



Project Report On

DBBL Agent Banking



MAY 23, 2019

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**Project Report on
DBBL Agent Banking**

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Letter of Transmittal

23th May, 2019

Mohammad Shibli Shahriar
Associate Professor and Head
Department of Innovation and Entrepreneurship
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Subject: Submission of the Project report (4) on DBBL Agent Banking.

Dear Sir,

I have completed the Market research& project report and now I am greatly impressed for the submission of my report on “DBBL Agent Banking. I have tried my level best to bring out the original scenario regarding “Agent Banking and Customer satisfaction, growth, marketing, service” with full of effectiveness & efficiency. To prepare this report I have collected the most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help in my Business.

I am very glad to you because you assigned me to do the report. I hope that my report will meet your standard and oblige thereby.

Yours faithfully,



.....
Md. Selimul Islam Sujon

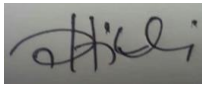
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Supervisor Certification

This is to certify that the project Report on “DBBL Agent Banking, submitted by Md. Selimul Islam Sujon, ID: 161-45-138, Department of Innovation and Entrepreneurship, Daffodil International University as an integral part of the requirement of Project work 4 Considered as the final project.

The project report may be accepted as a constructive work and significant part of the whole course.



.....

Supervisor

Mohammad Shibli Shahriar
Associate Professor and Head
Department of Innovation and Entrepreneurship.
Daffodil International University.

Student Declaration

I am Md. Selimul Islam Sujon, hereby declare that this Project paper titled “DBBL Agent Banking, Is uniquely prepared by me after the completion of Four months working & collecting data.

I also confirm that, this study has not previously been published in any journal or not submitted for the partial fulfillment of any degree or fellowship in any other Organizations or Universities.



.....
Md. Selimul Islam Sujon

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Abstract

I would like to express my profound gratitude to all those who have been instrumental in the preparation of this Project report. I wish to place on records, my deep gratitude for the support, direction, and supervision in every aspect to my Supervisor& my class mates.

First of all, I feel proud to express my deepest sense of gratitude to my honorable supervisor Mohammad Shibli Shahriar, Associate Professor and Head, Department of Innovation and Entrepreneurship, Daffodil International University with superb helping tendency especially his scholastic guidance, constructive criticism and untiring help for successful completion of this research work and writing this report.

I have started my research work& project report writing from 20thJanuary 2019, made questionnaire in Google form, 37 respondents through social media & mail. After collecting primary data I have used SPSS software for data analysis, correlations, regression, and coefficient determination.

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1.1 Introduction

Agent banking is a unique and new service system to the banking sector and many people do not fully understand the systems of agent banking. Agent banking is a which provides to customers a limited scale banking and the various types of financial and transactional services to people who doesn't get any opportunity or services from banking sector in their area and it will be provided through an agent who will be the representative of a certain bank and provide all the possible banking services they can get.

Although the central bank issued an agent banking guideline in 2013, the first banks started full-fledged agent operations in 2016. The business took off almost immediately, with 544,536 accounts opened with deposits of Tk380.68 crore opened between October and December that year.

By the end of March this year, the number of agent banking accounts stood at 1,468,797 with deposits of Tk1, 634.36crore, according to the latest estimate of Bangladesh Bank.

It started off with 10 banks and now 16 commercial banks run agent operations - Dutch-Bangla Bank Limited (DBBL), Bank Asia, Al-Arafah Islami Bank, Social Islami Bank Limited, Modhumoti Bank Ltd, Mutual Trust Bank Limited, NRB Commercial Bank, Standard Bank Ltd, Agrani Bank Ltd, Midland Bank, First Security Islami Bank, The City Bank, Islami Bank Bangladesh Ltd, The Premier Bank Ltd, United Commercial Bank Limited, and AB Bank Limited.

Trust Bank, South Bangla Agriculture and Commerce Bank, Brac Bank Ltd, and NRB Bank have secured licenses from the central bank to operate agent banking, but they are yet to launch the service.

1.2 Executive summary:

A recent study on Agent banking, the revolution in financial service sector of Bangladesh by Md. Razib Siddiquie found that Agent banking is very successful in Latin America & Africa. Other developed like United Kingdom, Australia etc. countries are also gradually deploying agent banking because it reduces the cost of operating of the bank. Most of the services of a bank can be provided through agents, thus people of remotest area of a country can be brought under proper financial structure by the virtue of agent banking. According to the agent banking guideline the software of any individual agent will be connected to the core software of the bank, so transactions that will take place in agent premises will be shown in the banking system real-time and those transactional statements can be used anywhere and everywhere for different purposes of the client.

A recent study on the impact of agent banking on customer satisfaction by Masila Christopher kitali (June, 2015) showed that most customers were satisfied with agent bank services that is a mean score of above 2.0. The factors that led to this were such as banking agents being highly qualified and responsive towards customer satisfaction. The customers said that they would prefer to go to agent bank outlets other than the bank itself. They also said that they were regular agent banking customers and would recommend it to others.

Impact of Agent Banking on Performance of Deposit Money Banks in Nigeria by Nkiru Patricia-Nezianya & Daniel Izuchukwu (2014) investigated that Agent banking has become an essential practice of financial institution in bringing their services closer to the people at the grass root. There is no doubt that agent banking if adopted into Nigerian banking system will help to improve banks profitability.

Agent banking and Bangladesh market growth by Mirza Sami Adib (2016) had showed that Agent banking service is kind of new to this country and it's still not that spread across the country. The main purpose of agent banking is to bring and introduce the banking services to the people of rural areas through an agent where the physical structure of a bank can't establish there.

1.3 Origin of the Report

The Project & research report is a basic requirement for the course titled Project work 4, spring 2019 at department of innovation & entrepreneurship conducted by Mohammad Shibli Shahriar. A Study on DBBL Agent Banking.” The topic is selected by myself, and supervised by Mohammad Shibli Shahriar Head, Department of Innovation and Entrepreneurship, Daffodil International University.

1.4 Objective of the Study

The main objective of the study is to gain practical knowledge about the Agent banking trends and compares it with theoretical concept. There are some specific objectives, Such as:

- ☆ To develop knowledge about agent banking of DBBL.
- ☆ To gain knowledge about present market scenario of Agent Banking in Bangladesh.
- ☆ To know about the products and services of agent banking.
- ☆ To gain knowledge about how agent banking works.
- ☆ To identify the problem and prospects of agent banking in Bangladesh.
- ☆ To give recommendations regarding the agent banking activities.

1.5 Scope of the Study

Scope refers to the area of coverage. This report covers the major departments of the Banking system and background, basic functions of the various divisions of the bank. For the research part, the study area and observations have been limited to Agent Banking Department, Products and services of Agent Banking, and different Functions of Agent Banking department of DBBL.

1.6 Methodology of the Study

I have used both qualitative and quantitative research in my study. Various statistical and analytical methods were used to process the primary data into presentable and understandable format. Data regarding completion of this research has been collected from both primary and secondary sources.

1.6.1 Collection of Primary Data

- Data collected through Google form questionnaire by the help of social media & mail.
- Practical work experiences.

1.6.2 Collection of Secondary Data

Along with the primary data I also have elaborated different types of secondary data in my research from various external sources. These are as follows:

- Website of Agent Banking of DBBL.
- Annual report of agent banking of DBBL.
- Other secondary sources were books and articles on the related factors in the conceptual framework of the report.
- Website of Bangladesh Bank.
- Different daily and online newspapers.

2.1 Vision

To bring low cost, secured financial services at the doorstep of the unbanked people of Bangladesh as a part of financial inclusion for empowerment

2.2 Mission

The mission of Agent Banking is to create more protected financial inclusion by offering technology driven banking solutions to the unbanked people living in rural and dispersed people of Bangladesh.

2.3 Objectives

DBBL Agent Banking success depends on meeting the following objectives:

1. Provide secured banking services to the unbanked people throughout the country
2. Build agent booths all over the country and create financial service entrepreneurs
- 3 .Setting up District/ Upazilla Level back office throughout the country
4. Provide foreign inward remittance services to the families of expatriate Bangladeshis
5. Provide facilities for utility bill payment, Passport fee payment, social safety net payment services, etc.
6. Process Agricultural, SME & Retail loan from the agent points
7. Enable e-Commerce services through the agent points
8. Promote school banking in the locality
9. Train and develop the prospective SME entrepreneurs
10. Financing solar home system and renewable energy sectors as a green banking initiative

2.4 Keys to Success

To achieve its objectives, DBBL Agent Banking will follow these principles:

Deployment of the state-of-art technology for agent banking

Remain independent of direct affiliate ties to any specific agents

Think of each client's needs holistically for potential financial inclusion

Maintain reputation of banking services with security

Establish a strong monitoring system for offsite and onsite supervision

3.1 DBBL Agent Banking Model

DBBL made a unique Agent Banking model with technology based banking concept ensuring appropriate security with real-time banking for customers. Agents Booths are distinctly branded with DBBL Agent Banking logo to provide products and Services of Bank Asia. All the Agent booths are equipped with

Laptop/P.C, Image capturing device, POS machines etc. Agent banking transactions are on real time basis and integrated with Bank's Core Banking solution. Customers get instant confirmation of transaction through Mobile SMS and system generated Printed money receipts. Besides, following steps are taken for smooth handling of Agent Banking:

› DBBL Agent Booths are distinctly branded with DBBL logo & Agent's name, a like to a small bank branch

› DBBL branches and Regional office will monitor agent operating in the area for smooth functioning besides monitoring by Agent Banking department.

› DBBL agent are fully equipped with I.T devices like POS, card reader, Image capturing Web Cam, biometric identification system and mobile connectivity through internet banking.

› All Agent Banking Customers are logged through their Biometric authorization.

› Customer transactions are integrated to the Core Banking System and real time transaction and customer gets instant transaction confirmation through SMS and system generated printed receipt.

DBBL Agent booths are branded through Bank's logo clearly, which identifies the Bank and agents identity to the customer. Bank's contact number and call center number also given for emergency customer help.

› For cash transaction, Agent have to maintain an account in Agent Banking system, which is fetched for cash deposit and withdrawal transaction by customers and system automatically debit or credit agent account and customer account simultaneously . Agent has to maintain sufficient balance to accommodate customer transaction value. The Agent account balance is determined on the volume of transaction and Agent account have to maintain sufficient balance and Cash in hand balance for uninterrupted transaction of customers.

Agent Manual





3.2 Purpose:

The main purpose of this manual is to guide the Agent for handling bank transactions and provide information to serve customers properly.

3.3 DBBL Agent:

When a person Execute and agreement with DBBL for conducting Agent banking activities and takes initiative directed by bank, he /she will be recognized as an agent legally.

3.4 Eligibility for appointment an agent of DBBL Agent Banking:

- NGO MFI's regulated by Micro credit Regulatory Authority of Bangladesh;
- Other registered NGOs;
- Cooperative Societies formed and controlled/ supervised under Cooperative Society Act, 2001; Post Offices;
- Courier and Mailing Service Companies registered under Ministry of Posts & Telecommunications;

- Companies registered under ‘The Companies Act, 1994’;
- Agents of Mobile Network Operators;
- Offices of rural and urban local Government institutions; Union Information and Service Centre (UISC);
- Educated Individuals capable to handle IT based financial services, agents of insurance companies, owners of pharmacies, chain shops and petrol pumps/ gas stations.

3.5 Required Qualification for performing as Agent

- Agent must have a permanent resident (As per as NID/Passport) □Agent must have enough infrastructures for conducting Agent banking.
- Agent should be financially solvent & have ability to hard cash transaction.
- Agent should have ability to meet commitment with customer under adverse situation.
- Agent should have knowledge and ability to handle Technology based financial services.
- All deeds/transaction’s record should be preserved for internal audit with enough securities □Agent cannot be engaged with any subversive activities.
- Agent should have ability to perform his/her responsibility properly
- Agent must be concerned about the reputation of the institution
- Agent should not be a loan defaulter and not penalized by any civil or criminal court.

3.6 Responsibilities of a Bank agent

- Agent must be honest, professional & ethical to his / her duties;
- Agent must have proper knowledge about Agent Banking Products and services
- Agent should take care of electronic device (Computer, POS Printer, Finger print machine etc.) and Ensures proper maintenance and security;
- Agent preserves all paper / documents, transaction record, evidence & deeds.
- Agent will display bank charge of agent banking services in a visible place for the notice of customers.
- After a certain period of Agent submit regular/daily activities to respective officer.
- Agent must comply the rules & regulation of Bank Asia;
- Agent is cordially cooperating to Bangladesh bank and bank officials during audit and inspection of Agent Banking activities.

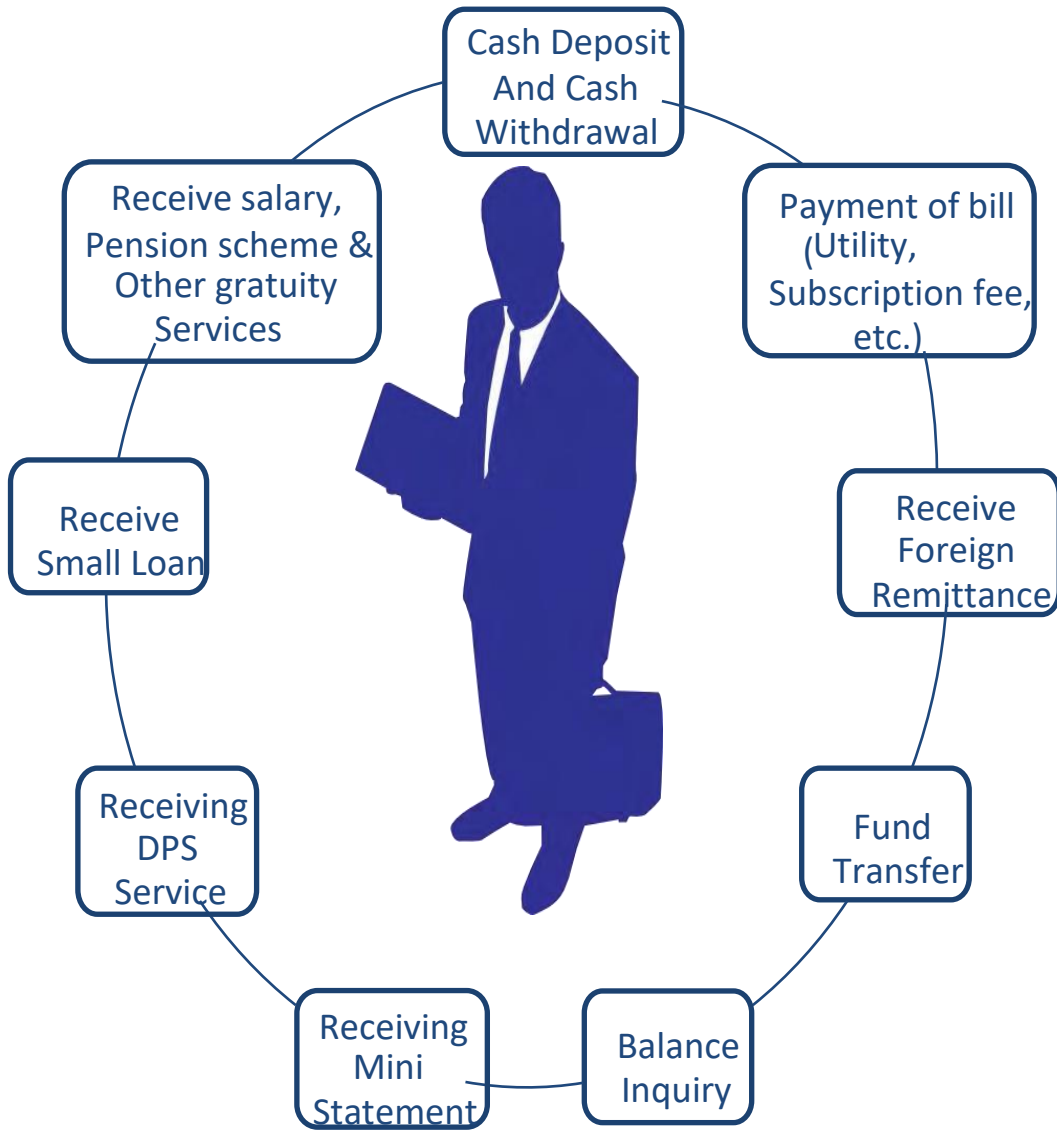
3.7 Agents are prohibited from those activities

Agent can not apply any charges to the customers for its services, in addition to the charges fixed by the Bank;

- Agent cannot provide any products or services of other except DBBL authorization;
- Agent cannot allow any transaction by cheque except finger print & card;
- In perspective of financial transaction, agent cannot asked any sort of personal information from customers including account details and PIN number of customers;
- Without getting any written permission, agent cannot engage any other banking business besides DBBL agent banking;
- Agent are not allow to appointing another sub-agent to provide banking services on their behalf;
- Agent cannot make any foreign remittance transactions directly;
- Apart from above restrictions for any sort of transactions an agent must have follow DBBL Guideline.

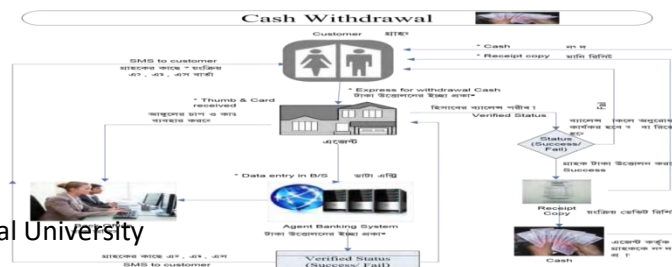
3.8 Functions of an Agent:

- Cash deposit and cash withdrawal
- Collection of bill (Utility, tax, subscription fee)
- Foreign remittance payment
- Fund transfer
- Balance inquiry
- Issue of mini statement
- Collection & preservation of A/C opening Form & others receipts copy
- Facilitating small value loan disbursement and recovery of loan installments.
- Cheque receive for clearing
- Cash payment under government social safety net program
- Collection & preservation of necessary banking E-mail & letters
- Beside these other facilities directed by DBBL.
- Passport fee collection



3.9 Role of Agent for customer Account opening:

- Agent will cooperate to Bank Officer (ARO) providing required papers/ documents of those intended person desires to open account.
- Agent will carefully fill up A/C opening form with the help of Bank Officer and shall provide all information and proper identity.
- Agent will inform about the necessities & facilities of A/C opening.



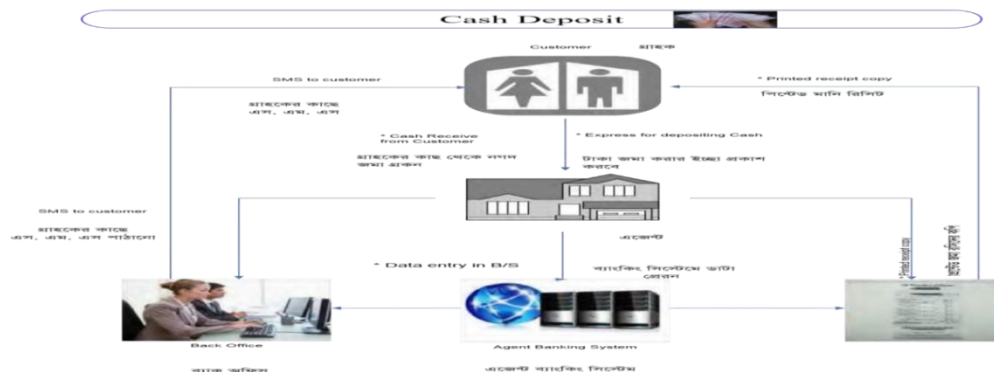
4.1 Cash Deposit:

- Customers will come to the agent point to deposit money & inform the amount desires to deposit.
- Agent will count the cash amount and log to the system through his Bio-metric finger print and input entering customer account number and amount and complete transaction .System will credit the customer account and send SMS message to

4.2 Cash Withdrawal:

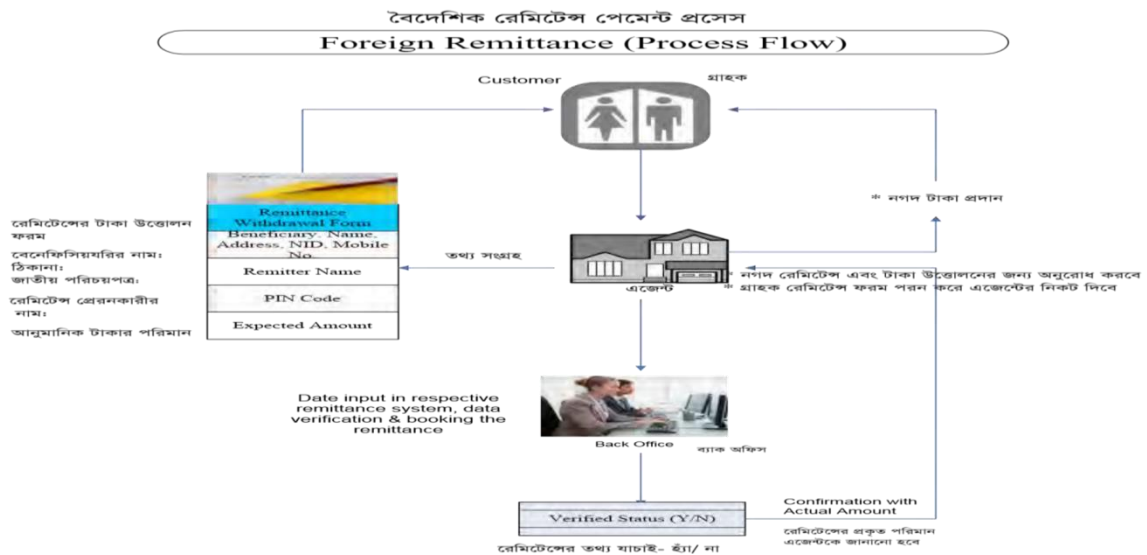
- Customer will approach to the Agent for cash withdrawal and will mention amount to be withdrawn;
- Agents will input amount in the system and Agent shall request customer to log in to the system though finger print & customer card and system to verify balance available or not in customer's account
- If customer's balance is available, agent will log in to the system through his finger print to complete the transaction. Upon agent's finger print authorization system will debit customer account and same will be credited to the Agent account;
- Customer gets SMS notification about update balance while his/her money has debited;
- On completion of transaction, Agent will pay cash to the customer and system generated debit receipt.

customer account and a system generated money receipt to be handed over to the depositor.



4.3 Payment of foreign remittance

- Remittance Beneficiary/Customers will visit Agent booth to enquire/collecting foreign remittance money;
- Agent will provides a form & help the customer to fill up the form properly;
- Accordingly Agent will input data(Name, Pin No, NID No, Mobile No, Remittance sender's Name, approximate amount of remittance) into system & shall send to the back office for verification;
- Upon verification of remittance information in the remittance company system, back office will confirms Agent & Customers though SMS notification;
- On the basis of back office confirmation,(if all information are correct) Agent will pay/Beneficiary customer cash & a system generated payment receipt;
- Upon authorization from back office, system will debit respective head of account and simultaneously credit Agent's current account.

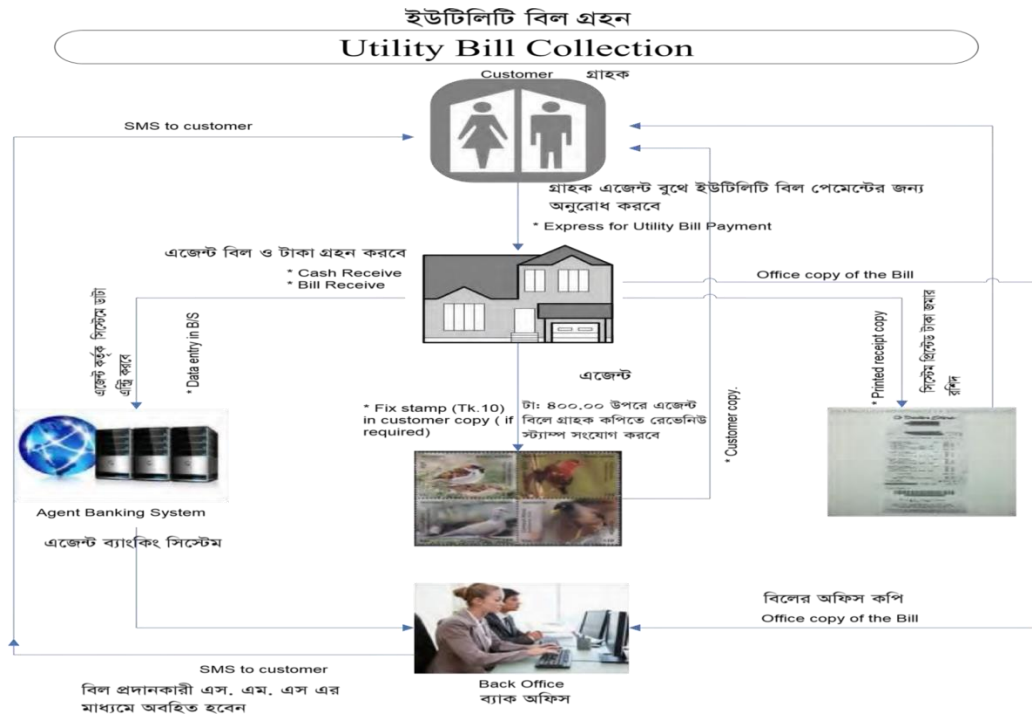


4.4 Collection of Utility Bill:

- Customer will come to an agent point for utility bill payment and give the bill to Agent's counter.

- Agent will log in to utility bill payment screen, input data (Bill No, Total amount of bill, amount of vat, Mobile No,) into system & select payment mood from system;
- In case of cash payment, Agent will receive cash and enter the data to the system. System will auto credit the REB bill A/C, Vat A/C debiting Agent's Current account.

- In case of payment from customers A/C, Agent will request the customer to input finger prints for authorization to debit customer account an If customer's balance are available in system, customer's A/C will be debited and respective Utility company's A/C (REB) will be credited automatically;
- If bill amount is BDT 400 or above, agent must affix BDT. 10/- revenue stamps in customer copy of bill. At the end of the day, total amount of revenue stamps affixed in the customer copy will be re-imbrued by Back Office crediting Agent's account.
- Agent will send the copy of utility bills to the Back Office and Back office will send the bills along with a statement to respective REB office.



4.5 Fund Transfer:

While a customer come to an agent point for transferring fund, Agent will provide a remittance form to furnish remittance information i.e. receiver's Bank details, account number, sender's Name and address, A/C no., mobile no. etc.

- According to customer's remittance information Agents will input remittance amount in the system and request customer to log in on to the system though his finger print / customer card for debit authorization and system will verify balance available
- If customer's balance is available in account, agent to log on in the system through his finger print. System will debit the customer account and credit to receiver's bank A/C .Customer & receiver will get system generated SMS notification
- Agent will provide customer a system generated receipt.

4.6 Restriction of Agent activity

- Agent shall not ask any charge to the customers for its services, in addition to the charges fixed by the Bank;
- Agent cannot provide any products or services other than DBBL Products and Services;
- Agent are not allowed any transaction by cheque except finger print & card;

- Agent should refrain from asking any personal information including account details and PIN number of customers; □without getting any written permission, agent cannot engage any other banking business besides DBBL agent banking.
- Agents are not allowing to appointing another sub-agent to provide banking services on their behalf.
- Dealing with Loans and Financial appraisal
- Encashment checkups Dealing in Foreign Currency
- Apart from above restrictions for any sort of transactions an agent must have follow DBBL Guideline □Giving final approval of opening of Bank account and issuance of cards.

If any Agents found engaged in any irregularities, breach of trust, fraudulent activities or do any subversive activities which stand against Banks interest, Bank reserves the right to canceled his/her agent ship as well as legal action through civil or criminal court. Beside this, DBBL can take any lawful initiative against agent on the basis of internal audit and customer's complaint.

5.1 Business Continuity Plan (BCP)

Factors	Action plan
Agent's inability to Continue Business	Bank is capable to continue the customer service through its online Banking module from any nearest DBBL branch or Agent booth without any interruption of customer service until new Agent is appointed.
Sudden death of Agent	In case of sudden death or disability of Agent, Bank officer at Agent booth can continue the customer Transaction till nominee or a member of his family desire to continue the business observing all formalities.
Disruption due to natural calamity like, earth quake, flood, Fire etc.	Since Agent banking solution is equipped with the latest Technology based real-time online service through internet ,Bank can make alternate place in a nearest house without disruption of business
Agent's Business discontinuity	On receipt of Agent's discontinuity notice Bank will appointment a new agent for continuity of customer service

5.2 List of Fixed Assets and their Depreciation

Fixed Assets	Quantity	Price	Durability of Assets	Depreciation (InTaka)
Land & Building	N/A	3 Lakh 30 Thousands tk.	N/A	30%
Equipment				
(1)Computers	3	1 lakh 30 Thousands tk.	5 year	70%.
(2)Furniture's	N/A	85 Thousands tk.	7 year	50%
(3)Decoration	N/A	77 Thousands Tk.	3 year	90%.
Total	3 units	6 lakh 22 Thousands	N/A	N/A.

Current Asset: Cash 10 Lakh.

6.1 SWOT Analysis

Every organization is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle. These are discussed below:

Strength

- ☆ DBBL provides its customers excellent quality of service.
- ☆ DBBL draws its strength from the adaptability and dynamism it possesses. It has quickly adapted to world class standard in terms of banking services. DBBL has also adapted state of the art technology to connect with the world for better communication to integrate facilities.
- ☆ DBBL is a financially sound company
- ☆ All the levels of the management of DBBL are solely directed to maintain a culture of the betterment of the quality of the service and development of a corporate brand image in the market through organization wide term approach and open communication system.
- ☆ DBBL utilizes state-of-the-art technology to ensure consistent quality and operation. The corporate office is equipped with SWIFT (SWIFT is a banking software, used by Bank Asia). All other branches are also equipped with SWIFT system.

☆ The key contributing factor behind the success of the DBBL is its employee, who are highly trained and most competent in their own field.

☆ DBBL provides its workforce an excellent place to work in. Total complex has been centrally air conditioned.

Weaknesses

➤ DBBL has limited human resources compared to its financial activities. As a result, many of the employees are burdened with extra workloads and work late hours without any overtime facilities. This might cause high employee turnover that will prove to be too costly to avoid.

➤ The officers of Agent banking of DBBL are not well trained because they were sent for the work after a short time training. For that reason, they can't work smoothly.

➤ The Agents are not well trained also.

Opportunities

✓ Agent banking is a part of A2i (Access to Information) projects of Government, for that reason govt. also giving special facilities for this. Govt. gives space in Union Parishad to operate its business.

✓ DBBL starts Agent Banking for first time in Bangladesh and it is covering the whole country rapidly. So it has much scope to enlarge its business comparative to its competitors.

✓ Agent Banking is becoming popular day by day to the mass people because it takes less time for any kinds of transaction where the branches are taking much time for crowd of many people.

Threats

▪ There are lots of banks in Bangladesh but all of these hadn't start agent banking yet. These are starting it gradually.

▪ As previously mentioned, the world is advancing e-technology very rapidly. Though DBBL has taken effort to join the stream of information technology, it is not possible to complete the mission due to poor technology and infrastructure of our country.

▪ Due to high customer demand, more and more financial institutions are being introduced in the country. There are already 58 banks of various types are operating in the country. Many banks are entering the market with new and lucrative products. The market for banking industry is now a buyer dominated market. Unless DBBL can come up with attractive financial products in the market, it will have to face steep competition in the days to come.

7.1 Market Research: Customer Satisfaction in DBBL Agent Banking

7.2 Research Design

Quantitative research based on the primary data. The data has been collected through structured questionnaire by using Google form.

Customer satisfaction is dependent variable (Y) & Marketing, service & growth are Independent variables (X).

7.3 Research Hypothesis

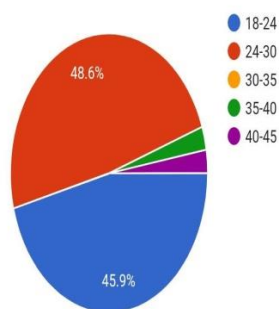
To interpret the variables I use P- Value to test the hypothesis whether it is null or alternative, Significance value of the variables, correlation and regression.

7.4 Results & Analysis

Demographic Information

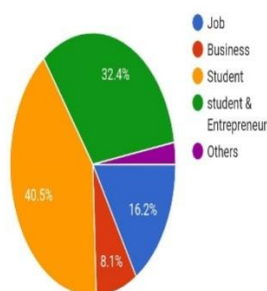
What is your Age?

37 responses



What is your occupation?

37 responses



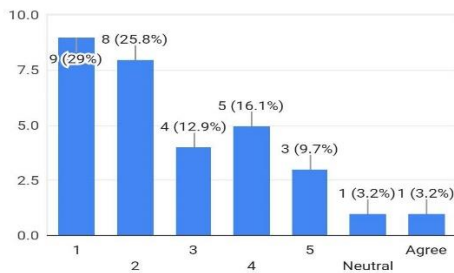
Interpretation: Among the 37 respondents age between 18-24 are 45.9%, 24-30 are 48.6%. 86.5 % are male & 13.5% are female which shows that female are behind than male in questionnaire response.

40.5% are students, 32.4 % are students & entrepreneur, 16.2 % are job holder & rest of them are others occupation peoples.

Customer satisfaction & Service Charge

3. The products of agent banking of DBBL are enough to satisfied customer needs.

31 responses

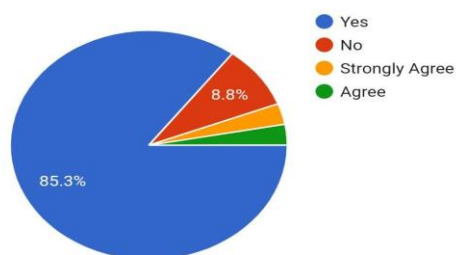


5. You are satisfied with the products and services of agent banking of DBBL

34 responses

6. The cost of services of agent banking of DBBL are lower, comparative to the other competitors.

34 responses



Interpretation: Graph 3 & 5 Shows that 54.8 % & 79.4% respondent are provided positive review regarding DBBL agent banking products are satisfied their needs & Graph 6 &7 shows that 85.3 % (cost) & 69.4 % (hidden charge) provided positive feedback regarding DBBL Agent banking service.

Descriptive Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction	2.31	.766	32
Marketing	2.40	.827	32
Service	1.76	.620	32
Growth	2.04	.858	32

Interpretation: Above graph shows that customer satisfaction average is 2.31, Standard deviation .766 (Likert Scale 1-5), Marketing mean 2.40, standard deviation .827, Service mean 1.76, deviation .620, growth mean 2.04, deviation .858 & number of sample used 32. We saw that all the mean are 1.76 to 2.40 near to the neutral scale & standard deviation showing positive results towards DBBL agent banking.

Correlation Analysis

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables.

		Customer Satisfaction
Customer Satisfaction	Pearson Correlation	1
	Sig. (2-tailed)	
	N	32
Marketing	Pearson Correlation	.404*
	Sig. (2-tailed)	.022
Service	Pearson Correlation	.170
	Sig. (2-tailed)	.352
Growth	Pearson Correlation	.012
	Sig. (2-tailed)	.947

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation: Above graph shows that correlations with customer satisfaction: marketing has .40 positive moderate correlation, service has .17 weak positive relationships, and growth has .012 insignificant positive weak relationship. Significance level of marketing is well enough based on P-value (.05) which is .022, prove the null hypothesis and marketing & customer satisfaction has positive relationship where service .35 & growth .94 prove the alternative hypothesis & Insignificance.

Regression Analysis

Regression analysis is a powerful statistical method that allows you to examine the relationship between two or more variables of interest.

Model Summary

Model	R	R Square	Adjusted R Square
1	.415 ^a	.172	.084

a. Customer satisfaction: (Constant), Growth, Marketing, Service Changing.

Interpretation: Above graph shows that R value, R square value & adjusted R square value all are not up to the standard of measurement as we know R value is .60.

Correlations (Regression)

		Customer Satisfaction
Pearson Correlation	Customer Satisfaction	1.000
	Marketing	.404
	Service	.170
	Growth	.012
Sig. (1-tailed)	Customer Satisfaction	.
	Marketing	.011
	Service	.176
	Growth	.473

Interpretation: Above graph shows that within the standard value (1) of regression correlations Marketing .40 positive moderate interrelationship with customer satisfaction & significance level .011 is also proved null hypothesis. Service .17 has positive weak interrelationship and significance level .17 proved alternative hypothesis. Growth .012 has very weak interrelationship with customer satisfaction & .47 significance level also proved the alternative hypothesis based on P-Value.

8.1 Customer Protection Policy

- › Only Bank's approved Products and Services will be offered to the customers of Agent Banking;
- › Agent booths are branded with DBBL Agent Banking Logo for identification with Contact address and Telephone number of DBBL at each Agent Booth;
- › Notification in Bangla is placed at Visible Manner for awareness of customer about Agent Banking transaction and Bank Charges;
- › Agent banking customers Deposit will be under cover of Bank Deposit Insurance scheme under Insurance Act-2000.

8.2 Regulatory Compliance

›It is obligatory for Bank to verify the KYC information of customer through the Bank officer. Agent banking has to comply with the prevailing Anti-money Laundering (AML)/Combating the Financing of Terrorism (CFT) related laws, regulations and guidelines issued by Bangladesh Bank. Necessary training to be arranged for the agents as an awareness program with the co-operation of Anti-Money Laundering Department.

- › Bill board, poster to be displayed at Agent Booths as a Part of Anti-Money Laundering Campaign. Bank's Core Banking solution integrated with Agent Banking Back office for identification and reporting of STR/SAR from the system as per guidelines provided by Bangladesh Bank.

8.3 Dispute Resolution

- › For Resolution of dispute a senior officer will be responsible to sort out the dispute and take necessary steps to resolve within 3(three) working days in consultation with Senior Management;

› Call center will receive customer complaints on 24 hours a day and 7 days a week through hot line number 16205 and refer the matter immediately to the Agent banking Department;

Agent banking department will immediately take up the matter with customer, if necessary shall visit the Agent Booth for resolution of dispute with in a shortest possible time.

8.4 Findings & Recommendations

In emerging markets and rural areas, traditional banks have a hard time reaching customers. Opening and operating traditional bank branches are often not cost-effective. Operating a bank branch entails having at least one teller at the front desk, a bank manager and bank employees specializing in areas such as mortgages and loans, and security. It is one of the reasons why banks are closing rural branches. Rural customers also have to travel extensively to visit their respective bank branches. For instance, an average rural customer of the State Bank of India has to travel around 8-20 km to the closest branch, according to statistics by Reserve Bank of India.

In such a scenario, agent banking, comprising a network of banking agents who act as physical bank branches, is the answer. Banking agents can be Telco's, e-wallet providers, and retailers and so on. It is extremely convenient as the travel distance to, say a telco agent, and is less than 2 km for that same SBI bank customer.

8.5 It's a win-win-win for all

The three stakeholders in the agent banking constellation are the banks themselves, banking agents and (of course) the customers. All of them benefit from the agent banking network model. The banks will be able to expand their customer base by on boarding new customers who were previously out of their reach. By having banking agents, instead of more physical bank branches, infrastructure and manpower costs are reduced while revenues are increased.

The banking agents benefit since they generate additional income, including sales from additional walk-ins. They can also differentiate themselves from competitors as they are now affiliated with well-known banks.

Last but not least, the previously unbanked and under banked customers have now easy access to a financial institution near them. Apart from reduced travel time and expenses, the transaction fees are also lower.

8.6 It's a global success

The agent banking model has proven to be successful in Latin America, Africa, India and the Far East. For example, the Kenyan Equity Bank was able to become profitable by reaching the mass market for deposits via its agent banking network. This success was enabled by the local government's strategy to increase the number of banked Kenyans from 30 per cent in 2013 to about 70 per cent by

2030. To enable this, the government amended the Finance Act 2009, as per Kenya Gazette Supplement, allowing banks to use banking agents to offer services on their behalf.

If we look at Latin America, we see that the leading countries that allow (and benefit from) agent banking are Colombia, Brazil, Peru and Mexico. In Brazil, the Bunco Central do Brazil reported that since the introduction of agent banking, 12 million current accounts were opened at the banking agents and the total amount of transactions reached 2.6 billion within the first three years.

In the Democratic Republic of Congo, the Foundation for International Community Assistance (FINCA) has introduced agent banking to keep customers safe. As they had to travel long distances to their respective bank branches, they were at risk of being robbed. They were also losing time and productivity due to those long journeys. The agent banking network consists of local merchants and shopkeepers who provide basic banking services. Due to the success in that country, FINCA has also introduced agent banking in Tanzania and Zambia.

In January 2017 DBBL announced it would add 2,000 agent banking outlets to its existing 1,200 in Bangladesh. The bank originally launched its agent banking network in 2014 when the central bank allowed agent banking in the rural areas where banks had no branches.

8.7 Banking on the future

As we have seen above, agent banking is a win-win-win for all parties involved. The agents win as they can sell a greater variety of specialized products and services on behalf of the banks to customers in remote regions. The customers win by getting easy access to accredited financial services providers, and the banks win as they can increase their market share.

Agency banking will play an important role in the coming years for financial inclusion. Acting as "proxy banks", agents will provide individuals and small businesses with the financial services they need to stimulate local development and economic growth.

9.0 Conclusion

Banking has become more challenging and versatile. Conventional Banking has created a few barrier to reduce crimes like money laundering. That creates a doorway for the non-banked people to be included through Agent banking. It's an idea that can revolutionize the banking sector. Right now huge number of common people are not being banked in our country. Agent banking is stretching its arm towards them. Reaching to the very root level where other conventional banking is creating barrier. Agent banking is not just an experiment it's a proven process in over the world. It facilitates people of every level of the society to be banked. Banking is basic right. Half-educated or uneducated people finds the conventional banking tough to handle. For them Agent banking creates an easier process to do banking. For example those who cannot sign can do banking with just a thumb print. Those customers who needs special attention due to their lack of knowledge being attended with special care be some trained professionals. Aria coverage is a massive revolutionary factor of agent banking. It's difficult and probably impossible for a bank establish branch and run with profit in rural arias. But for agent outlets it is very easy to establish and maintain in rural arias. Overall agent banking is including the society in banking process and helping the society to improve economically. I think if it continues our country will become one of the most economically solvent country of the world.

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