



Cooperative Education Report

Impact of Mobile and Electronic Banking on Consumer Satisfaction at NIC Asia Bank

Submitted by

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requirement of Cooperative Education,**

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Title: Impact of Mobile and Electronic Banking on Customer Satisfaction at NICASIA Bank

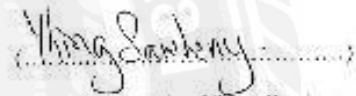
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2019/2

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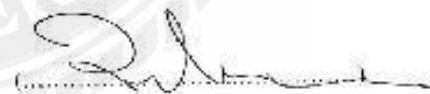
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Project Title: Impact of Mobile and Electronic Banking on Customer Satisfaction at NIC Asia Bank

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Abstract

The co-operative report entitled Project on “Impact of Mobile and Electronic Banking on Customer Satisfaction at NIC Asia Bank”: platform provided to the customers enabling them to access their accounts through mobile phones in a secure manner. The purpose of the program is to fulfill the core equipment for the completion of the Bachelor’s Degree in Business Administration to gain experience in different work fields. The objective of the study was to implement theoretical knowledge in the practical work place, to prepare myself, polish my gained knowledge for becoming a better future professional, and acquire some real work experience. With the company, I was assigned to work as an internee, in the CSD (Customer Service Department). The main responsibilities were to help customers fill their account opening form, enter information of the customer’s form in the bank system, and work on it until the account is open. Along with it, I was assigned to register the mobile banking and I-Touch of the customers. The interns were also focused on how the customers and other people with queries are solved face to face or through phone calls.

Upon the completion of this internship, I found that any kind of problem can be resolved by the means of better communication between the related people. In this matter, I was able to learn more about account opening systems in banks, how to deal with customers and their queries at bank and over the phone and tackling the problems.

Key words: Mobile and Electronic Banking, Customer Service Department

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I would like to express my deepest gratitude and special thanks to Siam University for organizing a Cooperative Program through which I and the whole batch of 2016-2020 got an opportunity to work and be a part of the respected companies.

Foremost I would like to express my deep gratitude to NIC Asia Bank Limited for providing the exciting opportunity to be one of them and giving me through guidance and opportunity to move ahead with internship objectives. The internship opportunity I had with NIC Asia Bank Limited was a great chance for learning and professional development. Therefore, I consider myself lucky as I was provided with an opportunity to be a part of it. I express my deepest sense of gratitude to my supervisor Mrs. Sunita Budhathoki, Service Manager who in spite of being busy with her duties, took time out to hear and guide me.

I would also like to thank Ms. Manisha Thapa (Assistant), Ms. Muna Bhattarai (Assistant), and Mr. Sulakshya Shrestha (Assistant) for their careful and precious guidance, which were extremely valuable for my study both theoretically and practically. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I will use my gained knowledge and skills in the best possible way for my career development.

Yours sincerely,

Roshana Shrivastav

Impact of Covid-19 to your Internship organization's activities/performance

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. Most people infected with the COVID-19 virus experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness. The coronavirus outbreak is first and foremost a human tragedy, affecting hundreds of thousands of people. It is also having a growing impact on the global economy.

In Nepal, the lockdown started from March 22, 2020. Bank was operated as always when there was no case of corona in Nepal. However most of the people were not coming to the bank. We were even provided with sanitizers, masks and gloves inside the bank so that we can stay safe while doing our work but we would just spend the whole day without having any work. When there was one case found in Nepal, the government decided to lockdown except important places like pharmacies, banks and general stores.

My internship period in NIC Asia Bank is four months. I have only completed my one and half month in the bank. Till now I have only learnt about the account opening section and have basic knowledge about mobile banking and cards/cheques. There are many works I have to still learn in CSD and other departments of the bank. Due to the current lockdown in Nepal, NIC Asia is operated by only a few employees of the bank. As my main work in the bank was to deal with customer's queries and help them to open the account, it is not possible for me to work from home. My supervision told me to complete the remaining internship work and tenure after the lockdown is over.

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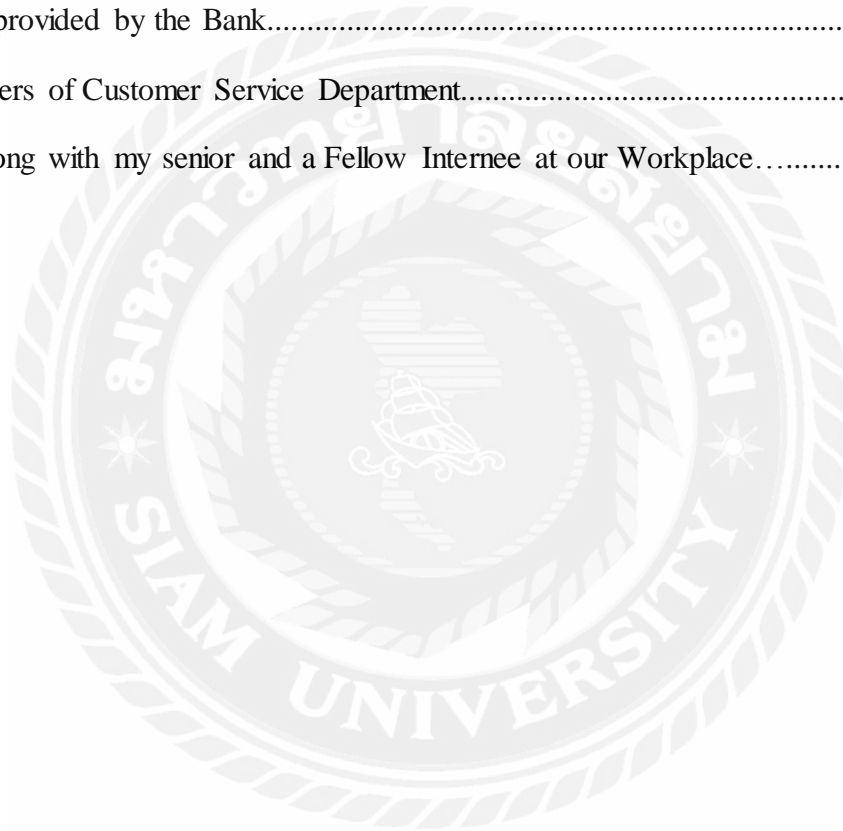
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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Bank Logo

Finance companies are money market intermediaries. Finance companies exist to service both individuals and businesses. (Kolb, 2007) NIC ASIA Bank has its antecedents in NIC Bank which was established on 21st July 1998 with an objective of extending professionalized and efficient banking services to various segments of the society. The Bank was rechristened as NIC ASIA Bank after the merger of NIC Bank with Bank of Asia Nepal on 30th June 2013. This was a historic merger in the annals of the Nepalese financial landscape as the first of its kind merger between two successful commercial banks in the country.

During the post-merger integration phase, NIC ASIA managed the transition very smoothly receiving accolades from the regulators as well as the stakeholders, paving the way for other mergers and consolidation in the Nepalese financial sector. After the merger, NIC ASIA was recognized as “Bank of the Year 2013-Nepal” by The Banker, Financial Times, UK. NIC ASIA Bank is now one of the largest private-sector commercial banks in the country in terms of capital base, balance-sheet size, number of branches, ATM network and customer base. (NIC ASIA Bank Limited, 2020)

The Bank has 319 branches, 108 extension counters, 61 branchless banking and 461 ATMs across Nepal with a network covering all major financial centers of the country. The Bank strongly believes in Meritocracy, Transparency, Professionalism, Team spirit and Service Excellence. These core values are internalized by all functions within the Bank and are reflected in all actions the Bank takes during its business.

1.1.1 Mission and Vision of the Bank

Mission: To be a Bank of 1st Choice for all the stakeholders.

Vision: To ensure the creation of optimum values for all the stakeholders.

1.1.2 Objective of the Bank

The main objectives of the NIC ASIA Bank are as follows:

1. To provide financial help and institutional credit to the general public.
2. To provide safe deposit to the customer.
3. To encourage industries by providing necessary capital.
4. To facilitate the reliable and high standard of banking service for adopting the banking technology with the demand of the market.

NIC ASIA is guided by an idea that the progress of a bank is dependent on the progress of its stakeholders. As a responsible corporate citizen of the country, the Bank has been involved in contributing to the society in various ways as a part of its Corporate Social Responsibility (CSR). The Bank has been conducting philanthropic activities concentrating in the field of education, health and environment as a responsible corporate citizen. The bank promotes and focuses on CSR activities through a charitable foundation called NIC ASIA Foundation. The Bank has committed to pledge 1% of its net profit every year to the NIC ASIA Foundation for promoting various CSR related activities. In the past, the NIC ASIA Foundation has carried out various activities such as distributing disaster relief packages to the victims of various disasters, contributing to the Prime Minister Relief Fund, organizing health camps, organizing blood donation camps, providing support to old age homes and orphanages, providing scholarships to the needy students, and many more.

1.1.3 Products and Services

1. Deposits and Account: NIC Asia Bank accepts deposits from its customers through saving account, Current account, Call Account and Fixed Deposit Account to accumulate funds from the general public.

NIC Asia provides various account schemes namely:

- New Super Chamatkarik Sahaj Bachat Khata (Silver, Gold, Diamond)
- New Super Chamatkarik Jestha Nagarik Bachat Khata (Silver, Gold, Diamond)
- New Super Chamatkarik Nari Bachat Khata (Silver, Gold, Diamond)
- New Super Chamatkarik Talab Bachat Khata (Normal, Prime)
- New Super Chamatkarik Babu Nani Bachat Khata
- New Super Chamatkarik Bidhyarthi Bachat Khata
- New Super Chamatkarik Baideshik Rojgar Bachat Khata
- New Super Chamatkarik Swarojgar Bachat Khata
- New Super Chamatkarik Masik Nichhep Khata
- New Super Chamatkarik Fixed Deposit (Silver, Gold, Diamond)



Figure 2: Account Scheme of the Bank

2. Borrowing/ Loans: NIC Asia provides various loans at a minimum interest rate to their customers such as Personal Loan, House Loan, Education Loan, Vehicle Loan, Business Loan, and Loan against Mortgage Property.



Figure 3: Loans provided by the Bank

3. Mobile Banking: Mobile banking is a platform provided to the customers enabling them to access their accounts through mobile phones in a secure manner. The mobile banking service gives customer account information and real-time transaction capabilities from mobile phones at a true “anywhere, anytime, anyhow” convenience. It also allows sending informational messages about the Bank’s products and services to customers. (NIC ASIA Bank Limited, 2020) Mobile Banking service of NIC ASIA allows customers to carry out various informational and financial transactions through their mobile phones as follows:

- Enquire account information
- View account statement
- Funds transfer between registered accounts of the customers
- Funds transfer to any customer’s account within the bank
- Bill Payments of NTC LandLine and online shopping
- Inquiry of Foreign Exchange Rate

4. Cards: The bank provides three different types of card to its customers, namely, Visa Credit Card, Visa Debit Card and Visa International Credit Card. (NIC ASIA Bank Limited, 2020)

I. Visa Credit Card:

NIC ASIA VISA Credit Card is one of the privileged credit facilities offered to its customers to purchase goods and services through POS (Point of Sales) terminals as an alternative mode of cash payment. It is acceptable at all POS and ATM terminals bearing VISA logo, within Nepal and India.



II. Visa Debit Card:

NIC ASIA Visa Debit Card is a Debit card issued in collaboration with a principal member of Visa International bearing Visa brand mark which can be used at a merchant location to purchase goods and services through POS (Point of Sales) terminals and/or ATM terminals bearing Visa logo to withdraw.

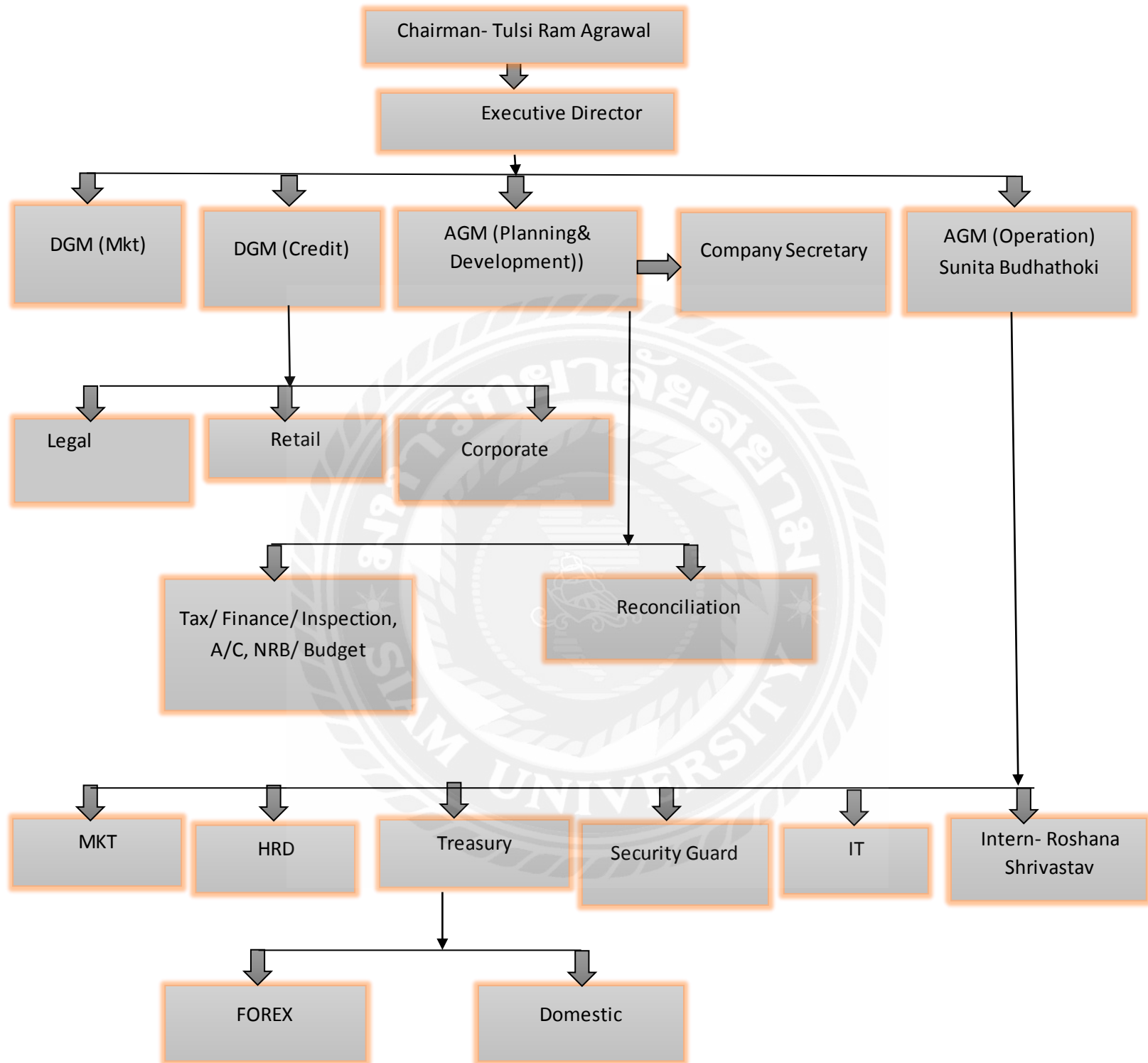


III. Visa International Credit Card:

NIC ASIA International Visa Card is a pre-funded card issued in collaboration with principal member of Visa International bearing Visa brand mark which can be used at a merchant location to purchase goods and services through POS (Point of Sales) terminals and/or ATM terminals bearing VISA logo to withdraw cash accepted worldwide.

5. Remittance: NIC Asia is playing an important role in facilitating remittance to and from across the world. The bank has a web based online remittance product. NIC ASIA Remit, a remittance product of NIC ASIA Bank Limited is a premium, online, customer-focused Money Transfer Service designed to meet the need of customers to send/receive remittance from various countries as well as to facilitate domestic fund transfer within the country. It is a web-based money transfer system which can be accessed from all the branches of the bank, Extension Counters, Branchless Banking Units and more than 5,500 active payout locations covering every prime and rural areas of the country.

1.2 Organizational Structure



The organizational structure determines how information flows between levels within the company. The Bank is run by professionals having sound experience and exposure in commercial banking in Nepal as well as in international markets. I was working under supervision of an Operational Manager.

1.3 Statement of the Report

The internship report has been performed as the requirement for completion of BBA program from Siam University. The main purpose of the study is to provide real life experience and gaining first-hand exposure to working in the real world, granting the opportunity to learn about self- potential and abilities, getting connected and developing professional networks. The four month internship period allows students to harness the skill, knowledge and theoretical practice they learnt in the University and enable them to transform theory into practical real life situations.

1.4 Objective of the Study

The primary objective of the study is to fulfill the BBA degree requirement under Siam University. The purpose of internship is to give practical and professional knowledge about the banking and insurance sectors to the students

Beside this, the general objectives are:

- To gain knowledge and experience of banking through observation, interacting with professionals/customers and working experience.
- To know the basic activities and operations of Customer Service Department.
- To examine the different financial products and services of NIC Asia Bank Ltd.
- To learn the corporate culture and social responsibilities of banks.
- To build public relationships and networking with mentors.
- To gain the knowledge about operational activities performed in the bank.
- To develop the communication skills directly and on phone with the customer.

1.5 Roles and Responsibility of the student

Individual tasks are a good way of getting the responsibility and real working experience we need to make the internship period successful. Interns generally get a chance to explore life in the real field taking a certain level of responsibility. The skills I gained do not only help me to increase employability value but it helps me as an individual to adjust to new situations easily. Some of the major roles and responsibility during my internship period were:

- Accounts information entering into bank system

NIC Asia is known to provide the best account scheme in the country. Many customers used to come to the bank to open new accounts. Every day a minimum of 7-8 customers open an account and maximum it goes up to 15-16 account opening. After the account opening form was filled, I had to update the forms with my supervisor's signature and put the necessary stamps in the forms. Then all the information written in the form is entered in the banking system, all the forms and necessary documents are scanned and uploaded, after which the file is forwarded for verification from the Operational Manager.

- Account information re-check after returned by Operational Manager

The Operational Manager of the branch checks all the information again before verifying the form. Sometimes interns make mistakes in entering some of the information written in the form or photocopy of the documents like: citizenship, ID card, etc. are not clear. In this case EM sent back the file of the form. We then re-check all information again, if any mistake is found customers are called to the bank and again we edit the information and send it back to EM. Operational Manager approves the form and forwards it to the main branch of the bank which only sees the account opening of the customers.

- Uploading the customer's signature in the system

After the account is opened, I was required to upload the signature of the customer into the system. I would first scan the signature page of the form then upload it into the system. I would have to be extra careful while uploading the signature, because any kind of mistake on my part could be problematic to my seniors. There were also customers who wanted to change their signatures. So I had to first give them a form they had to fill up in order to change their signatures, then scan the new signature and delete their existing signature and upload the new

one. After the signature is uploaded, I had to give the form for verification to the service manager. Only after the verification, that the signatures are successfully uploaded.

- Handling the customers face to face and over telephone calls

Most of the time in banks there are a lot of customers in the Customer Service Department. In the branch where I was working there were 3 bank assistants under which we all interns were working. They taught us all the work which is performed under CSD. As they were only 3, it was not possible for them to look over all the customers. Sometimes customers used to be impatient and angry because of waiting in line. Along with the customer on the counter, some other customers call over the phone to ask for queries. As an intern we were taught about the features and facilities provided by the bank.

We also used to handle the customers who wanted to know about the account schemes, mobile banking, checking account balance, showing them their signature in the banking system, etc. While some customers used to call over the phone to know about their account status and about the bank. Our senior allowed us to pick the phone and listen to the customer's problem. If we know the answer to their queries, we explain them properly and if we don't know, we give the phone to our seniors.

Chapter 2: Internship Activities

2.1 Assignment and Responsibility of the student

I have only worked under the Customer Service Department in all my internship period. When I joined NIC Asia there were 3 bank assistants and 7 internees working in CSD, while now we are only 2 internees in the bank. My senior did not treat me as an internee but assigned tasks thinking me as their core member of the CSD. It is an honor to work with the country's one of the leading banks and get to know about the banking system of the country. However till now I have been working only in the CSD and I know about activities done under CSD. All the experience and knowledge gained in this period of the internship is explained in this chapter.

The main work of CSD was to oversee and solve the quires of the customers. The major part of the CSD is the bank's customer. It is the department where customers make the first contact with the bank. The image and the reputation of the bank depend upon effective functioning of this department. The first month of my internship I was responsible for maintaining the account opening department. My first work given to me was to respond to customers' questions and complaints in a thorough and timely manner and interact with customers through face-to-face meetings, telephone, mail, fax, and email. I had to give customers information about the products and services provided by the bank and make sure that the customers are satisfied by the approach and agree to open the account in the bank. Highly satisfied customers agree to open the bank account and stay loyal to the bank, buying more as the organization introduces a new introductory product. In the second month, I started working in the mobile banking section. I learned the registration of the mobile banking

2.2 Activities Done in Customer Service Department

This department carries various activities starting from the opening of an account, mobile banking registration, cheque book issuance. The different activities done in CSD throughout the internship period are:

1. Learning how to fill up the account opening form

The first thing I learnt in the bank was how to fill up the account opening form. The account opening form consist total of 10 pages which the customers had to fill up with all of their information required. So in order to help the customer, I had to know what was to be written where and the customers were supposed to sign their names and what types of documents are required for opening account.

2. Customer Query Handling

As a CSD staff during my internship, I was given the responsibility to provide the information regarding the bank and its various products and services to the customers directly face to face and over the phone. Before dealing with customers, our seniors made sure that we have adequate knowledge about the various products and the services of the bank and should have good communication skills to communicate correctly, politely and precisely. The customers mostly have inquiry about bank products, their scheme/interest rate provided, problems of ATM cards, procedures of opening a new account, mobile banking, fund transfers through mobile. Apart from face to face interaction, the intern has to receive incoming calls and respond to the queries. I had to do regular follow-up with the customer to provide important messages such as pending documents yet to be provided for account opening, mobile banking registration, delivery of cheque books and ATM cards.

3. Account opening

Account opening process is the first and crucial step in deposit collection and one of the important functions of the commercial bank. The account opening form contains the account holder's name, permanent and temporary address, citizenship number, occupation, contact number and signature of the account holder and the type of account preferred to open. Along with an account opening form he/she should present two passport size recent photos of their own, one photocopy of citizenship or passport. Photocopy of documents should be verified with original documents verified by the government.

NIC Asia bank accounts can be opened by both an individual and a joint account as well as a corporate firm account. Any registered firms, organizations and corporations can open the

corporate account in the bank for smooth business transactions. The firms can open the account by providing the prescribed documents. All the original documents like declaration of Sole Proprietorship, copy of Firm Registration Certificate, copy of Income Tax Registration Certificate, two copies of the recent photograph of all the board members, AOA and MOA should be presented for verification.

After the form is filled, the whole step of account opening process is done by interns and when all information is correct and documents are government valid, the head branch of account opening approves the form and sends the account number to the customer in their mobile number. The customer's data is stored in the computer after verification by operation in-charge. After the account is opened and signature is uploaded, account opening form along with other necessary documents is kept in a file in a serial order as per the different schemes.

4. Opening Fixed Account (Time Deposit)

In the first two weeks I was able to learn everything about the account opening process. Then I helped my seniors in opening a fixed account. NIC Asia provides the customer with a fixed deposit of varying tenures and attractive interest rate. This type of account pays interest to account holders at the rates agreed upon at the time of opening the fixed deposit account.

- At first we help the customer to fill the application for fixed deposit specifying account holder's name, amount, maturity period, account type(new or renewal) and other details.
- It is compulsory for all the customers to have any account in the bank and required amount in their account in order to credit the interest of fixed deposit.
- After the form is filled, customers' details are entered in the banking system under FD category and then it is sent to the operation in-charge to verify it.
- At last the Fixed Deposit Receipt (FDR) is issued to the customer as the proof of fixed account.

5. Demat Account Statement printing

Account statements were not allowed by the interns to print, however I was allowed to print the demat account statement of the customer. Demat account statement is a printed document issued by the Bank to the demanded account. I have the access to use the bank's share system and deal with the customers queries related to their account balance and demat account

shares. The statement is provided to the account holder who fills the statement form mentioning the time period of statement along with the signature of account holder only. NIC Asia does not charge for printing demat account statements.

6. Mobile Banking Section

Mobile banking makes it very easy for customers to have access to their account status, having general information about their account and doing banking transactions on their mobile phone. They do not have to face the hassle of coming to the bank for small problems. They can solve it through their mobile from home. The NIC Asia Bank provides various facilities to their customers through the mobile such as: balance enquiry, getting transaction information through message, view account statement, change PIN code, e-sewa, etc. In mobile banking, I first learnt about the registration of the customers. The customers are required to fill the application for mobile banking where they write their name, account number and mobile number. Registering the mobile number does not take a long time. I only had to search customers account number mobile banking status and do it active for mobile banking. Registration is then verified by Operational Manager. There are many things under mobile banking such as: change in mobile number, reset pin, renewal of mobile banking, discontinue the service and many more. I also learnt how to change the number of customers in mobile banking. The NIC Asia Bank does not take any charge for SMS-banking for the first year of registration but the bank charges Rs. 300 annually after the first year of registration. These are very basic things I learnt in Mobile Banking.

7. Distribution of ATM card

The Customer Service Department is also responsible for distribution of ATM cards. The customers were provided ATM Card free for the first year. NIC Asia distributes two types of credit cards: instant and embossed. Instant cards were provided to customers at the time they filled out an application for account opening. For instant cards it is not necessary to have an account number. However for embossed cards it was important to have the account opened and account number. For embossed cards once the form is filled, the request for ATM cards is forwarded to the card department and card department makes the card and sent to the respective branch office.

My work was to help customers in filling forms and then give forms to my senior who looks after the ATM card. When the card department sends a card to the branch, I have to call the customer to inform them that they can collect their card. After that when the customer shows up for collection of cards, I had to distribute it to them. In the presence of the card holder, the card and account details are filled up in the card register. The card register includes information about date, account holder name, account name, card number, delivery date, the signature of the receiver. Signature in the register is verified with the signature in the bank system which was provided by the customer during the time of A/C opening. After I verify the signature with my senior, the card is given along with pin code and I also explain to them the using process.

8. Filing and record keeping

There are well-documented indexed files created for various purposes relating to the individual account, corporate accounts, fixed deposit account, mobile banking registration, requisition of cheques, various forms, etc. The files are placed in a safe cabinet under lock and key. Separate cabinets are maintained for the different types of account with clear identification on the locker indicating the month and year of the files stored in particular cabinets.

9. Other activities/works performed

Along with the major work performed in CSD there are many minor works which I did in CSD such as:

- Providing different kinds of forms to customers such as signature change form, scheme change form, visa repin form, card capture form, account closure form, and many more.
- Filling different application forms and cash/cheque deposit slip of the customers on their request.
- Providing the cheque books to the respective customer after recording their information and verifying the signature.
- Photocopies of citizenship, passport, license, college ID card and other documents of the customers.

Chapter 3: Identification of Problem Encountering during the Internship

3.1. Problems Faced and Solved

During the period of my internship in NIC Asia, the intern was assigned mainly in the Customer Service Department which helped internee to gain knowledge of that department. Initially there were a lot of problems I was facing while working because sometimes I used to get confused between the account opening steps and the product schemes used to get mixed up. I used to ask a lot of questions about how to do the entry and update of the account opening form and what are the steps after one another. However I was lucky when I joined the bank because there were already 6 other interns working. As they knew a lot about the department, they helped me in solving my problem. At first I was very nervous to deal with the customer face to face and give answers to their queries. Sometimes I didn't know the answer to the queries and at that time I asked my seniors in front of the customers. Some customers were good and cooperative when I was not able to solve their problem as they used to indicate that I was an intern and I was also in my learning phase. After dealing with customers face to face I was given a chance to receive the call of the customer and solve their problem over the phone. Sometimes while collecting account opening forms I used to forget to take their copies of necessary documents. Then I used to call the customers again to the bank. At first it was difficult for me to use the system of the bank. For every feature of the bank, there are different categories in the bank system.

3.2 Some examples

In a bank there are multiples of works carried out. I struggled the first 2 weeks in figuring how to use all of the bank system. Once while entering the password to open the website of the bank's system I typed the wrong password because of which the account was blocked. My senior called the IT department to fix it. After that incident I always pay attention while typing passwords in any system of the bank. As there were only 3 seniors busy in dealing with the work and the customers. Sometimes it is not possible for them to keep every file and form in the proper place. Then there is confusion and forms are misplaced at the time of filing which is done once in a week. To make it easy, at the end of every day I separate all the forms according to the scheme received on a particular day and rubber it together keeping it safe in the separate drawers. It becomes easier for us to do the filing without any problem.

Chapter 4: Contribution and Learning Process

4.1 Contribution made during the internship

My internship at NIC Asia Bank Limited was a great experience and opportunity that allowed me to better understand the professional workplace. The knowledge and experiences I gained is very useful for me for my future professional career.

This internship program helps to know and understand the norms, culture, and responsibility in an organization. My seniors were so helpful and fun that it was easy for me to blend with them. They used to give me works that they used to do and which are of high risk. I am able to do some of their work when they go outside for lunch or work. I was allowed to use their computer and sit in their place when they were absent and deal with the customers.

I also used to check all emails of my seniors and reply to them back. Almost all the mails and sending documents to the Service Manager of the other branches were done by me. Then I was also responsible for making the courier send mail to different branches.

4.2. Details of the related learning process and new knowledge I have received

There is an opportunity for every individual to learn new skills or even polish their existing skills. The internship program was excellent, lots of things have been learned through this program and the knowledge learned will be applicable in future. All the learning process can't be expressed in words because some knowledge is related to the realization rather than the new knowledge. This internship program has brought new insights into the knowledge base by helping to make proper use of acquired theoretical knowledge.

I learned that the customers are the main part of any financial institution, they should be satisfied by offering the quality products and services which basically depend on the behavior and personality of the staff of the bank. Hearing from outside we think that there is only one process of a bank to generate money i.e. through deposits and savings. But I learned about various products of the bank and its working procedure, it is such a risk to handle public's money. It needs a lot of patience and politeness to communicate and deal with the customers belonging to different classes. I have learned the importance of proper communication as well as the manner of communication with various people.

The internship period has taught me that the knowledge you gain from your classes are the basic layouts, after that the next step you are going to take decides the outcomes of your actions. Every classroom knowledge depends on working in the field among the real professionals and customers. I understood the importance of Cooperation, coordination and interconnection between the different departments of a bank for smooth functioning. I only worked under CSD and there are so many things handled by CSD which is not possible to learn everything in these 4 months of internship. Although there are many other departments in the bank, it will take years to learn all the work of the bank. I was even able to learn how to use the photocopy machine and scanner to copy and scan the documents as the process of documentation in the bank. I also learn the importance of team work in any organization. I worked with various senior staffs as well other internee's. Working in teams had developed the attitude of respect for each other and coordination in task management.

As one of my major activities was to talk with customers about the products and facilities of the bank I was able to build up on my interaction skills. Many lessons along with these, small and big, were learnt which broadened the knowledge. This period of the internship was the time where I got the most exposure to what it is like to work in real life than what I learnt in the classroom. The internship program gave me the experience, which will be helpful for me to build a platform and prepare myself for the future. I realized that you cannot put a limit on yourself if you are from a different field of study. I was able to adapt to the new environment and steadily build up the pressure of my work. Seeing how I am able to quickly learn the work of the Customer Service Department, my seniors suggested that I apply in the bank for the assistant after my internship period is over.

Chapter 5: Conclusion

5.1 Self- assessment as a professional

NIC Asia Bank Ltd is one of the leading and most hard working commercial banks that aims to position itself as a customer friendly institution providing their valued customers with excellent financial products and services to its customers. The internship is always a great opportunity for the students to get the field experience and bridge the gap between theoretical and practical knowledge. During my internship at NIC Asia, I was provided with ample opportunities to learn a lot about the banking activities and get an insight of core operation in the Nepalese market, working with a diverse mix of staff from different backgrounds and from different works of life with profound knowledge. I feel lucky to work with this organization which taught me real life experience along with that I got an opportunity to learn about organizational culture.

Observing and learning the various activities in different departments, gave me the opportunities to perform various tasks. NIC Asia offered me space not only to learn but also exhibit my skills as the bank required. Every employee in the bank has been a strong pillar for me as they always encouraged me to work and even when sometimes I used to make mistakes they supported me. They never let me feel any less than them or I was not good for any work.

During my internship period, I found that customers are the key focus and greatest asset of the bank. It can be seen that CSD is the most sensitive department. It is clear that the bank realizes the huge part of income through customer satisfaction. Although other departments also play a sensitive role in the success of the bank, huge credit goes to the customer service department as it gives the first impression of the bank to the customers. Thus, the bank always focused to maintain long term relationships with the customer and retain them by providing better services. Employees are directly linked with these customers so employees must behave in a decent and peaceful way. This helped me a lot in enhancing my communication skills while dealing with the customers. I analyzed that the bank is good at providing good customer service. Customers have always preferred NIC Asia Bank due to its brand image, facilities and quality products/services.

The operational environment was so kind in NIC Asia Bank. Between the personnel of the bank, there was good communication, healthy competition and relationship. Every staff of the bank was totally professional but still there was a family environment making the working environment fun and delightful to work with. During this period I was able to build up on my networking skills. This internship has prepared me to be ready to serve the needs of industry and commerce more effectively upon graduation. This included providing real life experience and exposure, thus gaining first-hand exposure to working in the real world, granting the opportunity to learn more about the intern abilities and self-potentials, and getting connected with a professional network. As all, I am very grateful that I choose NIC Asia as my interning company. With all the experience I have gained, I can see myself as a dedicated employee in an organization.

Overall, this internship has been very productive and fruitful because it has helped me to understand multicultural and diversity issues and how those issues impact the working environment. I want to conclude that throughout the internship period I learnt and developed to use theoretical knowledge in the practical business world. Internship in NIC Asia not only gives an insight to learn about how the bank performs interbank transactions in Nepal, but also boosts my future prospects in the banking sector. I am grateful to NIC Asia Limited for giving me the opportunity to apply my theoretical skills in real life and in a better way and make me ready for professional life in the future.

Recommendation

With reference to the conclusion drawn out above following recommendation are as follows:

- In CSD (Customer Service Department) there were only 3 assistant working under whom I and my intern fellow were learning. It is observed that the employees were overburdened because of the heavy workload so they have to stay at office even after the work time is over. Proper time management or hiring more employees in CSD can reduce work.
- Bank has provided many facilities to the customers like free e-banking, ATM cards, cheques but many people used to show up at the bank complaining about mobile banking not working, or sometimes cards were not working properly at the ATM machine. The bank should ensure smooth flow of services without any complaints from the customers.
- Account opening steps takes a long process of 2 days. There is continues work done on the form of account opening and on banking system. There was only one computer and scanner provided to us for processing account opening. Sometimes it used to be difficult for us to work on one computer as there used to be 14-15 accounts to be opened in one day. And on the same computer we had to process also and scan, on the same time sending mails to the other branches. Bank should provide enough equipment to the department for the smooth flow of working.

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Annex



Figure 4: Members of Customer Service Department



Figure 5: Me along with my senior and a Fellow Internee at our Workplace

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