

**REQUEST FOR PROPOSALS- Measuring Service Delivery Standard & Customer Perception about Community Bank Bangladesh PLC.**

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Community Bank Bangladesh PLC., a concern of Bangladesh Police Kallyan Trust, has established with a vision to serve communities with the tailor-made secured solutions abiding by the highest level of corporate governance. It aims to contribute to the economic growth of the country by providing financial products & services to the communities across geographies. State-of-the-art Core Banking System is an enabler to operate centrally in optimum magnitude. Community Bank runs on its three core building blocks i.e. Trust, Security and Progress.

Community Bank is a Bank for all. Community Bank Bangladesh PLC. started its operations from September 11, 2019. Currently we have 18 Branches and 5 Sub Branches, 186 ATM Booths operating in all 64 districts of Bangladesh.

**Objective:**

Measuring service delivery standard & customer perception about Community Bank.

**Scope:**Business Perspective:

We need to know:

- What are the obstacles to grow and expand the base
- How consumer perception (account opening, Branding, lacking engagement of manpower) is affecting our business perception either positive or negative way.
- How service delivery is affecting our consumer perception
- Behavior & Discipline (Attitude, Product knowledge, TAT)
- Product & Services compatibility
- Sales approaches by staff

Existing Customer Satisfaction:

Measuring Customer Satisfaction of the Bank and relate it to:

- Business Growth
- Brand Promoting/ recommending the Bank

Regulatory/Compliance Mindset:

- How our business operation is instilling the regulatory compliance and that has impact on customer perception

**Preferred Location:**

- Branches of Community Bank: 07 Branches
- Dhaka 4 (Corporate, Motijheel, Gulshan, Chawkbazar)
- Chottogram 1 (Anderkilla Branch)
- Rural 2 (Panchabati, Mawna)
- Contact Center



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**Our Salience Product:**

- CASA
- Monthly Interest Deposit Scheme
- Double Benefit Deposit Scheme
- Protisruti Student Account
- DPS
- FDR
- Personal Loan
- Business Account
- Agri Loan
- Credit Card
- A Challan
- Bill Pay

**Procurement Method:** Single-Stage: Double Envelope Method. The Financial Proposal and the Technical Proposal Envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate. If there is any exception to this will be considered as disqualified.

**Last Date & Time of Submission:** February 23, 2025 at 03:00 PM

You are requested to submit following documents:

- 1) Technical Proposal
  - Methodology
  - Sample Size
  - Location
  - Timeline (Preferred within 2 weeks after obtaining WO)
  - Survey/Data Collection Form
  - Reporting format
  - Analysis Model
  - Presentation Slide (PPT)+DOC
- 2) Financial Proposal
  - Quotation must including AIT and VAT
  - Study wise breakdown
- 3) Any attachments and/or appendices to the Proposal

**Eligibility:**

- 1) The bidder must have at least 3 years survey/research experience
- 2) The bidder must hold experience of at least 2 to 3 renowned Mystery Shopping/ Brand Equity Survey/ CSAT Survey clients (Banks, Multinationals, Telco, NGOs) which should be attached with proposal.
- 3) Last year income tax return submission acknowledgement copy, ETIN, VAT registration, BIN (13 digit)



February 16, 2025

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**Submission entity details:**

Name of Official Requesting for Proposal : *Mohammad Yasser Noor*

Designation of Official Requesting for Proposal : *EVP & Chief Marketing Officer*

Address of Official Requesting for Proposal : *Marketing & Corporate Affairs Division  
Community Bank Bangladesh PLC.  
Police Plaza Concord (Level 11, Tower 2), Gulshan 1, Dhaka*

Contact details of Requesting for Proposal : *09677 716707*

**Rights of Community Bank**

Community Bank Bangladesh PLC. reserves the right to accept/ cancel/ reject any or all offer without assigning any reason. Community Bank Bangladesh PLC. is not obliged to purchase the lowest offer or any offer at all. Community Bank Bangladesh PLC. reserves the right to share the Bidder's response to this RFQ with its advisors and concern Business Units. Community Bank Bangladesh PLC. reserves the right to conduct negotiations with one or more Bidder and/ or accept the Bid without any negotiations.

Regards,

  

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(SM Shahin Iqbal)  
Member Secretary, Purchase Committee  
VP & HoGSD







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## Request to arrange quotation for "Measuring Service Delivery Standard & Customer Perception about Community Bank"

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From Sultan Mahmud <sultan.mahmud@communitybankbd.com>

Date Thu 2/13/2025 1:32 PM

To GSD-TEAM <gsdteam@communitybankbd.com>; Mahidul Hasan <mahidul.hasan@communitybankbd.com>

Cc Mohammad Yasser Noor <yasser.noor@communitybankbd.com>; Shamsul Haque Sufyani <shamsul.sufyani@communitybankbd.onmicrosoft.com>; Sarfuddin Md. Redwan Patwary <sm.redwan@communitybankbd.com>; S M Shahin Iqbal <shahin.iqbal@communitybankbd.com>; Jahanara Parvin <jahanara.parvin@communitybankbd.com>; Amit kumar Dey <amit.600177@communitybankbd.com>

📎 1 attachment (199 KB)

RFQ\_.pdf;

Dear Sir,

Need your assistance to arrange quotation for "**Measuring Service Delivery Standard & Customer Perception about Community Bank**" as per the enclosed Request for Proposal within February 23, 2025 on urgent basis as per regulatory requirements.

Always appreciate your support and kind cooperation.

Thanks & Regards,

Sultan Mahmud

Central Customer Service & Complaint Management Cell

Marketing & Corporate Affairs Division|

Head Office| Community Bank Bangladesh PLC. | Police Plaza Concord |

(Tower-2, Level-11)| Gulshan-1, Dhaka-1212, Bangladesh |

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Please think before you print.

