



Faculty of Business Administration

AMERICAN INTERNATIONAL UNIVERSITY–BANGLADESH

(AIUB)

INTERNSHIP RESEARCH REPORT ON

Optimizing Service Operations at Social Islami Bank Limited: Strategies and Best Practices

**An Internship Report Presented to The Faculty of Business Administration
in Partial Fulfillment of The Requirements for The Degree Of**

Bachelor of Business Administration (BBA)

Supervised By

DULCE CORAZON Z. LAMAGNA

Senior Assistant Professor

Submitted By

Al Fahad Niloy

19-41503-3

Operations & Supply Chain Management

Submission Date 26/06/2023

INTERNSHIP RESEARCH REPORT ON

Optimizing Service Operations at Social Islami Bank Limited:
Strategies and Best Practices

Letter of Endorsement

The Internship Research Report entitled Optimizing Service Operations at Social Islami Bank Limited: Strategies and Best Practices has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Operations & Supply Chain Management, Faculty of Business Administration on June 26, 2023, By Mr. Al Fahad Niloy, ID#19-41503-3. The report has been accepted and may be presented to the Internship Defense Committee for evaluation. (Any opinions or suggestions made in this report are entirely that of the report's author. The University does not condone nor reject any of these opinions or recommendations).

DULCE CORAZON Z. LAMAGNA

Internship Supervisor

Letter of Transmittal

Date: 26.06.2023

Mr. R. Tareque Moudud, FCMA
Director, Office of Placement & Alumni (OPA)
American International University-Bangladesh
Kuratoli, Dhaka.

Subject: Submission of Internship Report on Optimizing Service Operations at Social Islami Bank Limited: Strategies and Best Practices.

Dear Sir,

It is a great pleasure to present the internship report titled Optimizing Service Operations at Social Islami Bank Limited: Strategies and Best Practices which was assigned to me as a partial requirement for the competition of Bachelor of Business Administration degree.

It is my honor to work for a leading organization of Bangladesh and gain an in-depth knowledge on lending process and monitoring techniques. Throughout the study, I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Sincerely yours

Niloy

Al Fahad Niloy

19-41503-3

Faculty of Business Administration
American International University-Bangladesh (AIUB)

ACKNOWLEDGMENT

I would like to express my sincere appreciation to my supervisor, Ms. Dulce Corazon Z. Lamagna, for her invaluable support, guidance, and feedback during the development of this research proposal. I would also like to thank Ms. Fahmida Rahman, Teaching Assistant in the Faculty of Business Administration at American International University-Bangladesh, for her constructive criticism and insightful comments on this research proposal. Her insightful comments and recommendations assisted me in refining my research topic, methodology, and writing style.

I am also appreciative to the Faculty of Business Administration for allowing me to pursue this internship and research project. Moreover, the faculty members have been encouraging and motivating, and I have benefited greatly from their insights and feedback.

In addition, I would like to extend my deepest gratitude to the management, staff, and clients of Social Islamic Bank Limited for their assistance and participation in this study. I now have a deeper understanding of the bank's service operations as a result of their insightful insights and perspectives. I am grateful for their willingness to share their knowledge and experiences with me, and I hope that the findings of this study will contribute to the enhancement of service quality and efficiency at Social Islamic Bank Limited.

Finally, I would like to express my gratitude to everyone who has contributed in any way to this research proposal. I am grateful for the opportunity to conduct this research because their assistance and direction have been invaluable.

EXECUTIVE SUMMARY

This research proposal examines Social Islamic Bank Limited's service operations in Bangladesh and identifies strategies and best practices for maximizing service quality and efficiency. The focus of the study will be on the difficulties and opportunities the bank faces in meeting the rising demands and expectations of its customers, while maintaining regulatory compliance and remaining innovative.

Data will be collected using qualitative methods, including in-depth interviews, focus group discussions, and document analysis. The data will be analyzed thematically in order to identify significant patterns and themes pertinent to the objectives of the research.

The broad objective of this study is to identify strategies and best practices for optimizing Social Islamic Bank Limited's service operations. The specific objectives include evaluating the bank's current service operations, identifying its challenges and opportunities, researching the most effective techniques and plans for service operations optimization, providing realistic and practical suggestions for enhancing service operations, and developing a detailed structure for evaluating service quality and tracking.

The findings of the study are anticipated to provide recommendations for improving service operations in the banking industry and to contribute to the Faculty of Business Administration's knowledge base on the topic. Students of Operations and Supply Chain Management who are interested in pursuing careers in the banking industry will also benefit from this research.

This research proposal is significant because it provides practical solutions for enhancing service operations in the banking industry's competitive environment while maintaining regulatory compliance and innovation. The research will benefit both Social Islamic Bank Limited and the Faculty of Business Administration by revealing operational challenges and opportunities within the banking industry.

Table of Contents

CHAPTER ONE: INTRODUCTION TO THE REPORT	1
1.1 Background of the Study.....	2
1.2 Objectives of the Report/Study	2
1.3 Rationale of the Study.....	3
1.4 Scope and Delimitation of the Study	3
1.4.1 Scope:.....	3
1.4.2 Delimitation:	4
CHAPTER TWO: REVIEW OF RELATED LITERATURE.....	5
2.1 Introduction:	6
2.2 Review of Literature.....	6
CHAPTER THREE: METHODOLOGY OF THE STUDY	9
3.1 Research Method and Research Model for Qualitative Research.....	10
3.2 Researcher Characteristics and Reflexivity:	10
3.3 Context (Setting/Site and Contextual Factors):	10
3.4 Sampling Strategy:	10
3.5 Ethical Issues Pertaining to Human Subjects:	11
3.6 Data Collection Methods:	11
3.7 Data Analysis:	11
3.8 Research Questions:	11
CHAPTER FOUR: RESULTS/FINDINGS	12
4.1 Introduction	13
4.2 Thematic Analysis	13
4.2.1 Customer Experience	13
4.2.2 Employee Experience.....	13
4.2.3 Digital Banking	14
4.2.4 Compliance and Risk Management	15
4.3 Interpretation of Findings	15
4.4 Trustworthiness of the Findings	16
4.5 Conclusion.....	16
CHAPTER FIVE: DISCUSSION.....	17
5.1 Discussion of Key Findings	18
5.2 Recommendations	19
REFERENCES	20

APPENDICES	23
Appendix A: Field Notes.....	24
Appendix B: Questionnaire	25

CHAPTER ONE: INTRODUCTION TO THE REPORT

1.1 Background of the Study

Service operations management is very important in the banking industry because efficient and high-quality services are necessary for client satisfaction, client retention, and success in general. To stay ahead in the banking business, which is becoming more and more competitive, financial institutions are working on new ideas, cutting costs, and making sure customers have a good time. Social Islamic Bank Limited (SIBL), a financial group in Bangladesh that works in line with Islamic law, keeps this pattern going. The bank gives a wide range of services, such as savings accounts, loans, investments, and foreign exchange. But SIBL may have trouble figuring out how to improve its service operations to meet the growing needs and expectations of its customers, while also keeping up with regulations and coming up with new ideas.

The goal of this study is to look into the problem of SIBL's lacking of service processes and find ways to make things better. To reach this goal, the research will look at how the problem affects the bank's performance, how happy its customers are, and how competitive it is in the market. It will also look at what causes the problem, such as inefficient processes, not integrating technology, and not training employees well enough. The study will also look at current strategies and best practices for service operations management in the banking industry and figure out where they fall short in light of SIBL's unique challenges and needs. What are SIBL's current service operations, challenges, and opportunities? What are the best methods and strategies for optimizing service operations to improve the client experience and total performance?

1.2 Objectives of the Report/Study

The goals of this study are:

1. Analyze SIBL's current service processes to identify areas for development and strengths.
2. Evaluate SIBL's service operations in terms of their availability, responsiveness, simplicity, and efficiency.
3. Examine best practices for SIBL's service operations, taking into account industry standards, customer feedback, and comparisons to competitors.
4. Provide realistic and practicable suggestions for improving SIBL's service operations, including employee training, digital banking options, and personalized services.

5. Create a comprehensive framework for SIBL to assess service quality, monitor performance, and guide operational decisions. The problem statement and the main goal, which is to improve SIBL's service operations, match these study goals.

1.3 Rationale of the Study

The financial sector is a very important part of every business, and it is also a very competitive field. To be successful in this industry, financial institutions must put a high priority on providing high-quality services, managing compliance with regulations, and adopting new ways of doing things to meet the growing needs and expectations of their customers. So, for banking institutions like SIBL to be successful, they need to have good service operations management.

The need to understand and solve the problems and opportunities in SIBL's business operations management is what led to this study. By doing a thorough analysis of the bank's service operations, the study will give useful information about the bank's strengths and weaknesses, find places where the bank could do better, and come up with suggestions for how to improve the bank's service operations.

For this study, a qualitative research method allows for a more in-depth look at how service operations work in a real-life banking setting. (Ridder, n.d.) say that qualitative research methods, like interviews, focus groups, and case studies, can be used to get a lot of different points of view and find out how the environment affects service operations at SIBL. There are many benefits. For example, qualitative research methods can be used to find out what makes customers happy and committed, which is important for any financial institution's success.

Also, qualitative research methods make it possible to look into the complex and multifaceted nature of service operations management in the banking industry, which includes many stakeholders like customers, employees, and regulators. Using qualitative research methods, this study will find out how these stakeholders see things. This will give SIBL useful information about the challenges and opportunities it faces in running its service operations.

1.4 Scope and Delimitation of the Study

1.4.1 Scope:

This study looks at how Bangladesh's Social Islamic Bank Limited (SIBL) does business in terms of service. SIBL is an Islamic financial company in Bangladesh. The management team, staff, and users of the bank are the people who will be interviewed. The study will take three

months and look at SIBL's service operations in terms of how easy they are to use, how quickly they respond, how well they work, and how precise they are. To reach the goals of the research, the study will mainly focus on Service Offerings, Service Delivery Channels, Customer Service, Regulatory Compliance.

1.4.2 Delimitation:

There are some certain limitations must be taken into account. The study only looks at SIBL's service operations. It does not look at other bank departments or branches. The study will focus on certain parts of service operations, such as service offerings, service delivery routes, customer service, and following regulations. So, the study might not be able to give a complete picture of SIBL's total performance. The limitations would be Limitations in Data Availability, Local Market Focus, Time Constraints.

The study may not be able to give a full picture of SIBL's service operations because it only looks at certain parts of those operations, because it focuses on the local market, because of time limits, and because of how it does its research. Still, the results of this research may give SIBL useful information on how to improve its service operations and add to what is known about service operations management in the banking business

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Introduction:

In this chapter, I will give a full review of the literature on the improvement of service operations in Islamic banks, with a focus on Social Islami Bank Limited (SIBL). The main goal of this literature review is to build a solid foundation for understanding the key ideas, strategies, best practices, challenges, and opportunities linked to optimizing service operations in Islami banking. This knowledge will help my study on how to improve the efficiency, effectiveness, and overall performance of service operations at SIBL in important ways.

2.2 Review of Literature

Bangladesh, a country with 165 million people and a dense population, became independent in 1971 (Emon et al., 2023). Bangladesh, like numerous other developing countries, is confronted with a plethora of environmental challenges that include air and water pollution, deforestation, soil erosion, and climate change. In addition, the country is grappling with various social and economic challenges, including poverty, high population density, and low levels of education and awareness regarding sustainable development (Hasan & Chowdhury, 2023). The banking sector, being one of the key stakeholders in the country's economy, plays a significant role in addressing these challenges. This chapter gives a full review of the research on how Islamic banks can improve their service operations, with a focus on Social Islami Bank Limited (SIBL). The main goal of this literature review is to give a solid foundation for understanding the key ideas, strategies, best practices, challenges, and opportunities related to optimizing service operations in Islamic banking. This information will help the study figure out how to make service operations at SIBL more efficient, effective, and successful as a whole.

In recent years, the banking industry in Bangladesh has experienced significant growth and expansion (Hasan et al., 2023). **Definition and Principles of Islamic Banking:** Islamic banking is a type of banking that follows the rules of Islamic law (Shariah) and its basic ideas (Hussain et al., 2015). All banking activities and transactions are based on these principles, which make sure they follow the moral and ethical standards set by the faith. The main ideas behind Islamic money are:

Interest is not allowed (riba): Interest on loans is not allowed in Islamic banking because it is seen as unfair and exploitative (Al-Gamal, 2011). Both the bank and the borrower share the risk of a financial deal in Islamic banking. This idea encourages justice and discourages taking too many risks (Bukhari, n.d.). **Asset-backed financing:** All financial transactions in Islamic

banking must be backed by tangible assets. (Abdul Aziz & Gintzburger, 2009) say that this concept keeps people from speculating and encourages real economic activities. Ethical investing: Islamic banks are required to invest in projects and businesses that are morally and ethically sound, avoiding industries like gambling, alcohol, and weapons (Warde, n.d.)

History and Growth of Islamic Banking Worldwide: In the 1960s and 1970s, the first Islamic banks like Dubai Islamic Bank and Islamic Development Bank were set up (Hussain et al., 2015). During the 1980s and 1990s, Islamic banking grew quickly in countries where Muslims were the majority and knowledge of it grew in non-Muslim countries (Kuran, 1995) From the 2000s to the present, Islamic finance has continued to grow and become more popular. This is shown by the creation of global and regional regulatory bodies and a deeper integration with traditional financial systems (Warde, n.d.). say that the growth of Islamic banking is due to the growing desire for Shariah-compliant financial services, financial inclusion programs, and economic growth in countries where Muslims are the majority.

Optimizing Service Operations in Islamic Banking: Optimizing Service Operations in Islamic Banking is a book about how Islamic banks can improve their customer service and general efficiency. Several studies (Hassan et al., 2005) have found that successful customer relationship management (CRM) methods can improve customer satisfaction and loyalty. This means collecting and analyzing information about customers, putting customers into groups based on their needs and tastes, and making sure that services and marketing efforts are tailored to each group.

Best Practices and Strategies in Islamic Banking: Shariah governance rules are one of the most important things that Islamic banks should do right. Shariah governance is the process of making sure that all actions in Islamic banking are in line with Islamic values and principles. For Islamic banks to be credible and trustworthy, they need a Shariah governance system that is well made. A study by (Alam et al., 2021) says that a successful Shariah governance framework should have several key parts, such as Shariah supervisory boards (SSBs), Shariah audit, and Shariah risk management.

Overall, for Islamic banking to grow and progress in a way that is sustainable, it needs to use best practices and strategies. Islamic banks need to focus on following Shariah governance frameworks, risk management strategies, customer-centered strategies, and technology and innovation strategies to stay competitive and relevant in the fast-changing banking world.

Challenges and Future Prospects for Islamic Banking: In the past few years, Islamic banking has grown a lot, but it also faces a number of problems. One of the biggest problems is that it is hard to find people who know a lot about both Islamic banking and traditional banking methods. This lack of trained professionals could make it harder for the Islamic banking system to grow and spread (Islam et al., n.d.). Another problem is that Islamic finance goods and practices are not standardized or in sync with each other. There is not a framework for Islamic banking and money that everyone agrees on. This leads to inconsistency and confusion. This problem makes it hard for Islamic banks to offer more services and draw more customers. Another problem has to do with Shariah rules and the present legal system. Islamic banks have a duty to make sure that their actions are in line with the rules of Islamic law. But because legal systems in different countries are not always clear and consistent, it can be hard for Islamic banks to work well and quickly. This problem also includes the fact that Islamic banks must follow the rules of the countries where they do business. Lastly, the public needs to know more about Islamic banking and what it is and how it works. Many people may not understand how Islamic money works or may have false ideas about it. Because of this, the Islamic banking business may not be able to grow as much as it could.

CHAPTER THREE: METHODOLOGY OF THE STUDY

3.1 Research Method and Research Model for Qualitative Research

The strategies and methods that Social Islamic Bank Ltd uses to improve its service processes are looked at through a qualitative study. (Creswell, 2007) says that this method lets the researcher learn a lot about the problems and processes that affect the company's service operations. Different qualitative research methods will be used in the study to learn as much as possible about the subject.

At Social Islamic Bank Ltd., the ethnographic method will be used to learn about the company's culture, values, and beliefs, which are what drive its business operations. This will require watching and taking part in the day-to-day work of the bank to learn the methods and strategies used to improve service quality. Also, I will conduct grounded theory.(Creswell, 2007) Grounded theory will be used to make a theoretical framework for better service processes at the bank. This method will involve gathering and analyzing data to find patterns, themes, and links that come out of the research. Then, this knowledge will be used to make a grounded theory that explains the best ways for the bank to run its service operations.

3.2 Researcher Characteristics and Reflexivity: In qualitative research, the traits of the expert are important because they can change how the data is received and how it is interpreted. The person who did this study has a background in business administration, with an emphasis on operations management and money. This gives the researcher a good idea of how banking services work.

3.3 Context (Setting/Site and Contextual Factors): The study will be done at Social Islamic Bank Limited, which is a well-known Islamic bank in the country. The bank follows the rules of Islamic banking and offers a wide range of services and goods to its customers. Service operations are a big part of how well the bank does in general and how competitive it is in the market. The study will also look at the organization's structure, culture, policies, and practices, as well as other factors that may affect how Social Islamic Bank Limited runs its support operations.

3.4 Sampling Strategy: In this study, participants will be chosen based on their relevant experience and knowledge of how service processes work at Social Islamic Bank Limited. The sample will include employees from different levels of the company, such as managers, directors, and frontline staff. People who just did business with the bank will also be part of the study.

3.5 Ethical Issues Pertaining to Human Subjects: People who take part in the project will be safe because the study will follow ethical rules. Participants will be given forms with clear information about the goal of the study, the fact that their participation is voluntary, and the possible risks and benefits of taking part.

3.6 Data Collection Methods: To make sure the study is correct, thorough, and covers everything, different ways of collecting data will be used. With these methods, the researcher will be able to find out a lot about how Social Islamic Bank Ltd. uses strategies and methods to improve business operations. The methods will be used by Observation and Interviews.

3.7 Data Analysis:

The researcher will use methods like peer feedback, member checking, and triangulation to make sure that the study of the data is accurate.

3.8 Research Questions:

1. What are the current service operations at Social Islamic Bank Limited, as well as their pros and cons?
2. What problems and opportunities does Social Islamic Bank Limited face when it comes to their service operations in terms of accessibility, responsiveness, simplicity, efficiency, and accuracy?
3. What are the best ways for Social Islamic Bank Limited to improve service operations, taking into account best practices in the industry, customer feedback, and comparisons with other banks?
4. How can Social Islamic Bank Limited implement practical and realistic suggestions to improve its service operations, such as improving employee training, expanding digital banking options, offering personalized services, and balancing regulatory compliance with innovation?
5. How can a detailed framework be made for Social Islamic Bank Limited to evaluate service quality and track performance? What advice can be given on how to use this data to make operational decisions and improve overall performance?

CHAPTER FOUR: RESULTS/FINDINGS

4.1 Introduction

This chapter shows the results of the qualitative research done at Social Islami Bank Limited and talks about what was found. The goal of the study was to find what factors affect the bank's service quality and operational efficiency. A grounded theory approach was used to look at the information gathered from field observations and semi-structured interviews with employees and customers. This chapter is put together based on the main themes and subthemes that came out of the data analysis. It also explains what the results mean in terms of the research question.

4.2 Thematic Analysis

4.2.1 Customer Experience

The customer experience was the first thing that came up when the data were looked at. Participants pointed out a number of things that affected how they felt about the bank's services, such as how easy they were to use, how fast they worked, and how accurate they were.

- **Accessibility:** People who used the bank's services said they were generally easy to get to and use. But some customers said that it was hard to use the online banking platform, which sometimes had technical problems.
- **Responsiveness:** Some participants liked how responsive customer service representatives were, while others didn't like how long they had to wait to talk to someone.
- **Simplicity:** Customers liked how easy and simple the bank's services were to use. But some people said that the online banking platform could be more user-friendly and easier to get around.
- **Efficiency:** Most people thought the bank's operations went well in terms of how well they worked. But some customers had to wait longer for service because different parts of the bank had trouble talking to each other.

Participants stressed how important it was for transactions to be correct and free of mistakes. Most of the time, the bank did a good job in this area, but some customers said there were mistakes that needed to be looked into and fixed.

4.2.2 Employee Experience

The second theme that came out of the analysis of the data was how the employees felt about their jobs. Training and development, communication and teamwork, performance evaluation

and feedback, and job satisfaction and motivation were all things that affected the employee experience.

- **Training and development:** Employees said they wanted more chances to learn and grow, especially with the bank's digital banking platform. They thought that more training would help them serve customers better and keep up with changes in technology in the field.
- **Communication and Working Together:** The data showed that some departments had trouble talking to each other and working together, which sometimes caused delays and customer complaints. Improving communication between departments was seen as a key area for change.
- **Performance Review and Feedback:** Employees liked getting regular performance reviews and feedback on how they were doing. But some of the people who took part thought that the evaluation process could be clearer and more consistent.
- **Job Satisfaction and Motivation:** Most employees were happy with their jobs and had a lot of motivation, but some were worried about their workload and stress levels. People have suggested improving the balance between work and personal life and giving employees more help as ways to boost job satisfaction and motivation.

4.2.3 Digital Banking

The third big idea that came out of the analysis of the data was digital banking. This theme included how customers used the product, technical problems and challenges, and how employees were trained and helped.

- **Adoption and Use by Customers:** Most customers said they used the bank's digital banking platform to do a variety of things. But some people didn't want to use digital banking because they were worried about security and how easy it would be to use.
- **Technical Problems and Challenges:** The data showed that there were sometimes technical problems with the online banking platform, which made some customers angry and unhappy. The bank decided that fixing these problems and making the platform more reliable were its top priorities.
- **Training and Help for Employees:** Employees said that they wanted more training and help with the digital banking platform. They thought that more training would help them help customers better and keep up with how technology is changing in the banking industry.

4.2.4 Compliance and Risk Management

Compliance and risk management was the last theme that came out of the analysis of the data. This theme included meeting regulations, assessing and reducing risks, handling crises and keeping the business going.

- **Regulatory Compliance:** Most of the people who took part thought that the bank was following the rules well. Employees knew how important it was to follow rules and keep up a strong culture of compliance.
- **Risk Assessment and Risk Mitigation:** The bank was seen as being proactive when it came to assessing and reducing the risks that came with running its business. But some of the people who took part said that departments could work together more to find and deal with possible risks.
- **Crisis Management and Business Continuity:** The people who took part in the meeting were sure that the bank could handle crises and keep business going as usual. But they also stressed how important it was for the bank to have ongoing training and be ready for anything that might happen.

4.3 Interpretation of Findings

The results show that there are a number of things that affect the quality of service and the efficiency of operations at Social Islami Bank Limited. Accessibility, responsiveness, simplicity, efficiency, and accuracy all seem to play a role in the customer experience. Even though the bank does well in these areas overall, there is room for improvement, especially when it comes to wait times and how easy it is to use the online banking platform.

The experience of the employees is also important because it has a direct effect on the quality of the service given to customers. Training and development, communication and teamwork, performance evaluation and feedback, and job satisfaction and motivation were identified as key factors that affect the employee experience. Getting departments to talk to each other better and giving employees more training opportunities, especially in digital banking, could make employees happier and, in the end, improve service quality.

Digital banking became a key part of the bank's operations, and areas for improvement were found in customer adoption and use, technical issues and challenges, and training and support for employees. By fixing technical problems and training employees better, the bank can make customers happier and keep up with the competition in the digital banking world.

Compliance and risk management are also important parts of how the bank works. Compliance with regulations, effective risk assessment and mitigation, crisis management, and business continuity will help the bank protect its customers and stakeholders and keep its reputation.

4.4 Trustworthiness of the Findings

During the research process, several steps were taken to make sure that the results could be trusted. These included peer debriefing, member checking. This study has some flaws, such as a small sample size and a focus on just one bank. In the future, these factors could be looked at in other banks or with a larger sample size to get more general results.

4.5 Conclusion

In the end, this chapter showed and talked about what the qualitative research at Social Islami Bank Limited found. The study showed that the customer experience, how employees feel about their jobs, digital banking, compliance and risk management are all important factors that affect the quality of service and how well operations run. By fixing the problems found in this study, Social Islami Bank Limited can improve the quality of its services and the efficiency of its operations, which will be good for its customers, employees, and other stakeholders.

CHAPTER FIVE: DISCUSSION

5.1 Discussion of Key Findings

In this chapter, the researcher at Social Islami Bank Limited talks about the results of a qualitative research study he or she did. The chapter gives a study of the most important themes that came out of the data and looks at what the results mean for theory and practice. There are also suggestions for improving the standard of service and the efficiency of operations, and the study's limitations are talked about.

The study found that the customer experience is a key factor in how well Social Islami Bank Limited serves its customers and how well it runs its business. The results are in line with other research that shows how important it is to make things easy to find, respond quickly, keep things simple, be efficient, and get things right. To improve customer experiences, the bank should work on making its online banking tool easier to use and more reliable, and it should also cut down on wait times.

The researcher also found that the experience of employees has a direct effect on the level of service and the efficiency of operations. This finding fits with the research that shows how important it is for employees to be happy and motivated for service success. To make things better for employees, the bank should fix communication problems between departments, offer more training opportunities, and help employees find a good mix between work and life.

Customers' adoption and use of digital banking, technical issues and challenges, and training and help for employees were named as the most important things to work on. The results are in line with other research that shows how digital banking is becoming more important in changing customers' experiences and how banks work. To stay competitive in the digital banking world, the bank should fix technical problems with its online banking platform, improve staff training and support, and encourage customers to use the platform by making it easy to use and making sure they understand how security features work.

The researcher found that compliance and risk management are very important for protecting the bank's customers and stakeholders and keeping the bank's image in good shape. This fits with what the research said about how important it is for banks to follow regulations, measure and reduce risks, deal with crises, and keep doing business. To improve compliance and risk management, the bank should create a strong culture of compliance, make it easier for teams to work together to find and deal with risks, and make sure that training and preparation for crisis management happen all the time.

5.2 Recommendations

The researcher makes the following suggestions for Social Islami Bank Limited based on what they found:

1. Make the online banking tool easier to use, more accessible, and more reliable.
2. Use methods to reduce the amount of time customers have to wait, such as hiring more people during busy times or improving how things are done now.
3. Improve communication and cooperation between departments to cut down on service delays and boost working efficiency.
4. Give your employees more chances to learn and grow, especially in the area of digital banking.
5. Take care of employees' worries about their workload and stress by helping them find a good balance between work and life and making sure there are enough workers.
6. Get people to use digital banking by telling them about its benefits, solving their security concerns, and making the user interface easier to use.
7. Build a strong attitude of compliance by training employees regularly and reminding them of the rules.
8. Make it easier for departments to work together to examine and deal with risks.
9. Make sure that training and preparation for business survival and handling a crisis are ongoing.

It is important to focus on both customer and staff experiences to improve service quality and operational efficiency.

REFERENCES

- Abdul Aziz, R. P., & Gintzburger, A. S. (2009). Equity-Based, Asset-Based and Asset-Backed Transactional Structures in Shari'a-Compliant Financing: Reflections on the Current Financial Crisis*. *Economic Papers*, 28(3), 270–278.
<https://doi.org/10.1111/j.1759-3441.2009.00035.x>
- Alam, Md. K., Islam, F. T., & Runy, M. K. (2021). Why does Shariah governance framework important for Islamic banks? *Asian Journal of Economics and Banking*, 5(2), 158–172.
<https://doi.org/10.1108/ajeb-02-2021-0018>
- Al-Gamal, M. A. (2011). *Islamic Finance, Law, Economics and Practice* (Vol. 25).
- Bukhari, N. (n.d.). ISLAMIC BANKING THEORY, PRACTICE & CHALLENGES. In *The Journal of Commerce*.
- Creswell, J. W., & Creswell, J. W. (2007). *Qualitative inquiry & research design : choosing among five approaches*. Sage Publications.
- Hasan, M. M., & Chowdhury, S. A. (2023). Relationship Between Education, Emotional Intelligence, and Sustainable Behavior Change Among College Students in Bangladesh. *Education & Learning in Developing Nations*, 1(1), 1–4. <https://eldn.com.my/eldn-01-2023-01-04/>
- Hassan, M. K., Brown, K., & Skully, M. (2005). *Operational Efficiency and Performance of Islamic Banks*.
- Hussain, M., Shahmoradi, A., & Turk, R. (2015). *WP/15/120 An Overview of Islamic Finance An Overview of Islamic Finance 1*.
- Islam, S., Shahnur, M., & Chowdhury, A. (n.d.). *Growth of Islamic Banking and Finance in Bangladesh: A Critical Review Introduction*.
- Kuran, T. (1995). Islamic Economics and the Islamic Subeconomy. In *Journal of Economic Perspectives* (Vol. 9).
- Emon, M. M. H., Abtahi, A. T., & Jhuma, S. A. (2023). Factors Influencing College Student's Choice of a University in Bangladesh. *Social Values and Society (SVS)*, 5(1), 1–3.
<https://doi.org/10.26480/svs.01.2023.01.03>
- Ridder, H. G. (2014). B. R. Q. data analysis. A. methods sourcebook (Vol. 28, No. 4, pp. 485-487). S. U. L. E. S. publications. (n.d.). *Saldana*.

Warde, I. (n.d.). *Islamic Finance in the Global Economy* EDINBURGH UNIVERSITY PRESS.

Hasan, M. M., Siam, S. A. J., & Haque, A. (2023). The Significance of Customer Service in Establishing Trust and Enhancing the Reputation of the Banking Industry in Bangladesh. *Business and Economics in Developing Countries (BEDC)*, 1(2), 41–45. <https://doi.org/10.26480/bedc.02.2023.41.45>

APPENDICES

Appendix A: Field Notes

The following are examples of field notes taken at Social Islami Bank Limited during the observation phase of the research:

****Field Note 1****

Date: February 10 2023 Time: 10 a.m. to 12 p.m.

Location: Main Branch, Customer Service Area

During this time period, I observed a number of consumers interacting with customer service representatives at the main branch. I observed that some customers appeared frustrated by the lengthy wait times to communicate with a representative, although the representatives were professional and courteous.

Field Note 2

Date: March 3, 2023 Time: 2:00 PM - 4:00 PM

Location: Head Office, Operations Department

During this period, I observed the operations department at the corporate headquarters. I observed staff members working efficiently and collaboratively to complete tasks, but I also observed some confusion regarding the use of the bank's digital banking platform.

Field Note 3

Date: April 1, 2023 Time: 9:00 AM - 11:00 AM

Location: Main Branch, Cashier's Window

During this time period, I observed the teller counter at the primary branch. However, there appeared to be tension between the tellers and the customer service representatives, with each group accusing the other for customer complaints and delays.

Appendix B: Questionnaire

Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Gender:

- Male
- Female
- Prefer not to say
- Other (please specify)

Occupation:

_____ (if applicable)

Customer Experience:

1. Accessibility

- How easy do you think it is to use SIBL's services? (1–5, with 1 being very hard and 5 being very easy)
- Have you ever had trouble with SIBL's online banking system? (Yes/No)
- If you answered "yes," please explain what problem(s) you had with the online banking tool.

2. Responsiveness

- How well do you think SIBL's customer service reps respond to your needs? (1–5, with 1 being the least quick and 5 being the most)
- Have you ever had to wait a long time to talk to someone in customer service? (Yes/No)

3. Simplicity

- How easy do you think it is to use SIBL's services? (1–5, where 1 is very hard and 5 is very easy) Do you think the online banking app could be easier to use? (Yes/No)
- If yes, please give ideas on how to make the online banking platform easier to use.

4. Efficiency

- How would you rate SIBL's services in terms of how well they work? (1-5, where 1 is very inefficient and 5 is very efficient) • Have you ever had problems with the service because departments didn't talk to each other? (Yes/No)
- If yes, please give an example of a time when you had to wait or when things didn't go as planned.

5. Accuracy

- How well do you think SIBL's deals are done? (1-5, where 1 is very wrong and 5 is very right) Have you made any mistakes when doing business at SIBL? (Yes/No)
- If so, please explain what went wrong and how it was fixed.

Employee Experience:

6. Employee Training and Development

- How would you rate the quality of the training you've gotten at SIBL? (1–5, where 1 is very bad and 5 is great) • Do you feel like the bank gives you enough chances to learn and grow? (Yes/No)
- What other training or growth chances would you like to see SIBL offer?

7. Communication and Teamwork

- How well do you think groups at SIBL talk to each other and work together? (1–5, where 1 is very bad and 5 is great):
- Can you think of a time when better communication or teamwork at the bank would have made things better?

8. Performance Evaluation and Feedback

- How happy are you with the way SIBL judges your performance? (1-5, where 1 is very unhappy and 5 is very happy)
- How do you think the process of evaluating success can be made better?

9. Job Satisfaction and Motivation

- How happy are you at SIBL with your job? (1–5, where 1 means "very dissatisfied" and 5 means "very satisfied")
- What, if any, things about your job at SIBL make you less happy or less motivated?
- What changes or improvements do you think SIBL should make to make people happier and more motivated at work?

Digital Banking:

10. Digital Banking

- How often do you use the online banking tool from SIBL? (Daily/Weekly/Monthly/Rarely/Never)
- Have you had any problems with security when using the online banking platform? (Yes/No)
- If you answered "yes," please explain what made you feel unsafe.
- Do you want to see any new tools or services added to the digital banking platform?

11. Technical Problems and Challenges

- Have you run into any technical issues while using SIBL's online banking platform? (Yes/No)
- If yes, please explain the specific problem or problems you ran into.

Compliance and Risk Management:

12. Regulatory Compliance

- How sure are you that SIBL will be able to meet the standards of the government? (1–5, where 1 means not at all confident and 5 means very confident)
- Can you give some examples of SIBL's strong attitude of compliance?

13. Risk Assessment and Mitigation

- How would you rate SIBL's attempts to assess risks and find ways to reduce them? (1–5, with 1 being the worst and 5 being the best)
- Can you give an example of a time when SIBL assessed and handled risks in a proactive way?

14. Crisis Management and Business Continuity

- How sure are you that SIBL can handle emergencies and keep business running as usual? (1–5, where 1 means not at all confident and 5 means very confident)
- Can you give an example of a time when SIBL handled a problem well or kept business going during difficult times?

Letter to the Company

Social Islami Bank Limited

Bashundhara R/A

Dhaka, 1229

Bangladesh

Dear Madam,

As part of my Bachelor of Business Administration program at American International University-Bangladesh, I am conducting a research assignment to investigate the service operations of Social Islamic Bank Limited in Bangladesh and identify strategies for optimizing service quality and efficiency.

I would appreciate your assistance in facilitating access to the relevant Social Islamic Bank Limited stakeholders, including management, staff, and clients, for the purpose of conducting in-depth interviews and focus group discussions. In addition, I would like to request access to documents and data that could shed light on the bank's service operations.

For the participants' privacy, participation in this research study is voluntary, and all information provided will be kept confidential and anonymized. Your contribution to this research endeavor is valuable, and the collected data will be used solely for academic purposes.

Thank you for contemplating my request; I eagerly anticipate your cooperation and participation in this research endeavor.

Sincerely,

Al Fahad Niloy

American International University-Bangladesh

Email: alfahadniloyofficial@gmail.com,

Al Fahad Niloy

Tenement-2, B-1, Bashundhara R/A• Dhaka, 1229• alfahadniloyofficial2@gmail.com •
+8801611652757

About Me

A student with sound judgment, effective time management, and a flexible schedule. I intend to utilize my skills to effectively complete the position at your company. Peers frequently commend me for my diligence, and you can rely on me to assist your organization in reaching its objectives.

Education

Kuratoli, Dhaka (2019-2023)

American International University-Bangladesh

BBA, Operations and Supply Chain Management.

CGPA: 3.87

Relevant Coursework: [Operations Management, Purchasing & Procurement, Logistics Management]

Mirpur,Dhaka (2016-2018)

Dhaka Commerce College

Commerce

Experience

Flaming (2020 – 2021)

Co-Founder Title

Decreased supply costs by properly managing inventory, obtaining quotes, and purchasing appropriately priced products:

- Reduced
- Cut
- Streamlined
- Optimized

Other Experiences

- Proficient in Microsoft Office, including PowerPoint (awarded "PowerPoint Design - 2018")
- Participation in Entrepreneurship & Innovation EXPO 2022
- Financial Management - "Poster Contest 2021" (Top 3rd)
- Participation in Several Seminars and Workshops E.g:

- Skills to acquire for the development of students for 4IR
- Nanotechnology And Fourth Industrial Revolution
- Communication Skills for Career Success
- How to prepare yourself for the corporate world etc.

Skills

Hard Skills

Microsoft Office (Word, Excel, PowerPoint)

ERP

Adobe Premiere Pro (Basic)

Supply Chain Strategy and Analytics

Soft Skills

Time Management

Teamwork

Staff Management

Critical Thinking

Problem Solving