

**An Analysis of the E-Banking Services
of Sonali Bank Limited,
Chandpur Branch, Chandpur.**



Daffodil
International
University

**An Analysis of the E-Banking Services of Sonali Bank Limited,
Chandpur Branch, Chandpur.**

Submitted To:

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Program: BBA (Major in Marketing)

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Daffodil International University

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Letter of Transmittal

29th July 2021

Professor Dr. Mohammed Masum Iqbal
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report.

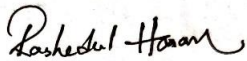
Dear Sir,

With due regard, I am submitting herewith the internship report on the topic titled “An Analysis of the E-Banking Services of Sonali Bank Ltd, Chandpur Branch, Chandpur. This report is a part of my internship and partial fulfillment of the BBA course.

I finished my 3 (three) months internship at Sonali Bank Limited, Chandpur Branch, starting from February 2021 to April 2021. The internship report accumulates the knowledge and experiences that I have gathered during my three-month internship in the bank. In this report, I give my best to follow your directions and my level of expertise and capability. Also, I am extremely pleased with the kind opportunity that you gave me to explore my findings.

I hope that the report will be able to meet the standard of the University and your expectation. I will be obliged to follow your advice if you think that there is a need for further improvement of this report.

Earnestly Yours,



Muhammad Rashedul Hasan

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Program: BBA (Major in Marketing)

Department of Business Administration

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Certificate of Approval

This is to certify that the internship report entitled An Analysis of the E-Banking Services of Sonali Bank Limited, Chandpur Brach prepared by Muhammad Rashedul Hasan, ID: 162-11-5217, as a requirement of BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship

Preface

At first, Alhamdulillah for everything that I have achieved, and all credits go to Almighty Allah, with the grace of Almighty Allah and the immense support from parents and Sonali Bank Authority. Finally, the three months internship program has now finished. All the honor and heartiest gratitude to Sonali Bank Limited and the officials. For their valuable guidance and unconditional support.

At this moment, I am profoundly obligated to my decent Supervisor Mohammed Masum Iqbal, Ph.D., Professor and Dean, Faculty of Business and Entrepreneurship, Daffodil International University, for his kind-hearted observation to me in setting up this report. At first, my heart appreciation goes to him for checking the overall report cautiously and expertly and for giving me significant advice and suggestions to finish the entire paper accurately. That enables me to feature an extra price in my report. Without his suggestion and remarks, It's not have been possible to complete this report in time.

Lastly, I want to express my love and greetings to Daffodil International University management as they have given me the scope. The official's staff and all others help me in every aspect where I needed help and advice to lead the study. Also, my appreciation goes to my friends and other seniors, who helped in many ways by providing necessary information, suggestion, and honest opinions.

Though, I have given much effort to this research. But, without support from many individuals, it will never be possible to complete this in a short time. And I like to extend my honor and thanks to everyone.

Abstract

The overall purpose of this study is to explore how the customer facilitated by the E-Banking services of Sonali Bank Ltd and their satisfaction level to figure out the drawbacks and advantages. I made this report by the experience I have gathered from my learning period from Sonali Bank Limited, Chandpur Branch.

This report focuses on e-banking services which are done based on the present scenario of electronic banking. This report is divide into different parts and orders. The general overview and background of the study, Are presented at the starting part of this report. Then provide an overview of e-banking services in Bangladesh. Afterward, this report is exploring many departments, management functions, and objectives. At the end of this report, some limitations came out with problems. And recommendations are given in the latter part of the report.

E-Banking is the main point of discussion in this report. So, I discussed its diagnosis and necessity. E-banking operation includes Funds Transfer, Bill Payment, Electronic Clearing Services, Automatic payroll deposits, ATM, Local remittance from an account, Balance inquiry, Mini statement, and so on. SBL newly introduced E-Wallet, A mobile-based app, and customers can operate it by their smartphone and take advantage of real-time transaction needs like Fund Transfer, Mobile Airtime Recharge and Bill Payments, et cetera. By Sonali Bank, E-Sheba apps customer can open bank account staying at home and almost took every kind of banking experience by this mobile apps.

In this short period, I worked and gained knowledge of almost every kind of general banking works that my branch offers to its customers. Mainly, I focused on the electronic banking services, how it works, and the customer quarries about it. Sonali Bank Limited Chandpur branch has almost every kind of online banking service that Sonali bank offers. Although having many facilities, Still customers feel hesitant and insecure because they are concerned about online fraud. To prevent data theft and provide online banking protection for its customers, the bank needs to maintain its data by cyber experts. By organizing some special training for their employees, they can operate the system more effectively and bring rapid changes in e-banking.

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Introduction

Banks in Bangladesh play a significant role. In this modern life, people rely on banks to make daily financial transactions because its fast, secure, and safe. Sonali Bank Limited is one of the most reputed organizations in Bangladesh, Which runs very proficiently for many decades. Goes-back to fourteen-century banks only existed in Europe. Now, banks are everywhere. Banking is one of the crucial elements of a country's economy.

SBL is one of the leading NCB (Nationalize Commercial Bank). They provide many types of services to customers. They have corporate banking facilities, Remittance, Special Small loans, NGO-Linkage Loan, Ancillary Services, Merchant Banking, A.T.M. Card, SMS Banking, Mobile Apps based services, et cetera. Sonali Bank Limited is working alongside the government to implement the Agenda of Digital Bangladesh by introducing various automation initiatives.

This report is based-on, "An Analysis of the E-Banking Services of Sonali Bank Limited (A Case Study of Chandpur Branch, Chandpur). E-banking is assistance offered to the customers, which saw the equities for accounts, checking the exchanges, downloading pleasing data, move of points of interest, paying outsiders, making advance applications, and so forth from an affirmed page of the bank. E-Banking has opened up another field of contention for banks. To works online, an individual needs the customer number and riddle key. E-Banking has begun during the 1980s yet sensibly another idea in Bangladesh.

Customer fulfillment unequivocally identified with E-Banking. The bank has developed its apps for its customers, Known by Sonali e-Sheba. By using this, customers can open an account on their own. Recently they have launched their new service called Sonali e-Wallet. In sum, It is clear that banks are more focused on customer satisfaction and working on future demands by digitalizing their services. The banking industry expanded very wisely, and the competition is intensifying every day. It's a mandatory requirement for a bank to meet the customer demands and fulfill them in the shortest possible time.

1.2 Background of the Study:

The proposed paper is conducted by an observation method where's reflects a detailed study on e-banking, To know about its challenges and benefits along with the customer satisfaction level.

According to Carlson et al. (2001), E-banking banking doesn't have a sovereign impact on profitability.

Sathye, M (2005) In terms of performance and risk profile of banks E-banking doesn't have a significant impact.

These reviews of the literature are based on several countries like the USA and Australia. But in Bangladesh, much work has not been done on E-banking problems. The present study intends to know the factors affecting customer satisfaction and also concern about privacy issues related to E-banking. The study is focused on Sonali Bank Limited and its difficulties with E-banking. To make this report is a part of my course work and partial fulfillment of the BBA program. As an understudy of Sonali Bank Ltd, Chandpur branch, Chandpur. I was given by the topic "An analysis of the E-Banking services of Sonali Bank Ltd"

1.3 Scope of the Study

The study's original focus is the e-banking activities of Sonali Bank Ltd, Chandpur Branch, Chandpur. All the necessary documents have been collected from the bank to write this report and, It becomes a source of valuable information related to Sonali Bank Ltd and its E-banking sector. As an Intern, I got the opportunity to work at the different desks and learn new things associated with e-banking. In the beginning, I started my work at the receptions desks, then I got the basic Idea of bank activities and, then I shifted into the account opening section. After a few days later, I moved onto the SPOT Cash remittance section and other different desks related to online banking. In this short time, I met many people and got the opportunity to collect their valuable feedback about their experience regarding e-banking services.

1.4 Objective of the Study

- ◆ To explain Electronic Banking;
- ◆ To illustrate the E-Banking services of the Sonali Bank Ltd, Chandpur Branch, Chandpur;
- ◆ To identify the problems related to the E-Banking services of the Sonali Bank Ltd, Chandpur Branch, Chandpur;
- ◆ To make recommendations to solve the problems;

1.5 Methodology:

The nature of this research is following by a conclusive research method. This report is prepared based on the Primary data, And also included secondary data sources. During the internship period at Sonali Bank Limited, Chandpur branch. Following sources are used to collect the data:

1.5.1 Primary Sources

- ◆ The information was collected from the account holder and bank officials while doing my internship at Sonali Bank Limited. The majority of them are debit and credit cardholders and the user of Sonali eSheba and Sonali e-Wallet.
- ◆ Data was collected by Random sampling methods.
- ◆ To reduce bias from Survey, the following stapes are taken:
Reduce sampling error: By increasing the number of samples.
- ◆ Responses were taken from the clients by direct interview and asking questions.
- ◆ Mostly close-ended questions were used to collect data from the respondents.
- ◆ Responses were collected from 20 customers and half are male and half are female respondents.

1.5.2 Secondary Sources

- ◆ Official website of the bank;
- ◆ Shared on-line journal;
- ◆ Yearly report of bank;
- ◆ Circulars published by SBL through Bangladesh Bank.

1.6 Limitations of the Study:

As an Intern student, there are many challenges to research on a particular topic because there are many types Of limitations that can affect outcomes. The usual problem is time limitations. It is hard to finish research in a short time and without having much experience of it. Three months of learning is not enough to build confidence in research work. It is not possible to get all paper-based information because banks have some restrictions on their confidential data.

Literature Review

In order to gain and retain new customers bank can offer some snowballing services to its clients. (Moody; 2002).

Electronic banking popularity is rising day by day because of its facility provider and users advantages. By the aspect of bank it is mainly concentrated into cost saving (Sathye, 1999; Robinson, 2000) It remains one of the cheap and flexible delivery channels. (Pikkarainen et al, 2004)

Electronic banking is where customer can access their bank account by using smartphone or computer with the help of internet. (Sivasubramanian and Arunachalam _2007).

Internet banking is a service where customers can make financial transaction by using their mobile or computer (Tantichattanon and Ongkasuwan 2002)

Real-time has become more popular in banking. Customer wants the flexibility to maintain their account from any branch of a bank instead of the specific branch where their account exists. (BankAway. 2001)

The standard of e service can be stated in all parts of the customer appraisal in regard to e services allotment in the market. (Santos J._2003)

Customer Requirement, Needs suggests the utilities from things and organizations required by the customer before grasping anything or organization (P.Kotler)

Customer Satisfaction

Customer satisfaction comes from the consumption experience of a product or service and set of outcomes of perceptions (Saha and Zhao, 2005).

To Identify the customer fulfillment is define the judgment related to a targeted product or services (Heide and Olsson, Gunderson, 1996)

So, there is no doubt that to satisfy a customer's need is rely on the product they used and the quality of that.

Organization Profile

3.1 Brief history of SBL

Sonali Bank was established under the Bangladesh Banks Nationalisation Order in 1972. Before the independence of this country, the organization was divided into two small parts which are premier bank and Bahawalpur. After liberation, the two banks merged into Sonali Bank. Under the govt commandment 1972 p.o,26 it was nationalized. The organization is transformed into a public ltd company under 100% dominion of the local government and on 15th November 2007, It starts operating as Sonali Bank Ltd.

The organization offers such services like, microcredit, oversea relations , SME finances, NGO linkage , corporal banking, project finances , loan investment , locker facility.

The bank has owned a total of 1227 branches.467 situated in town side and 746 are placed in village areas. Out of them. The company called SonaliExchange is run by this bank. Sonali Bank Uk directly sends remittances to up to 25 areas of Bangladesh. Among them, Dhaka, Moulvibazaar, Beanibazaar Sylhet, Hobigonj, Tajpura are included. In 2010 Sonali Bank has launched their new banking system called Islami Banking. Initially, They started these services into five separate districts. Later on, they extend their services to 6 branches of SBL in several districts across the country.

When the bank establish it has a Paid-up capital of 30 million takas. In 2001 the banks authorized and paid-up capital was ten billion takas and nine billion gradually. The bank's reserve funds were sixty million in nineteen seventy-nine and over two billion in 2000. twenty-five thousand dollars was stolen from the bank by cybercriminals, using the swift International pay. In 2016 SBL sign with Pay Pal.

Vision, Mission & Slogan

SBL Vision

Renown banking institute with social promises and global subsistence.

SBL Mission

To determine how to provide quality goods and extend the services that help to assist the different needs of people, mark to improve their lives, generating value for stakeholders and give a hand towards socio-economic changes of this country.

SBL Slogan

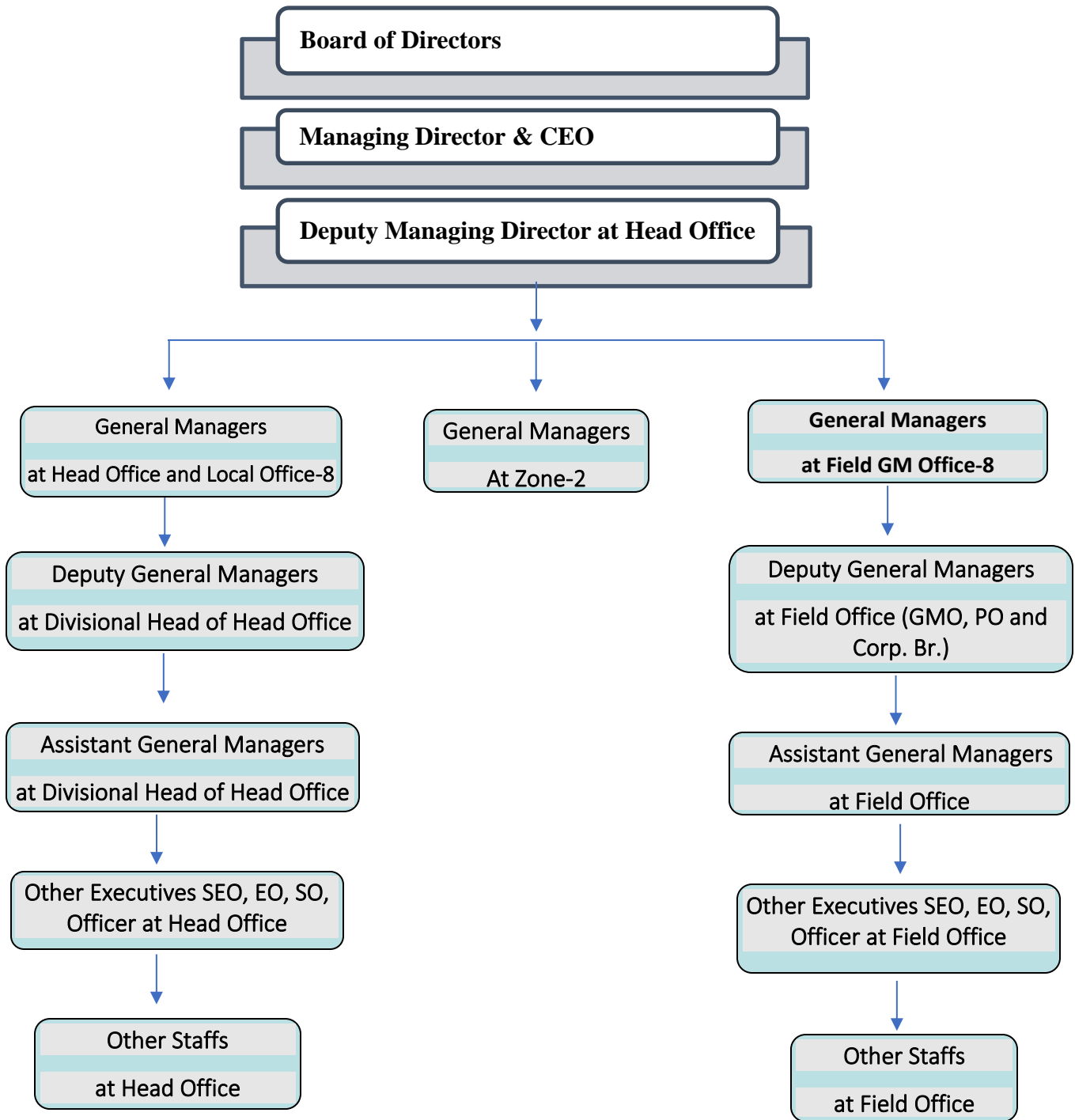
Creative banking with trust and reliability in customers mind

SBL Profile

Organization	Sonali Bank Limited
Chairperson	Ziaul Hasan Siddiqui
CEO & Managing Director	Md. Ataur Rahman Prodhan
Company Secretary	A.K.M Sajedur Rahman Khan
Lawful State	Public Limited Company
Inception	Founded as state-owned commercial banks in 1972, In consequences of Bangladesh Bank “Nationalization”
Establishment	03 June, 2007
Agreement by vendor’s	15 November, 2007
Official address	Commercial area motijheel ,Dhaka
Fund Authorized	Tk.6000 core
Paid-up resource	Tk.3120.00 core
Total officary	22,446
Total Branches	1204
Phone	9550426-31
Telefax	88-02-9561410, 9552007;
Web page	www.sonalibank.com.bd
Email	itd@sonalibank.com.bd

Table 1. Corporate Profile

Organigram of SBL



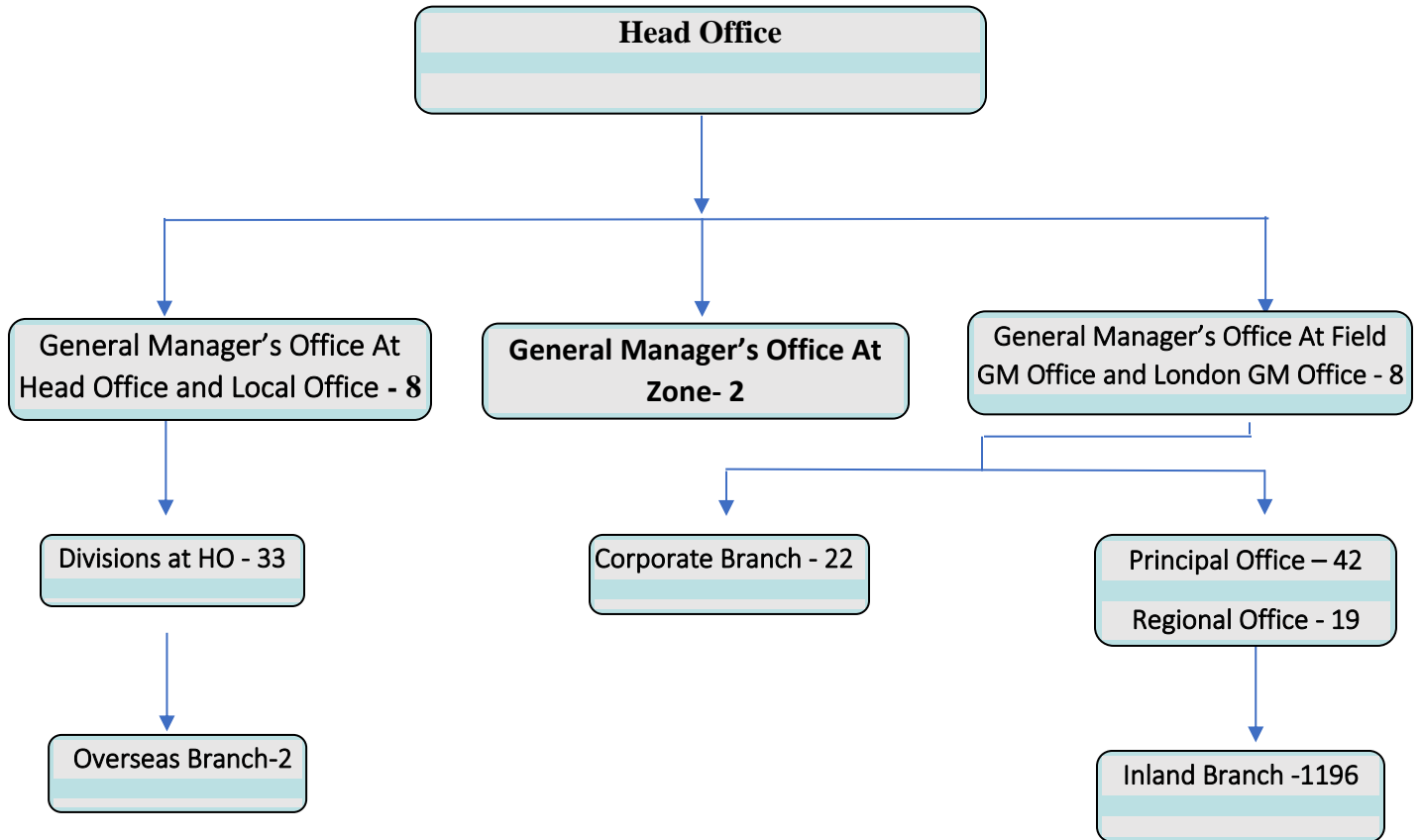


Figure 1: Organizational Structure

Overview of E-banking

4.1 E-banking Overview

Nowadays, electronic banking or e-banking services are provided, By almost every financial institute like banks. Other credit unions are allowed to conduct banking through the internet by using Information and communication technology.

The server of e-banking is drawn as a client-server structure. Customers can operate his or her account by smartphone or Pc. Which is connected to the internet network. And they can access to bank server by using their user name or password provided by the bank and be able to make any payment or transfer balances from their account. When someone made a transaction, the server is time out and the bank provides a new unique code to its customer to re-enter. Many times, bank have their customized apps for clients. The program can be run offline and equipped to pay orders offline afterward make it online. The account holder can receive every confidential information by their mail account. To getting, customers attracted to real-time services like ATMs and other analogous services to its customers. Customers can also use, transfer operations and payments without knowing the bank staff.

E-banking made virtual insignificance through millions of people who use this service. Since, late 1990. Electronic banking is a service that fulfills future generations' needs. The internet-based banking service, called e-banking, is the future of banking systems like mobile banking, atm network, usages of computers, home banking, et cetera. Atm services are the earliest and fast innovation among others. On another side, In phone banking customers use their phones to connect to their bank server and by accessing the bank server they make transactions.

4.2 Concept of E-banking

The concept of electronic banking comes from the electronic devices and the usages of the internet, where funds are transferred through the exchange of electronic signals, rather than cash, check, or other types of paper documents. Human Interactions are partially reduced and Increased the usages of computers and telecommunications to enable banking transactions.

4.3 The History Of E-Banking

The Bank of America was the first one to develop the idea of E-banking tasks where electronic computers could take over the banking tasks of handling checks and balancing accounts, which was, at that time, extremely labor-intensive. To automate millions of daily transactions financial institutions like banks have used powerful computer networks for decades to reduce the pressure of increasing employment.

The usages of personal computers added an extra layer of convenience and speed to the process. Customer can do their banking at any hour of the day regardless of the bank's operating hour. Whenever customers needed to transfer funds or pay bills, they can usually do so from anywhere where Internet access is available.

E-banking generally offers customers to maintain their accounts without making a trip to the bank itself. For instance, Balance Inquiry, bank statements, Utility bill payment, Fund Transfer between two-party, etc.

EFT is known as Electronic Fund Transfer where funds are transferred between two accounts by electronic Channel.

4.4 E-Banking Types

Informational

This term is used by bank internal officials and It involves the primary stages of banking and the user are only bankers for the organization promoting and marketing purposes. Kind of E-Banking where It doesn't enable its clients to see or keep up their records. To know about the new offerings of banks this method

It helped the target audiences. Customers didn't allow to communicate with the bank. The bank themselves or any third party can do this work on behalf of the banks.

Communicative

Electronic banking channel allows the customer to interact with the bank for this reason e-banking is broadly using in banks. Although there are some limitations on this kind of banking, But still customers can fulfill their daily needs by making an inquiry about his/her account balance, the status of the account, know basic query, etc.

Transactional

One of the most popular e-banking uses is the transactional method. Customers can instantly transfer their funds, real-time cash-out, and deposit money. This technology provides customers all the advantages of manual banking and they have control of their accounts.

4.5 Diagram of Electronic Banking

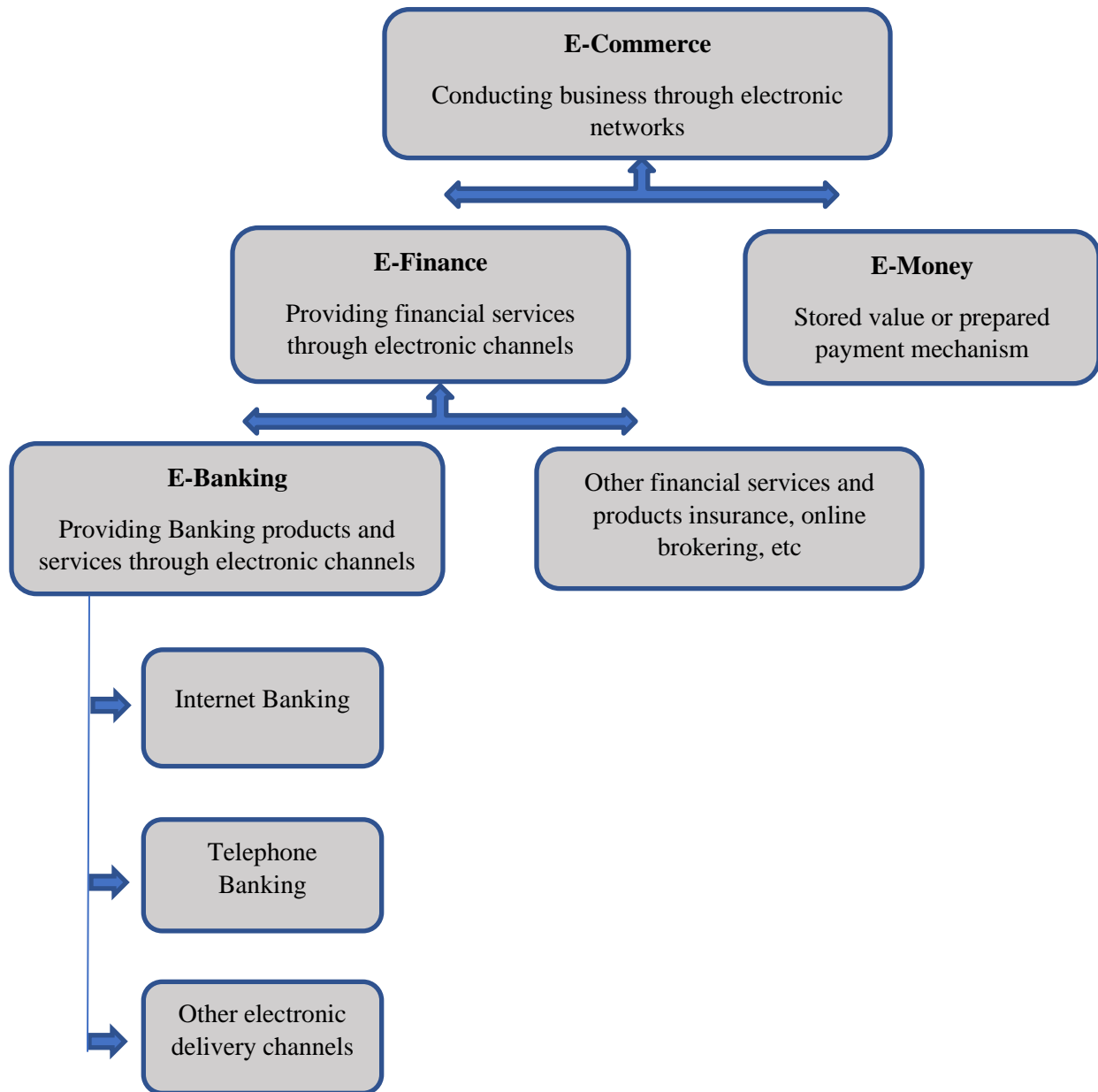


Figure 2: Structural diagram of e-banking system

4.6 Risk Management of E-Banking

With the blessings of the internet, modern life is more flexible because the information is now available and it spreads faster than ever. And the impact goes directly through the financial market. When a specific market is crashed then it works like a chain reaction and it spread everywhere across the world. While doing any business risk gets the highest priority.

Advance Cost Risk

One of the dangers of E-Banking is the threat to profit or capital ascending out of enhancements in financing costs. E-Banking can pull in a huge pool of stores and advances. With the move of the web and new improvements, new dangers have risen. New difficulties are made for the bank senior association. The various sorts of hazards of E-Banking are as indicated by the going with:

Risk of Credit

Any customers who have a bank account can apply for loans by e-banking. There are many ways where a loan applicant's information can falsely present or identity stolen or using false information. Though it is believed there is very little chance to happen that, but still there are chances.

Risk of Interest

This is one of the most difficult tasks to handle by any bank. Countries are now connected by the Internet and globalization. So, the economy of the world is affected by one another. The competition is intensifying more than ever because customers are now connected with information by internet and they search for greater advantages. So, the market is very competitive.

Risk of Liquidity

Most of the clients get easy access to cash through e-banking when they want. For this reason, more attractive rates and products are offered by many banks and financial companies. For this cause, sometimes many customers demand large amounts of withdrawals at the same time which makes the bank at risk.

Risk of Foreign Exchange

All assets and liabilities that are in foreign currency made upsurge risk in foreign exchange. Banks face risk because of the exchange rate inflations. The main reason is bank hold and sells foreign

currency, So, customer can make international transactions and get many global services. Online banking can reduce the risk of foreign banking.

Trades Possibility Risk

This risk to profit and capital that ascents up out of mutilation, mess up, and the weakness to pass on associations or things, or to keep up a strong position or to oversee data. Exchange chance that may exist with E-Banking things if these are not fittingly coordinated not reasonably finished and not appropriately viewed. Banks which give E-Banking ought to dependably endeavor to satisfy their customers' wants and satisfy them by promising them that they have the right thing mix and moreover can pass on accurate, advantageous and reliable organizations.

4.7 E-Banking Services of Sonali Bank Ltd, Chandpur Branch

Debit & Credit Cards

Mostly every commercial bank provides its own debit or credit cards services to their clients. An account holder can make payments or withdraw money from any registrar booth or shop. The card allows account holders to get an emergency fund whenever they need cash or make payments Instead of cash.

E-Wallet

In Bangladesh, mobile banking is getting demanded day by day because it's easy to use and customer can access easily whenever they want also it is less time-consuming. Sonali Bank Chandpur Branch has EWallet services where customers can add money into E-wallet from their account at any time. E-Wallet is a mobile application where customers can facilitate in many ways by using this app. Users can pay their utility bills by using this and make mobile recharge whenever they want also check bank statements and balances at any moment.

Sonali eSheba

During this pandemic, by using Sonali eSheba many customers do their banking safe and securely. Those who do not have an account open an account by using this app. Sonali bank Chandpur branch supports this app and also has an IT officer to maintain this service.

SMS and Online Banking

The data was collected from website of Sonali Bank

- ◆ Currently more than twelve hundred branches are working under ABB online network.
- ◆ There are 1200 plus branches which are running these services
- ◆ There are 1218 branches and among them 1216 are at home all of them are under this service.
- ◆ 1216 branches are operated by CBS and they support SMS banking method.

SBL is progressing in Real time online banking gradually and the bank is connecting all its branches under real time banking. Those branches having ABB also provide sms banking.

ATM

This service is called, automated teller machine and by this customer can establish a secure transaction and make a secure deal with the bank and its customer. To make transactions especially cash withdrawals without having connectivity with bank persons. Sonali Bank Chandpur Branch have their ATM services besides the branch.

Remittance

Sonali Bank Limited introduced RMS+ (Remittance Management systems) by this service money sent from outside, one can easily receive. Receiver can get sms alert once receive the money or withdraw. Sonali Bank Limited Chandpur Branch have this facility and client can pay remote settlement quickly.

Other Notable Services

1. Make savings, debt payoff and card management.
2. Account Statement check and fund balance transfer to any bank
3. Shop from online and make payment through online gateways.
4. Spot payment such as electric bill pays, mobile balance recharge, university tuition fees etc.
5. Any time mobile phone top up
6. Utility Paying.
8. Heir Management.
9. Online maintenance for account.
10. Check Debit and Credit – Search for data of savings, Any loans and certificates of deposit.

11. Set Up Alerts – When transaction occurred banks provide an alert service through messages

12. Rebate things and Services include:

- Wire Transfer
- Robotized Clearinghouse Transaction Bill Presentation and segment
- Money Management
- Retail Products and Services Include:
- Hold Transfer

4.8 SBL Q Cash ATM Networks

The bank is one of the members of the Q cash consortium, visa, and ‘NIPSB’. The importance of those services is only for the customer, So customers can get 24/7 cash-withdraw for anywhere. There are seventy-five atm own by bank and the majority is deal with shared network services by using another partner bank atm services.

SBL Q-Cash ATM network Features

- ◆ The newly launched Debit or Credit card support qcash supported atm.
- ◆ Users of Debit/Credit cards holder can pay their bills as like: Gas bill, Telephone bill and water etc.
- ◆ Flexible way to send remit among branches.
- ◆ All time transaction facility services.
- ◆ Pos payment and online purchase is available.
- ◆ Online shopping and virtual payment
- ◆ POS payment is available.

Banks under Q-Cash consortium (Debit Card)

SBL is partnered with Qcash consortium. The card users of this bank can use Qcash Consortium:

Sonali Bank ltd	NCC Bank ltd
BasicBank ltd	Pubali Bank ltd
Bangladesh Commerce Bank ltd	Social Islamic Bank ltd
Bank Asia ltd	State Bank of India
IFIC Bank ltd	Shahjalal Islamic Bank ltd
ICB Islamic Bank ltd	Standard Bank ltd
Janata Bank Ltd	Trust Bank ltd
Jamuna Bank ltd	The City Bank ltd
Markentile Bank ltd	Trust Bank ltd
Mutual Trust Bank ltd	Uttara Bank ltd
National Bank ltd	Eastern Bank ltd

Table 2. Banks under Q-Cash consortium (Debit Card)

Others transaction charges included vat	
Member Banks of 22 Q-Cash =	11.50 tk
Brack Bank omnibus =	17.25 tk
Dutch Bangla Bank ltd =	34.50 tk

Table 3. Others transaction charges included vat

Facilities provided through credit cards:

Recently Sonali bank launched property credit cards for its officers. The govt officials mainly university teachers and other autonomic organizations employees whose salary is provided through SBL. This card is only for govt high-paid officials' usage.

Credit Limit (BDT)	
General Manager and Above	5,00,000
Deputy General Manager	4,50,000
Assistant General Manager	4,00,000
Senior Principal Officer	3,00,000
Senior Officer	2,00,000
Officer	1,25,000

Table 4. Credit Limit (BDT)

Problems and Recommendations

Problems Identified

- There are not enough ATM booths of Sonali Bank Limited and clients are very disappointed with this.
- ATM booths are running out of cash. Because most ATMs have a single machine and this is not enough for the busy area or any marketplace.
- There is a transaction limit on ATM booths. To protect money the bank set this limit on transactions. But customers are not happy with it.
- When the client applies for an ATM card from the bank, they need to wait more than ten days to receive it.
- Many customers demand online cheques, but the bank fails to provide the services at the proper time.
- Sonali Bank Ltd, ATM cards are not approachable to many malls and restaurants. Many exceptional clients are disappointed by this issue.
- Customer who needs old data related with the account they could not get that because current CBS (central banking software) have not to access with previous software is called Baxi bank.
- Gatherings are taking place in cash and reception because there are no electronic cue or token services in this bank.
- Online Banking may have the danger of fraud. And Online security isn't as a lot of mind-blowing as the size of the bank.

Recommendations

1. The bank needs to enhance its ATM booth network to locate those areas where branches are not available so that customers can make transactions easily.
2. Sonali Bank limited needs to provide more cash into atm booths, especially In busy areas or near the marketplace, also needs to set multiple machines on atm booths to reduce the pressure of clients.
3. Sonali Bank ATM services have to increase the daily transaction limits to meet the customer demands.
4. The bank needs to establish smart services by providing Instant ATM cards to its customers.
5. In terms of providing online checkbooks, the bank needs to use a channel to provide this service in the shortest period.
6. The bank has to grow more connectivity with local brand shops and restaurants to enhance their payment getaway network, So customers can pay their bills by using bank cards.
7. By consulting with an It expert, Sonali Bank Limited needs to transfer all their old data from Baxi Bank to CBS(central banking software) system.
8. The bank needs to establish an electronic cue card system for its customers to get their desire services smoothly.
9. As far as, Security is the principal barrier towards electronic banking, so the bank needs to build up expert cyber teams, Who can monitor the bank server.

Conclusion

In the fast-moving technological world, Customers' demands and prospects are changing rapidly. To adopt these changes and meet the future customer needs and fulfillment. The bank should take some necessary steps towards changes that make a positive impact on the company. The banking process should be flexible and smooth, so every type of client can deal with their work in the bank. In this way, customers are more attached to banking and build a loyal relationship with the bank. Nowadays, competition in the banking sector is increased more than ever before because of the small and new commercial private banks offerings., They have new strategies and plans that offer customers more opportunities at a lower interest rate. Also, they have a very sharp marketing plan that reaches customers more effectively. To Survive, In this modern banking competition, Sonali Bank Limited should bring some improvements to its marketing department and also create reliable security services to prevent online hacking. The bank should create a necessary training program for its employees to faces new challenges and bring faster improvements in the E-Banking sector.

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