

“DBH Loan Clients’ Experiences from Sourcing to Disbursement”

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Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration



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Letter of transmittal

20th June 2024

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Dear Sir/Ma'am,

Subject: Submission of the internship report titled “DBH Loan Clients’ Experiences from Sourcing to Disbursement”. Please find attached herewith the proposal for an internship in partial fulfillment of the requirement for a Bachelor of Business Administration (BBA) at Delta Brac Housing PLC , Gulshan branch, from 28 May to 29th August 2024

If you have any questions, please call me at 01737380154, you can reach me most easily at the following times: Available Hours e.g. 10:00 am to 05:00 pm, Sunday to Thursday.

Sincerely yours,

Acknowledgment

It was a great honor to be able to work in such a prominent non- bank financial institution and submitting the internship report to complete my Bachelor of Business Administration. I would like to pass my gratitude to Almighty Allah for giving me the strength and audacity to complete the report within the deadline.

I would like to convey my sincere appreciation to Prof. Imran Rahman, our vice- chancellor, a respected faculty and my internship supervisor, for his remarkable supervision and support throughout my internship period. His guidance and expertise have helped me solve any problem that arose while preparing the following report.

Furthermore, I would also like to express my appreciation for my organizational supervisor Mr. Mir Arif, AVP Customer Service Department. He has provided me with continuous support and humble guidance to solve any problem that I encountered during my internship. I am also grateful to my colleagues who have provided me with crucial information and taught me different tasks amidst their workloads.

Lastly, I would like to pour my heartfelt gratitude to University of Liberal Arts Bangladesh and my faculties for the constant support throughout my university life.

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 acknowledgment (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.
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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.
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Name: Mridula Islam Rothi

ULAB ID #203011031

Signature Date: 25 August, 2024

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Part A

Chapter 1 (Internship Preparation)

1.1 Overview

First off, as part of my academic program, I finished my internship at Delta Brac Housing Finance PLC, a reputable private non-bank financial institution in Bangladesh. After joining DBH as an intern, I had the chance to obtain real-world experience that would be relevant to my studies of finance. Using the data that was gathered, I conducted an analysis of the experiences of DBH Loan clients from sourcing to disbursement. The motivation for the particular decision to finish an internship at DBH Finance PLC includes the following reasons:

Learning from the best: DBH is the nation's first, biggest, and most specialized housing finance institution in the private sector. Out of all Bangladeshi banks and financial institutions, only DBH has maintained the highest 'AAA' credit rating for 19 years consecutively. Thus, it is a great opportunity to learn from the pioneers and specialists of the country in this sector.

Considering Career Options: I learned more about the various positions in the non-banking sector and whether or not they fit with my interests and skill set by working at DBH. Getting an internship is a terrific method to learn about various career routes and get a better idea of what we might want to do when we graduate.

Obtaining Real-World Experience: An internship is a great way to put your theoretical knowledge into practice. We can learn how to apply the theoretical knowledge we receive in class to real-world circumstances by working in a real-world setting.

Developing a Professional Network: I can connect with industry professionals by interning at a non-banking financial institution like DBH. Furthermore, DBH enjoys a stellar reputation in the industry. These relationships might be useful for finding employment or acting as mentors for me as my career develops.

Among the possible insights to be learned from the DBH are:

Developing teamwork and communication skills: My internship at DBH helped me to interact professionally with clients and work closely with my coworkers. It enabled me to function well in a group setting and enhance my interpersonal abilities.

Learning Customer Service Department operations: During my internship, I was assigned to work with the Customer Service Department of DBH. I gained a better understanding of how to deal with different clients and meet their queries.

Improving problem-solving abilities: As an intern in the Customer Service Department, I had to make calls and communicate with the clients. I was specifically assigned to call old clients to inform them to collect their mortgage documents that are ready for release. I faced different types of clients with different inquiries and issues. I tried to help them by offering different ways to overcome the problems they were facing and providing them with the right information they required to collect their papers back. This has enhanced my problem-solving skills in real-life practice.

1.2 Managing the Internship

The first step to finding an internship was to make a proper professional Curriculum Vitae. Initially, I created a Curriculum Vitae for my application to the internship. I then browsed through several Facebook posts that contained job postings, and I followed the directions to apply to each one. A few weeks later, our Career Service Office hosted a workshop where we were told to proceed by sending our CVs to the office and following all the requirements to finish our graduation.

I prepared myself for interviews by watching different YouTube videos to boost my confidence. I made a few notes of the common questions that are usually asked in interviews. I received a call from IDLC 23rd April, 2024 at first and then by Gemcon Group. My CV was dropped by the CSO. Both of my interviews went well and I got selected. However, I didn't join them as I was looking for a place where I would get the opportunity to learn more.

After that, I reached out to my supervisor for his guidance. He guided me and helped me to secure my internship at DBH Finance Corporation Limited. After a week, I got a call from the HR department for an interview. I sat for the interview and it went well. Finally, on 28th May I joined DBH. Given that I majored in finance and studied business administration, I think an internship at a Non-Banking Financial Institution would be the most ideal for me in every way.

1.3 Interview Experience

The entire interview with the recruitment officer went quite well. The interviewer began by asking some general questions in an attempt to break the ice. After that, he asked me about my hobbies, educational history, and reasons for being a good fit for the program, as well as how it would benefit others and me.

I addressed the organization's standing across the country, my expertise in the area, the necessity of looking at the workplace culture, and practical skills, among other things, in my response. I made it clear that, among other options, the financial institution must give an intern a great deal of practical experience in the subject of study and explain how this will help me fulfill my graduation requirements. The interviewer provided a brief synopsis of their organization after he was sufficiently convinced. For example, the department in which I will work in the next weeks and the overall structure of the organization.

Toward the end of the interview, I was questioned about my family and where I live in Dhaka. Further, they informed me about the office time which was 10 a.m. to 5 p.m. as per the government's rule, and notified me that this timing may change to 10 a.m. to 6 p.m. from June. Overall, the interview went quite smoothly and it was a good experience.

1.4 Organizations Overview

Delta Brac Housing Finance Corporation, or simply DBH, is a private non-bank financial company. It began operations in 1997 after being incorporated in 1996 through an international joint venture. DBH is primarily a real estate finance company and is recognized as the top private sector player in this field. It is listed openly on Bangladesh's two stock exchanges, the DSE and SE. Interestingly, DBH is the only financial institution in Bangladesh that has maintained the highest credit rating of 'AAA' for nineteen years running.

The organization had its first initial public offering (IPO) and changed from being a private limited company to a public limited company in 2008. One of the significant business achievements was the first public offering (IPO), in which the company raised Taka 50 million by issuing 500,000 common shares. When December 2012 arrived, the company's paid-up capital was Taka 1.16 billion. Even though DBH is a non-bank financial company that is authorized to participate in a range of financial operations, it has focused solely on real estate financing from its founding, giving it the moniker of "housing finance specialist." More than 23,000 customers have benefited from house loans from it over time.

As of December 2023, DBH has a total equity of TK. 8,678,445,056 and Paid-up Capital of TK. 1,988,901,710. It's regularly generated profits and paid out substantial dividends over the years. DBH is sponsored by BRAC, Delta Life Insurance Company Limited, and Green Delta Insurance Company Limited. There are 17 Branches in Bangladesh. To improve market leadership, expand service offerings, and apply best practices, DBH hopes to collaborate with both domestic and foreign corporate partners by offering its team talents and knowledge. DBH Finance's unwavering commitment to creating value for all of its stakeholders accounts for why it continues to play a key role in shaping Bangladesh's financial landscape and promoting long-term socioeconomic development.

Chapter 2 (About the Internship)

In my role as an intern at DBH, I help the customer service department and get hands-on experience in a non-banking financial institution. I operate in an organized office setting with certain rules and expectations for my position.

My office is located at Gulshan -2 in Landmark Tower, where I am assigned to work in the Customer Service Department for 3 months. I work with other employees, and I'm expected to abide by the bank's basic behavior guidelines and dress code. The daily duties and responsibilities I have at work almost remain the same as those I am assigned. I was specifically assigned to perform two tasks throughout the internship. They are:

Updating client's profile: The interest rate on loans changes over time. After receiving instructions from the Bangladesh Bank for interest change, DBH notifies their clients about it in 3 different ways. Those are via text message, e-mail, and letters. The letter receipts are kept as proof of delivery (POD) by DBH, so that if any client complains about not being notified about the interest change rate then these PODs act as evidence to clarify any misunderstanding.

The PODs are at first scanned and uploaded in DBH's system as PDFs. My task is to check each POD and upload it to the respective client's profile. Every day I attach 250 - 300 PODs on average.

Calling clients to collect mortgage papers: Once a loan is closed, clients need to collect their property mortgage papers from the Head office. When all the clearing papers are ready for release, clients are informed via phone calls from the Customer Service Department to visit the head office with their National ID and collect the documents. In case if any client is not in town, someone on his/her behalf may collect the documents with an authorized letter from the client (borrower). I was assigned to make calls to these clients and inform them to collect the documents. In case if they have any queries, I try to answer them with the appropriate information to help them.

2.1 Learning

Soft skills: For the first time I was introduced to an organization's website and module at DBH. I received two days of training on using the organization's specific system. I mostly worked in the customer service department's module. With time, my typing pace and understanding of an organization's website & software system improved.

Professional behavior & attitude: Unlike the University, communication and dress code is more formal. Conversations with colleagues are mostly professional and work-related. I have learned to communicate in a more precise and professional way during my internship.

Being Patient: I had to make calls to different clients to inform them about collecting their mortgage documents. It was more like a patience test. Every client's behavior is different. Some are very rude and few are well-behaved. Being an emotional person, I easily get affected. In the early days, it was tough for me to digest any rude behavior. But with time, I learned to overcome it. I believe that employees at the CSD are the most patient ones. As time passed, I learned to be more patient at work.

Communication: My speaking fluency in both Bengali and English has increased. Also, I feel more confident now. After handling different types of clients, my communication skills have improved.

Chapter – 3 (Self-reflection)

3.1 Observations and Experiences

During my internship at Delta Brac Finance Plc (DBH), I encountered a few situations that gave me insight into the values and culture of the organization. Both favorable and negative observations were made. Under the headings "Positive Impressions" and "Negative Impressions," both situations have been emphasized.

Positive impressions:

- The staff members are kind and hospitable.
- Colleagues are very helpful to each other in terms.
- The office culture is very friendly and everyone is addressed as ‘bhaiya / apu’ rather than sir/madam.
- They are disciplined, treat their clients nicely, and provide them with all the necessary advice.
- Individuals keep their punctuality by showing up on time and finishing their daily tasks within the allotted time.

Negative impressions:

- Laptops and PCs mostly face problems with the screen and system connection
- In case of any IT problem, it takes a whole day to solve the problem.
- It should not be the case that individuals in one area are frequently ignorant of the fundamentals of another. Rather, if a member is not available, everyone in every department should be familiar with the fundamentals of the entire financial system.

3.2 Insights

Speaking of my next professional job after an internship, I think I need to have more training and credentials in order to function in a managerial capacity within my field. I've been given the following quick outline of what I may work on for the next position:

Identifying Strengths: I would consider my current abilities and traits before applying for the desired position. This information might be used to find positions and businesses where the abilities will be appreciated, taking into account the comments I had during my internship and pinpointing the areas where I excelled.

Learning from Experience: I gained access to a work environment through the internship program that could be considered my first exposure to the banking and financial industry. I can find opportunities and firms that respect my capabilities by reflecting on my internship experience and identifying the information, abilities, and qualities I bring to the table.

Extend Network: Professional growth requires networking, interacting, utilizing the connections I acquired during the internship, and reaching out to former students or industry representatives to broaden my network. Establishing connections with professionals in my sector to find out more about openings and acquire knowledge about the business.

In broad terms, a commitment to acquiring knowledge and credentials in the business and finance fields is required. An outline of an all-encompassing strategy that incorporates a planned and reflective approach to professional growth and learning is required in order to achieve career goals. In addition, I mainly stress the significance of growing one's professional network, recognizing strengths, defining clear career goals, learning from previous experiences, and being open to new chances. The importance of internships and other professional experiences in acquiring useful skills and information must be acknowledged.

Possible initiatives to do better

DBH can utilize the interns' potential further in the future in several ways. They are:

- Interns should have the opportunity to explore themselves and learn more about the organization and how it works. They should be assigned to different departments once a week to learn how each department functions. This will enhance their knowledge and help to have a clear idea about how a non-financial institution like DBH operates.
- It is a very monotonous and boring task to keep attaching the PODs all the time. Interns has more potential than this. They can be assigned tasks like calling the clients to pass on any information. This will boost their confidence and improve communication skills.

Chapter 4 (Personal Development Plan)

Developing both new and current skills has been my main focus to succeed. Since the internship prepares a fresher for their professional future and has a strong connection to the finance industry, I see it as the first step towards achieving my career ambitions. The plan uses a variety of tools, including training courses, industry publications, mentorship, Master's and PhD degrees, and training programs, to improve my competencies in Finance and Banking. This plan is meant to serve as a roadmap for me to follow while I work toward my goals and ambitions.

Goal: Excel in the Finance sector (Non-Banking, and Corporate)

Actions:

- Looking for a job or internship in the industry to gain experience.
- Begin establishing a network of contacts in the finance sector.
- Complete an IELTS course and enroll in a master's degree that focuses on finance.
- Take online courses on all company software, tools, and financial systems (such as Excel for financial analysis and ERP systems).
- After I get sufficient expertise in the field, I would try to secure a job to join a multinational company and set a career.

PART B

Abstract

A basic human need is housing, and as urban populations rise, developing countries like Bangladesh are seeing an increase in demand for cheap housing. The sector, which includes more than 1650 companies, is mostly governed by the Real Estate and Housing Association of Bangladesh (REHAB). A major participant in this market, Delta Brac Housing Finance Corporation PLC (DBH) is dedicated to its tagline "Home for everyone" by offering home loans and making sizable annual financing contributions. Even with these efforts, a thorough comprehension of the client experience—from loan sourcing to disbursement—remains unattainable. Customer happiness and operational effectiveness may be impacted by inefficiencies and gaps in the lending process, according to observations. The purpose of this study is to ascertain and evaluate the main obstacles and problems that DBH loan customers encounter. The goal of the research is to identify opportunities for improvement in the home finance sector's service quality and customer satisfaction by closely examining the client experience.

“DBH Loan Clients’ Experiences from Sourcing to Disbursement”

Chapter-1: Introduction

1.1 Research Context

Housing is one of the five basic needs of a human. With time as the population is increasing, the demand for housing is going up, especially in the urban cities. Like many other emerging nations, Bangladesh has had a severe lack of reasonably priced housing in both urban and rural areas (Sarker et al., 2008). The exclusive governing body for real estate traders, developers, and builders in Bangladesh is the Real Estate and Housing Association of Bangladesh (REHAB) (Amin S., 2008). Currently, the real estate industry is home to over 1650 businesses, 1192 of which are registered with REHAB. DBH holds the slogan “Home for everyone”. Over the years, DBH has provided home loans to 23,000 clients. DBH has funded house loans of Tk 965.3 crore in FY 23. The non-performing loan percentage was 0.86%, which was 0.02% below than previous year. Maintaining a good relationship with the clients and keeping them satisfied is very crucial for DBH. Building enduring relationships with our clients is very important to DBH, and we do this by providing tailored financial solutions. Through regular communication channels such as web platforms and expert relationship managers, the business ensures that clients receive timely assistance and support. Furthermore, DBH Finance has established avenues for customer feedback to continuously enhance its services.

1.2 Problem Statement

Although housing loan disbursements and client acquisition at Delta Brac Housing Finance Corporation PLC (DBH) have grown significantly, a thorough understanding of the client experience from the point of loan sourcing to the point of final disbursement is still lacking. From loan sourcing to distribution, there may be inefficiencies and gaps that could affect customer happiness, operational effectiveness, and overall service quality, according to current observations. The primary goal of this study is to pinpoint and examine the main difficulties and problems that clients encounter during this procedure.

1.3 Research Question

- What particular difficulties and problems do customers run into while applying for, getting approved for, and receiving loans?
- To what extent do DBH's services meet the needs and desires of its clients in terms of support, communication, and openness throughout the loan process?

1.4 Research Objective

The purpose of this study is to assess and analyze the experiences of Delta Brac Housing (DBH) loan clients at every stage of the loan process, from initial application and sourcing to final disbursement. The goal is to identify important areas for improvement, comprehend client satisfaction levels, and offer practical suggestions to improve service quality and operational effectiveness.

- To identify any inefficiencies in the loan sourcing and disbursement processes that may negatively impact client experiences.
- To quantify client satisfaction levels related to various aspects of the loan process, including communication, transparency, speed, and convenience.

1.5 Significance of the study

In this study, DBH can pinpoint places where consumers encounter difficulties or disappointments by examining their experiences throughout the loan procedure. Resolving these problems can raise general contentment and result in a better client experience. DBH can improve its interactions and procedures by using insights into the customer journey to create a more efficient and user-friendly service. Research can identify delays or inefficiencies in the procurement and payout phases of loans. DBH can expedite loan processing and payout by streamlining its processes and identifying these obstacles. Client feedback can help DBH better understand the unique requirements and preferences of its clientele. Loan goods and services can be customized with this information to better suit the needs of the customer. In the housing finance sector, DBH can set itself apart from

rivals by enhancing the client experience. Delivering an exceptional customer experience can be a crucial distinction in drawing in and keeping customers. DBH can detect possible risks or problems in the loan process that can result in defaults or other financial difficulties by having a thorough understanding of the customer journey. By taking proactive measures to manage these risks, loan performance can be improved and losses can be minimized.

1.6 Industry Trend and Outlook

Market Overview

By 2024, the Bangladeshi real estate industry is expected to be valued at over US\$2.75 trillion. With a forecast volume of US\$2.04 trillion in 2024, the residential real estate segment is expected to dominate this market. Bangladesh's real estate market is predicted to expand at a 2.23% yearly rate between 2024 and 2029, with a market value of US\$3.07 trillion by that year. This illustrates consistent growth brought about by population demand and growing urbanization. The US real estate market is predicted to be the largest in the world in 2024, valued at US\$132.0 trillion. Bangladesh's market is smaller than others, but it is growing quickly, indicating a vibrant industry with lots of untapped potential (Statista, 2024).

Current Trends

The demand for affordable housing is rising significantly due to rapid urbanization and population increase. The demand for affordable housing alternatives is growing as more people move into cities and as the population rises. In Bangladesh, housing loans rose by 12.05% during the fiscal year 2022–2023—a greater increase than the 10.57% growth in private sector credit overall. The housing sector is seeing increased activity and confidence, as evidenced by this growth trend. (Sajibur, 2024). As of March 2023, the total amount of outstanding personal housing loans was Tk39,270 crore, a substantial rise of 29.58% from Tk30,307 crore in the same month the previous year. This significant increase suggests strong demand and rising housing financing investment. (Tanmoy,2024)

Outlook

Due to rising housing demand, urbanization, and economic expansion, the housing finance sector in Bangladesh has a positive outlook. To maintain its expansion and keep meeting the changing needs of its clientele, the sector must, nevertheless, negotiate legislative changes, technology breakthroughs, and market competition. Generally, in the dynamic climate of Bangladesh's housing sector, housing finance organizations that innovate, adjust to market changes, and successfully manage risks are likely to prosper.

Chapter Two: Research Methodology

2.1 Type of Research

Studying "DBH Loan Clients' Experiences from Sourcing to Disbursement" is a perfect fit for narrative research since it centers on individual experiences and tales. By capturing clients' viewpoints at every stage of the loan process, this technique aids DBH in understanding clients' journeys. DBH can find recurring themes, unearth underlying problems, and modify services to better suit the needs of clients by examining these encounters. Additionally, narrative research develops empathy, fortifies bonds with clients, and offers profound insights that are essential for raising client satisfaction and service quality. All in all, it aids DBH in improving the loan procedure and cultivating enduring customer loyalty.

2.2 Research Design

A questionnaire is a useful tool for quantitative research for studying "DBH Loan Clients' Experiences from Sourcing to Disbursement." With this strategy, DBH can gather objective, consistent data from a sizable client base. Important factors like client happiness and service quality may be measured and typical pain spots can be identified with this questionnaire. To find patterns and insights, the gathered data can be statistically examined, assisting DBH in making defensible decisions. This approach is effective, yields results that are easy to implement, and aids DBH in streamlining its loan procedures to better serve customers.

2.3 Methods of sampling

Convenience sampling is a rapid and economical technique in which participants are selected according to their accessibility and availability. This study employs this technique to collect data from clients who are easily accessible, such as those who return calls. The primary drawback is potential bias because the sample might not be representative of the total clientele, even though it enables quick data collecting and instant insights. Results may become less generalizable as a result.

Chapter Three: Findings and Discussion

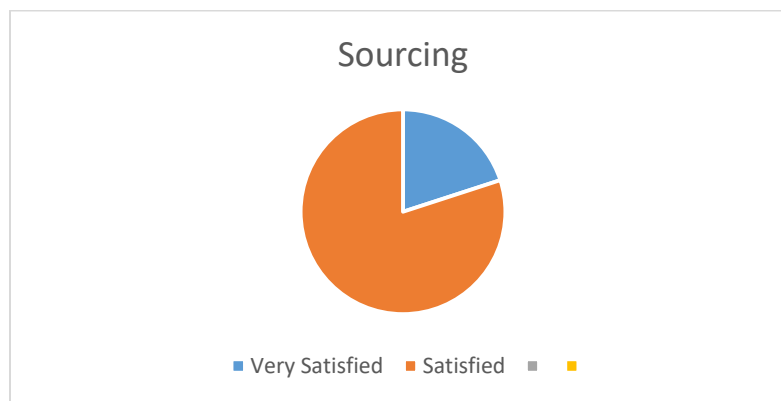
Stage-1 Sourcing

Clients discover DBH loans for the first time during the sourcing stage from people like developers, relatives, or the media. It is an essential step in the loan process because it establishes the general parameters for the client's experience.

It's evident from the comments gathered that the majority of clients had a good experience at this point:

About the data collected, 20% of clients were "Very Satisfied". They thought all of their questions were addressed straightforwardly and understandably. 80% of clients were "satisfied," indicating that although they thought the material was presented better, overall, their experience was positive.

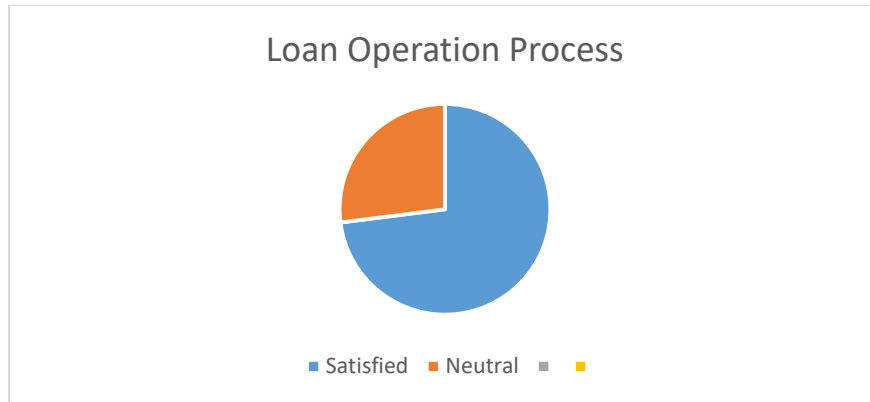
The primary sources of information for clients about DBH were developer recommendations (60%), internet searches (5%), and recommendations from friends and family (35%).



Stage-2 Loan Operation Process

Overall, the response to the operating stage was favorable based on the input received, yet there remained space for improvement: 73% of customers said they were "satisfied" with the way they applied for loans. They thought the procedure was effective and valued DBH's regular updates and transparent communication during this phase. 27% of customers reported being "Neutral," meaning they were neither very happy nor very unhappy with their experience. These clients probably thought the procedure was doable, but they thought certain things could be done better, such as the speed at which applications were processed or the instructions' clarity. Few mentioned that they were not well informed about the progress of the loan application.

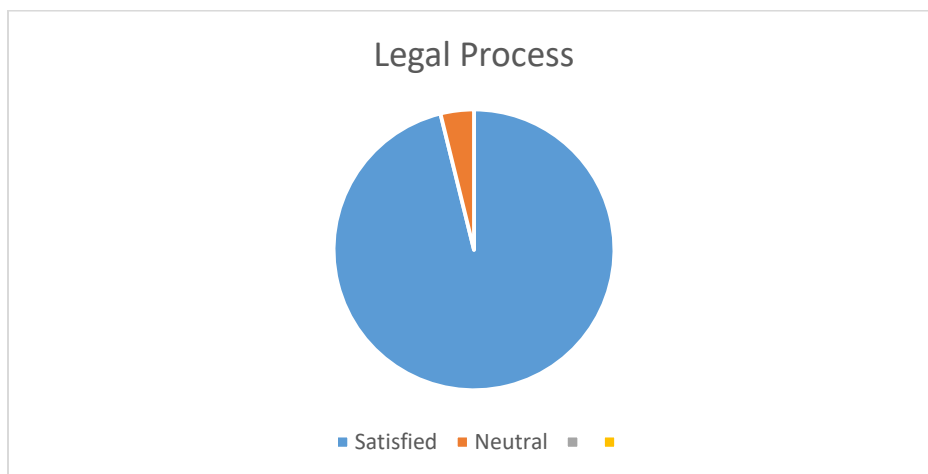
The majority of clients expressed satisfaction with the speed at which their paperwork was processed, although a few stated that there were times when they required further assistance or weren't sure how their application was progressing.



Stage -3 Legal Process

During the legal stage of the loan application process, significant legal paperwork must be reviewed and signed, legal requirements must be met, and all parties must make sure they are following all applicable regulations. Since it deals with legalese and requirements that must be presented accurately, clients may find this step to be complicated.

Client feedback indicates that while the legal process is typically seamless, there are a few areas that could use improvement. 80% of clients said they were "satisfied" with the clarity and transparency of the legal documents. These clients thought the requirements were clear and the legalese was well-explained. 20% of clients said they felt "Neutral," meaning they didn't have any significant issues, but they thought the legal justifications or supporting materials could have been more comprehensible.

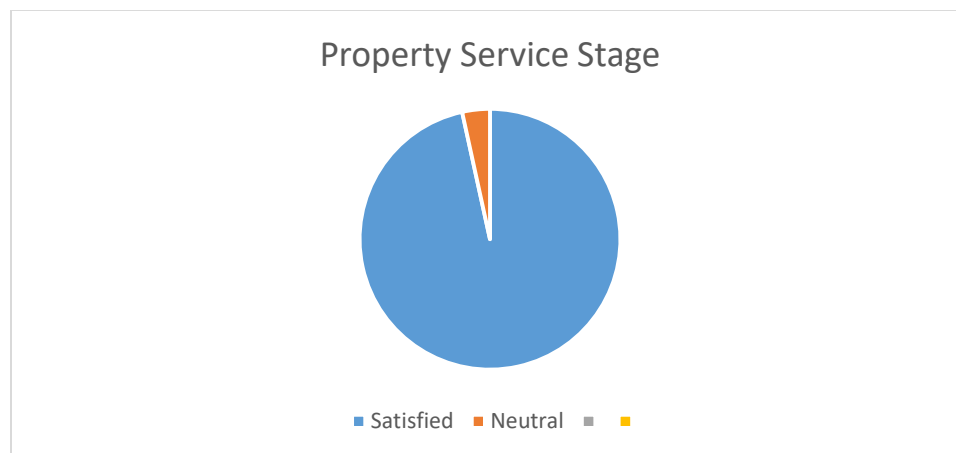


Stage-4 Property Service Stage

Client feedback reveals a range of experiences during the property service phase:

90% of customers expressed satisfaction with DBH's property service. These clients were grateful for the help they received during the property visit, which included the staff's professionalism and the evaluation's thoroughness. Clients referred by Developers were very satisfied and faced no issues.

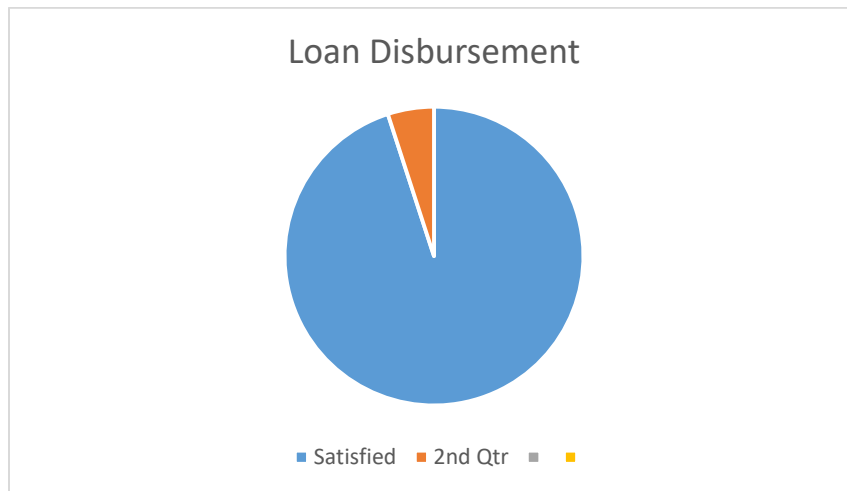
10% of customers said they had a "Neutral" experience. They acknowledged that there were no significant problems, but that the procedure might have been more effective or that they required more direction when evaluating the property. While the majority of clients thought the property visits were beneficial, a few said they could have benefited from more thorough property information or more clear staff communication.



Stage -5 Loan Disbursement

The last and most important step in the loan application procedure is the payout stage, during which the client receives the approved loan amount. Client satisfaction at this stage depends on promptness and clarity because delays or poor communication can take away from the entire experience.

According to client feedback, the distribution stage is managed remarkably successfully. 95% of customers said they were "satisfied" with the payout process's quickness and clarity. These customers valued DBH's prompt fund release and straightforward explanation of the payout schedule and protocols. Clients who have taken partial payments were also satisfied. There may be some space for improvement, as only 5% of clients expressed neutrality with their experience. Although these clients didn't have any major problems, they thought the procedure could have been a little bit quicker or more efficient.



Overall Experience

From sourcing to disbursement, the entire DBH experience reflects the company's excellent performance in offering home finance options. The reputation of DBH has been enhanced by the general favorable client satisfaction at every level of the lending process.

Customer satisfaction with the overall experience is very good, according to feedback:

The majority of customers—30%—thought their experience was "Excellent." These consumers believed that DBH met or beyond their expectations by providing outstanding service at every turn, from loan sourcing to disbursement. The majority of customers—70%—rated their experience as "Good," suggesting a strong and fulfilling encounter. Although these clients were satisfied with the service, they felt that there was room for improvement in a few areas, including communication, legal procedures, and operational effectiveness.

Regarding suggestions:

100% of customers stated they would suggest DBH to others, demonstrating that customers, even those who gave the experience a "Good" rating, trust and respect the company's services.

Chapter -4 Recommendations

For better client experience in the future, the following recommendations have been suggested:

1. **Improve Communication at Every Stage:** Make sure that clients are informed in a straightforward, timely, and proactive manner at each step of the loan procedure. This can help clients feel more satisfied overall, avoid uncertainty, and stay informed—especially during the legal and operational phases.

2. **Simplify Legal Documentation:** Giving clients step-by-step instructions on legal requirements or providing legal assistance can aid in their understanding and completion of the required documentation.

3. **Boost the effectiveness of the process:** Simplify internal procedures to cut down on time spent on things like property appraisals, legal approvals, and document verification. Customer satisfaction will rise as a result of more effective processing, particularly among customers who gave their experience a "Neutral" rating.

4. **Provide Personalized Customer Service:**

Throughout the loan process, give more individualized assistance, especially when it comes to property service inspections and appraisals. More clients can be placed in the "Excellent" category and their experience can be improved by customizing services to meet their demands.

5. **Leverage Digital Tools:** Make an investment in digital solutions like virtual property tours, online loan application trackers, and real-time loan process updates. These products have the potential to improve client convenience, transparency, and ease of use.

6. **Preserve Clarity and Speed in Disbursement:** DBH already excels in timely and efficient loan disbursement; keep up this good work. Low delays and minor communication enhancements can sustain the high satisfaction levels observed at this point.

7. **Investing in stronger relationships and providing incentives for recommendations** could potentially enhance sourcing satisfaction since many clients discover DBH loans through developers and referrals.

Chapter-5 Conclusion

The experiences of DBH loan clients are thoroughly examined in this study at five crucial stages: sourcing, operation, legal, property service, and payout. Overall, the results show that clients are generally rather satisfied, with 30% citing their experience as "Excellent" and 70% citing it as "Good." Furthermore, a full hundred percent of customers said they would suggest DBH to others, indicating a high degree of faith and assurance in the business's offerings.

The study does, however, also point out areas that require development, notably in the areas of increasing communication, streamlining legal procedures, and raising the effectiveness of several operational and property service duties. More customers may benefit from these changes as they go from a "Good" to an "Excellent" experience.

With 95% satisfaction, the disbursement stage stood out and demonstrated DBH's ability to effectively manage the last phases of the loan application procedure. DBH can solidify its position as a leader in the housing financing sector and preserve or even increase customer satisfaction by implementing the suggested changes.

DBH will maintain its client-focused approach by making ongoing improvements based on feedback from clients. This will promote long-term partnerships and customer loyalty while drawing in new business through favorable word-of-mouth recommendations.

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Appendix

Questionnaire: DBH Loan Clients' Experiences from Sourcing to Disbursement

Instructions: Please answer the following questions based on your recent experience with the DBH loan process. Your feedback is valuable and will help us improve our services.

Section 1: Demographic Information

1. Age:

☐ Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55 and above

2. Gender

☐ Male ☐ Female ☐ Other

3. Occupation:

☐ Salaried Employee ☐ Self-employed ☐ Business Owner ☐ Other: _____

Section 2: Sourcing Stage

1. How did you first hear about DBH loans?

☐ Developer recommendation ☐ Referral from family/friends ☐ News/media

☐ Online search ☐ Other: _____

2. Rate your overall satisfaction with the information provided at the sourcing stage:

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

3. Was the loan product information clear and easy to understand?

☐ Yes, completely clear ☐ Mostly clear ☐ Somewhat unclear ☐ Not clear at all

Section 3: Operation Stage

1. How would you rate the efficiency of the loan application process?

☐ Very Efficient ☐ Efficient ☐ Neutral ☐ Inefficient ☐ Very Inefficient

2. How satisfied were you with the communication from DBH during the application process?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

3. Were you kept informed about the progress of your loan application?

☐ Yes, regularly informed ☐ Sometimes informed ☐ Rarely informed ☐ Not informed at all

Section 4: Legal Stage

1. How satisfied were you with the clarity and transparency of the legal documentation provided by DBH?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

2. Were there any difficulties in meeting the legal requirements?

☐ No difficulties ☐ Minor difficulties ☐ Moderate difficulties ☐ Significant difficulties

Section 5: Property Service Stage

1. Was the property evaluation process conducted to your satisfaction?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

Section 6: Disbursement Stage

1. How satisfied were you with the speed of the loan disbursement?

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

2. Was the disbursement process clearly explained to you?

☐ Yes, fully explained ☐ Mostly explained ☐ Somewhat unclear ☐ Not explained at all

3. Did the disbursement meet your financial needs and timelines?

☐ Yes, completely ☐ Mostly ☐ Partially ☐ Not at all

Section 8: Overall Experience

1. How would you rate your overall experience with DBH from sourcing to disbursement?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Very Poor

2. Would you recommend DBH to others?

☐ Yes, definitely ☐ Yes, with some reservations ☐ No

3. Please provide any additional comments or suggestions for improving DBH's loan process:

Thank you for your valuable feedback!

Feedback calculation

Very Satisfied/Excellent/Yes, Definitely: 5

Satisfied/Good/Yes, Mostly: 4

Neutral/Fair/Partially: 3

Dissatisfied/Poor/No: 2

Very Dissatisfied/Very Poor/Not at All: 1

Project Proposal Form

Name:	Mridula Islam Rothi
ID:	203011031
Semester (Spring/Summer/Fall)	Summer 2024
Department:	ULAB School of Business
Supervisor's Name (Faculty):	Prof. Imran Rahman
Project Title:	DBH Loan Clients' Experience from Sourcing to Disbursement

Student's signature & date
date

Supervisor's signature &

LETTER OF TRANSMITTAL

2nd August, 2024

Mridula Islam Rothi
01752014003
Mridula.islam.bba@ulab.edu.bd

Prof. Imran Rahman
Vice- Chancellor
School of Business
University of Liberal Arts Bangladesh (ULAB)
688, Beribadh Road
Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of project Proposal.

Please find attached herewith the proposal for a project in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) on DBH Loan Clients' Experience from Sourcing to Disbursement.

If you have any questions, please call me at 01752014003.

Sincerely yours,

Mridula Islam Rothi
ID: 203011031
BBA Program
School of Business
University of Liberal Arts Bangladesh

DBH Loan Clients' Experience from Sourcing to Disbursement

Supervisor: Prof. Imran Rahman

University of Liberal Arts Bangladesh (ULAB)

A Project Proposal

Submitted in Partial Fulfillment

Of the Requirements for the Degree

Bachelors of Business Administration

By

Mridula Islam Rothi

ID: 203011031

Summer 2024

15th September, 2024

Description of the Project Study:

Description of the study: The study will focus on identifying the customer (borrowers) satisfaction level of Delta Brac Housing Finance Plc from the sourcing of a home loan till disbursement. The report will try to find out if the customers are facing any issues in various stages of the loan being processed for disbursement. The target population will be the borrowing clients of DBH, who have taken a home loan and the full amount has been already disbursed. A questionnaire will be prepared for conducting the research. 50 active clients will be randomly selected. The data will be collected via calling the clients over the phone from DBH.

Nature of the study: This will be Narrative research where the focus will be to understand the experience of the clients and collect data from them. The purpose is to gain insights into the personal experience they went through for the loan. A quantitative design will be followed in this study.

The Objectives of the study: The objective of the study will be as follows:

1. Identifying the customer satisfaction level of the borrower clients of DBH in various stages from sourcing to disbursement.

Expected Contribution and Gain: DBH will be able to closely know about the experience of their clients. The study will help them to identify DBH in which stage of the loan process the clients are not satisfied and allow them to work on it. This will lead to a higher customer satisfaction level which will greatly benefit the company in achieving future goals.

Justification of the Study: After going through a lot of topics and discussion, this topic was selected because DBH has not done any research on customer satisfaction levels in recent years. With time the number of customers is increasing. The organization feels the need to know if their customers are facing any difficulties during the loan process and disbursement. They keenly want to find out and improve their service if required.

Sources and Methods of Collecting Primary Data: Primary data about the experience of the clients will be required. A convenience sampling method will be used. A questionnaire will be prepared and data will be collected via phone calls.

Sources and Methods of Collecting Secondary Data: Secondary data will be collected from the organization's annual report, website, Google scholar and newspaper articles.

Sampling Technique and Sample Size: The total sample size will be 30, following the rule of thumb idea that states 30 data points are enough to provide a statistically sound conclusion. The data will be collected from the DBH borrower clients, specifically the ones whose full loan amount has been disbursed. A questionnaire will be filled out over phone calls to collect the data.

Analysis and Interpretation of Data: The data will be analyzed by using descriptive analysis using measures like mean, mode, and median. This analysis will help to find out the level of customer satisfaction in various stages of the loan process. Identify where the clients face the most difficulties and also what they are happy about. It will help to come to a conclusion and provide a proper recommendation to the organization to work on for the betterment of the organization

Reporting: A final report will be written at the end of the study with the findings.

Timeline:

Serial	Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Consultation with Supervisors	√				√		√	√	√	√	√	√
2	Literature review		√	√	√								
3	Secondary Data Collection					√	√	√	√	√	√		
4	Primary Data Collection							√	√				
5	Data Analysis								√	√			
6	Draft Report Writing										√		
7	Final Report Writing											√	
8	Report Submission												√

Mridula Islam Rothi
ID: 203011031