



**Internship Report on
“Digital Banking System of
United Commercial Bank PLC”**

Submitted to the Department of Business Administration,
Daffodil International University as a partial requirement for BBA degree completion.



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Major in Finance

52nd Batch, BBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

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Digital Banking System of United Commercial Bank PLC**

Supervised by:

Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business & Entrepreneurship
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Date of Submission: _____

LETTER OF TRANSMITTAL

Date:

To,

Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Digital Banking System of United Commercial Bank PLC”


Dear Sir,

I am pleased to inform you that I have completed my internship report and would like to submit it for your review. The report focuses on the "**Digital Banking System of United Commercial Bank PLC**" as per the instructions provided to me. During my internship, I worked in the general banking department of UCB and thoroughly enjoyed the experience at **United Commercial Bank PLC Shyamoli Ring Road Branch**.

I have endeavored to present a comprehensive account of my internship experience in this report, and I believe it contains all the necessary information. I found my internship period to be immensely beneficial as it allowed me to acquire practical knowledge in the field.

Kindly accept this report for your assessment. I hope that my efforts are satisfactory and meet your expectations.

Sincerely Yours,



Tanzim Tahsin Farin
ID: 191-11-6068
Major: Finance
Department of Business Administration

STUDENT'S DECLARATION

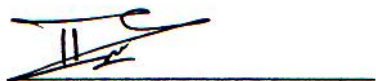
I, Tanzim Tahsin Farin with ID number 191-11-6068, hereby declare that the internship report titled "**Digital Banking System of United Commercial Bank PLC**" has been completed entirely by myself after the successful conclusion of my internship at UCB Bank PLC.

I certify that this report has been written exclusively to fulfill the academic requirement and has not been previously published in any journal or website. Furthermore, it has not been accepted by any other university or institution to satisfy any degree apprenticeship or student fellowship.

Rest assured that the contents of this report are original and have not been copied or plagiarized from any source. The report accurately represents my own thoughts, analysis, and conclusions drawn from my experience during the internship.

I hope this report will meet the academic standards and expectations set forth by the university.

Sincerely Yours



Tanzim Tahsin Farin
ID: 191-11-6068
Major: Finance
Department of Business Administration

SUPERVISOR'S CERTIFICATION

I am pleased to certify that the report entitled "**Digital Banking System of United Commercial Bank PLC**" presented by Tanzim Tahsin Farin, ID: 191-11-6068 from Daffodil International University, has been solely prepared for the partial fulfillment of the degree of Bachelor of Business Administration (BBA).

As the supervisor of this report, I can confirm that it adheres to the requirements specified and accurately represents the topic title. I commend the author for the diligent effort put forth in conducting research and analysis, as well as for the successful completion of the BBA program.

This report reflects a high standard of quality, and the findings and recommendations presented have been submitted to the organization of the internship. I believe that this report will be of value to other researchers and stakeholders in the field of banking and finance.

I commend the author for the excellent work done, and I wish them every success in their future endeavors.



Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

As a student pursuing a Bachelor's program, completing an internship is a critical component of fulfilling the course requirements. Therefore, I would like to take this opportunity to express my gratitude to all the faculty members at Daffodil International University, whose unwavering support has helped me successfully complete this internship report.

I am immensely grateful to the Almighty Allah for enabling me to accomplish this task. Moreover, I wish to extend my sincere appreciation to my supervisor, Professor Dr. Mostafa Kamal, who has been a constant source of guidance, encouragement, and wise instruction. His unwavering support has been instrumental in helping me reach the highest level of excellence in completing my report.

Additionally, I cannot forget to acknowledge the tremendous support provided by the senior and junior bank officers of United Commercial Bank PLC Shyamoli Ring Road Branch, who assisted me during the Internship program. Their valuable contributions and assistance have been indispensable in completing this report.

Lastly, I would like to express my appreciation for the positive working atmosphere that I have experienced during my internship, which has enabled me to learn and perform banking activities effectively.

Once again, thank you to all those who have supported me throughout this process.

EXECUTIVE SUMMARY

United Commercial Bank Public Limited Company (UCBPLC) is one of the most esteemed banking institutions in the country, providing cutting-edge banking facilities and services to the people. As a state-owned commercial bank, UCBPLC is committed to catering to the diverse financial requirements of businesses and individuals alike.

UCBPLC is a public limited company that strives to foster purposeful banking, catering to the growing and multiple financial needs of the country for economic development. Their reputation as a top-level banking sector is well-known throughout the country, owing to their exceptional services and facilities.

UCBPLC offers a range of debit, deposit, and credit products to both individual and corporate customers. They strive to make banking with them a comfortable experience, offering some of the lowest interest rates in the market. What sets UCBPLC apart is their unwavering commitment to digital support for their customers. They perform excellent levels of promotional activities to attract and retain a more extensive customer base. Additionally, they understand the financial needs of their customers and maintain strong customer relationships to provide quality services that cater to their customers' requirements.

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CHAPTER 1:
INTRODUCTION

1.1 Introduction

The BBA internship program is a vital aspect of the course requirements, as it provides students with a real-life exposure to the challenges of the business world. This program typically lasts for three months and involves working with employees at a designated company, such as the Shyamoli Ring Road branch of United Commercial Bank PLC.

The primary objective of this internship is to offer students the opportunity to gain a practical understanding of theoretical concepts in a real-world setting. The program covers a period of 8-12 weeks and encompasses a variety of organizational attachments, including student initiatives, financial institutions, and development projects.

Upon completion of the credit hours required for the BBA program, students are required to submit a report detailing their practical experiences. The internship program is designed to provide students with a challenging environment in their relevant field, where they can apply their theoretical knowledge to practical situations.

During the internship training, students are exposed to the unique atmosphere of the organization and are given a glimpse of the reality of business during their academic life. This helps to develop their confidence and knowledge as they embark on their career paths. Therefore, every university has a plan for providing business internships to their students.

Moreover, this program provides students with the opportunity to apply the theoretical knowledge gained from their classical lectures, books, journals, case studies, projects, and workshops, and compare them to real-world settings.

1.2 Scope of the study

United Commercial Bank Public Limited Company (UCBPLC) is a prominent banking institution that operates over 218 branches and several sub-branches throughout the country. My experience at United Commercial Bank Limited has been an invaluable opportunity to gain practical knowledge and insights into the workings of the bank. The main focus of this study is on the digital banking system of United Commercial Bank, including an analysis of the benefits of its digital banking services and how these services can be further enhanced to provide greater value to customers. By exploring the digital banking landscape of United Commercial Bank, this study aims to provide a comprehensive understanding of its offerings and how they can be improved to meet the evolving needs of customers.

1.3 Objectives of the study

The main purpose of this report is to explore strategies for enhancing the banking sector, with a particular focus on the impact of digital banking. The digital revolution has transformed the entire landscape of the banking industry, and it is important for banks to embrace this trend in order to remain competitive.

The key objectives of this study include the following:

- To conduct an analysis of the performance of United Commercial Bank PLC in the area of digital banking.
- To evaluate the significance of digital banking for UCB PLC and its customers.
- To apply theoretical knowledge to practical situations in the field of digital banking.
- To identify any issues or challenges related to digital banking and provide recommendations for addressing them.
- By fulfilling these objectives, we aim to provide valuable insights and recommendations that can help UCB and other banks improve their digital banking services and enhance customer satisfaction.

1.4 Methodology of the report

The report is based on the data gathered from various sources using a specific method. To meet the objectives of the report, the information is divided into two parts. To make the report more comprehensive, two sources of information are utilized:

Primary data sources:

- Personal discussions with officers and executives of United Commercial Bank PLC
- Personal interviews with customers
- Representation of digital banking process with benefits

Secondary data sources:

- Annual report on digital banking of United Commercial Bank PLC
- Files, documents, apps, and websites of the branch
- Different types of digital banking related to account opening, e-banking process, online payment, money transfer, account closing, etc.
- Official apps and website of United Commercial Bank PLC and Google search

1.5 Limitations of the study

The present report focuses on the digital banking system in United Commercial Bank PLC and is based on a thorough data collection process. The following points shed light on some of the limitations and challenges of the digital banking system in UCBPLC:

- Despite the convenience and accessibility of digital banking, there are instances where technology and service interruptions occur, leading to inconvenience for customers.
- There are certain limitations on the deposits that account holders can make, which may prove to be a hindrance for some customers.
- Although digital banking is meant to be a faster and more efficient way of conducting banking transactions, it is not always the case.

- One of the drawbacks of digital banking is the lack of personal banker relationship, which may lead to a feeling of detachment for customers.
- Time limitations can be a significant challenge for customers who need immediate assistance or support with their banking needs.
- There may be limitations in terms of the sources where data can be collected, which could impact the accuracy and reliability of the findings.
- Access to resources and information related to digital banking may be limited, thereby posing a challenge for conducting a comprehensive study on the subject.

CHAPTER 2:
PROFILE OF UCBPLC

2.1 Overview of United Commercial Bank Public Limited Company

United Commercial Bank is a highly regarded banking institution that serves the needs of state-owned commercial banks and small to medium-sized businesses throughout the country. As a public limited company, it is committed to providing purposeful banking services that cater to the growing and diverse financial needs of its clients, while supporting the country's economic development.

Since its establishment in June 1983, United Commercial Bank has grown into the largest and most successful banking company in the country, with a vast network of over 218 branches spanning the entire region. The bank's operations are divided into several segments, including SME Banking, Retail Banking, Corporate Banking, Off-shore Banking, and Remittance, all of which are designed to meet the unique needs of its customers.

In addition to traditional banking products such as deposits and loans, United Commercial Bank also offers a range of import and export loan products, which can help boost the country's economy by generating foreign exchange. UCB Cards, one of the bank's popular consumer products, has been enjoying tremendous success since its launch in 2006, and now has around 40,000 cardholders.

United Commercial Bank also provides special services for clients who use remittance services. In keeping with its commitment to promoting the SME sector, the bank closely analyzes and monitors business loans, financing risks, pricing products, managing business operations, and working towards further development of small to medium-sized enterprises.

Finally, the bank's corporate banking service offers everything from simple loans to more complex financial transactions, such as tax minimization for overseas subsidiaries, foreign exchange rate management, and financing packages for construction projects.

2.2 Overview of the Shyamoli Ring Road Branch of UCBPLC

Shyamoli Ring Road Branch	
Branch Name	Shyamoli Ring Road Branch
Open Date	27 June 1983
Address	Century Jannatul Ferdous 8/1, Shyamoli Ring Road, Ward No. 30 Dhaka North City Corporation P.S. Adabor, Dhaka
Phone	+8802-58157430, +8802-58157431, +8801711-250558 (HOB), +88018447-350509 (OM)
FAX	+88-02-55668070, +88-09610999911-5200
E-mail	info@ucb.com.bd
SWIFT	UCBLBDDH
Department	9
No. of Employee	4988

2.3 Products of UCB PLC

Deposit Products	Credit Products
Savings Deposit Account	Personal Loan
Current Deposit Account	Auto Loan
Dynamic Benefits Savings	Home Loan
UCB NRB Savings	Credit card
UCB Youngster Savings	Business Card
UCB Prothom Accounts	
NFCD & RFCD	
UCB Earning Plus FD	
Fixed Deposit	
UCB Super Flex DPS	
UCB Multi-millionaire	
UCB NRB DPS Plus	
UCB TAKWA Account	

2.4 Services of UCB PLC

Locker Services: United Commercial Bank offers user-friendly and secure locker services to its customers. The safety and confidentiality of valuable possessions stored in the lockers is ensured, making it an ideal facility for depositing important documents. The bank also provides locker facilities for jewelry and ornaments at 84 of its branches.

SMS Banking: In line with the demand for modern banking convenience, United Commercial Bank has introduced SMS banking services. With this service, customers can enjoy a real banking experience on their mobile devices. UCB SMS banking is a secure and economic way for customers to stay connected with their accounts anytime and anywhere.

Customer Services: United Commercial Bank's contact center is available 24/7, 365 days a year, from anywhere in the world. It is designed to provide a one-stop-shop for credit services to credit card holders. The bank strives to offer its customers the best services possible, ensuring they can fully enjoy the benefits of their UCB credit cards.

2.5 Mission of UCB PLC

Their ultimate goal is to establish themselves as the leading financial institution in the country, through the provision of exceptional products and services. They aspire to achieve this by leveraging cutting-edge technology and building a team of motivated and skilled professionals who are committed to delivering excellence in all areas of banking.

2.6 Vision of UCB PLC

At United Commercial Bank, they draw their inspiration from the distant stars and aim to provide exceptional banking services that exceed their customers' expectations. Their team is committed to ensuring that every banking transaction is a seamless and satisfactory experience. They believe in setting a high standard for themselves and strive to continuously improve their services to better serve their customers.

2.7 E-Services and Internet Banking of UCB PLC

E-services	Internet Banking
Speedy Remittance Ria, Western Union Money transfer	Current/ savings deposits status
Automated Clearing	FDR Account status
Internet Banking	Advance Account status
ATM Banking	Allow user to change their Pin code
Debit card Operation	

2.8 Types of Digital Banking used in UCB PLC

The United Commercial Bank Limited is dedicated to providing a comprehensive range of digital banking services to meet the evolving needs of its customers. Among the many digital services offered, four prominent services stand out:

- **UNET BANKING (Retail):** Their online banking platform designed for individual customers, offers a wide range of features, including account information, fund transfers, bill payments, and more. It is secure and user-friendly, making it easier for customers to manage their banking needs from the comfort of their homes or offices.
- **UNET BANKING (Corporate):** Their corporate online banking platform is specifically designed to meet the banking needs of corporate clients. It provides a wide range of features, including online fund transfers, payment processing, account balance checks, and more. The platform is secure and designed to streamline corporate banking transactions.
- **U-Click UCBL:** Their mobile banking application, U-Click UCBL, provides customers with access to their bank accounts on the go. It is a user-friendly application that offers a range of features, including account information, fund transfers, bill payments, and more. U-Click UCBL provides a secure and convenient way for customers to access their accounts and manage their finances.
- **WhatsApp banking:** They have introduced a new way for customers to access their bank accounts by using WhatsApp. This service allows customers to check their account balances, view their transaction history, and even pay their bills. The service is available 24/7, making it convenient for customers to access their accounts anytime, anywhere.

At The United Commercial Bank Limited, they are committed to providing their customers with innovative and secure digital banking services to meet their banking needs. Their range

of digital services is constantly evolving to keep up with the latest trends and technologies to ensure their customers have access to the best possible banking experience.

2.8.1 UNET Banking (Retail)

United Commercial Bank is pleased to offer its customers a convenient and user-friendly digital banking app called UNET. This app provides customers with seamless access to manage their accounts effectively. UNET offers two types of banking services to cater to the needs of different customers: Retail Banking and Corporate Banking.

Retail Banking is designed for individual customers who use their accounts singly. The following services are provided under Retail Banking:

- Balance inquiry
- Fund transfer
- Mobile recharge
- Utility bill payment
- Transaction inquiries
- Balance statement

Furthermore, UNET offers a range of other features and benefits to enhance the banking experience for customers. With UNET, customers can manage their accounts with ease and confidence, knowing that they have access to secure and reliable digital banking services.

2.8.2 UNET Banking (Corporate)

United Commercial Bank has proudly launched a cutting-edge digital banking app named UNET, which is aimed to provide customers with seamless access to manage their accounts. This state-of-the-art app offers two distinct services: Retail Banking and Enterprise Banking, where the latter is specifically tailored to meet the banking needs of account holders who own organizations.

Enterprise Banking, which is one of the two key services offered by UNET, provides a plethora of features and services that make banking more convenient and accessible to the account holders. These include but are not limited to balance checking, fund transfers, mobile recharge, utility bill payments, transaction inquiries, balance statements, existing offers, discount offers, and ATM locators.

With the introduction of UNET, United Commercial Bank aims to revolutionize digital banking services and provide their customers with a user-friendly and efficient banking experience, whether they are a retail customer or a business owner.

2.8.3 U-Click UCBL

UCB takes pride in offering an innovative digital solution to the time-consuming and arduous process of customer on-boarding, U-click. This platform employs an e-KYC (Electronic Know-Your-Customer) system, which enables customers to open a bank account with UCB anytime, anywhere, without having to visit any of UCB branches.

U-click serves as a secure and convenient digital customer on-boarding platform, designed to cater to the needs of individuals (18 years and above) who hold a valid NID (National ID Card) in Bangladesh. Customers can easily initiate and complete the account opening process from the comfort of their homes or workplaces, without requiring any in-person visit to a physical UCB branch.

With U-click, UCB aspires to provide its customers with an effortless and efficient way of opening a bank account, minimizing the time and effort involved in the traditional account opening process.

2.8.4 WhatsApp Banking UCB PLC

They are delighted to introduce a new digital banking service that allows customers to interact with the bank using WhatsApp. As a customer-centric organization, their primary focus is to offer services that cater to customers' convenience and privacy.

While availing these interactive banking services through WhatsApp, it is essential to prioritize the security of personal information. They recognize that safeguarding customers' data is a shared responsibility between them and the bank. Therefore, they request customers to strictly adhere to their company guidelines when using the WhatsApp banking service.

At UCB, they are committed to providing customers with an effortless and secure banking experience. They are confident that their WhatsApp banking service will be a valuable addition to the array of digital services they offer, enabling customers to enjoy hassle-free banking at their fingertips.

CHAPTER 3:
DIGITAL BANKING

3.1 Digital Banking

Digital banking is a revolutionary banking system that provides customers access to various banking services through online platforms. The essence of digital banking is to combine mobile banking services and online services under one umbrella.

Online banking, for instance, provides customers with the convenience of accessing banking services from the comfort of their homes or offices. By logging into their online banking portal, customers can easily check their account balances, pay their bills, and apply for loans or credit cards.

In addition to the above, online banking eliminates the need to physically visit the bank for personal finance transactions. With just a computer and an internet connection, customers can access the full range of banking services offered by their bank.

Mobile banking, on the other hand, refers to accessing banking services through a mobile app on a smartphone or tablet. This banking service is designed for people on-the-go and is convenient for students as well, as it provides various facilities such as tuition fee payments.

Mobile banking apps usually offer the most used banking features such as mobile check deposit, funds transfers, and bill payments. Banks may also use these apps to send customers banking alerts such as fraud detection and low balance notifications.

Digital banking can be expressed as the sum of online banking and mobile banking. This banking system is gaining popularity among the younger generation, who are accustomed to using technology in their daily lives. They find digital banking to be a smoother and more efficient way to access banking services, compared to traditional methods of visiting the bank.

At the forefront of technological advancements, banks like United Commercial Bank are committed to providing seamless digital banking experiences to their customers.

3.2 Who is offering Digital Banking?

Digital banking can be accessed through two main sources: traditional brick-and-mortar banks and credit unions, and online banks. Neither source has a superiority over the other. Rather, some consumers may find one source to be more suitable for their needs than the other.

Brick-and-mortar banks and credit unions have physical locations where customers can visit to receive in-person assistance with their banking needs. These institutions have been around for many years and are well-established in the banking industry. They offer a range of digital services, including online banking and mobile banking apps, in addition to their in-person services.

On the other hand, online banks operate solely through digital platforms and do not have physical branches. They provide customers with the convenience of banking from anywhere,

at any time, through their websites or mobile banking apps. Online banks typically offer competitive interest rates and low fees due to their lower overhead costs compared to traditional banks.

Ultimately, the choice between brick-and-mortar banks and online banks comes down to personal preference and banking needs. Some customers may value the convenience of in-person services, while others may prioritize the flexibility and accessibility of online banking. It's essential to evaluate your financial goals and needs to determine which type of institution is best suited for you.

3.3 Digital Banking by Online Banks

In recent years, a plethora of online banks have emerged, providing customers with numerous advantages such as high interest rates on savings accounts and exceptional online experiences. Since they do not operate through physical branches, online banks cater to account holders who prefer digital banking and do not require in-person banking facilities.

Online banks come in various forms, all of which challenge the traditional brick-and-mortar banking model characterized by high fees and low yields. Some online banks are affiliated with traditional banks, serving as their online division, while others operate solely online. The latest fintech iterations have given rise to what are commonly referred to as challenger banks.

The majority of online banks offer low- to no-fee structures, streamlined banking functions, and higher-than-average interest rates in exchange for no in-person branch experience. By focusing on an online and mobile-only product offering, online banks can reduce operational costs, making it easier for underbanked and unbanked communities to access banking services.

Although some online banks offer loans and credit cards, others, like Ally, started out as lenders, offering a wide range of services like online brokerage accounts, loans, and credit cards. In some cases, online banks may not have obtained a banking license themselves and partner with larger banks to offer essential services such as checking and savings functions, with insurance to protect depositors. Such partnerships are usually transparent to account holders and do not affect the way their online bank account functions compared to a brick-and-mortar, major bank counterpart.

Online banks are also expanding their reach beyond personal banking and into the business world. Small business owners and startups can access several different online business banks designed to meet their needs, providing them with a convenient business banking experience that is as close as their desktop or mobile device.

3.4 Benefits of Digital Banking

Digital banking offers numerous benefits to both customers and owners alike. Let's delve into some of them in greater detail:

First and foremost, digital banking provides unparalleled access to your bank accounts. Gone are the days where you would have to physically visit a branch and wait in long queues to manage your finances. With digital banking, you can easily access your accounts via desktop and mobile devices, allowing you to manage your finances on-the-go, wherever you may be.

Secondly, online banks have been able to drive down fees and offer better rates than traditional brick-and-mortar financial institutions. This provides consumers with a wider range of options to choose from, and the ability to compare fee structures and rates to find the best bank for their needs. This increased competition has forced traditional banks to reconsider their fee structures, which ultimately benefits the consumer.

Lastly, digital banking has helped to level the playing field when it comes to banking access. Upstart online banks have been able to reach unbanked and underbanked communities who may not have access to physical bank branches, but who rely heavily on mobile phones. This has helped to increase equity and access to financial services for those who may have been previously excluded from the banking system.

Overall, digital banking has revolutionized the way we think about banking and financial services. It offers a range of benefits to consumers, including increased access, lower fees, and better rates. Furthermore, it has helped to promote equity and inclusion in the banking system, which is a win-win for everyone involved.

3.5 Drawbacks of Digital Banking

Digital banking has undoubtedly revolutionized the traditional banking industry, providing customers with unparalleled convenience and access to banking services. However, like any other technological advancement, digital banking also has its own set of challenges that must be considered.

One of the most significant challenges that digital banking poses is downtime. In the event of system failures or server crashes, online banking services may become unavailable, causing inconvenience and frustration for customers who rely solely on digital banking. Additionally, some online banks do not have brick-and-mortar branches, which may be problematic for customers who prefer face-to-face interactions or need in-person assistance with complex banking transactions.

Another challenge associated with digital banking is the learning curve for some customers. While younger generations have grown up with technology and are comfortable using mobile banking and online banking platforms, older customers may struggle to adapt to digital banking systems. As a result, it is crucial for banks to offer clear instructions and user-friendly interfaces to ensure that customers can easily navigate the online banking process.

Moreover, digital banking has also raised concerns regarding cybersecurity and data privacy. With increasing incidents of online fraud and hacking, banks need to invest in robust security measures to protect their customers' data and financial information.

In conclusion, while digital banking offers numerous benefits, it is essential to be aware of the potential challenges and risks associated with it. Banks must prioritize the development of reliable and secure digital banking systems, while also providing adequate support and assistance to customers who may face difficulties with online banking.

CHAPTER 4:

INTERNSHIP DUTIES AND RESPONSIBILITIES

4.1 Brief on tasks

During my internship at United Commercial Bank PLC, Shyamoli Ring Road Branch, I was assigned to work in the Digital Banking Department where my responsibilities included managing account opening procedures, overseeing various types of digital banking processes, explaining how to use digital banking platforms and highlighting the benefits of digital banking to customers. I had the opportunity to work closely with Md Sajjad Hossain, a Senior Officer of United Commercial Bank PLC Shyamoli Ring Road Branch, who was in charge of managing the front desk. Throughout my internship, I primarily worked in the customer service department, closely observing the rules and regulations of Digital Banking and the standard procedures that were followed in the Digital Banking Section.

During my time at the Digital Banking Department, I had a chance to gain a deeper understanding of the various digital banking processes such as online banking, mobile banking, and e-wallets. I also learned how to assist customers with resolving issues related to digital banking and provided guidance on best practices for utilizing digital banking platforms. Through these experiences, I was able to develop my customer service skills, communication skills, and knowledge of the banking industry.

Overall, my internship at United Commercial Bank PLC, Shyamoli Ring Road Branch, provided me with an enriching experience and allowed me to gain valuable insights into the world of digital banking. It was a great opportunity for me to apply the theoretical knowledge that I had acquired during my academic studies and gain practical experience in a real-world setting.

4.2 Job responsibilities

During my tenure as an intern at the Digital Banking Division of United Commercial Bank PLC (Shyamoli Ring Road branch), I was entrusted with a myriad of responsibilities. My workday commenced at 10:00am sharp and concluded at 06:00pm, during which I carried out a diverse range of tasks that were integral to the efficient functioning of the department.

As part of my role, I was responsible for assisting with the account opening process for customers, as well as providing guidance and assistance in navigating the bank's digital platforms. This involved explaining the benefits of digital banking and how it can be utilized to streamline and simplify banking operations.

I had the privilege of working closely with Md Sajjad Hossain, a Senior Officer at United Commercial Bank PLC Shyamoli Ring Road branch, who was responsible for overseeing the front desk operations. During my time at the bank, I primarily worked in the Customer Service Department and was able to observe first-hand the policies and procedures that were adhered to in the Digital Banking Section.

In addition to the aforementioned tasks, I also provided support in other areas of the department as needed. Overall, my time at United Commercial Bank PLC was an enriching and rewarding

experience that provided me with valuable insights into the inner workings of the banking industry.

4.3 Account opening for digital banking facilities

The process of account opening is paramount in digital banking, as it sets the foundation for customers to access various digital services provided by the bank. Before opening any account, it is crucial to identify the target customer base of the bank. The targeted customers may include individuals, partners, joint stock companies, trustee/clubs/associates, and different types of institutions. It is also imperative to ascertain the reasons behind the customer's interest in opening an account using digital banking services in the bank. Uncovering the customer's purpose of opening an account can be quite challenging, but with an experienced and astute account opening officer, the purpose can be easily exposed, allowing the customer to enjoy the digital services offered.

At United Commercial Bank PLC, a range of accounts with digital services are available for their target groups. These include current accounts and savings accounts. Opening an account is the initial step to becoming a customer of United Commercial Bank PLC and enjoying digital banking services. As part of my responsibilities, I was tasked with delivering digital services and ensuring that our customers remain satisfied with the standards of our services, thereby promoting customer retention.

4.4 Explaining customers the digital banking platforms

Digital banking has revolutionized traditional banking services by providing customers with access to banking products and services through electronic/online platforms. As a representative of our bank, it is our duty to explain the procedures and benefits of digital banking to our customers in order to make banking easier and more convenient for them. Digital banking allows customers to perform banking functions from the comfort of their own homes, providing convenience and saving valuable time. Whether it's an elderly person who is tired of waiting in lines or a working professional who is caught up with work, digital banking ensures that customers can easily access and manage their finances.

Moreover, digital banking provides a range of features and benefits that traditional banking methods lack. Customers can set up automatic payments for regular utility bills, such as electricity, gas, phone, and credit cards, which eliminates the need to remember due dates and helps manage finances more effectively. Furthermore, online platforms make purchasing products easy, with internet banking contributing significantly to online payments. Customers can also report and log displaced credit cards at the click of a button, which provides an additional layer of privacy and security for bank customers.

When explaining the benefits of digital banking to our customers, we emphasize the ability to bank anywhere and anytime they want. It offers longer-tail conveniences such as going cashless, personalized financial advice, savings tools, big purchase calculators, and virtual

assistants that can help customers decide what they can truly afford, all within the convenience of an app. Digital payments and e-wallets provide more security in some cases than physical cards, providing even more reason for customers to use digital banking tools. Digital banking gives customers control over their finances with real-time access to manage and move money as they see fit. This online banking product also offers a broader base of communication that can be used for things like teaching financial literacy. Digital banking is also becoming a way to find communities and options tailored to the needs of individual banking customers.

In conclusion, digital banking offers a host of benefits that make banking more convenient, efficient, and secure for customers. As a representative of our bank, it is our duty to help our customers understand and use these benefits to their advantage.

CHAPTER 5:

ANALYSIS OF DIGITAL BANKING OF UCB PLC

5.1 SWOT Analysis

In business, SWOT analysis is a crucial tool for analyzing the internal and external environment of an organization. This comprehensive analysis evaluates the Strengths, Weaknesses, Opportunities, and Threats (SWOT) that a company may face in its day-to-day operations. It enables businesses to identify their competitive advantages, assess their limitations, understand market trends, and prepare strategies to improve performance. SWOT analysis also helps businesses to recognize and take advantage of opportunities and minimize potential risks by providing a comprehensive overview of the market and industry. Through this process, businesses can gain insights into how to achieve their long-term objectives and maintain their competitive edge in the market. Ultimately, a SWOT analysis is an essential tool for any business to make informed decisions, enhance their performance, and ensure long-term success.

Strength	Weakness
<ul style="list-style-type: none"> • UCBL app is user-friendly. • It has a nice appearance. • The app is free to use and doesn't come with any charges. • The app uses a 2-factor authentication system for enhanced security, which includes a PIN and authorized PIN + SMS (password) combination. 	<ul style="list-style-type: none"> • Similar apps exist among competitors. • Competitors regularly update their apps. • Deposit limitations. • No personal banker relationship.
Opportunities	Threats
<ul style="list-style-type: none"> • Innovative • Eco-friendly • Multiple features and functionalities • User-friendly interface • Customizable settings • Wide availability and accessibility • Improved security measures 	<ul style="list-style-type: none"> • Slow internet connectivity. • Lack of internet access in remote areas. • Security breach due to unauthorized sharing of PINs. • Limited range of services offered. • Time-consuming procedures to access the services.

Firstly, let's take a look at UCBL's strengths. UCBL has made significant strides in the banking sector by offering customers numerous digital banking services. Their app is exceptionally user-friendly, and its appearance is truly impressive. Additionally, they provide their services free of charge, making them an attractive option for customers. Furthermore, UCBL offers 2-factor authentication, including both a pin and authorized access, to ensure the security of their customers' accounts.

Next, let's consider some of UCBL's weaknesses. One major weakness is that their app is not particularly unique. Many other banks offer similar apps and are continuously improving them.

Additionally, there are limitations on deposits, which can be frustrating for customers. Furthermore, the relationship between customers and their personal banker is not always ideal.

Moving on to opportunities, the digital banking sector is rapidly emerging and is cost-efficient. It does not require extensive education to operate UCBL's app, making it accessible to a broad range of customers. The app is particularly popular among younger generations and has seen impressive growth in crowded cities. Recent boosts in the form of advertisements and increased awareness among the general public have also contributed to its popularity.

Finally, let's consider some of the potential threats that digital banking faces. Firstly, slow internet and the lack of internet connection in many places can pose significant challenges. There is also a possibility of PIN hacks, which can be devastating for customers. Additionally, limited services are a potential threat to the growth and popularity of UCBL's app.

5.2 Customers who are not using digital banking

Many customers find digital banking to be a convenient and hassle-free way to manage their finances. However, there are still many customers who do not use digital banking, and there are several reasons behind this.

One of the primary reasons is lack of familiarity. Many account holders of United Commercial Bank Limited are not aware of the online services offered by the bank, and therefore do not use digital banking. Proper advertising and marketing of digital banking services can help educate customers about the benefits of using them.

Another significant obstacle is the age of the customers. A large portion of United Commercial Bank Limited's customer base comprises elderly individuals who may not be familiar with using mobile apps for banking. As a result, they are unable to take advantage of the convenience of digital banking.

Lack of services is another issue raised by customers. Many customers find it challenging to transfer money to other banks seamlessly, and the server is known to run slowly, causing inconvenience to customers. These issues need to be addressed by the bank to improve the customer experience.

Finally, many customers feel that the mobile apps and website lack sufficient features to meet their needs. The bank needs to work on developing its digital platforms to provide customers with more comprehensive and customizable features that meet their specific requirements.

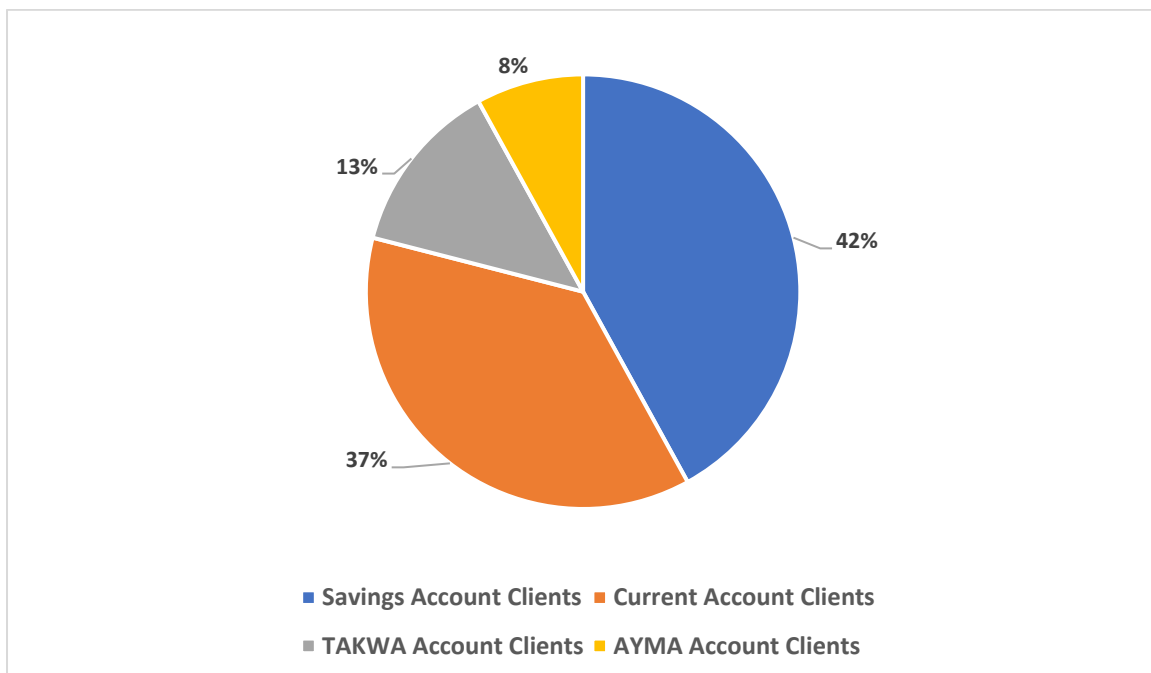
5.3 Customers that are using digital banking

In order to gain insight into the percentage of customers who use digital banking services provided by United Commercial Bank PLC, I conducted a comprehensive survey utilizing a variety of sources including bank data and personal interviews with bank personnel. Through

this research, I was able to glean an approximate estimation of the proportion of customers who utilize digital banking services offered by the bank.

The results of the survey indicated that a significant proportion of United Commercial Bank PLC's customer base is currently availing themselves of the benefits offered by digital banking. While the precise percentage varies depending on a number of factors, it is clear that a growing number of customers are turning to digital banking as a means of managing their financial transactions.

Despite this trend, however, there are still a significant number of customers who have yet to embrace the advantages of digital banking. This may be due to a variety of factors such as a lack of familiarity with the technology or a preference for traditional banking methods. It is important for the bank to consider these barriers and to work towards addressing them in order to encourage greater adoption of digital banking services among its customers.

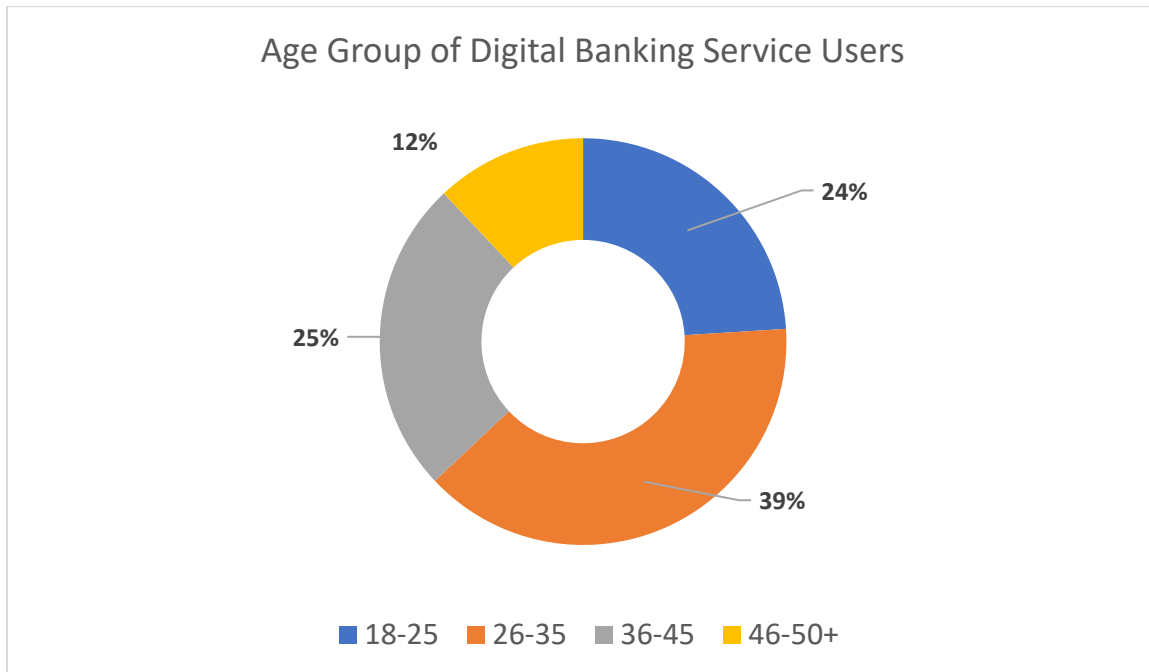


Interpretation: The given pie charts provide a visual representation of the percentage of customers who use digital banking in United Commercial Bank PLC. Upon analysis, it can be seen that the majority of customers who use digital banking have savings accounts, with a substantial 42 percent of customers utilizing digital banking services. Current account holders are also prevalent users of digital banking, with 37 percent of customers using this service.

Additionally, TAWKA account holders make up around 13 percent of digital banking users, while AYMA account holders occupy a smaller percentage of around 8 percent in the digital banking sector. These results are based on a survey conducted using data obtained from bank records as well as personal sources within UCB PLC. The findings shed light on the popularity of digital banking among UCB PLC customers and provide valuable insights for the bank to further develop and improve their digital banking services.

5.4 Age of the customers who are using Digital Banking

In this analysis, we have segmented the data into different age groups to identify which age groups are primarily using the digital banking services of UCB PLC. By doing so, we can determine which groups should be targeted more or given priority in terms of improving their user experience and satisfaction with the service.



Interpretation: The pie chart shows that the largest percentage of users, accounting for 39%, are in the age group of 26-35. This indicates that the age group of 26-35 is the most active and engaged demographic in the digital banking services offered by UCB PLC.

The second-largest age group of digital banking service users is the 36-45 age group, which accounts for 25% of the total users. This suggests that UCB PLC has a significant number of users who fall in the middle-aged demographic.

The 18-25 age group represents 24% of the digital banking service users. This indicates that UCB PLC has a considerable number of young users who are adopting digital banking services as a convenient and easy way of managing their finances.

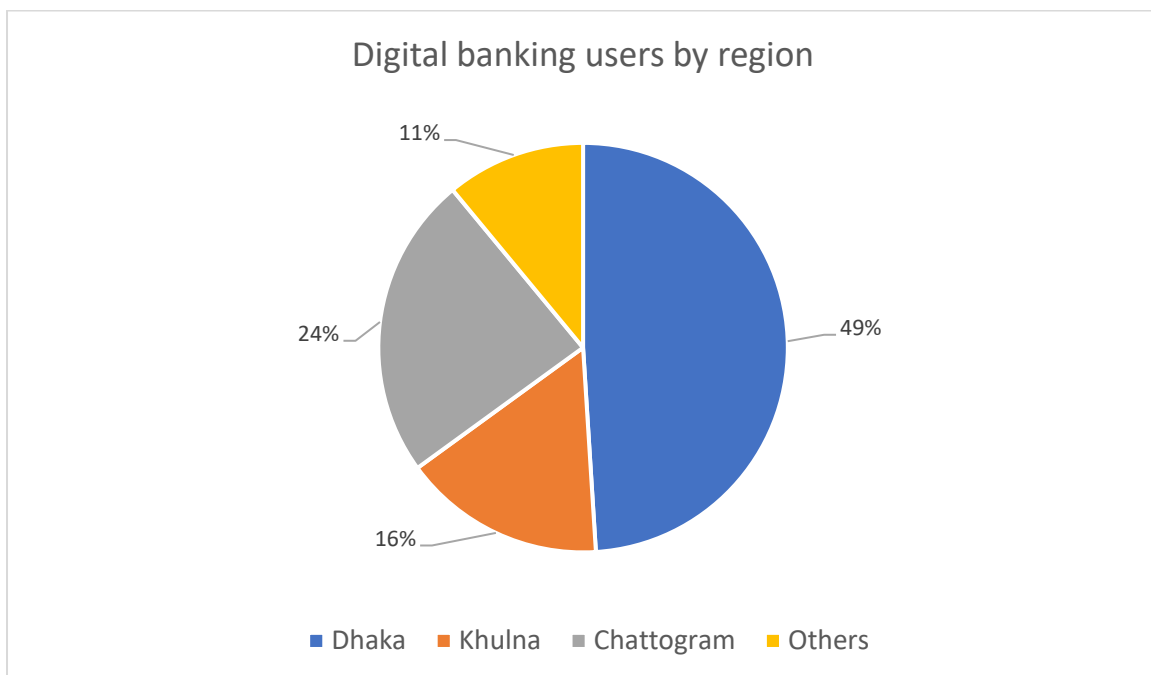
The smallest group of users, accounting for 12%, are those in the 46-50+ age group. This suggests that the digital banking services of UCB PLC may not be as popular among users who are over 46 years old, indicating a potential area of improvement for the bank.

Overall, the pie chart of the age groups of digital banking service users of UCB PLC suggests that the bank has a diverse user base with the majority of its users being young and middle-aged individuals. This data can be used to better understand their customer demographics and to tailor their digital banking services to meet the needs of their users.

5.5: Analysis of digital banking usage by region or location

Analysis of digital banking usage by region or location would involve examining the frequency and intensity of digital banking usage in different areas. This could include analysis of the number of customers using digital banking services in each region, as well as the frequency and types of transactions performed. The analysis could also examine any regional differences in the use of specific features or services, as well as any differences in customer satisfaction levels between regions.

This information could be used by UCB PLC to develop targeted marketing campaigns or promotional offers to encourage digital banking adoption in specific regions or to improve the overall digital banking experience for customers in certain areas. It could also inform decisions around where to focus resources for improving infrastructure or providing additional support for customers in regions where digital banking usage is low.

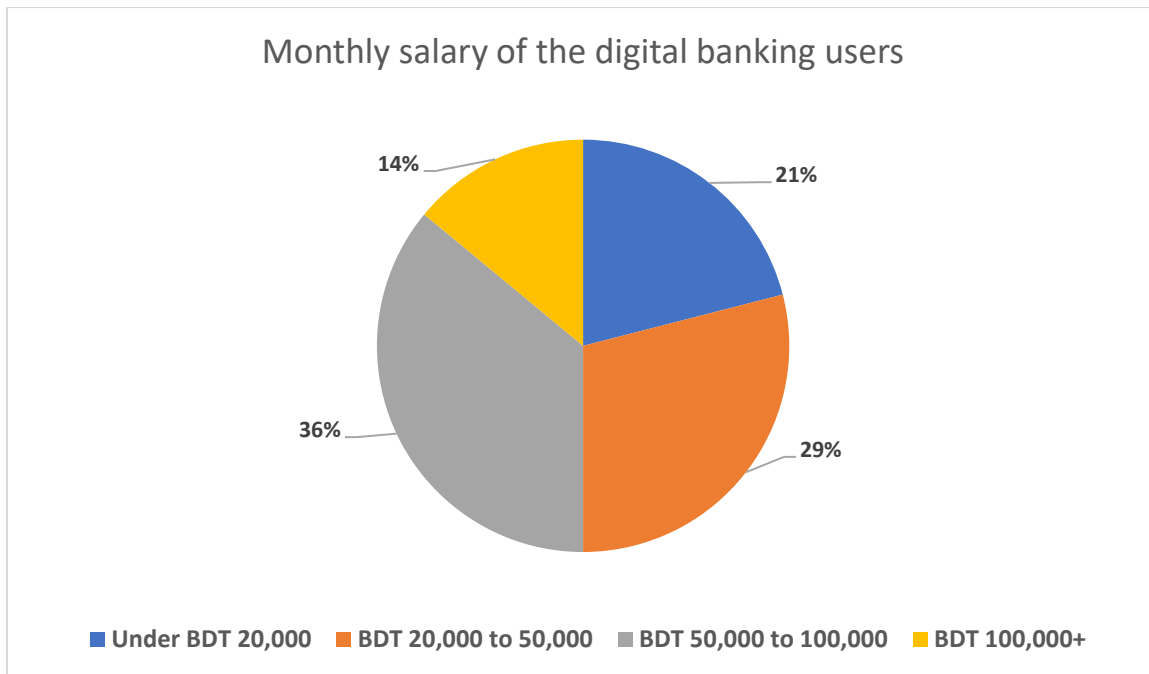


Interpretation: This data shows the distribution of digital banking usage among different regions or locations. Dhaka has the highest usage rate, accounting for 49% of the total usage. Khulna and Chattogram have lower usage rates of 16% and 24%, respectively. The remaining 11% of usage is spread across other regions not specified in the data. Understanding the usage of digital banking services in different regions can help banks tailor their services to meet the specific needs and preferences of customers in each location.

5.6: Comparison of digital banking usage between different income groups of customers

It involves analyzing the usage of digital banking services by customers across different income groups. This analysis can be used to understand how different income groups are adapting to digital banking, and what features or services they find most valuable.

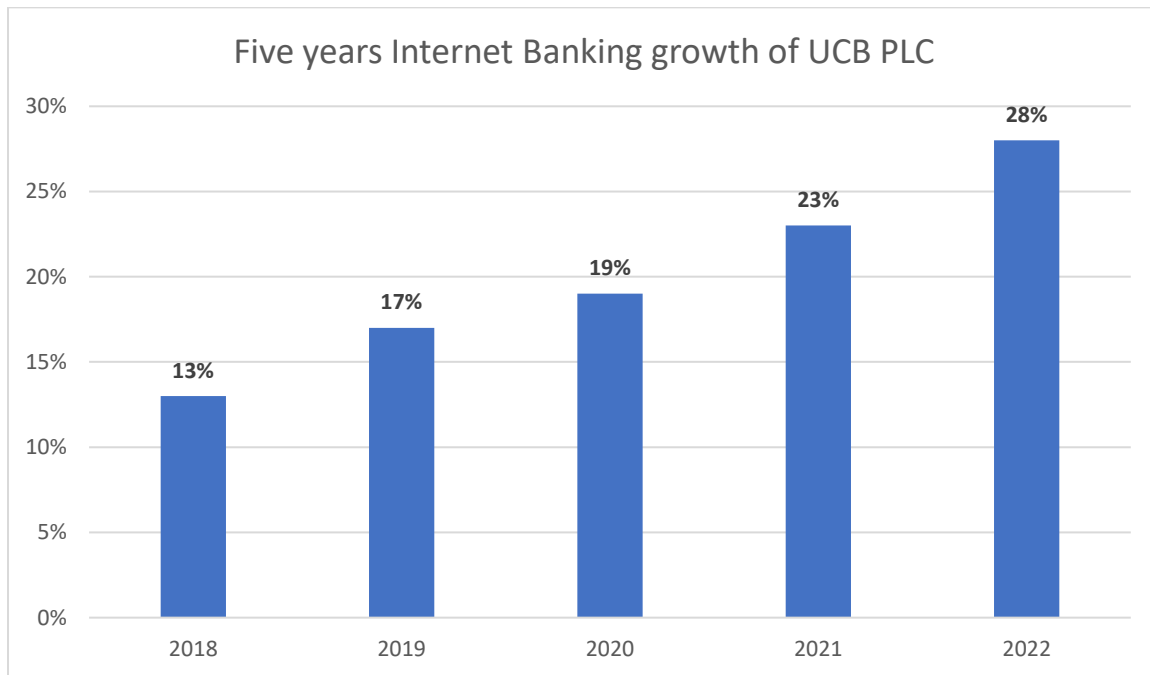
By comparing digital banking usage between income groups, banks can identify areas where they may need to focus on improving access to digital banking for lower income groups, or developing services that cater to their specific needs



Interpretation: This data represents the comparison of digital banking usage between different income groups of customers. Among the respondents, 21% had an income of under BDT 20,000, 29% had an income between BDT 20,000 to 50,000, 36% had an income between BDT 50,000 to 100,000, and only 14% had an income of BDT 100,000 or more. This data shows that the majority of digital banking users have a moderate to high income, with the highest percentage being in the BDT 50,000 to 100,000 income bracket. The lowest percentage of digital banking users falls under the category of the highest income bracket. It is important for UCB PLC to keep in mind the income distribution of their digital banking users when designing and marketing their services.

5.7 Growth of internet banking users of UCB PLC

Internet banking has revolutionized the banking sector by providing efficient and secure online financial services to customers. In this regard, presenting a detailed analysis of the five-year growth trend of internet banking in United Commercial Bank PLC.



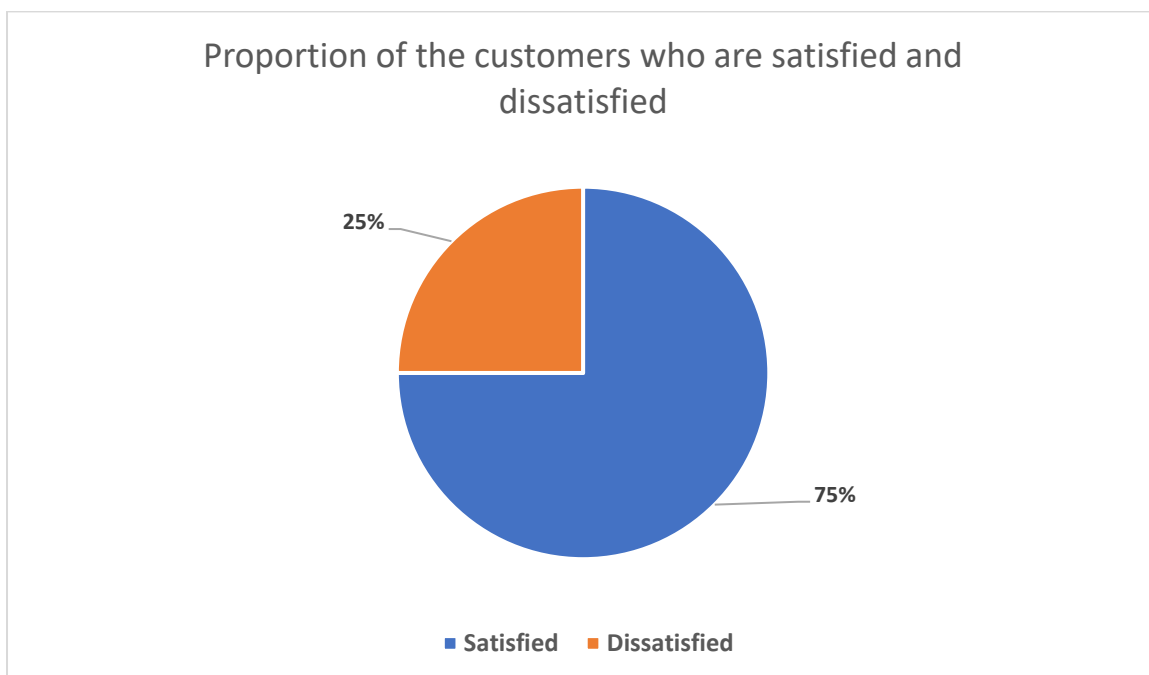
Interpretation: The bar chart depicted above displays a comparison of the percentage of digital banking users in the year 2022 and 2017. As we can see, there has been a significant rise in the usage of digital banking in 2022 in comparison to 2017. This highlights the increasing trend of customers opting for digital banking services provided by United Commercial Bank Limited.

Moreover, with the rapid advancements in technology and the internet, it is evident that the number of internet users is increasing exponentially with each passing day. This, in turn, is leading to a rise in the usage of internet banking services as well. Hence, it is safe to assume that in the near future, the usage of internet banking will surpass all past records and continue to grow exponentially.

5.8 Feedback on digital banking from customers

Gathering feedback about digital banking services is a crucial aspect of improving customer satisfaction. We have received a considerable amount of feedback about the apps and website, which can help us identify areas that need improvement. Let us first take a look at some of the feedback reviews that we have received.

Upon analyzing the feedback received from customers, we have found that some customers have praised the user-friendly interface and convenience of the digital banking services. However, there are also a significant number of customers who have raised concerns regarding the functionality of the apps and website. These concerns range from technical glitches to difficulties in navigating the platforms.

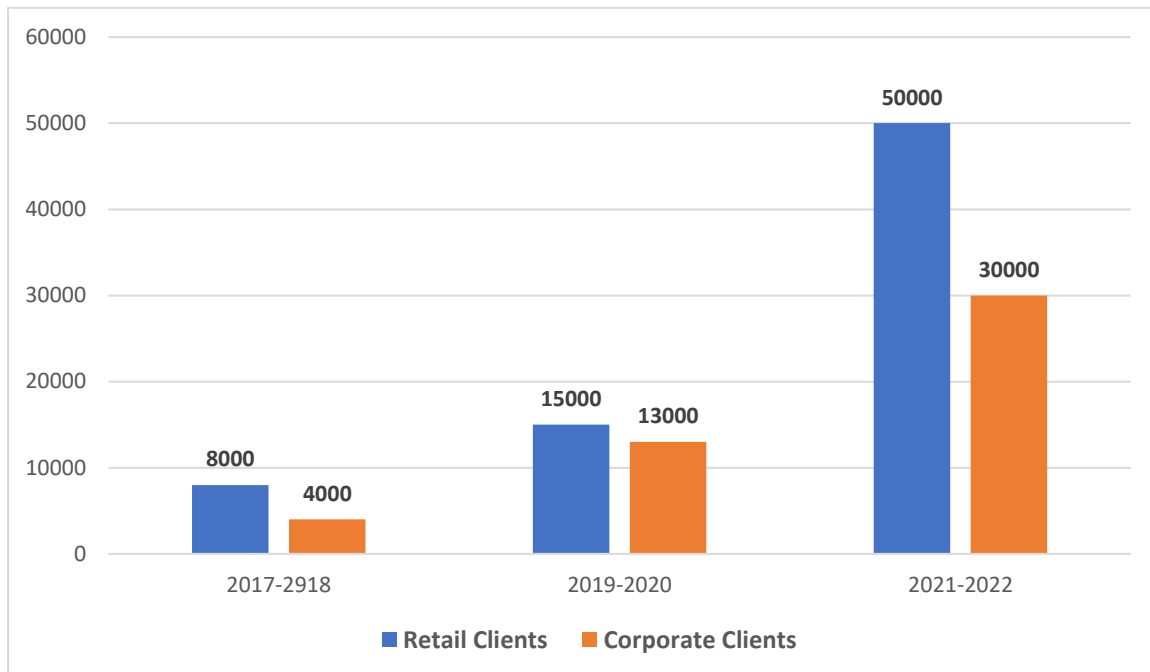


To gain a more comprehensive understanding of customer satisfaction, we have conducted a survey to determine the proportion of customers who are satisfied and dissatisfied with the digital banking services. The results of the survey show that a majority of customers, 75 percent, are satisfied with the apps and website. However, there are still a considerable number of customers, 25 percent, who are dissatisfied with the digital banking services provided.

In conclusion, while the majority of customers are satisfied with the digital banking services offered by UCB PLC, it is still crucial to address the concerns and feedback raised by dissatisfied customers to ensure the continuous improvement of the services.

5.9 Comparison between client growth with historical data

We will be analyzing the trends in digital banking usage by comparing past and current data. The information presented in this graph is based on data obtained from internal sources of United Commercial Bank Limited. It is important to note that the results are approximate and may not represent the exact figures. Nonetheless, the graph provides valuable insights into the changes in digital banking usage among UCBL customers over time.



Interpretation: The aforementioned graph depicts the evolution of digital banking usage among retail and corporate clients in the past few years. It is evident that there has been a significant surge in the adoption of digital banking services by both categories of clients.

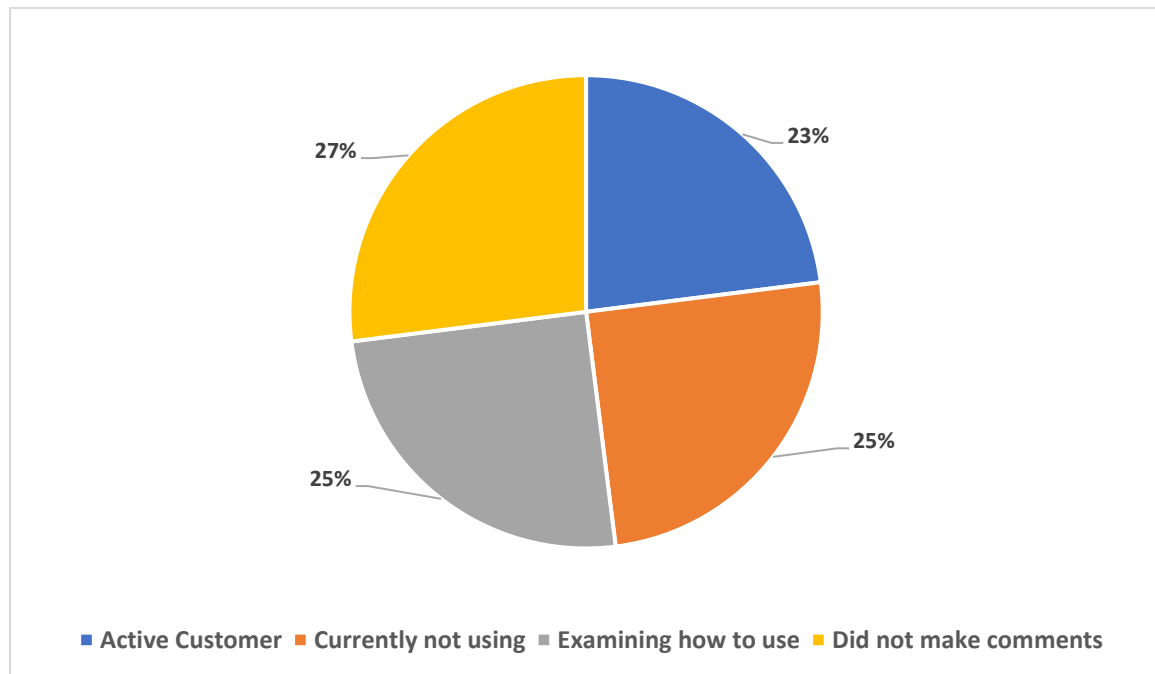
To begin with, in the year 2017-18, there were 8000 retail clients and 4000 corporate clients who availed of digital banking services. Moving on to the year 2019-20, there was a substantial increase in the number of clients from both sectors, with 15000 retail clients and 13000 corporate clients using digital banking services.

The most recent data, from the year 2021-22, is particularly noteworthy, as it displays a remarkable growth in the number of clients utilizing digital banking. Specifically, there were 50000 retail clients and 30000 corporate clients who utilized digital banking services. This upward trend highlights the increasing preference of customers for digital banking, and emphasizes the importance for banks to provide efficient and user-friendly digital banking services to their customers.

5.10 Active online banking users by survey

Here are some data on active and non-active user of United Commercial Bank PLC.

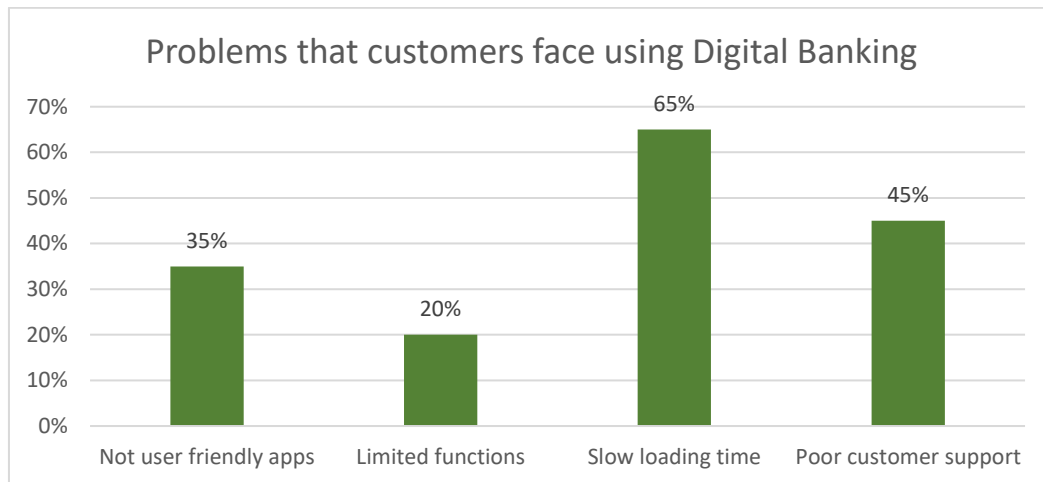
Active Customer	21%
Currently not using	25%
Examining route to use	25%
Did not make comments	27%



Interpretation: The presented pie chart provides insight into the distribution of active users among the customer base of United Commercial Bank PLC. According to the chart, 21% of customers are currently active users of UCBPLC's services. Another 26% are not currently using the bank's digital services, while 23% are considering using these services in the future. Interestingly, 29% of customers chose not to provide any comment on this matter, perhaps indicating a lack of interest or knowledge in the topic. These findings suggest that there is still room for growth in UCBPLC's digital banking user base, as a significant portion of customers are not currently using these services.

5.11 Drawbacks of digital banking according to the customers

After conducting a comprehensive survey among the users and potential users of UCB PLC's digital banking services, we were keen to identify any issues they faced while utilizing the services, as well as gain insight into areas that require improvement. Our objective was to gather valuable data that would allow us to better understand the customer's perspective and provide them with an enhanced banking experience.



Based on the feedback received, we have identified some of the most common concerns that customers face while using UCB's digital banking services. These issues include difficulty navigating the app or website, limited functionality, slow loading times, and poor customer support.

Interpretation: Based on the data we got; we can infer that customer are experiencing some issues with the bank's digital banking services. A significant portion (65%) of the respondents reported slow loading times as a major issue, which can be frustrating for customers who need to quickly access their accounts or make transactions. Another major issue reported by customers was poor customer support (45%), indicating that the bank may need to improve their customer service to better address customer concerns and inquiries.

A sizeable proportion of respondents (35%) also reported that the apps were not user-friendly, which could suggest that the bank may need to improve the design and functionality of their apps to enhance the user experience. Additionally, 20% of respondents reported limited functions, which could indicate that the bank needs to expand the range of services available through their digital banking channels to better meet customer needs.

Overall, the data suggests that the bank may need to address several areas to improve their digital banking services, including improving app functionality and design, enhancing customer support, and expanding the range of available services.

5.12 Expectations from customers of improvements of digital banking services

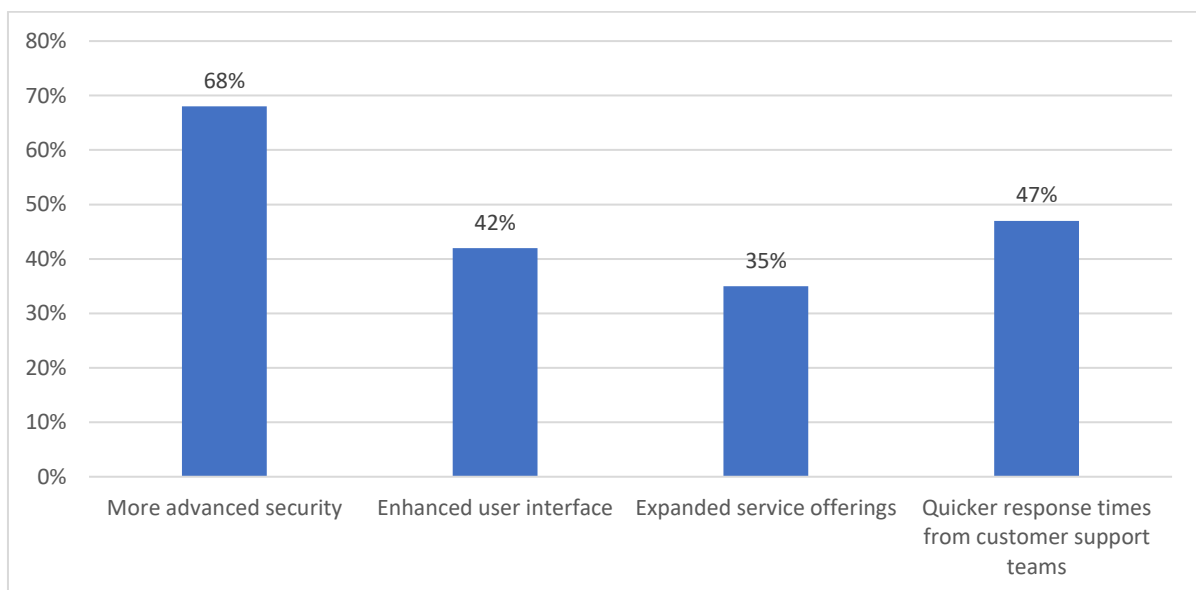
As part of our efforts to continuously improve our digital banking services, we conducted a survey to better understand our customers' preferences and expectations. Through this survey, we were able to gather valuable feedback on the areas where our customers believe we could improve our services.

One of the most common requests we received from our customers was the need for more advanced security measures. This is understandable given the increasing prevalence of cyber threats and the need to ensure the safety of sensitive financial information. As such, we are committed to implementing the latest security technologies to enhance the safety and security of our customers' transactions.

Another important request was for an enhanced user interface that is intuitive and easy to use. We recognize that our customers want a seamless and hassle-free banking experience, and we are dedicated to providing a user-friendly platform that meets their needs.

Furthermore, customers also expressed a desire for expanded service offerings, indicating their need for more comprehensive and versatile digital banking services. As such, we are continuously exploring new services and features to meet the evolving needs of our customers.

Lastly, customers requested quicker response times from our customer support teams, emphasizing the importance of prompt and efficient support services. We understand the significance of timely assistance in resolving any issues or concerns, and we are taking steps to improve our support systems to provide faster and more effective responses to our customers.

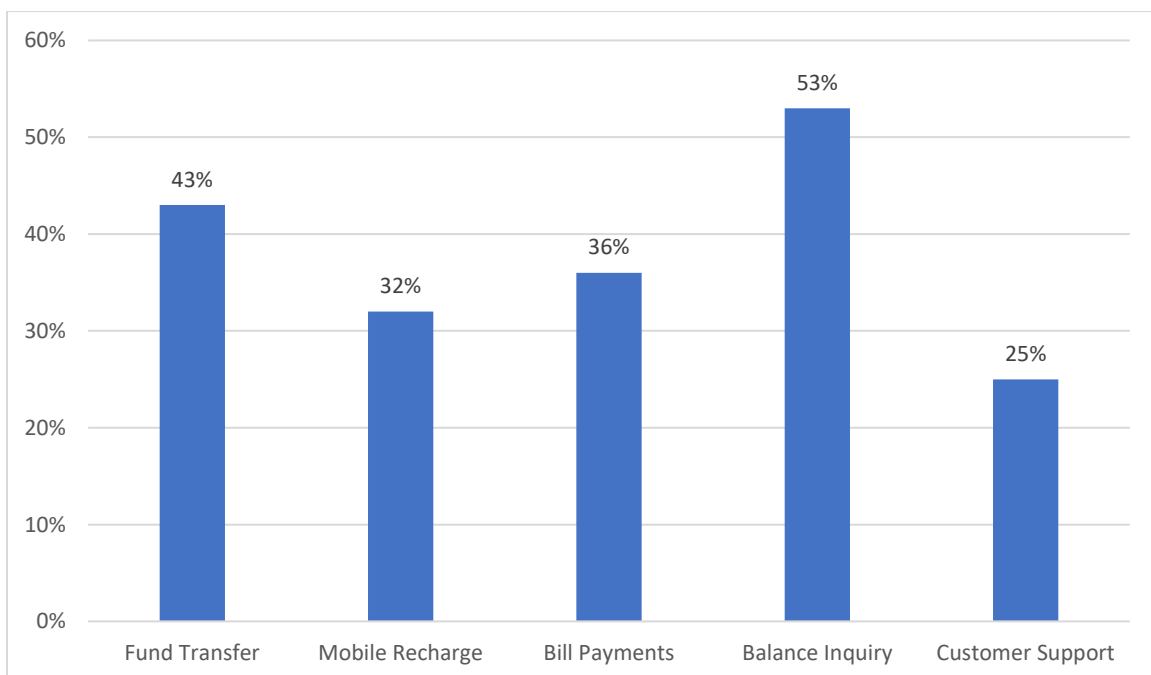


Interpretation: Based on our survey of UCB's digital banking services, a significant majority of customers (68%) expressed a desire for more advanced security measures, indicating that this is a top priority for customers. Additionally, 42% of customers would like to see an enhanced user interface, suggesting that the ease of use and accessibility of the digital banking platform is also an important consideration for customers. A notable portion of customers

(35%) requested expanded service offerings, which could include additional features such as investment options or loan applications. Finally, 47% of customers would like to see quicker response times from customer support teams, highlighting the importance of responsive and helpful customer service in the digital banking experience.

5.13: Analysis of the most frequently used features in digital banking by customers

It involves analyzing the most frequently used features in digital banking by customers. This analysis aims to identify the key digital banking features that customers use the most, which can help in improving and optimizing the digital banking services offered by the bank. By identifying the most frequently used features, the bank can focus on improving those features, ensuring their smooth functioning, and enhancing the overall customer experience.



Interpretation: The data represents the percentage of customers who frequently use different features of digital banking. Among these, the most frequently used feature is balance inquiry, with 53% of customers indicating that they use it often. The next most frequently used feature is fund transfer, with 43% of customers indicating that they use it often. Bill payments are also commonly used by customers, with 36% of customers indicating that they use it often. Mobile recharge is the least frequently used feature among these options, with only 32% of customers indicating that they use it often. Customer support is also not frequently used, with only 25% of customers indicating that they use it often.

CHAPTER 6:

FINDINGS, RECOMMENDATION AND CONCLUSION

6.1 Findings

The data used in this study on digital banking is sourced from United Commercial Bank PLC and provides valuable insights into the bank's digital banking services. The key findings include:

1. **SWOT Analysis:** While UCBPLC has made significant strides in providing digitalized and improved applications for their customers, their technological infrastructure still falls behind their competitors in certain areas.
2. **Customer Perceptions:** Due to their customer base, facilities, market-value, and promotional strategies, many customers remain unfamiliar with the full range of services offered through UCBPLC's app.
3. **Internet Banking Users:** UCBPLC has seen a significant increase in their internet banking service users, from 17% in 2017 to 28% in 2021.
4. **Customer Satisfaction:** 75% of UCBPLC's customers are satisfied with their services, while 25% are dissatisfied.
5. **Client Growth:** UCBPLC's retail client base has grown from 8000 clients in 2017-18 to 15000 clients in 2019-20, and continued to increase gradually over time. Similarly, the bank's corporate client base has also shown steady growth, from 4000 in 2017-18 to 13000 in 2019-20.
6. **Websites & Apps:** The website and mobile apps offered by UCBPL have not been developed in an organized way, with less focus on their functionality and design. Apps are not fast enough for smooth transactions, and lacks features compared to other banking apps on the market.
7. **Language Barrier:** Many customers face language barriers when using UCBPLC's digital banking services, as the majority of clients are Bengali.
8. **Products and services:** UCBPLC's digital banking services lack offers and incentives for customers, and the app has not been updated since 2021.
9. **Promotion:** UCBPLC's digital banking services are not effectively advertised, resulting in many customers being unaware of their options.

6.2 Recommendations

1. **Improve customer perception:** UCBL needs to provide a well-organized and user-friendly application for their customers to improve their perception of the bank.
2. **Prioritize online services:** UCBL should give more attention to their online sector and provide services comparable to other banks in the market.
3. **Offer language options:** The bank should introduce a Bangla interface to cater to customers who are not fluent in English.
4. **Develop apps and website:** UCBL needs to improve their apps and website by incorporating high technology facilities for clients to access services smoothly.
5. **Update features:** The app and website should include additional features like bank statements, credit-related help, and remittance services to meet customer needs.
6. **Offer incentives:** UCBL should offer incentives to attract customers to digital banking, which will increase their digital banking activities.
7. **Increase advertisement:** The bank should focus more on promoting their digital banking services to increase awareness among customers.
8. **Expert support:** UCBL should hire digital banking experts who can provide assistance to customers who face difficulties using the app or website.

6.3 Conclusion

Digitalization has become an essential aspect of modern life. With the rise of technology, the banking industry is also constantly evolving to provide better services to customers. However, with the benefits of digital banking, come the risks associated with it. Despite the significant progress made in reducing the number of unbanked individuals, more than half of the population in many countries still remains outside the banking community.

The internship report is based on primary data, which provides valuable insights into customer awareness of online banking services. The findings reveal that most bank customers are familiar with online banking services. However, it is crucial for banks to take the necessary steps to educate their customers on the new technologies and services offered.

One of the key recommendations for banks is to extend customer meeting time with bank officials and adopt a friendly approach to ensure customer satisfaction. By doing so, banks can enhance their services and promote the development of the banking industry in the country.

In conclusion, this research report highlights the importance of customer awareness of online banking systems and the benefits it can offer. The findings serve as a useful tool for banks to evaluate their current practices and make necessary improvements to enhance their customers' experience.

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