

**Tender Title: Request for proposal of measuring service delivery standard & customer perception about Community Bank Bangladesh PLC.**

---

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 19 Branches, 5 Sub Branches, 5 Collection Booths and 186 ATM Booths operating in all 64 districts of Bangladesh.

**Objective:**

- Measuring quality service delivery across all customer touchpoint (Branch, Sub Branch, Digital, Call Center)
- Assess staff adherence to compliance procedures and ethical sales practices.
- Measure the effectiveness of sales process and product knowledge among frontline staff.
- Identify area of excellence and best practices for replication across the network.

**Scope:**

**Business Perspective:**

The assessment should focus on identifying key operational and service factors influencing business performance, including:

- Identifying obstacles that may hinder business growth and expansion of the customer base.
- Understanding how consumer perception related to **account opening processes, Obtaining Banking Services, branding and manpower engagement** affects the Bank's overall market perception, both positively and negatively.
- Evaluating how service delivery influences customer perception and satisfaction.
- Assessing staff **behavior and discipline**, including:
  - Customer attitude and professionalism
  - Product knowledge
  - Turnaround Time (TAT) in service delivery
- Reviewing the compatibility and relevance of the Bank's **products and services** to customer needs.
- Evaluating the **sales approaches used by frontline staff**, including customer engagement and advisory practices.

**Existing Customer Satisfaction:**

The study should measure overall **customer satisfaction levels** and analyze their relationship with:

- Business growth and customer retention.
- Customers' willingness to **promote or recommend the Bank** to others.
- Overall perception of service quality and brand reliability.

**Regulatory/Compliance Mindset:**

The assessment should evaluate how effectively the Bank's operational practices reinforce a **regulatory compliance culture**, including:

- Staff adherence to regulatory and internal compliance standards.
- Ethical conduct and transparency in customer dealings.
- The influence of compliance practices on **customer confidence and perception**.

Tender Reference# CBBL/GSD/RFQ/2026/0022

March 25, 2026

Tender Title: Request for proposal of measuring service delivery standard & customer perception about Community Bank Bangladesh PLC.

---

**Preferred Location:**

- Branches: 19
- Sub Branch: 05
- Collection Booth: 05
- Contact Center

**Our Salience Product:**

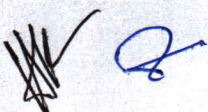
- CASA
- Monthly Interest Deposit Scheme
- Double Benefit Deposit Scheme
- Protisruti Student Account
- DPS
- FDR
- Personal Loan
- Business Account
- Agri Loan
- Credit Card
- A Challan
- Bill Pay

**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:** April 05, 2026 at 02:00 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 include AIT and VAT
  - Study wise breakdown
- 3) Any attachments and/or appendices to the Proposal



Tender Reference# CBBL/GSD/RFQ/2026/0022

March 25, 2026

Tender Title: Request for proposal of measuring service delivery standard & customer perception about Community Bank Bangladesh PLC.

---

**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)

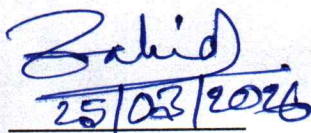
**Submission entity details:**

Name of Official Requesting for Proposal : **Shamsul Haque Sufyani**  
Designation of Official Requesting for Proposal : SEVP & Chief Operating Officer  
Address of Official Requesting for Proposal : 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,

  
25/03/2026

Md. Zahid Ibne Anwar  
Head of GSD (Current Charge)  
Community Bank Bangladesh PLC.