

“ASSESSING CUSTOMER PREFERENCES AND ENGAGEMENT CHANNELS IN RETAIL BANKING SERVICES AT CITY BANK PLC”

City Bank PLC



Prepared by:

Sanzid Ahmed Shams

ID: 201011202

Major: Marketing

Supervised by:

Tabassum Islam

Lecturer, ULAB School of Business

Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



May, 2024



Internship/Project Report Approval Form

Student Name Sanzid Ahmed Shams ID No. 201011202

Major: Marketing Year: 2024

Mobile Phone: +8801715186228 Email: sanzid.ahmed.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization: City Bank PLC

Internship /Project Report Topic: Assessing Customer Preferences and Engagement Channels in Retail Banking Services at City Bank PLC

Term (Tick one): ☐ Spring 2024 ☐ Summer 2024 ☐ Fall 2024

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____

Date: 28/04/2024

Name: Tabassum Islam

E-mail: tabassum.islam@ulab.edu.bd

Phone: +880 1719-467623

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name SANZID AHMED SHAMS (BLOCK LETTERS)

ULAB ID # 201011202

Signature SANZID AHMED SHAMS

Date 28/04/2024

LETTER OF TRANSMITTAL

April 28, 2024

Ms. Tabassum Islam

Lecturer of the ULAB School of Business

University of Liberal Arts Bangladesh

Subject: Internship Report Submission

Dear Ma'am,

I am submitting my internship report on the topic "Assessing Customer Preferences and Engagement Channels in Retail Banking Services at City Bank PLC" to fulfill the partial requirements of my BBA program. I have organized this internship report by following the guidance you provided and the guidelines provided by City Bank PLC. My main objective is to make the report detailed and informative. Besides academic knowledge, this internship report was helpful in terms of getting an opportunity to survey the needs of customers and their needs in the sector of Retail Banking. I believe that the knowledge I gained from this study will be very beneficial in my life.

I am thankful for your continuous support. I have given my full effort to make sure that the report is neat and detailed. I have tried my best to include all the main points of the topic. I hope you will find this report decent enough to approve it after reporting.

Sincerely

Yours,

Sanzid Ahmed Shams

Name: Sanzid Ahmed Shams

ID: 201011202

Acknowledgement

As I come to the end of my internship, I find myself compelled to give Allah my deepest gratitude for all of the blessings and guidance I have received throughout this period.

Additionally, I want to thank my supervisor, Ms. Tazrian Shainam Shahid. Her guidance, helpful criticism, and support improved my ability to understand, but she also made an important impact on my development on both a personal and professional level. I sincerely appreciate the chances she gave me to learn firsthand.

My heartfelt appreciation goes out to my family as well as to my friends for their constant encouragement during this internship. I am lucky to have such a wonderful base of supporters since their understanding and encouragement have served as my pillars of strength.

Furthermore, I would like to thank MD Mushfiqur Rahman Sir, who was my line manager at City Bank's Retail Banking Division. In addition to giving me a strong foundation of abilities and knowledge, your leadership has motivated me to pursue greatness in whatever I do. I appreciate you believing in my ability and giving me the chance to contribute to worthwhile campaigns. It has been a pleasure to work under your direction, and I am very grateful for the lessons I have learnt here. I am grateful for your mentorship.

Table of Contents

INTERNSHIP / PROJECT REPORT APPROVAL FORM.....	1
PLAGIARISM DECLARATION.....	2
Letter of Transmittal.....	3
Acknowledgement.....	4
Table of Contents.....	5-6
PART A	7
Chapter 01: Internship Preparation.....	7
1.1 My motivation to do the internship.....	7
1.2 How did I apply and manage to secure an intern ship in this organization? Why have I Chosen this organization?	7
1.3 My Internship Interview Experience	7
1.4 Relevant information about the organization.....	8-9
Chapter 02: About The Internship	9
2.1 My Position / Job Description.	9
2.2 Description of the Office.....	9
2.3 Work Culture.....	9-10
2.4 New skills I learned	10-11
2.5 My Contributions	11
2.6 Resonating my educational learning with my internship roles and responsibilities:.....	11-12
Chapter 03: Self Reflection	12
3.1 Things I liked and disliked about my Internship.....	12
3.2 Recommendation on Internship.	13-14
Chapter 04 Personal Development Plan	14
4.1 Personal Development Plan	14

4.2 Technical and Interpersonal Skills	14
Part-B	15
Executive Summary	15
Chapter01 Introduction	16
1.1 Research Title	16
1.2 Research Objective and Purpose	16-17
1.3 Research Context and Background of the Study	17
1.4 Research Question and Problem Statement	17-18
Chapter 02 Methodology	18
2.1 Type of Research	18
2.2 Research Design.....	18
2.3 Method of Sampling, Data Collection and Analyzing	18-19
Chapter 03 Findings and Discussion	20
3.1 Performance Analysis	20-29
3.2 Feedback Analysis.....	30
Chapter 04 Recommendations	31-32
Chapter 05 Conclusion	33
Appendix	34
Plagiarism report	35
ORGANIZATIONAL ACCEPTANCE LETTER.....	36-37
Internship/Project/Dissertation Sign-up Form	38

Part A

Chapter 1: Internship Preparation

1.1 My Motivation to do the internship

I gained a strong foundation in marketing principles at ULAB thanks to the abundance of theoretical knowledge I was exposed to. But I've come to see that there's a big difference between applying theories at a reputable financial institution like City Bank PLC and learning them in a classroom. I was interested to see how Trade Operations are planned, executed, and assessed in a formal setting because I am aware of the difficulties and complexities that arise in the real world.

As a Customer Relationship Management (CRM) intern at City Bank PLC, my main objective was to apply the theories and concepts I learned in University of Liberal Arts Bangladesh (ULAB) classrooms to real-world situations while gaining valuable experience in the fast-paced marketing industry.

Putting what I had learned so far to use was my primary motivation for pursuing this internship. Maintaining a constant focus on developing my communication and interpersonal skills as well as my knowledge of the corporate world. The idea of networking within the ever-changing environment of one of Bangladesh's top banks, City Bank PLC, seemed like the perfect chance for my personal growth. With this one-of-a-kind opportunity, I hoped to fully immerse myself, understand the essence of corporate subtleties, and emerge as a more polished and adaptable professional.

1.2 How did I apply and manage to secure an internship in this organization? Why have I chosen this organization?

I had applied at City Bank PLC and by the help of a known source my CV had been put forward to the Vice President of the Corporate Division, who had told Human Resources Dept. to get in contact with me. When I first got the interview I was very nervous and excited at the same time. Then when the day came for me to go for the interview I was not that nervous as it was a new experience for me and the HR people were very friendly and approachable, they were very impressed with my CV and all the activities I have taken part in on and off campus. Mr. Rakib Sir, from HR conducted my interview and he was very pleased with impression I had on myself. My optimistic mind got me over the line in this interview. After the interview I was told to wait, and finally on 3rd March, 2024 I got the call to join and start my internship from 6th March, 2024.

1.3 My Internship Interview Experience

As mentioned above I was able to secure the internship interview by the help of my connection. During the interview I was asked an array of challenging questions which I was able to answer in quite the confident manner. I was asked about my co-curricular experiences and by my answers the HR got confirmation that all of my achievements mentioned was authentic. The HR asked me about my likes, dislikes and the things I do during my spare time. They were getting to know me

and seeing what things I was able to do. It was a good experience and it was a warm welcome to the City Bank PLC family.

1.4 Relevant information about the organization

City Bank PLC is a privately held commercial bank based in Dhaka, Bangladesh. Retail banking, corporate finance, SME banking, women's banking, digital banking, asset management, equity brokerage, and security are among the services and products offered by the bank. There are 133 branches on it. The bank is the only licensee of American Express cards in Bangladesh and holds licenses to issue Visa and MasterCard debit and credit cards.

In addition to its fully functional Islami Banking branch, the bank operates as a real-time online bank with SME/Agri branches located all over Bangladesh. Mashrur Arefin is the bank's CEO and managing director. With the opening of ten branches, one representative office, and one subsidiary office in Malaysia in 2013 and Hong Kong in 2019, City Bank has expanded globally. With only BDT 1.31 billion invested, International Finance Corporation now owns 5% of City Bank.

City Bank PLC, one of Bangladesh's earliest private commercial banks, commenced operations on March 28, 1983, founded by 12 local entrepreneurs with an initial capital of BDT 34 million, which has since grown to a notable BDT 3.3 billion as capital and reserve. Deen Mohammad, chairman of Phoenix Group, spearheaded its inception. Initially opening its first branch in the B.B. Avenue Branch, Dhaka, the bank later listed on the Dhaka Stock Exchange in 1986 and the Chittagong Stock Exchange in 1995. Celebrating its 25th anniversary in 2008, City Bank PLC underwent a significant rebranding, introducing new services like American Express credit cards, brokerage business, and City Wallet (SMS Banking). Sohail RK Hussain assumed the role of managing director in November 2013. Notably, the International Finance Corporation acquired a five percent stake in February 2016, and in December 2017, City Bank secured US\$26 million for Doreen Power's power plant in Munshiganj District. In August 2020, City Bank became the third bank in Bangladesh to provide UnionPay debit cards, and in July 2021, CDC Group extended a US\$30 million loan to City Bank.

Mission, Vision & Values:

Mission:

- Offer wide array of products and services that differentiate and excite all customer segments
- Be the "Employer of choice" by offering an environment where people excel and leaders are created
- Continuously challenge processes and platforms to enhance effectiveness and efficiency
- Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- Ensure respect for community, good governance and compliance in everything we do

Vision:

The Financial Supermarket with a Winning Culture Offering Enjoyable Experiences

Values:

- Result Driven
- Accountable & Transparent
- Courageous & Respectful
- Engaged & Inspired
- Focused on Customer Delight

Chapter 2: About the Internship

2.1 My Position/ Job Description

I joined City Bank PLC as a Customer Relationship Management, CRM intern in the In the Retail Banking Division. In my internship tenure I got the opportunity of working with a dynamic team. My job was handle customers and provide customers with all sorts of services provided by City Bank PLC. A core objective on my list was to guide all customers to solutions to their problems and inform them about the products and services at the bank. At first it was quite the challenge to deal a variety of customers but once I caught the essence of the job, I could do it with ease. From all sorts of account opening to collecting bank statements is where I drew my learning curve.

2.2 Description of the Office

Since I was assigned to the Retail Banking Division, I was assigned to City Bank PLC's Dhanmondi Branch. The branch is located at Dhanmondi 27 No. on 2nd floor of the Suvastu Zenim Plaza. The office design was very open, a very well sketched interior of red and white (as per the theme of City Bank PLC). Desks at the front with all the Customer Service Officers, next was the cash dept. and lastly the rest of office was with desks of the Customer Relations Officers & Managers and one single office prior to the Branch and Cluster Manager. It was a setting that prioritized communication and transparency.

2.3 Work Culture

At City Bank PLC, I found a warm and inclusive work culture that fostered openness and collaboration. My colleagues welcomed me with open arms, and we often engaged in candid conversations about our work experiences and challenges. They were always eager to share their knowledge and insights, encouraging me to explore different aspects of CRM within the banking sector.

The atmosphere at City Bank PLC was akin to a family, with everyone readily interacting and supporting each other throughout the day. Unlike cubicle settings, the absence of physical barriers made it effortless for employees from various departments, including Trade Operations, to interact and exchange ideas freely. This level of engagement not only strengthened our teamwork but also facilitated my learning process.

I felt valued and appreciated as a CRM Intern at City Bank PLC, with my contributions recognized and acknowledged by my colleagues and supervisors. Moreover, the company's emphasis on

employee well-being was evident through initiatives such as birthday celebrations and screenings of cricket matches, which added a touch of fun and camaraderie to the work environment.

In summary, City Bank PLC nurtures a work culture characterized by inclusivity, unity, and employee empowerment. This supportive atmosphere played a significant role in enhancing my dedication to the company's success and provided me with a clear understanding of what constitutes a healthy and thriving workplace.

2.4 New Skills I Learned

Working as a CRM Intern in the Retail Banking Division at City Bank PLC involves various tasks related to managing customer relationships and enhancing their banking experience.

Key Responsibilities:

Documentation Management:

- Proficiency in handling and processing documents related to customer transactions, ensuring accuracy and compliance with regulatory requirements.
- Attention to detail to minimize risks and maintain regulatory compliance.

Risk Assessment:

- Ability to assess and mitigate risks associated with customer transactions, including credit, operational, and compliance risks.
- Understanding the importance of risk management in ensuring the security and stability of banking operations.

Effective Communication:

- Good communication skills for interacting with internal stakeholders such as bank departments, relationship managers, and external parties including customers and regulatory bodies.
- Clear and concise communication to address customer inquiries and concerns regarding banking transactions.

Customer Support:

- Providing assistance to customers and addressing their queries regarding banking transactions and services.
- Ensuring high levels of customer satisfaction through efficient problem-solving and effective communication.

Collaboration and Teamwork:

- Collaborating with teams from various divisions within the bank, such as risk management, legal, compliance, and finance, to ensure smooth and coordinated banking operations.
- Working closely with colleagues to achieve common goals and deliver excellent customer service.

Trade Finance Knowledge:

- Understanding trade finance instruments such as guarantees, letters of credit, and documented collections.
- Familiarity with customs processes, commercial documents, and international trade laws to facilitate smooth transactions for customers.

Continuous Learning:

- Staying updated with developments in retail banking, regulatory changes, and industry trends.
- Being open to learning new skills and adapting to evolving market conditions to better serve customers and contribute to the bank's success.

In summary, as a CRM Intern in the Retail Banking Division at City Bank PLC, the role involves managing customer relationships, ensuring regulatory compliance, providing excellent customer support, collaborating with internal teams, and continuously learning to adapt to changes in the banking industry.

2.5 My Contributions

I supported my colleagues in the Retail Banking Division by assisting them with their tasks and improving the quality of our work. I ensured that I completed my assigned tasks accurately and promptly to help save time for my team members.

From the beginning of my internship, my colleagues were very supportive and encouraged me to take on more responsibilities. Initially, my main responsibility was to input essential information about daily banking transactions and customer interactions into the bank's database. At first, they assigned me 5-6 tasks to complete. As they observed my ability to handle the workload and my eagerness to contribute more, they gradually increased the number of tasks assigned to me. I completed each task efficiently, and my colleagues were satisfied with my performance.

2.6 Resonating my educational learning with my internship roles and responsibilities

My four years of experience have given me a wealth of knowledge and skills that have been invaluable to me throughout my internship. I learned everything from how to make presentations to how to comprehend fundamental business etiquette to how to write persuasive emails for stakeholders and employers in my organizational behavior class. The entire educational process

provides accurate insight into the business world. For instance, during the first several semesters of the BBA program, we were required to take foundational courses covering history, accounting, finance, marketing, management, English, Bengali, mathematics, and so on in order to gain a fundamental understanding of all the departments and sectors. The practical implications of those first foundational courses were even more beneficial. Thus, every one of those reflective pathways in the actual business environment was recognized. Everything was incredibly applicable, from comprehending corporate cultures and how an organization engages with its stakeholders to communicating with customers and comprehending organizational behavior. As a student majoring in marketing, I found this section's discussion of how to put customers first to be quite applicable, even to the point where it implicated the line, the customer is always right and comes first in all situations. Then, converting consumers into prospective clients was also highly significant in relation to my core subjects. Furthermore, I have discovered even the slightest alignment with every course I have taken in the professional sector. Thus, acquiring a solid foundation and studying in school are crucial in the business sector.

Chapter 3: Self Reflection

3.1 Things I liked and disliked about my Internship.

Likes: One of the most commendable aspects of my internship at City Bank PLC was the incredibly supportive atmosphere fostered by both the employees and management. I was pleasantly surprised by the level of cooperation and guidance extended to me as an intern, which significantly contributed to my learning experience. The congenial work environment at City Bank, characterized by its well-established systems and inclusive culture, made it a pleasure to come to work every day. Additionally, I deeply appreciated the bank's dedication to serving both its clients and its staff, a commitment that was evident in every interaction.

Moreover, I was impressed by the work ethic exhibited by my colleagues. Their proficiency and diligence in handling tasks efficiently and responsibly were truly inspiring. Throughout my internship, I observed a heartwarming tradition where team members would often treat each other to food and sweets, fostering a sense of camaraderie that made me feel like a valued member of the team. It's worth noting that unlike some of my peers who interned at other institutions, I was fortunate to have my own dedicated workspace at City Bank, ensuring both my comfort and productivity. For this, I am immensely grateful to City Bank PLC for their exceptional treatment and for prioritizing my job satisfaction and safety.

Dislikes: Although my internship at City Bank was enriching overall, there were moments of challenge, particularly when addressing customer allegations. The nature of retail banking sometimes meant facing complaints or concerns from clients, which required careful handling and resolution. While these situations provided valuable learning opportunities, they also highlighted the importance of effective communication and problem-solving skills in the banking industry. Despite the occasional difficulty, I appreciated the chance to develop my ability to address customer issues and contribute to maintaining the bank's reputation for excellent service.

3.2 Recommendation on Internship:

Drawing from my three-month internship experience at City Bank PLC, I have identified several areas where improvements could be made to enhance the internship program for future participants. These recommendations are tailored to provide a more comprehensive learning experience while fostering a supportive and inclusive environment:

1. **Mentorship Program:** Introduce a structured mentorship initiative to pair interns with experienced professionals who can offer guidance and support throughout their internship journey, helping them navigate the complexities of the banking industry.
2. **Cross-Departmental Exposure:** Facilitate opportunities for interns to rotate through different departments within the Retail Banking Division, allowing them to gain exposure to diverse functions and operations within the bank.
3. **Career Guidance Sessions:** Organize regular sessions or workshops to provide interns with insights into various career paths within the banking sector, assisting them in making informed decisions about their future career trajectories.
4. **Cultural Inclusivity:** Promote an inclusive work culture that values diversity and fosters a sense of belonging among interns, ensuring that they feel welcomed and respected throughout their internship experience.
5. **Networking Events:** Arrange networking events or informal gatherings where interns can interact with bank employees from various departments, enabling them to build professional connections and expand their networks within the organization.
6. **Feedback Mechanism:** Establish a structured feedback mechanism where interns can receive constructive feedback on their performance from supervisors and peers, allowing them to identify areas for improvement and maximize their learning potential.
7. **Internship Completion Recognition:** Recognize the achievements of interns upon completion of their internship with certificates or acknowledgment ceremonies, highlighting their contributions to the Retail Banking Division.
8. **Technology Exposure:** Provide interns with exposure to the latest banking technologies and digital tools utilized within the Retail Banking Division, equipping them with relevant skills and knowledge to thrive in a rapidly evolving industry landscape.
9. **Training Opportunities:** Offer specialized training sessions or workshops covering key aspects of retail banking, such as customer relationship management, financial products, and regulatory compliance, to enhance interns' understanding and competency in their respective roles.

10. **Professional Development Workshops:** Conduct workshops focusing on essential professional skills, including resume writing, interview preparation, and communication skills, to empower interns with the tools they need to succeed in their future careers.

Implementing these recommendations will not only enrich the internship experience for future participants but also contribute to the overall success and development of the Retail Banking Division at City Bank PLC.

Chapter 04: Personal Development Plan

4.1 Personal Development Plan

My plan for personal growth involves improving my skills and knowledge, understanding different areas better, especially the market. During my time at City Bank PLC, I learned new things about myself, especially how challenging it is to connect marketing ideas with banking. In a competitive world, I need to know a lot about different things to succeed. It's tough, so I need to prove myself. I also want to keep working in marketing because I feel confident and happy in this area. A master's degree might be in the future, but for now, I want to learn more about business and get a good job in a reputable company to achieve my goals.

4.2 Technical and Interpersonal Skills

There are two things I want to improve: Technical Skills: I need to learn about the latest software, especially Excel, and digital marketing. Everyone uses Excel, so I need to be good at it. Digital marketing is essential too because it helps attract customers. Interpersonal Skills: These are important skills like communicating well, working in a team, solving problems, and being flexible. I'm already okay at these, but I want to improve.

By working on these areas, I hope to become better at my job in sales, marketing and customer relationship management at City Bank PLC.

Part B

Executive Summary:

This research focuses on understanding customer preferences and engagement channels in the retail banking sector, with a specific emphasis on City Bank PLC. Through surveys and data analysis, key insights into customer needs and expectations have been identified.

Key findings highlight the importance of factors like interest rates, branch convenience, online banking features, customer service quality, and bank reputation in shaping banking choices. Additionally, there's a varied adoption of digital banking, with interest in enhanced security features, expanded mobile payment options, and cashback rewards programs.

Customer suggestions emphasize the need for user-friendly mobile apps, accessible information, transparent fees, improved customer service, and a focus on mobile banking. Recommendations for City Bank PLC include implementing training programs, enhancing digital banking integration, refining sales and marketing techniques, ensuring regulatory compliance, and fostering cross-functional collaboration.

By aligning strategies with customer insights, City Bank PLC can enhance its retail banking offerings, elevate customer engagement, and sustain a competitive edge in the dynamic banking landscape. Through continuous improvement and customer-centricity, the bank aims to foster lasting relationships and drive business growth.

Chapter 01 Introduction

1.1 Research Title: "Assessing Customer Preferences and Engagement Channels in Retail Banking Services at City Bank PLC"

I selected the research topic "Assessing Customer Preferences and Engagement Channels in Retail Banking Services at City Bank PLC" due to its significance in understanding and enhancing customer satisfaction and engagement within the retail banking sector. In today's highly competitive banking landscape, meeting and exceeding customer expectations is paramount for sustainable growth and success. By assessing customer preferences, we gain valuable insights into their needs, desires, and expectations from banking services.

Understanding the engagement channels preferred by customers is crucial for City Bank PLC to effectively communicate and interact with its customer base. In an era dominated by digital technology, the landscape of customer engagement has evolved significantly. It is essential to explore and evaluate the effectiveness of various engagement channels, including online platforms, mobile apps, in-branch interactions, and customer service channels, in catering to diverse customer preferences and behaviors.

Additionally, by conducting this research, we aim to identify potential areas of improvement in City Bank PLC's retail banking services, thereby enabling the bank to tailor its offerings and strategies to better align with customer preferences. By optimizing customer engagement channels and enhancing service delivery based on customer feedback and preferences, City Bank PLC can strengthen customer relationships, foster loyalty, and differentiate itself in the competitive banking industry. This research topic offers an opportunity to delve deeper into understanding the dynamics of customer preferences and engagement channels in retail banking services, with the ultimate goal of driving customer satisfaction, retention, and business growth for City Bank PLC.

1.2 Research Objective and Purpose

The primary objective of this research is to assess customer preferences and engagement channels in retail banking services at City Bank PLC. The purpose of the research is to gain comprehensive insights into the factors influencing customer choices and the effectiveness of various engagement channels in facilitating customer interactions with the bank.

Specifically, the research aims to:

- 1 Identify and analyze the key factors influencing customer preferences in retail banking services offered by City Bank PLC.
- 2 Explore the diverse engagement channels utilized by customers to interact with the bank, including online platforms, mobile applications, in-branch services, and customer service channels.
- 3 Evaluate the effectiveness of different engagement channels in meeting customer needs, preferences, and expectations.

- 4 Understand the role of customer experience, convenience, and satisfaction in driving engagement and loyalty towards City Bank PLC.
- 5 Identify potential areas for improvement in retail banking services based on customer feedback and preferences.
- 6 Provide actionable insights and recommendations to enhance customer engagement strategies and optimize service delivery channels at City Bank PLC.

By achieving these objectives, the research aims to contribute to a deeper understanding of customer preferences and engagement dynamics in retail banking services, thereby informing strategic decision-making processes and fostering long-term relationships with customers at City Bank PLC.

1.3 Research Context and Background of the Study

Understanding consumer preferences and engagement channels is essential for banks like City Bank PLC to stay competitive and build lasting relationships with their clients in the ever-changing retail banking services market. This study's context is the dynamic banking sector, where customer expectations and service delivery are influenced by regulatory frameworks, consumer behavior shifts, and technology advancements.

The emergence of digital channels has caused a paradigm shift in the retail banking industry, changing how consumers engage with banks and obtain financial services. Consumers now expect smooth, customized interactions at all points of contact, including websites, mobile applications, and in-store services. Furthermore, banks face new opportunities and challenges in order to maintain regulatory compliance while improving customer engagement due to regulatory changes and compliance requirements.

In light of this, City Bank PLC understands how critical it is to match customer preferences with its services and make use of a variety of engagement channels in order to adapt to changing demands. However, a thorough grasp of consumer behaviors, preferences, and engagement patterns is necessary to develop strategies and initiatives that are successful.

The background study explores consumer preferences and engagement channels in retail banking services through an analysis of current literature, industry reports, and market trends. It looks at consumer behavior research, trends in digital banking, and regulatory frameworks to find the main variables influencing how customers interact with banks. Additionally, it examines case studies and best practices of profitable customer engagement tactics used by top banks around the world, providing insights into practical methods for raising client loyalty and satisfaction.

The importance of City Bank PLC prioritizing customer-centricity and innovation in its service offerings is underscored by the research context. The bank can better meet the changing needs and expectations of its clientele by customizing its marketing strategies, product offerings, and service delivery methods by obtaining insights into customer preferences and engagement channels. In the end, the study hopes to support the bank's initiatives to build deep connections with clients and promote long-term expansion in the cutthroat field of retail banking.

1.4 Research Question and Problem Statement

Research Survey Questions:

- 1 What factors influence your choice of banking services?
- 2 How frequently do you utilize online banking services provided by The City Bank PLC?
- 3 On a scale of 1 to 5, rate your satisfaction with the current mobile banking app of The City Bank PLC.
- 4 Which social media platforms do you use most frequently for banking-related information or queries?
- 5 How likely are you to engage with promotional offers or campaigns from The City Bank PLC on social media platforms?
- 6 Do you prefer traditional marketing channels (e.g., flyers, brochures) or digital channels (e.g., email, social media) for receiving information about banking services?
- 7 How important is personalized communication in your decision to engage with The City Bank PLC's marketing campaigns?
- 8 What additional services or features would you like to see implemented by The City Bank PLC to improve your banking experience?

Research Problem Statement:

With the rapid evolution of digital technologies and changing consumer behaviors, understanding customer preferences and engagement channels has become crucial for banks to tailor their marketing strategies effectively. City Bank PLC aims to enhance its customer experience and optimize marketing efforts. However, there is a need to investigate the preferences and behaviors of customers regarding banking services and communication channels to inform targeted marketing campaigns and improve customer engagement.

Chapter 02 Methodology

2.1 Research Type

This research employs a descriptive approach to understand customer preferences and engagement channels in retail banking services at City Bank PLC. Utilizing a survey method, the study aims to elucidate customer perspectives within the bank's operational framework. The research maintains consistency in the environment and participant selection, focusing on descriptive insights without delving into causality, mirroring the bank's customer-centric approach.

2.2 Research Design

Grounded in quantitative research methodology, the study seeks to gather and analyze non-numerical data to comprehend customer attitudes and behaviors. This approach allows for detailed exploration of customer preferences and engagement channels within City Bank PLC. Given time constraints and the need for efficient engagement, quantitative methodology proves conducive to understanding customer dynamics.

2.3 Appropriate Methods for Sampling, Data Collection, and Analysis

Data Collection:

- **Primary Data:** The research utilizes survey methodology to collect primary data from customers of City Bank PLC. Customized survey questions will be designed to assess customer preferences and engagement channels. Primary data acquisition provides direct insights into customer interactions and preferences, offering valuable input for the bank's marketing strategies.
- **Secondary Data:** Supplementary data will be sourced from City Bank PLC's official records, industry reports, and relevant literature. Secondary data enriches the contextual understanding of customer preferences and engagement channels in retail banking services, providing historical perspectives and industry insights.

Limitations of this Research

The research findings may not be universally applicable beyond City Bank PLC's customer base. The short duration of internships may constrain the depth and scope of the investigation, potentially limiting the identification of certain customer trends or patterns. Access to comprehensive internal data within the bank may be restricted, affecting the depth of analysis regarding customer engagement strategies and preferences.

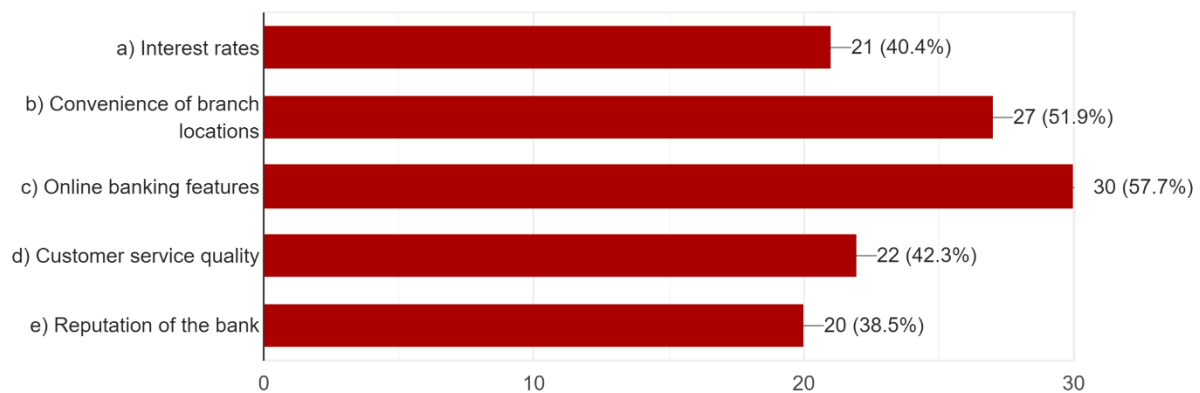
Chapter 03 Findings and Discussion

3.1 Findings from the Survey

As I have conducted a survey based on the feedbacks from the customers of City Bank PLC, I could not conduct a potential online form. But I had an idea to record these responses by noting them on pen to paper. I used the questionnaire given in the section “1.4”. I also added one more thing to this survey by collecting suggestions from the customers. After I was successful collecting 52 responses on this survey I used an online form to digitalize all my findings which I can show on my report.

What factors influence your choice of banking services? (You can choose multiple options for this question)

52 responses



a) Interest rates: 40.4% of respondents consider interest rates when choosing banking services. This suggests that a significant portion of customers prioritize the rates offered by banks for savings or loan products.

b) Convenience of branch locations: 51.9% of respondents value the convenience of branch locations. This indicates that having branches nearby is important for many customers, possibly for activities such as depositing cash, accessing in-person services, or seeking assistance.

c) Online banking features: 57.7% of respondents factor in the online banking features offered by banks. This highlights the growing importance of digital banking capabilities, such as mobile apps, online bill payments, and account management tools, in influencing customers' choices.

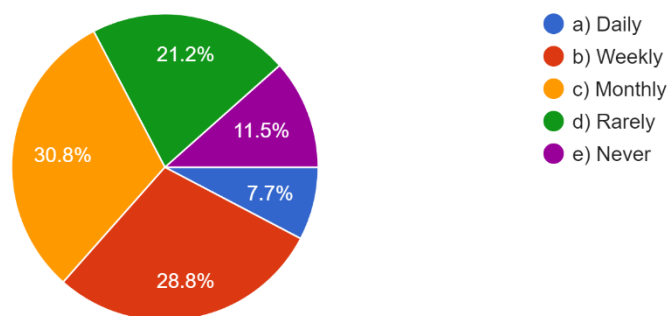
d) Customer service quality: 42.3% of respondents consider the quality of customer service. This underscores the significance of positive interactions with bank representatives and efficient problem resolution in retaining customers and attracting new ones.

e) Reputation of the bank: 38.5% of respondents take into account the reputation of the bank. A bank's reputation, including factors such as trustworthiness, reliability, and ethical practices, can play a crucial role in customers' decision-making processes.

Overall, the data suggests that factors such as online banking features, convenience of branch locations, and customer service quality are highly influential in customers' choice of banking services, while interest rates and reputation also hold significant importance but to a slightly lesser extent.

How frequently do you utilize online banking services provided by The City Bank PLC?

52 responses



a) Daily: 7.7% of respondents use online banking services provided by The City Bank PLC on a daily basis. This suggests that a small but notable portion of customers rely heavily on online banking for their daily financial activities.

b) Weekly: 28.8% of respondents utilize the bank's online banking services on a weekly basis. This indicates that a significant portion of customers engage with online banking at least once a week, possibly for tasks such as checking balances, transferring funds, or paying bills.

c) Monthly: 30.8% of respondents use online banking services provided by The City Bank PLC on a monthly basis. This suggests that a sizable portion of customers access online banking for their financial needs on a monthly basis, perhaps for tasks such as reviewing statements or making occasional transactions.

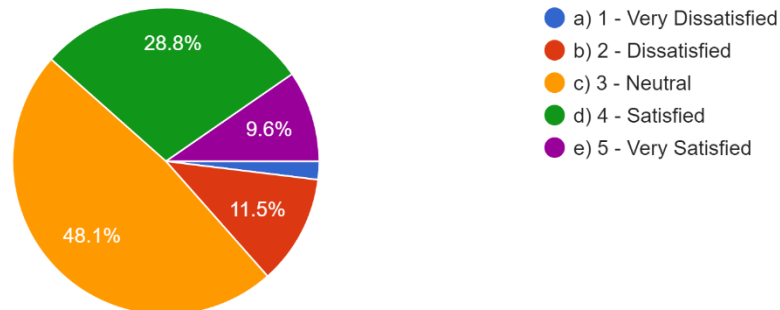
d) Rarely: 21.2% of respondents rarely utilize the bank's online banking services. This could imply that these customers prefer traditional banking methods or have limited need for online banking functionalities.

e) Never: 11.5% of respondents never utilize the online banking services provided by The City Bank PLC. This may indicate a preference for in-person banking or a lack of access or interest in digital banking channels.

Overall, the data reflects the varying degrees of reliance on online banking services among customers of The City Bank PLC, with a notable proportion utilizing these services regularly, but a significant portion either using them infrequently or not at all.

On a scale of 1 to 5, rate your satisfaction with the current mobile banking app of The City Bank PLC.

52 responses



a) 1 - Very Dissatisfied: 1.9% of respondents rated their satisfaction with the mobile banking app as very dissatisfied. This indicates a small proportion of customers who are highly dissatisfied with the app's performance or features.

b) 2 - Dissatisfied: 11.5% of respondents rated their satisfaction as dissatisfied. This suggests that a notable but still relatively small portion of customers are not satisfied with the mobile banking app provided by The City Bank PLC.

c) 3 - Neutral: 48.1% of respondents rated their satisfaction as neutral. This indicates that a significant portion of customers neither have strong positive nor negative feelings towards the mobile banking app, possibly indicating room for improvement or areas where the app meets basic needs but doesn't excel.

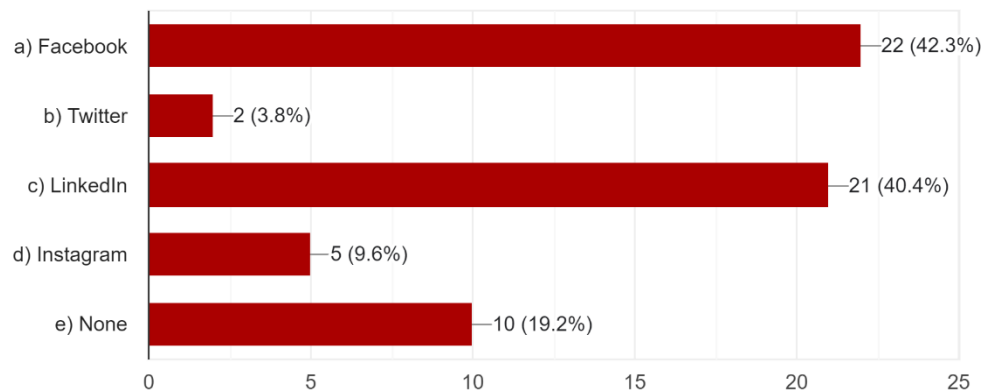
d) 4 - Satisfied: 28.8% of respondents rated their satisfaction as satisfied. This suggests that a considerable portion of customers are generally content with the mobile banking app provided by The City Bank PLC, indicating that it meets their expectations and needs to a satisfactory extent.

e) 5 - Very Satisfied: 9.6% of respondents rated their satisfaction as very satisfied. This indicates a smaller but notable proportion of customers who are highly satisfied with the mobile banking app, suggesting that it exceeds their expectations and provides an excellent user experience.

Overall, the data reflects varying levels of satisfaction with The City Bank PLC's mobile banking app, with a significant portion of respondents expressing neutral to satisfied sentiments, but with room for improvement to address the needs of dissatisfied customers.

Which social media platforms do you use most frequently for banking-related information or queries? (You can choose multiple options for this question)

52 responses



a) Facebook: 42.3% of respondents use Facebook most frequently for banking-related information or queries. Facebook's popularity as a social networking platform makes it a common choice for users seeking information or assistance from banks.

b) Twitter: 3.8% of respondents use Twitter most frequently for banking-related information or queries. Twitter's real-time nature and ability to engage directly with companies make it suitable for quick inquiries or updates, although it's less popular compared to other platforms in this context.

c) LinkedIn: 40.4% of respondents use LinkedIn most frequently for banking-related information or queries. LinkedIn's professional focus makes it a platform where users may seek information about banking services, career opportunities, or industry insights.

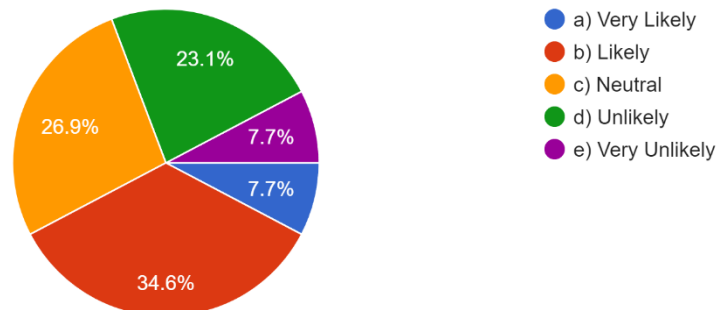
d) Instagram: 9.6% of respondents use Instagram most frequently for banking-related information or queries. While Instagram is primarily a visual platform, banks may use it to share financial tips, updates, or promotional content, albeit it's less commonly used for banking queries compared to other platforms.

e) None: 19.2% of respondents indicated that they don't use any social media platforms for banking-related information or queries. This suggests that a notable portion of respondents may prefer traditional channels or other means of obtaining banking information.

Overall, the data shows that Facebook and LinkedIn are the most popular social media platforms for accessing banking-related information or queries, followed by Instagram to a lesser extent, while Twitter is less commonly used for this purpose.

How likely are you to engage with promotional offers or campaigns from The City Bank PLC on social media platforms?

52 responses



a) Very Likely: 7.7% of respondents are very likely to engage with promotional offers or campaigns from The City Bank PLC on social media platforms. This indicates a small but notable portion of highly engaged customers who are eager to interact with the bank's promotions.

b) Likely: 34.6% of respondents are likely to engage with promotional offers or campaigns from The City Bank PLC on social media platforms. This suggests a significant portion of customers who are inclined to participate in the bank's social media promotions, indicating potential for effective marketing campaigns.

c) Neutral: 26.9% of respondents are neutral about engaging with promotional offers or campaigns from The City Bank PLC on social media platforms. This indicates a sizable portion of respondents who are neither strongly inclined nor disinclined to engage with the bank's social media promotions, possibly indicating a need for more targeted or compelling offers to capture their interest.

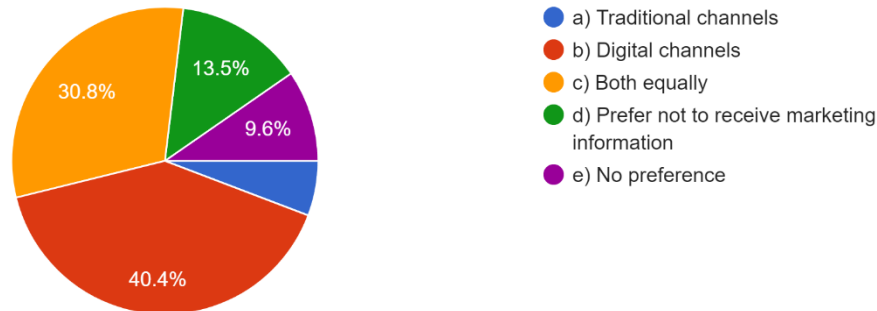
d) Unlikely: 23.1% of respondents are unlikely to engage with promotional offers or campaigns from The City Bank PLC on social media platforms. This suggests a notable portion of customers who are not likely to participate in the bank's social media promotions, potentially due to factors such as relevance or preference for other channels.

e) Very Unlikely: 7.7% of respondents are very unlikely to engage with promotional offers or campaigns from The City Bank PLC on social media platforms. This indicates a small but notable portion of customers who are highly unlikely to interact with the bank's social media promotions, possibly due to skepticism or disinterest.

Overall, the data shows a range of attitudes towards engaging with promotional offers or campaigns from The City Bank PLC on social media platforms, with a significant portion of respondents expressing some level of interest, but also a notable portion indicating neutral or unlikely attitudes towards engagement.

Do you prefer traditional marketing channels (e.g., flyers, brochures) or digital channels (e.g., email, social media) for receiving information about banking services?

52 responses



a) Traditional channels: 5.8% of respondents prefer to receive information about banking services through traditional marketing channels such as flyers or brochures. This indicates a small but still present preference for tangible, physical marketing materials.

b) Digital channels: 40.4% of respondents prefer to receive information about banking services through digital channels such as email or social media. This suggests a significant portion of respondents favor the convenience and accessibility of digital communication methods.

c) Both equally: 30.8% of respondents prefer to receive information about banking services through both traditional and digital channels equally. This indicates a sizable portion of respondents who appreciate receiving information through multiple channels, perhaps to ensure they don't miss any updates or offers.

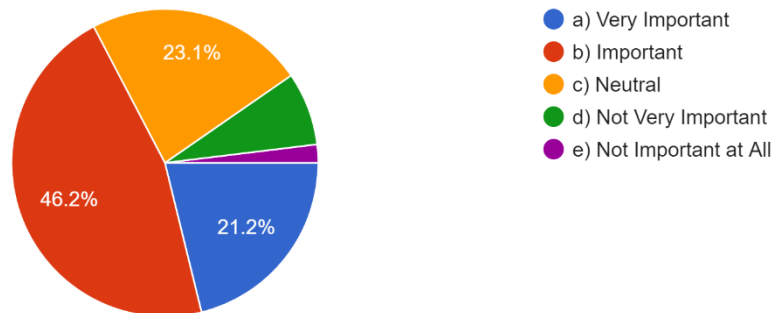
d) Prefer not to receive marketing information: 13.5% of respondents prefer not to receive marketing information about banking services. This suggests a notable portion of respondents who may prefer to opt-out of marketing communications altogether.

e) No preference: 9.6% of respondents indicated no preference for how they receive information about banking services. This indicates a portion of respondents who may be indifferent to the method of communication and are open to receiving information through any available channels.

Overall, the data shows a diversity of preferences among respondents, with a significant portion favoring digital channels, followed by those who prefer a combination of traditional and digital channels, while smaller percentages either prefer traditional channels, prefer not to receive marketing information, or have no strong preference.

How important is personalized communication in your decision to engage with The City Bank PLC's marketing campaigns?

52 responses



a) Very Important: 21.2% of respondents consider personalized communication to be very important in their decision to engage with marketing campaigns from The City Bank PLC. This indicates a significant portion of customers who highly value personalized messages tailored to their specific needs and preferences.

b) Important: 46.2% of respondents consider personalized communication to be important in their decision to engage with marketing campaigns. This suggests a majority of customers who value personalized communication but may not necessarily require it to the same extent as those who rated it as "very important."

c) Neutral: 23.1% of respondents are neutral about the importance of personalized communication in their decision to engage with marketing campaigns. This indicates a sizable portion of respondents who neither strongly prioritize nor did disregard personalize communication in their interactions with the bank's marketing efforts.

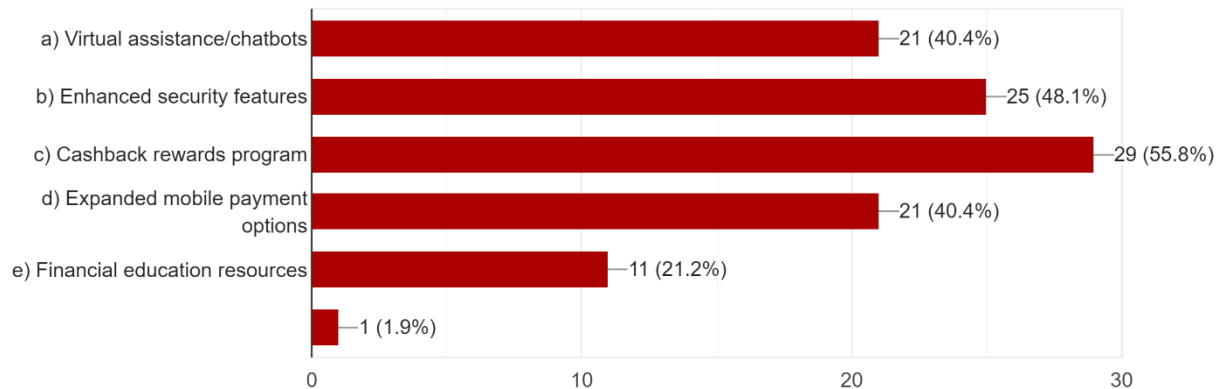
d) Not Very Important: 7.7% of respondents consider personalized communication to be not very important in their decision to engage with marketing campaigns. This suggests a smaller portion of customers who do not place much emphasis on receiving personalized messages from the bank.

e) Not Important at All: 1.9% of respondents consider personalized communication to be not important at all in their decision to engage with marketing campaigns. This indicates a very small minority of customers who do not see the value in personalized messages and may be more focused on other factors when deciding to engage with marketing materials.

Overall, the data highlights varying levels of importance placed on personalized communication by respondents, with a significant portion considering it important or very important, but also a notable portion expressing neutrality or lower importance in their decision-making process.

What additional services or features would you like to see implemented by The City Bank PLC to improve your banking experience? (You can choose multiple options for this question)

52 responses



a) Virtual assistance/chatbots: 40.4% of respondents would like to see virtual assistance or chatbots implemented. This suggests a significant interest in leveraging technology to provide instant support and assistance to customers.

b) Enhanced security features: 48.1% of respondents are interested in seeing enhanced security features implemented. This indicates a strong concern for security and privacy among customers, emphasizing the importance of robust measures to protect their financial information.

c) Cashback rewards program: 55.8% of respondents would like to see a cashback rewards program implemented. This suggests a high demand for incentivized banking experiences where customers can earn rewards or benefits for their transactions and activities.

d) Expanded mobile payment options: 40.4% of respondents are interested in seeing expanded mobile payment options. This indicates a desire for flexibility and convenience in conducting transactions through mobile devices, such as incorporating more payment methods or supporting additional services like peer-to-peer payments.

e) Financial education resources: 21.2% of respondents would like to see financial education resources implemented. This suggests a portion of customers who value access to educational materials and resources to improve their financial literacy and make informed decisions about their finances.

f) Other: 1.9% of respondents provided other suggestions for additional services or features they would like to see implemented. This could encompass a variety of ideas that are specific to individual preferences or needs.

Overall, the data reflects a diverse set of interests and priorities among respondents, with a strong emphasis on security, convenience, rewards, and technological innovation to enhance the banking experience provided by The City Bank PLC.

Additional suggestions that I received from the customers:

1. App needs to be more updated and user friendly. Using animations to show the balance like Brac Bank's Astha App would surely be a great improvement!
2. Make information available on your website.
3. Keep explanation simple.
4. Explain your clarity / superiority about dodgy catch and charges in banking system.
5. Product information is vital. Share updates with customers.
6. Service shall create potential customers.
7. I personally prefer to learn from branch and website rather than social media.
8. Needs severe improvement when it comes to customer service!
9. Stablishing more branches.
10. Focus on more mobile banking
11. Make platform like bkaash, nagad, and rocket.
12. Transparency in fees and policies.
13. Make a faster work environment.
14. Giving more financial advice to the customers.

The suggestions provided by respondents offer valuable insights into areas for improvement and enhancement within The City Bank PLC's banking services. Here's an interpretation and conclusion based on these suggestions:

Enhanced Mobile App: Respondents express a desire for The City Bank PLC's mobile app to be more updated and user-friendly, akin to Brac Bank's Astha App. Implementing animations to display account balances could enhance user experience and engagement.

Accessible Information: Making information readily available on the bank's website is crucial for ensuring transparency and enabling customers to access important details about products, services, and policies.

Simplify Explanations: Customers appreciate simplicity in explanations, indicating a need for clear and straightforward communication about banking terms, processes, and fees.

Clarity on Charges: The bank should emphasize its transparency and superiority in terms of fees and charges, reassuring customers about its commitment to fair and ethical banking practices.

Regular Updates: Providing timely updates on products and services is essential for keeping customers informed and engaged, fostering a sense of trust and loyalty.

Service Excellence: Exceptional customer service is key to creating positive experiences and cultivating potential customers. The bank should focus on improving its customer service standards to meet or exceed customer expectations.

Preference for Branch and Website Learning: While some customers prefer learning from branches and the website rather than social media, the bank should ensure that all channels offer valuable and relevant information tailored to customer needs and preferences.

Improvement in Customer Service: Multiple respondents highlight the need for severe improvement in customer service. Addressing issues related to responsiveness, efficiency, and professionalism can significantly enhance customer satisfaction and loyalty.

Branch Expansion: Establishing more branches can improve accessibility and convenience for customers, particularly those who prefer in-person banking experiences.

Focus on Mobile Banking: Given the increasing importance of digital banking, The City Bank PLC should prioritize the development and promotion of mobile banking services to cater to the evolving needs of tech-savvy customers.

Introduction of Payment Platforms: Creating platforms similar to popular mobile payment services like bKash, Nagad, and Rocket can broaden the bank's reach and appeal to customers who rely on digital payment solutions.

Transparency in Fees and Policies: Transparency in fees and policies is crucial for building trust and credibility. The bank should ensure clarity in its fee structures and policies to avoid any confusion or distrust among customers.

Efficient Work Environment: A faster work environment can lead to quicker response times and improved efficiency in serving customers' needs. The bank should focus on streamlining processes and eliminating bottlenecks to enhance overall productivity.

Financial Advice: Providing more financial advice to customers can empower them to make informed decisions about their finances, thereby strengthening their relationship with the bank.

In conclusion, the suggestions provided by respondents offer valuable guidance for The City Bank PLC to enhance its banking services and customer experience. By prioritizing areas such as mobile app improvement, transparency in fees and policies, customer service excellence, and the introduction of innovative digital solutions, the bank can effectively meet the evolving needs and expectations of its customers. Moreover, a commitment to continuous improvement, responsiveness to customer feedback, and a focus on building trust and credibility are essential for The City Bank PLC to maintain its competitive edge and foster long-term relationships with its customers in the dynamic banking landscape.

3.2 Discussion

In this comprehensive survey examining the banking preferences and experiences of customers associated with The City Bank PLC, several critical insights surface, shedding light on the intricacies of customer behaviors, desires, and expectations within the banking sector.

Firstly, the overwhelming presence of digital banking services emerges as a dominant theme, underscoring the pervasive influence of technological advancements in shaping contemporary banking practices. The substantial proportion of respondents who actively utilize mobile banking applications signals a definitive shift towards digital adoption in financial management. This trend is propelled by various factors, including the growing demand for accessibility, convenience, and the seamless management of finances on-the-go. The data strongly emphasizes the imperative for banks like The City Bank PLC to invest substantially in developing feature-rich, user-centric mobile apps and online banking platforms to cater effectively to the evolving needs and preferences of modern-day customers.

Furthermore, the survey findings illuminate the pivotal role of personalized communication in driving customer engagement with marketing campaigns. While a significant majority of respondents recognize the importance of personalized communication, a notable segment remains either neutral or less inclined towards its significance. This nuanced insight underscores the nuanced nature of customer preferences and highlights the imperative for The City Bank PLC to adopt a tailored approach in its marketing strategies, striking a delicate balance between personalized communication and broader, more inclusive messaging.

Moreover, respondents express a palpable interest in specific additional services or features they would like to see implemented by The City Bank PLC to augment their banking experience. Notably, heightened demand is observed for enhanced security features, expanded mobile payment options, and the introduction of a lucrative cashback rewards program. These preferences underscore the discerning nature of modern customers who increasingly prioritize seamless, secure, and rewarding banking experiences. For The City Bank PLC, these insights serve as invaluable guideposts, providing clear direction for product development and innovation endeavors aimed at aligning offerings with customer expectations and aspirations.

In addition to technological advancements and personalized communication, the survey also unravels the significant influence of social ties and referrals in shaping customers' banking decisions. A considerable portion of respondents acknowledges the impact of referrals through family, friends, or colleagues on their choice of bank, accentuating the pivotal role of positive word-of-mouth and social networks in shaping perceptions and driving decision-making processes.

In conclusion, this comprehensive survey offers a panoramic view of the banking landscape, providing deep-seated insights into customer behaviors, preferences, and aspirations. By leveraging these insights effectively, The City Bank PLC's Retail Banking Division can chart a strategic course forward, anchored on digital innovation, personalized engagement, and customer-centricity. In doing so, the bank can fortify its position in the competitive banking arena, foster enduring customer relationships, and propel towards sustained growth and success in the ever-evolving financial ecosystem.

Chapter 04 Recommendations

1. **Customer Service Excellence Training Program:** Develop a comprehensive training program focusing on customer service excellence. Interns should be equipped with essential skills and knowledge to effectively address customer needs and provide exceptional service. This program can include modules on effective communication, problem-solving, complaint handling, and relationship building.
2. **Product Knowledge Enhancement:** Provide interns with in-depth training on the various retail banking products and services offered by City Bank PLC. This includes understanding the features, benefits, and eligibility criteria of different products such as savings accounts, loans, credit cards, and investment options. Interns should also learn about the competitive landscape and how City Bank's products compare with those of other banks.
3. **Digital Banking Integration:** In today's digital age, it's crucial for retail banks to offer seamless digital banking solutions to their customers. Create a training module specifically focused on digital banking channels such as mobile banking, internet banking, and digital wallets. Interns should learn how to navigate these platforms, troubleshoot common issues, and educate customers on their usage.
4. **Sales and Marketing Techniques:** Equip interns with practical sales and marketing techniques to promote City Bank's retail banking products effectively. This includes understanding customer segmentation, developing targeted marketing campaigns, and leveraging various channels such as social media, email marketing, and events. Interns should also learn about cross-selling and upselling opportunities to maximize revenue generation.
5. **Regulatory Compliance Training:** Ensure interns have a solid understanding of regulatory requirements and compliance standards governing the retail banking industry. This includes familiarizing them with relevant laws, regulations, and guidelines issued by regulatory authorities such as the Bangladesh Bank. Interns should be trained to adhere to ethical practices and uphold the bank's reputation and integrity.
6. **Customer Relationship Management (CRM) System Training:** Introduce interns to City Bank's CRM system and provide hands-on training on how to effectively utilize it for customer relationship management. Interns should learn how to maintain accurate customer records, track interactions, and analyze customer data to identify opportunities for service improvement and relationship enhancement.
7. **Problem-Solving and Decision-Making Skills:** Develop workshops or case studies to enhance interns' problem-solving and decision-making skills. Retail banking often involves addressing complex customer inquiries, resolving disputes, and making timely decisions. Interns should be equipped with analytical tools and frameworks to approach these situations effectively and ethically.

8. Cross-Functional Collaboration: Facilitate opportunities for interns to collaborate with colleagues from other departments within City Bank. This cross-functional exposure will help interns gain a holistic understanding of the bank's operations and foster teamwork and communication skills.
9. Continuous Feedback and Evaluation: Implement a structured feedback mechanism to assess interns' progress and performance throughout the internship period. Regular feedback sessions with supervisors and mentors will help interns identify areas for improvement and capitalize on their strengths.
10. Networking and Professional Development: Encourage interns to actively participate in networking events, industry conferences, and professional development workshops. Building a strong professional network and staying updated on industry trends and best practices will enhance interns' career prospects in the retail banking sector.

Chapter 05 Conclusion

In this comprehensive examination of customer preferences, engagement channels, and recommendations for improvement within City Bank PLC's retail banking services, a wealth of insights and actionable recommendations have been synthesized to provide a holistic understanding and strategic direction. The research meticulously explores the multifaceted landscape of customer preferences, revealing pivotal factors influencing banking service choices, including interest rates, branch convenience, online banking features, customer service quality, and the bank's overall reputation. Furthermore, it illuminates the varying degrees of reliance on digital banking services, satisfaction levels with mobile banking apps, utilization of social media for banking inquiries, and attitudes towards promotional offers.

Embedded within the findings are strategic recommendations outlined in Chapter 04, serving as a roadmap for enhancing various facets of City Bank PLC's retail banking operations. These recommendations encompass a wide array of dimensions, including customer service excellence, deepening product knowledge, seamless digital banking integration, optimizing sales and marketing strategies, ensuring regulatory compliance, nurturing effective customer relationship management, honing problem-solving abilities, fostering cross-functional collaboration, instituting robust feedback mechanisms, and providing professional development opportunities, particularly for interns within the organization.

By synergizing these insights and recommendations, City Bank PLC is positioned not only to elevate its retail banking offerings but also to bolster customer engagement, satisfaction, and loyalty. This strategic alignment aims to foster enduring relationships with customers, catalyze business growth, and sustain a competitive advantage in the dynamic banking industry landscape. Through an unwavering commitment to continuous improvement, innovation, and a steadfast focus on customer-centricity, City Bank PLC can adeptly navigate industry challenges, capitalize on emerging opportunities, and emerge as a paragon of excellence within the retail banking sector, thereby enriching the experiences of both customers and stakeholders alike.

Appendix

References:

Mahmood, M. (2019, September 03). *The current state of the banking industry in Bangladesh*.

Retrieved from the financial express:

<https://thefinancialexpress.com.bd/views/views/the-current-state-of-the-bankingindustry-in-bangladesh-1556380055>

MD KAFI KHAN. (2017, December 31). *More banking less bank*. Chittagong: City Bank Limited (Annual report 2017). Retrieved from City bank limited:
https://www.thecitybank.com/files/Annual_Report_2017_1542607972.pdf

MD KAFI KHAN. (2018, December 31). *Annual report of city bank limited 2018*. Retrieved from City bank limited: file:///E:/study/cbl/AnnualReport_2018

MD KAFI KHAN. (2018, DECEMBER 2018). *PARADIGM SHIFT!* Chittagong: city bank limited (Annual Report 2018). Retrieved from City Bank Limited:
<https://www.thecitybank.com/report/annualreports>

MD KAFI KHAN. (2018). *PARADIGM SHIFT!* Chittagong: City Bank Limited (Annual Report 2018).

Plagiarism Report:

Sanzid Ahmed Shams (201011202)_BUS499,
Internship_Spring2024 Part B

ORIGINALITY REPORT

1 %	0 %	1 %	1 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Zeynep Burcu Kaya Alpan, Şenol Pişkin. "Chapter 9 The Impact of Wind Simulation on Perceived Realism of Players", Springer Science and Business Media LLC, 2024 Publication	<1 %
2	Submitted to Lynn University Student Paper	<1 %
3	Submitted to University of Liberal Arts Bangladesh Student Paper	<1 %
4	Submitted to Purdue University Student Paper	<1 %
5	Mohammed Idris, Linda Alkhawaja, Hanan Ibrahim. "Gender disparities among students at Jordanian universities during COVID-19", International Journal of Educational Development, 2023 Publication	<1 %

ORGANIZATIONAL ACCEPTANCE LETTER:



City Bank PLC
Head Office: City Bank Center, 28, Gulshan Avenue, Gulshan-1, Dhaka-1212, Bangladesh

Date: March 3, 2024

Mr. Sanzid Ahmed Shams
Student ID: 201011202
University of Liberal Arts Bangladesh
S/D of Mr. Murad S. Ahmed
U-25, Noorjahan Road, Mohammadpur, Dhaka

Offer Letter for Internship

Dear Mr. Shams,

With reference to your application and subsequent interview you had with us, we are pleased to offer you the following position in our Bank subject to your acceptance and due compliance of the following terms and conditions:

Position	Intern
Assignment	Flexible and shall be assigned to any Job assignment and/or job description as the Bank may deem fit and necessary from time to time.
Reporting to	You will be reporting Mr. Md. Mushfiqur Rahman, Cluster Manager & Branch Manager, Cluster 2, Region: Dhaka-West, Retail Banking Division or any other person as may be assigned by the Bank from time to time.
Place of Posting	Your place of posting will be in Dhanmondi Branch, Dhanmondi Branch - House: 312 Suvastu Zenim Plaza (2nd fl), Road: 27(Old), 32(New), Area: Dhanmondi R/A, PO: Dhanmondi, PS: Dhanmondi, Dist: Dhaka - 1205. and/or any other place as may be required/ assigned by the Bank from time to time.
Tenure of Employment	Your employment will be for a specific period with effect from March 6, 2024 to June 4, 2024 . After the expiry of this period, this agreement will stand automatically terminated, unless it is renewed for further period in writing by the Bank before expiry of this Agreement. However, the Internship may be terminated prior to the expiry period as mentioned herein at the sole discretion of the Bank. You will not for any purpose become an employee of the Bank as a result of performing the Internship. Upon termination, you should return all content, material, documents, work products to the Bank immediately upon such termination.
Allowance	In consideration of your services during internship, you will be paid a lump sum of Tk. 5,000/- per Month on pro-rata basis.
Rules and Regulations	You shall abide by all rules and regulations of the Bank.
Obligations	While performing the Internship, as an Intern, you shall agree and acknowledge your obligation to: i. Perform all work allocated to the Intern to the best of the Intern's ability; ii. Exercise all due care and skill; iii. Comply with all lawful and reasonable directions and instructions given to the Intern by officers or employees of the Bank during the course of the Internship; iv. Any intellectual property rights developed by the Intern while the Intern is performing the Internship under the Internship Agreement are hereby assigned to and vest in the Bank immediately as created;

Phone: +880 2 58813483, 58814375, 58813126
Fax: +880 2 58814231; G.P.O. Box No. 3381, Dhaka
E-mail: info@thecitybank.com; Web: www.citybankplc.com; SWIFT: CIBLBDDH



City Bank PLC

Head Office: City Bank Center, 28, Gulshan Avenue, Gulshan-1, Dhaka-1212, Bangladesh

Accountability	During the internship, you shall not engage directly or indirectly with any other Company or Financial institution or organization without prior written approval of the authorized person of the Bank.
Amendments	The terms and conditions herein contained may be amended according to changes in the Bank's HR policy or the Bank's general rules on employment at any time at the discretion of the Bank.
Confidentiality	You shall not divulge matters relating to the Bank's any and all information in written, representational, electronic, verbal or any other form relating directly or indirectly to the present or potential business, finance, practice, market strategy, operations, business processes, plans and proposals, budgets and projections, trade secrets, accounting data, personal information, promotion and pricing strategies, or financial condition of or relating to the Bank in any respect, which you may come to know/learn during the course of your internship in the Bank. The Bank has the right to seek damages from a competent court for any breach of this provision. All communications between the company's clients or any of them and all information supplied to or received by or sent by you from/to the Company, or any information concerning, the business transaction coming to the knowledge of the Intern, you shall maintain strict confidentiality unless it is deemed and expedient for you to disclose them to the third parties and in that case you shall have to obtain prior permission from the Company. This provision shall be binding even after termination or expiry of this Agreement.
Copies of this Agreement	This Agreement is being executed in two identical originals, one to be retained by you and the other by the Bank.
Indemnity	You shall be responsible to indemnify and hold the Bank indemnified and harmless against any or all losses, damages, claims, demands, injuries suffered or would be suffered by the Bank directly or indirectly due to any act, omission, negligence and/or failure to perform the terms and conditions of this Agreement.

If you accept the internship subject to the terms and conditions set out hereinabove and in consideration of the remuneration stated herein, please sign this offer letter on each of the pages and send/give us the same as token of your acceptance within 07 (seven) days from the date of this letter, failing which the offer shall automatically lapse upon expiry of 07 (seven) days from the date of this letter. You have to report within 30(thirty) days from the date of acceptance for joining to Head Office, Human Resource Division (8th Floor), City Bank Center, 28, Gulshan Avenue, Gulshan-1, Dhaka-1212

Thanking you

Yours Sincerely,

Nishat Anwar
Head of Human Resources

Signature of the Intern
Name: Sanzid Ahmed Shams
Date:

Phone: +880 2 58813483, 58814375, 58813126
Fax: +880 2 58814231; G.P.O. Box No. 3381, Dhaka
E-mail: info@thecitybank.com; Web: www.citybankplc.com; SWIFT: CIBLBDDH

Internship/Project/Dissertation Sign-up Form Spring 2024

USE BLOCK LETTERS ONLY

NAME:	SANZID AHMED SHAMS		
ID#	201011202	CGPA (CURRENT):	3.06
PROG:	BBA	PHONE:	01715186228
MAJOR:	MARKETING	MINOR/OPT:	MSJ
ULAB EMAIL:	SANZID.AHMED.BBA@ULAB.EDU.BD		
ALTERNATIVE EMAIL:	SANZID763@GMAIL.COM		
FACEBOOK ID:	SANZID AHMED SHAMS (https://www.facebook.com/sanzid.shams/)		
PLEASE TICK: ☐ DISSERTATION ☐ INTERNSHIP ☐ PROJECT ☐ THESIS			
NUMBER OF COURSE(S) YOU ARE DOING WITH DISSERTATION/INTERNSHIP/PROJECT/THESIS: 0			

PREFERRED ORGANIZATION(S):	APPLIED ALREADY?
1.	YES / NO
2.	YES / NO
3.	YES / NO

PREFERRED AREA OF WORK OR INDUSTRY: (E.G FMCG, FINAN. ORG., MULTI. COM., IT FARM, MEDIA HOUSE ETC.)
1.
2.
3.

REMARKS (Office Use):
