and reliable data regarding loans, investments, business, returns, total demand and supply of different credit facilities in banking industries, industry growth, return growth, performance data of major competitors are inadequate and unavailable. Beside this, collecting a bank's positional data in a given banking industry is also cumbersome. As a result identifying a bank's rank in the banking industry where it operates along with its competitor's financial position in cumbersome.

### **Credit history and data bank**

As far as credit is concerned for THE CITY BANK LTD., an integrated data bank or every of credit variable should be available in our country. Lack of that, leads to an inaccurate completion of credit risk analysis in trust sense. As most of the borrowers are not aware not of the importance of this requirements, they hardly keep the past record in their book of accounts with only a few exceptions particularly those bank's enlisted in the market.

### **Ethical standard and integrity of the auditors**

This is a matter of regret that the integrity of the auditors of our country is easily questionable which ultimately makes the whole credit analysis completely misleading. Once again, with only a few exceptions, on most occasions the financial statements are prepared with instruction of the client in different forms for different purposes. Naturally a credit division of THE CITY BANK LTD. cannot do much and is quite helpless in this situation.

### **Pressure group**

Political influence or pressure group plays a big role in loan sanctioning process for THE CITY BANK LTD.. Thus in this case the result of credit analysis turns out to be irrelevant. It is also a very common phenomenon in our banking sector that a loan is sanctioned even before the leading officer does proper security. An independent working environment of credit analysis/ risk management section at branch level in different banks is not insured.

# Performance Appraisal of CBL

## **Lack of experienced Assessor**

In most of the cases the values of the security realized turns out to be the less than what THE CITY BANK LTD. had estimated. Sometimes security also loses value before it is realized. There is lack of experienced, qualified and reliable survey or such institutions to assess security along with its quality and market demand.

## **Practice of management principles**

Most of the banking institutions operating in our country do not actually practice the principle of delegation of authority and responsibility. In most cases, management is extremely centralized and the authority of decision-making rarely shifts from top level to mid/ lower level management. Same scenario exists in THE CITY BANK LTD. in terms of management practices.

## **Industry information**

There are no industry averages in our country, which is required for implementation of credit facilities for THE CITY BANK LTD.. Though an industry average can be calculated it does not always reflect a proper picture banking organizations.

## **Lack of proper human resources**

Credit financing is one of the essential parts for any banking organization as in THE CITY BANK LTD.. Thus for implementation of such skilled human resources in THE CITY BANK LTD. for its credit division are needed but the banking sector is facing lack of skilled personnel.

## **Lack of variety**

Lack of variety in this service is also a drawback of the credit division area of the THE CITY BANK LTD.. The bank provides some traditional services to its clients. As a result the bank is falling in behind in competition with foreign banks as well as some private banks.



## **Discourage investment in agriculture sector**

Bangladesh considers being an agricultural based country as any aspect. Our two third of the total population on the agricultural sector. It is a big problem for THE CITY BANK LTD. as they completely discourage to invest in this sector. THE CITY BANK LTD. lagging behind in intense competition as other private banks generally encourages them to invest in his sector.

### **6.1 SWOT analysis:**

SWOT analysis is the detail study of an organization's exposure and potential in perspective of its strengths, opportunity, weakness and threats. These facilitates the organization to make their existing line of performance and also foreseen the future to improve their performance. In compression to their competitors. As though this tool, an organization can also study its current position it can also be considered as an important tool for making changes in the strategy management of the organization.

#### **Strengths**

City Bank Ltd. has already established a favorable reputation in the banking industry of the country. It is one of the leading private sector commercial banks in Bangladesh. The bank has already shown a tremendous growth in the profits and deposits sector.

City Bank Ltd. has already achieved a high growth rate accompanied by an impressive profit growth rate (29.42 %) in 1999. And the number of deposits and loans and advances are increasing chronologically like in the loan section in 1999 55.9 %, in 2000 55.9 % and 2001 61.4 %.

City bank has an interactive corporate culture. The working environment is very friendly and there are no hidden barriers or boundaries while communicate between superior and



# Performance Appraisal of CBL

subordinate. This corporate culture provides as a great motivation factors among the employees.

City Bank is providing very good services to their potential customers.

City Bank has a strong Human recourse Department. They are working hard to recruit the right people for the right job.

City Bank has a good number of branches all over the Bangladesh to provide services to the customers.

## **Weakness**

The poor service has become on of the major problems for City Bank.

Employee's dissatisfactions are preventing the growth of the bank.

A prerequisite in filling different credits form in city Bank Limited is from published or secondary data and unpublished or primary data which turn out to be unavailable on most occasions in our country.

As far as credit is concerned for THE CITY BANK LTD., an integrated data bank or every of credit variable should be available in our country. Lack of that, leads to an inaccurate completion of credit risk analysis in trust sense.

Political influence or pressure group plays a big role in loan sanctioning process for THE CITY BANK LTD.. Thus in this case the result of credit analysis turns out to be irrelevant.

In most of the cases the values of the security realized turns out to be the less than what THE CITY BANK LTD. had estimated.

# Performance Appraisal of CBL

Most of the banking institutions operating in our country do not actually practice the principle of delegation of authority and responsibility. In most cases, management is extremely centralized and the authority of decision-making rarely shifts from top level to mid/ lower level management.

The bank provides some traditional services to its clients..

## *Discourage investment in agriculture sector*

### **Opportunity**

In order to reduce the business risk city bank has to expand their business portfolio. Management can consider options of starting merchant banking or diversify into leasing and insurance sectors.

The activity in the secondary financial market has direct impact on the primary market.

Opportunity in retail banking lies in the fact that the countries increased population is gradually learning in to adopt consumer's finance. Our population is constantly increasing at a rate a 2.7 5 per year.

A larger number of private banks coming into the market in the recent time. In the competitive environment City Bank must expand its services line enhance. It's sustainable in this product line.

They can introduce ATM to compete with local and foreign bank.

# Performance Appraisal of CBL

They can introduce credit card and debit card to their foreign customers.

They can introduce special corporate skills for the corporate customers, who have income level higher from the services holder, such as scheme for lawyer, engineers and doctors.

## **Threats**

All sustain multination banks and upcoming foreign, private banks possess enormous threats to City Bank.

The default risks of all terms of loans have to be minimized in order to sustain in the financial market because default risk leads the organization towers to bankrupt.

The law compensation package of the employees from mid level to lower level positions threatens employees' motivation.

## **6.2 Recommendation:**

After a complete analysis and implementation of the city bank performance appraisal, some facts and recommendations can be taken into considering for a relatively meaningful and precise application of the city bank performance development.

### **Development of accounting system:**

It is necessary for The City Bank to encourage business firms to keep financial records as per prevailing standard of accounting. All the financial institutions and banks should take a coordinated effort to persuade the government to take initiative to improve the standard of professional services provided by the Chartered Accounts in our country. However, The City Bank must develop its internal accounting system in which they maintain their all over the transaction.

# Performance Appraisal of CBL

## **Proper Training**

More training program need to be arranged for the bankers of THE CITY BANK LTD., so that they can improve their analytical ability and professional standard regarding the use of credit mechanism and other tools and techniques in selection borrower and evaluating loan proposals. Assessing the security value should also be done in THE CITY BANK LTD. by experienced assessing agencies, so that exact value of security can be reflected.

## **Market study**

Deceptive the fact that we have no industry averages to compare with in most case, the concept of market study prior to lending should be introduced for THE CITY BANK LTD.. Apart from this, trade association need to be motivated that THE CITY BANK LTD. becomes conscious t maintain industry related data.

## **Pricing Methodology**

New pricing methodology should be in THE CITY BANK LTD. strictly implemented after analyzing the overall risk category through credit manual to ensure that interest rate being charged reflect risk.

## **Field Study Based Credit System**

Credit Dept. of THE CITY BANK LTD. and financial institutions should conduct real field studies more elaborately to analyze the credit risk before final decision is taken. Documentation requirements and paper work in credit financing for THE CITY BANK LTD. should be minimized and market study for landing should gradually be introduced.

# Performance Appraisal of CBL

## **Borrowers' Awareness**

Measures should be taken for THE CITY BANK LTD. to create awareness among the borrowers regarding the importance of credit facilities.

## **Online Banking**

THE CITY BANK LTD. might think to go for online banking system. So far some foreign banks like Standard Chartered, HSBC and Break Bank is providing. Among the private banks THE CITY BANK LTD. might take the step to introduce online banking to its clientele.

## **Initiatives for Agricultural Investment**

To stay in competition with other private banks THE CITY BANK LTD. also need to encourage investment in agricultural sector. Agricultural investment will be one way to expand its business as rural people come forward to know the private bank name THE CITY BANK LTD. This will be another way of being the dominator in banking business.

# Performance Appraisal of CBL

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## CHAPTER SEVEN: CONCLUSION

# Performance Appraisal of CBL

## **Conclusion:**

Success in the banking business largely depends on effective lending. Less the amount of loan losses, most of the income will be from credit operation. Most the income from credit operation most will be the profit for THE CITY BANK LTD. and here lies the success of credit financing.

Though there are some drawbacks in implementing credit financing in THE CITY BANK LTD. as per manual, it can be further developed in light of the recommendations being discussed above.

Finally it can be argued that though the results achieved so far are not satisfactory. Credit financing is a modern scientific method for enhancing THE CITY BANK LTD's strength and there lies the opportunities to make it more effective in the future for

# Performance Appraisal of CBL

## ACRONYMS:

<b>CBL</b>	:	The City Bank Ltd.
<b>CAR</b>	:	Capital Adequacy Ratio
<b>ES</b>	:	Earning per Share
<b>MVS</b>	:	Market Value per Share
<b>ROA</b>	:	Return On Asset
<b>ROE</b>	:	Return On Equity
<b>BVS</b>	:	Book Value per Share
<b>DD</b>	:	Demand Draft
<b>PO</b>	:	Pay Order
<b>TT</b>	:	Telegraphic Transfer
<b>FDR</b>	:	Fixed Deposit Receipt
<b>LC</b>	:	Latter of Credit
<b>LTR</b>	:	Loan against Trust Receipt
<b>LIM</b>	:	Loan against Imported Merchandise



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