Thesis Report
On
Assessing Customers' Satisfaction of Digital Financial Service of Nagad

Submitted by
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Program: Executive Master's of Business Administration (EMBA)
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Submitted to
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of Executive Master's of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission : April 28, 2025

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Supervised by
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Submitted for the partial fulfillment of the degree of
Master's of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: April 28, 2025

Letter of Transmittal

April 28,2025

Naima Khan Tarin
Lecturer
Department of Business Administration Sonargaon University (SU)

Subject: Submission of Thesis Report on "Assessing Customers' Satisfaction of Digital Financial Service of Nagad".

Dear Madam,
With most respectfully to state that I am pleased to submit my thesis report titled **"Assessing Customers' Satisfaction of Digital Financial Service of Nagad".**
This report is an essential part of my EMBA degree requirements, and I had the privilege of completing my Thesis at **Nagad** under your guidance.

This report reflects the current HRM practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

_____

Mahedi Hasan
ID: EMBA2401031032
Program: Executive Master of Business Administration (EMBA)
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Certificate of Supervisor

I hereby confirm that the Thesis report titled **"Assessing Customers' Satisfaction of Digital Financial Service of Nagad"** has been created in fulfillment of the EMBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Mahedi Hasan, with ID EMBA 2401031032, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

Naima Khan Tarin
Lecturer
Department of Business Administration
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Declaration of Student

I am Mahedi Hasan, a student in the Executive Master of Business Administration program with ID EMBA 2401031032 at Sonargaon University. I want to sincerely state that the Thesis report titled **"Assessing Customers' Satisfaction of Digital Financial Service of Nagad"** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

_____

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Letter of Authorization

I hereby confirm that the Thesis report titled **"Assessing Customers' Satisfaction of Digital Financial Service of Nagad"** is a genuine effort by **Mahedi Hasan** with **ID EMBA 2401031032** The research was conducted under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

Naima Khan Tarin
Lecturer
Department of Business Administration
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Acknowledgment

This thesis paper covers the problems and prospects of Assessing Customers' Satisfaction of Digital Financial Service of Nagad. The first part of this report deals with an introduction which represents the introduction, Background of the study, the significance of the study, Objectives of the Study, the literature review which was presented based on some significant articles, and Limitations of the Study. The second part indicates the methodology of the study through which this master paper has been established. The third part exhibits the organizational profile, historical background, vision and mission statements, services, and organizational structure of the Bangladesh Post Office and Nagad has been provided in this chapter.

In the fourth part, practical analysis has been conducted thoroughly. Some important findings have been included on the basis of analysis. The fifth part of the report contains recommendations and conclusions which are based on the identified problems to improve the whole situation. Finally, references and questionnaires are also included at the end of this thesis paper.

This thesis focuses on assessing customer satisfaction with the digital financial services provided by Nagad. The study begins with an introductory section that outlines the background, significance, objectives, and limitations of the research. A review of relevant literature is also included to establish a theoretical foundation.

The second part presents the research methodology, describing the approaches and tools used to collect and analyze data. It explains how the study was conducted to ensure the reliability and validity of the findings.

The third section provides an overview of the organizational profile of Nagad and its affiliation with the Bangladesh Post Office. This part includes a brief history, mission and vision statements, service offerings, and the organizational structure of both entities. The fourth section is dedicated to data analysis, where customer feedback is examined to identify key issues, satisfaction levels, and patterns in service usage. Important findings have been presented in this section based on the data collected. Finally, the fifth part offers recommendations and conclusions drawn from the research findings. These suggestions aim to help Nagad improve its services and enhance customer satisfaction. The thesis concludes with a list of references and includes the questionnaire used for data collection in the appendix.

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Chapter One

Introduction

1.1 Introduction

Digital financial service is provided by a financial institution or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet financial, it uses software, usually called an app, provided by the financial institution for the purpose. Digital financial services are generally available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through digital financial services, as well as a limit on the amount that can be transacted.

Digital financial service is dependent on the availability of an internet or data connection to the mobile device. With the introduction of smartphones with WAP support enabling the use of the mobile web in 1999, the first European financial institutions started to offer digital financial services on this platform to their customers.

Using a digital financial service app increases ease of use, speed, and flexibility and also improves security because it integrates with the user's built-in mobile device security mechanisms. Transactions through digital financial service depend on the features of the digital financial service app provided and typically include obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises.

1.2 Background of Study

In this paper, the picture of the existing operation of digital financial services has been depicted. For a long time, financial institutions have been on a quest to satisfy their customers' needs for more convenience. First came the automated teller machine (ATM), which New York's Chemical Financial Institution introduced to the American public in 1969.

This was a comparative study that evaluates the efforts of the financial institutions to adopt digital financial services to make their customers satisfied and be advanced in their world where the common services are account opening, account balance query, fund transfer and PIN-related service. All the operators of mobile phones in Bangladesh have started to be involved to a greater extent in this regard. From the viewpoint of the customers, the study analyzed whether they were satisfied with the services or not. This study was also conducted to fulfill the MBA requirement.

1.3 Significance of Study

Bangladesh began its digital financial service journey in 2011. With the help of Digital financial service users can transfer funds and pay bills, check their account balance, study recent transactions, block their ATM card, etc. Digital financial services are cost-effective, and Financial Institutions offer this service at minimum cost to the customers.
The primary goal of digital financial services is also commonly referred to as mobile financial services (MFS). MFS constitutes offering financial services that include- funds transfer, savings products, insurance products, paying fees of various forms (utility, education, etc.), and receiving payments from employers, government, etc.

1.4 Objectives of the Study

The objectives of this master paper are as follows-
(a) To identify the problems of digital financial service of Nagad in Bangladesh.
(b) To identify the prospects of digital financial service of Nagad and its infrastructure.
(c) To know the customer satisfaction of digital financial services of Nagad.

1.5 Literature Review

According to Nie and Hu (2008), compared to Internet banking, digital financial services are simpler and easier to use. They further said that it is low cost, user friendly and time saver. They also added that, though Digital financial service opened a new modern era, it also demonstrated some security and protection challenges alongside technological financial activities.
According to Gupta (2013), mobile technology is revolutionizing the overall financial sector in this modern day. He also added that it provides new opportunities for financial institutions to flourish and advance their existing customers in developed countries so that they can reach a large number of non-financial customers. He further said that it is a great challenge for financial institutions as the new customers enter the financial environment and change the climate of the industry. He explained that, by dealing with these challenges, the financial sector has stepped into a new advanced era of E-Financial institutions.
Rahman (2013) said that Digital financial service is a newly added service in the financial sector that generates financial activities through mobile phones. He also said that it makes financial activities easier, faster and cost effective. He speculated that digital financial service in Bangladesh is inevitable as there is no sufficient number of branches of the financial institutions in rural areas. He analyzed that there are vast opportunities and challenges of Digital financial service in Bangladesh.

Feno and Pau (2015) stated that Smartphones and Tablets are the most popular and reliable for the operation of Digital financial service. They explained that mobile applications are used vastly for the purpose of Digital financial service. They further stated that, due to advanced features, updated applications and upgraded mobile devices, digital financial services have flourished and enhanced the most.

According to Reyan (2015), though the digital financial service is getting popular in Bangladesh, there are some obstacles and problems that have been identified. He said those problems are- performance risks, time risks and financial risks. He also explained some positive influences of digital financial services such as- transportation cost, service charge and queue line.

K. M. Anwarul Islam and Umme Salma stated that mobile financial service has been emphasized as an approach which helps the clients or the users to perform the financial transactions. They added that as mobile transactions are simple and cost effective, many financial institutions are trying their best to provide financial services through mobile technology. They further said that digital financial service operation is becoming very popular according to the scenario of Bangladesh though it needs some regulatory structure and security measures. They also said that it is improving the rural areas most as these people are not familiar with the financial activities.

According to Lata (2019), Digital financial service is a proficient theory of the financial arena for the last few years which delivers financial services outside the branches of the financial institutions in this modern era of technology. She explained that the people who are not familiar with the conventional financial activities, after a long wait, those people are connected to the Digital financial service Services.

She also said that Digital financial service in financial inclusion is essential, and it will go a long way if other financial institutions start to adopt this service.
Aldiabat and Rashid (2019) explained that Digital financial service has brought a drastic change in the case of paper-based financial systems. Nowadays, digital financial services have brought great attention to customers. A large number of people adopted this technology-based financial system. Mobiles and smartphones have changed a lot in this financial situation. Well-protected and secure applications are used to operate the digital financial service operations.

1.6 Limitations of the Study

Almost every research project has to face some limitations in its completion. This paper was also not out of limitations. To acquire data to prepare this Master Paper, some constraints are listed below-

(a) There were not enough published materials regarding digital financial services in our country's scenario.
(b) Preparing a formal document like a master paper requires some prior experience in this field.
(c) I tried my best to reduce the distortion or biasness of information that I had used in this paper. Time limitation was a much bigger problem I had faced in completion of this thesis Paper.

Chapter Two

Methodology of the study

2.1 Nature of the Study

The report is based on the digital financial service of Nagad which is operated by the Bangladesh Post Office. Different books, statements, annual reports, and Google helped me to prepare the report. After collecting data from the interview and material, the data was first carefully scrutinized. Then the data was organized as required in order to make the report more meaningful and presentable.

2.2 Research design

It is quantitative research, which briefly explains the digital financial service of Nagad which is operated by the Bangladesh Post Office. Qualitative research design encompasses how people feel or what they think about their satisfaction.

2.3 Population

As this Research paper was conducted in Sutrapur Thana, Dhaka-1100, Approximately the number of Nagad users is almost 10000 as this is new in the digital financial service. However, only 30 respondents were selected because of time constraints and mass coverage.

2.4 Sample size and Sampling techniques

The study used 30 respondents. This study also used simple random sampling techniques. In this technique, each member of the population has an equal chance of being selected as a subject.

2.5 Questionnaire

13 questionnaires were prepared to conduct this survey. The Likert scale method was used to prepare these questionnaires. All of these questionnaires were closed-ended.

2.6 Method of data collection

The study used more than one method of data collection to avoid bias and unreliability of data. The methods used questionnaires, and the information was collected from primary and secondary sources of data.

Primary Data Sources

Primary data are those which are collected directly from the field or base level. I have surveyed employees of this company to gather the information and to do this a questionnaire has been used which is attached to the appendix part.

Secondary Data Sources

Secondary data is collected by someone other than the user. In this study, the secondary data has been collected from textbooks and websites.

2.7 Analysis of data

In this study, data were collected in a quantitative way. The quantitative data will be analyzed by using Microsoft Word Office Professional Plus 2024 and Microsoft Excel Professional Plus 2024 and the results of the study were presented in the Bar Chart.

Chapter Three

An Overview of the Organization

3.1 Overview of Bangladesh Post Office

The Bangladesh Post Office, operating under the trade name Bangla Post, is a government organization under the Ministry of Posts, Telecommunications, and Information Technology of Bangladesh. It is responsible for providing postal services and operates as an attached department under the Posts and Telecommunications Division. With a nationwide network, it offers basic postal, financial, and ICT-based digital services, serving as the sole government postal communication provider for the country's large population. Bangladesh Post is committed to delivering fast, reliable, and affordable services, focusing on innovation, and public satisfaction, and transforming the department into a profitable entity.

In addition to its core services, Bangladesh Post operates Nagad, a state-run digital financial service that provides innovative mobile banking solutions, enabling fast and secure money transfers, bill payments, and other financial transactions. Committed to delivering fast, reliable, and affordable services, Bangladesh Post focuses on innovation, public satisfaction, and transforming the department into a profitable entity.

3.2 Historical Background of Bangladesh Post Office

Since the first issue in 1971, the Bangladeshi postal authorities have followed a conservative stamp-issuing policy, with just over 900 individual stamps and miniature sheets listed in the Stanley Gibbons catalogs by 2008, along with approximately 50 "Official" issues for government use. No stamp booklets have been produced to date. As the sole government postal communication service, the Bangladesh Post Office connects the nation’s large population, delivering speedy, reliable, and affordable services to people from all walks of life. It consistently focuses on public satisfaction, innovation, and transforming the department into a profitable entity.

In recent years, Bangladesh Post introduced Nagad, a groundbreaking digital financial service launched in 2019 to modernize financial transactions and expand financial inclusion. Nagad has revolutionized the postal service by offering mobile-based financial solutions, such as secure money transfers, bill payments, and digital savings schemes.

This initiative not only reflects the postal service’s commitment to innovation but also marks a significant step in integrating traditional services with modern digital infrastructure, contributing to the socio-economic development of the country.

3.3 Vision Statement

The vision is to deliver reliable, affordable, and innovative postal and digital financial services, empowering citizens and promoting financial inclusion through Nagad.

3.4 Mission Statement

The mission of the Bangladesh Post Office is to be a trusted leader in modern postal and financial services, driving digital transformation and socio-economic progress nationwide.

3.5 Services of Bangladesh Post Office

The Bangladesh Post Office offers key services such as mailing letters, postcards, parcels, newspapers, periodicals, and books, with a general delivery time of 2–3 days depending on destination distance and communication. The Electronic Money Transfer Service (EMTS) was introduced on 26 March 2010 and commercially launched on 10 May 2010 in 104 post offices. Due to high demand, it has since expanded to 2,750 post offices nationwide, including district Head Post Offices, Upazila offices, and busy rural branches. This service has gained significant popularity and is regarded as a notable achievement of the current government.

3.6 Overview of Nagad

Nagad, a state-owned digital financial service operated by the Bangladesh Post Office under the Ministry of Posts and Telecommunications, is a modern iteration of the previously introduced Postal Cash Card and Electronic Money Transfer System (EMTS). Launched in 2019, Nagad has rapidly become one of the fastest-growing mobile financial services in Bangladesh, offering secure, efficient, and user-friendly solutions for transactions such as money transfers, bill payments, merchant services, and digital savings schemes. Serving both urban and rural populations, Nagad's innovative approach has revolutionized financial services, promoted financial inclusion, and contributed to the socio-economic development of the country while supporting the government's vision for a Digital Bangladesh.

Chapter Four

Results and Discussion

4.1 Problem of digital financial services of Bangladesh Post Office (Nagad)

There is no room for doubt that the Digital Financial Service sector has become very popular and benevolent in our country. But in some cases, this sector especially for Nagad, have some obstacles which are given below-

There are some impediments to advertising in this sector. The digital service in Nagad is not very secure at all. There are no sufficient Nagad agents in rural areas of our country.

The charge of digital financial services is higher. Lacking Technology and new innovation.

There is a lack of Governmental cooperation in this sector. Less updated applications and other facilities. Political affiliation may sometimes create a great problem for Nagad.

Digital financial services have rapidly gained popularity in Bangladesh due to their convenience and accessibility. Nagad, operated under the Bangladesh Post Office, has emerged as a key player in this sector. However, despite its growing presence, Nagad faces several challenges that hinder its full potential.

One major issue is the lack of effective advertising and promotional activities, which limit public awareness and trust in the service. Security concerns also pose a significant problem, as users often feel that Nagad's digital platform is not fully secure. In rural areas, the situation is more challenging due to the inadequate number of Nagad agents, making the service less accessible to the population outside urban centers.

Additionally, the service charges for Nagad transactions are comparatively higher, which discourages frequent use among low-income users. Technological limitations and a lack of continuous innovation further slowdown the development of more user-friendly and efficient services. Moreover, insufficient support and cooperation from government agencies delay essential updates and improvements.

Another critical issue is that Nagad's mobile applications and digital infrastructure are often not updated regularly, affecting performance and usability. Finally, political interference can sometimes negatively impact the smooth operation and decision-making process within the organization.

4.2 The assessment of customers' satisfaction

A survey was conducted over 30 individuals within Sutrapur Thana, Dhaka to figure out what their understanding and opinion were about the digital financial service practices in Bangladesh.

Results about this survey are properly discussed below-
Opening a Nagad account is easy:

Where the mean is approximately 3.97, the variance is approximately 0.96, and the standard deviation is 0.98.

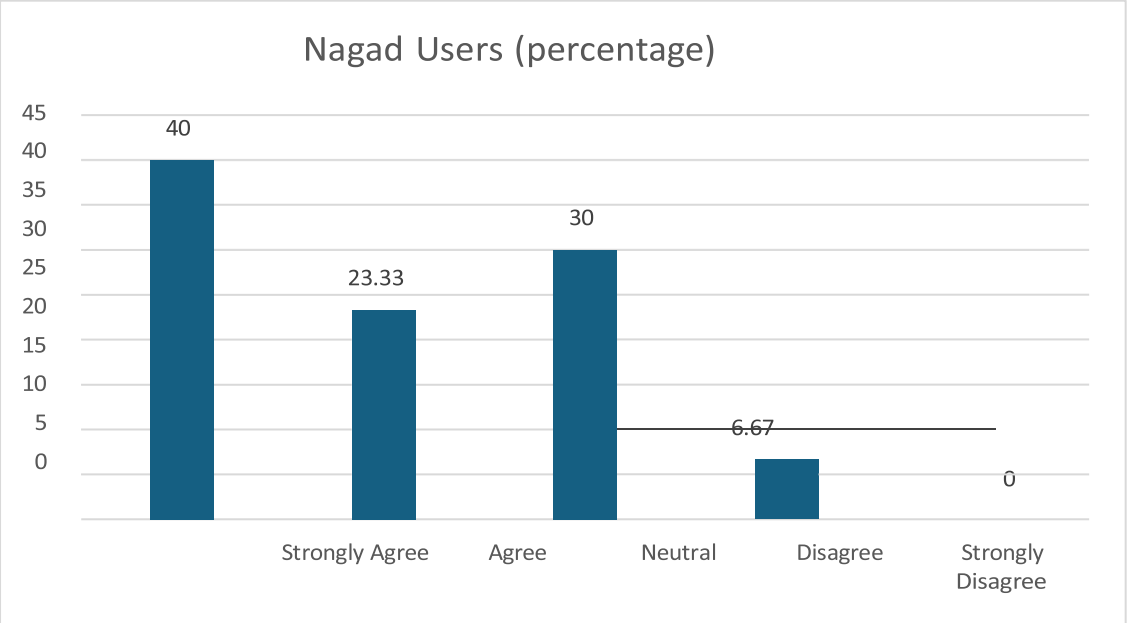


Figure 4.2.1

Interpretation: About 40% of users of Nagad strongly agreed, 23.33% of users agreed and 30 percent of users were neutral that opening a digital financial service account is easy. So, a total of 93.33% of users of Nagad have agreed on this context. There is no disagreement at all. Maximum users were seen positively to open digital financial service accounts easily.

There is adequate advertising for Nagad in this area:

Where the mean is 3.07, the variance is 0.31, and the standard deviation is approximately 0.56.

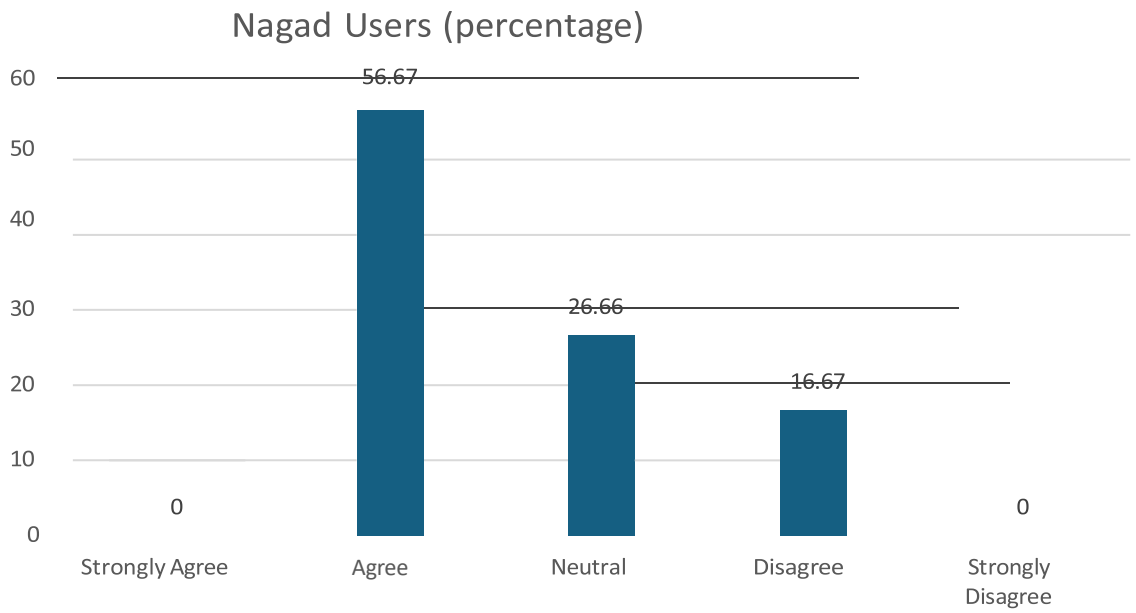


Figure 4.2.2

Interpretation: 56.67% of users of Nagad agreed, 26.66% users remained neutral, and 16.67% users disagreed that advertisements motivated the user to open an account in Digital financial service. So, it has been clearly seen that maximum users were positively responded about this context. But the disagreement rate was higher than the Nagad users.

Nagad is timesaving than Banking transactions:

Where the mean is approximately 4.37, the variance is approximately 0.80, and the standard deviation is 0.63.

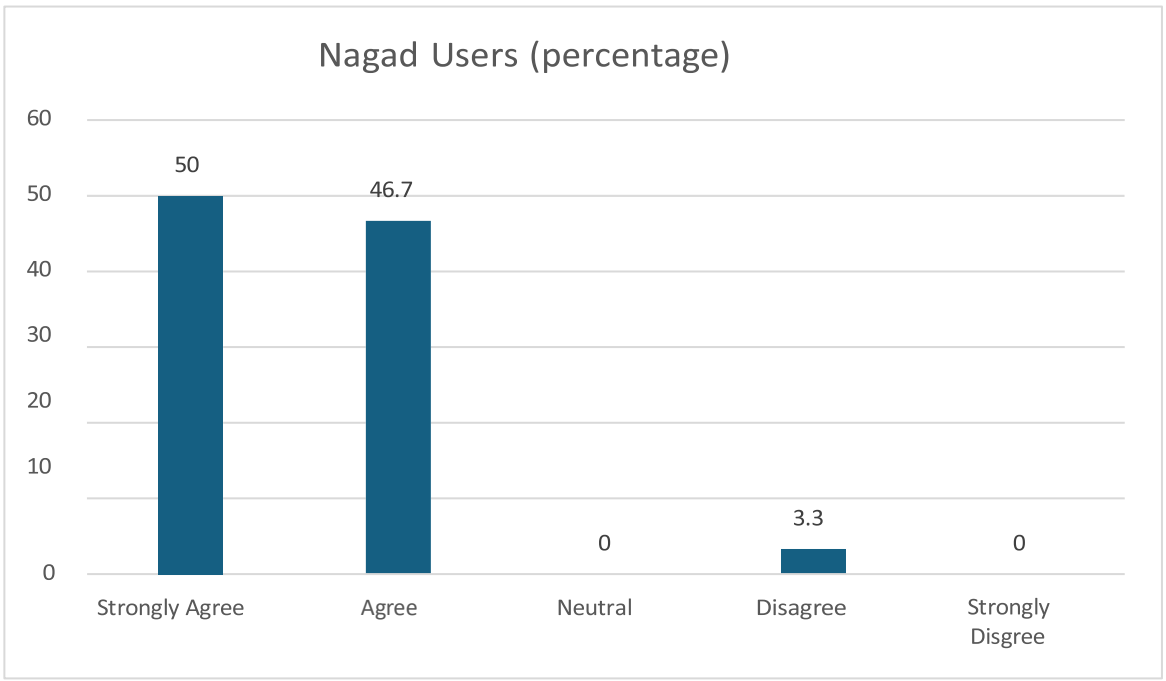


Figure 4.2.3

Interpretation: 46.7% of users agreed, 50% of users strongly agreed and 3.3% of users disagreed about the digital financial service is more time-saving than conventional finance. So, a total of 96.7% of users of Nagad positively agreed that it is time saving than other financial activities. The minimum number of users disagreed with this context. No users were seen as neutral at all.

Nagad is cost-saving than general banking transactions:

Where the mean is approximately 4.24, the variance is approximately 0.91, and the standard deviation is 0.96.

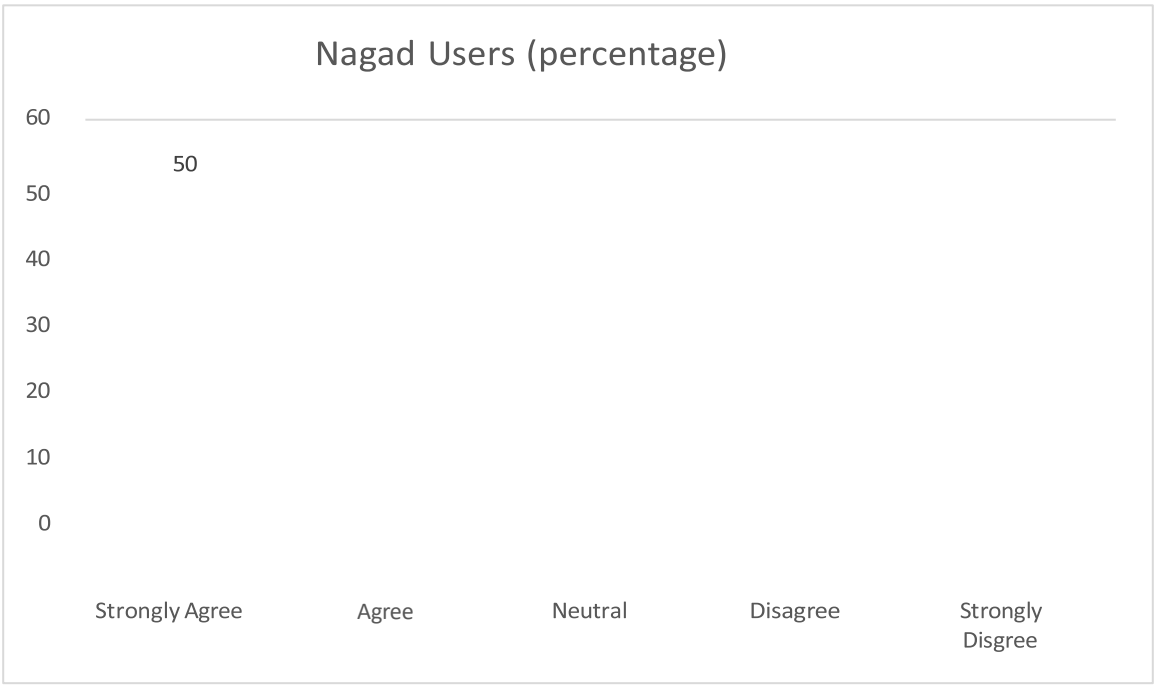


Figure 4.2.4

Interpretation: About 50% of users strongly agreed, 33.33% of users agreed, 6.67 percent of users neutral, 10% users disagreed. So, it has been clearly seen that the maximum respondents of Nagad were positively responded to this particular content. But a few of the users were both neutral and disagreed about the cost-saving context.

Nagad is secure enough:

Where the mean is 2.84, the variance is 0.78, and the standard deviation is approximately 0.61.

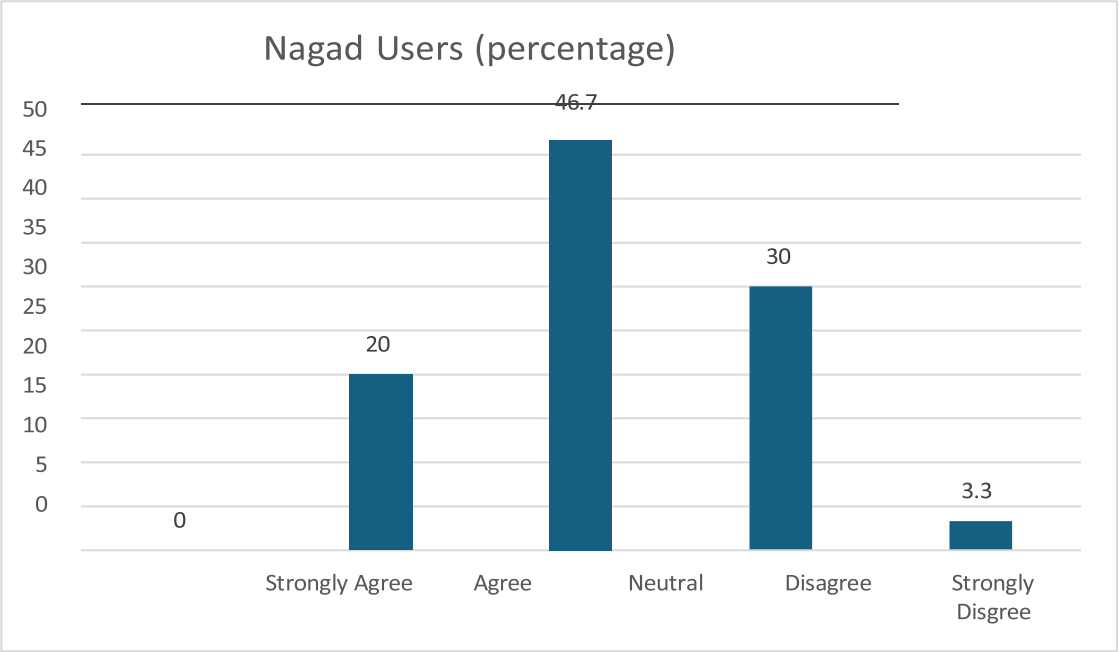


Figure 4.2.5

Interpretation: In the case of Nagad users, 46.7% of users were neutral, 30% disagreed, 20% agreed and 3.3% of users strongly disagreed that digital financial service is secured. Maximum respondents of Nagad remained neutral about the security of digital financial service. Positive responses were poor whereas the negative responses were much higher.

Nagad is more reliable than other digital financial services:

Where the mean is approximately 2.47, the variance is approximately 1.98, and the standard deviation is approximately 1.41.

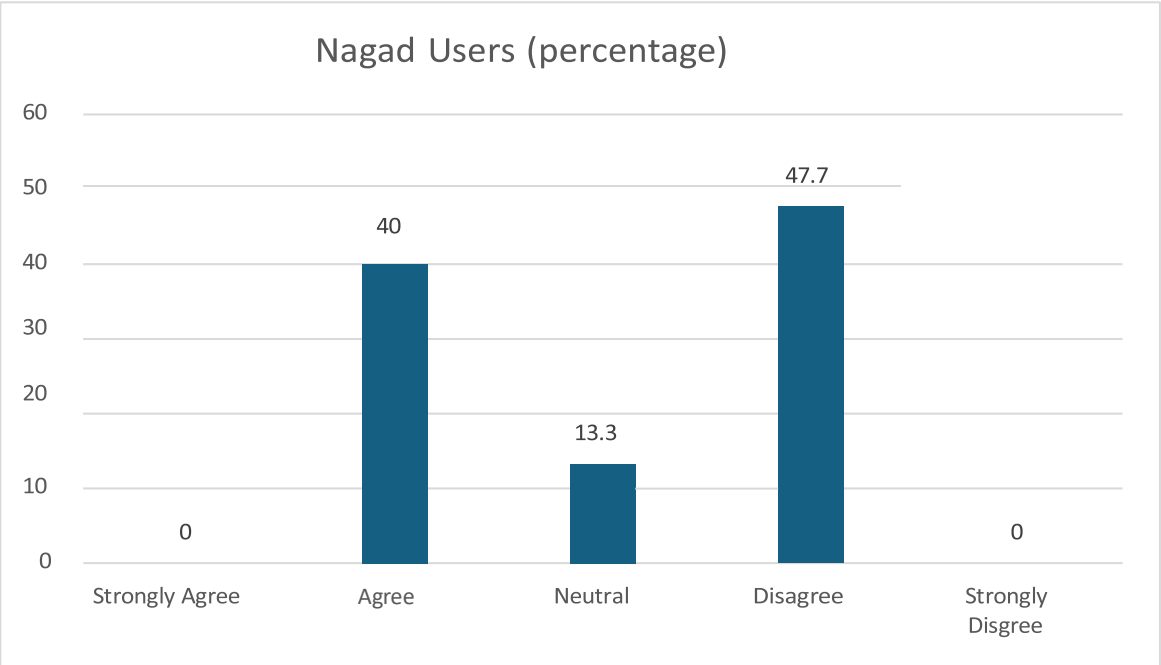


Figure 4.2.6

Interpretation: In the case of Nagad users, 46.7% of users disagreed, 40% of users agreed and 13.3% of users remained neutral that digital financial service is more reliable than conventional financial. The total agreement percentage of Nagad respondents was lower than the total disagreement percentage. The slightest number of users remained neutral about the reliability of digital financial services.

Nagad is easy to use:

Where the mean is 4.34, the variance is 0.49, and the standard deviation is approximately 0.69.

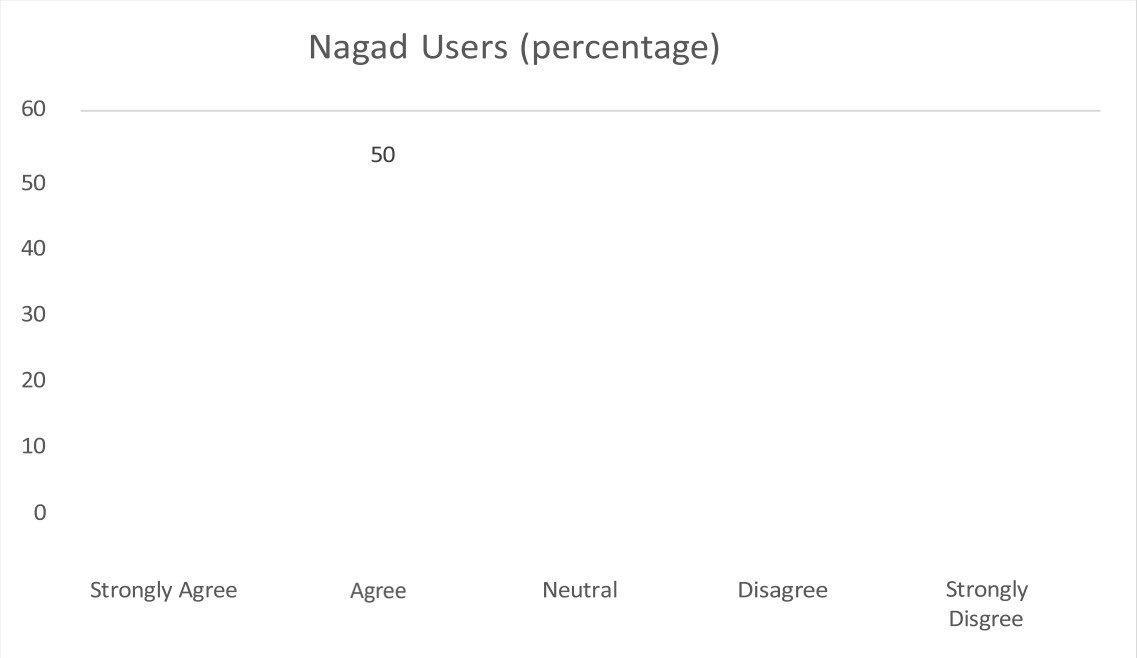


Figure 4.2.7

Interpretation: In the case of Nagad users, it was clear that 50% of users agreed, 43.3% strongly agreed and 3.3 disagreed that digital financial services are easy to use. Other 3.3% remained neutral. So, the total agreement percentage was 93.3% which is huge. The slightest number of users were neutral and disagreed.

The system, network, helpline, customer care etc. of Nagad are always available:

Where the mean is 3.47, the variance is 1.23, and the standard deviation is approximately 1.18.

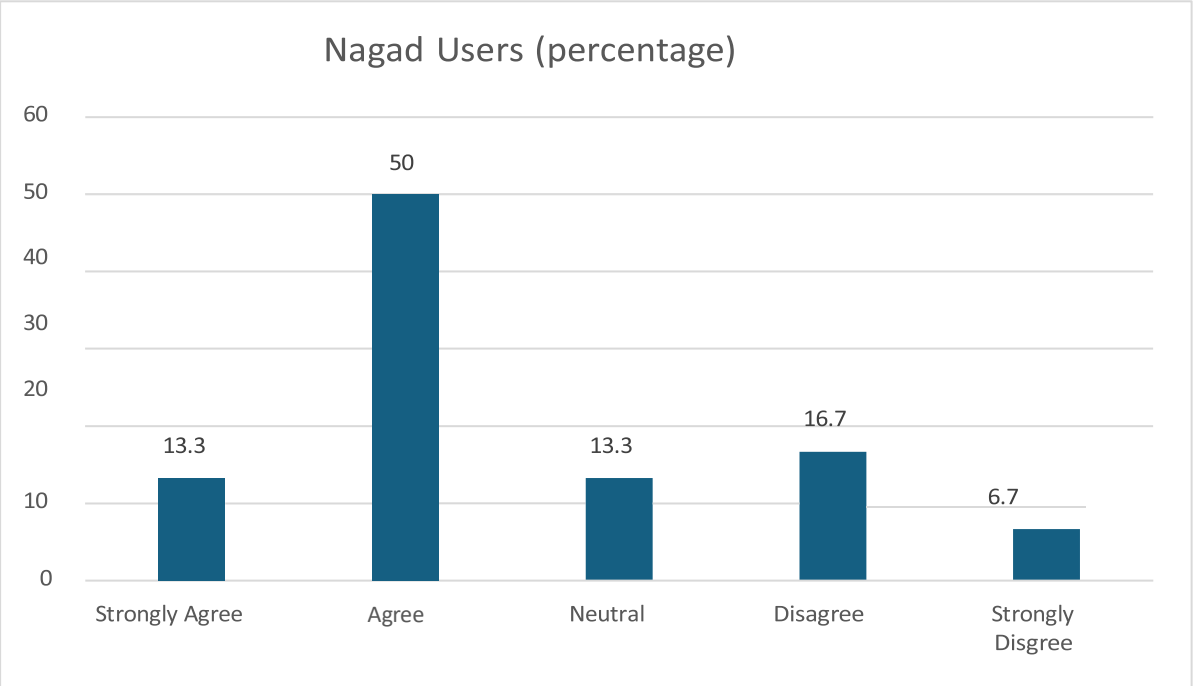


Figure 4.2.8

Interpretation: In the case of Nagad, 50% users agreed, 16.7% disagreed, 13.3% users strongly agreed, 13.3% users remained neutral, and 6.6% users strongly disagreed that the system, network, helpline and customer care are always available. Maximum users of Nagad responded positively though some users also disagreed with this context.

Nagad fulfills all expectations of its customers:

Where the mean is approximately 3.87, the variance is 0.22, and the standard deviation is approximately 0.47.

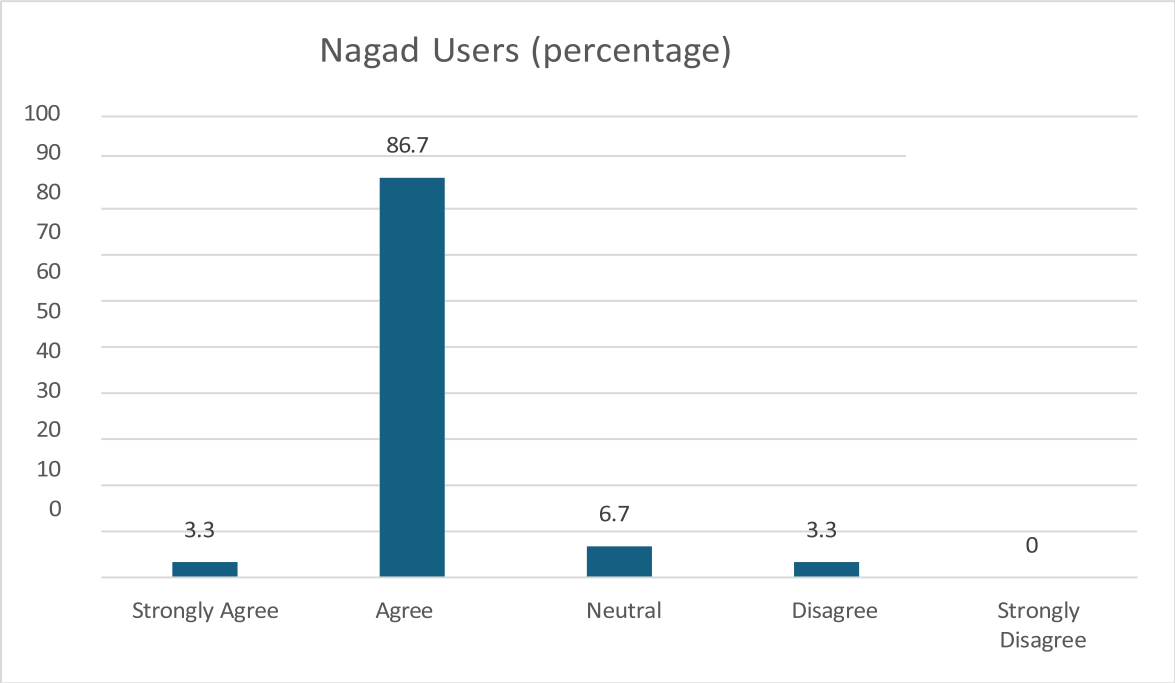


Figure 4.2.9

Interpretation: In the case of Nagad, 86.7% of users agreed that digital financial service is fulfilling the expectation. 6.7% of users were neutral, 3.3% of users strongly agreed and 3.3% of users disagreed. So, the maximum number of Nagad respondents agreed with this fact. The disagreement percentage was minimal.

Nagad agents are widely available:

Where the mean is 4.1, the variance is 0.42, and the standard deviation is approximately 0.65.

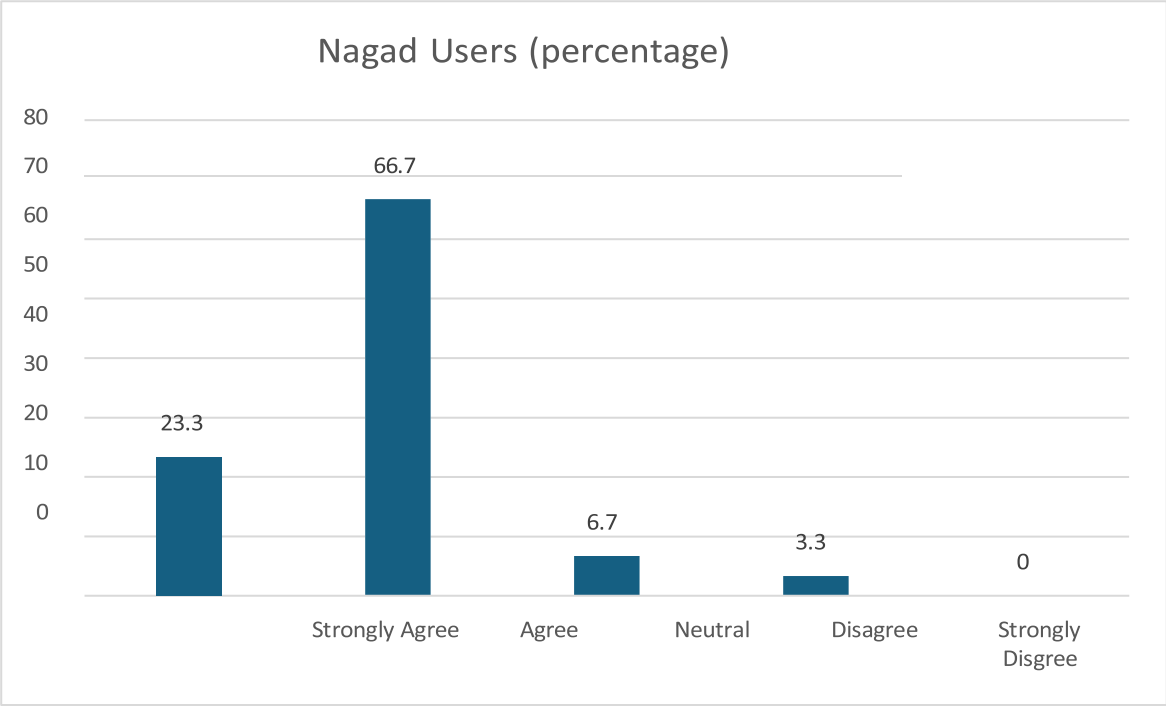


Figure 4.2.10

Interpretation: In the case of Nagad, 66.7% of users agreed that Nagad agents are widely available. 23.3% of users strongly agreed, 6.7% of users remained neutral and 3.3% of users disagreed. So, a total of 90% of users of Nagad have responded positively about the availability of Nagad agents. The slightest number of users disagreed with this fact.

The charge of Nagad transactions is justified:

Where the mean is approximately 2.6, the variance is approximately 0.1.24, and the standard deviation is approximately 1.11.

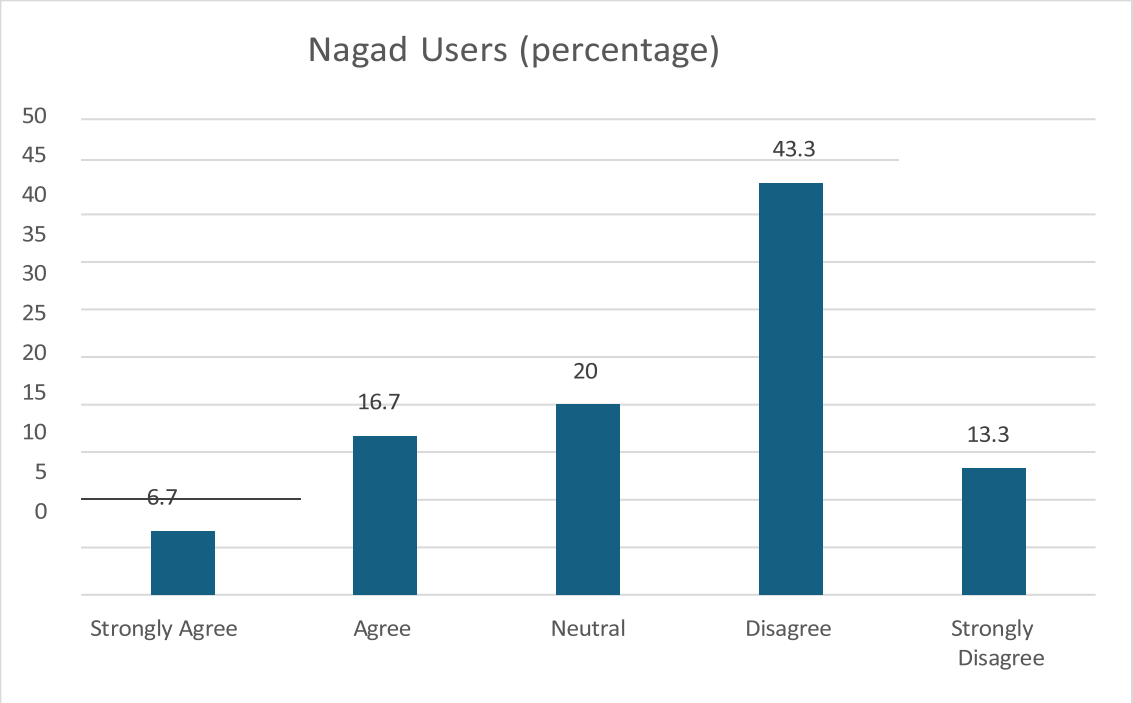


Figure 4.2.11

Interpretation: In the case of Nagad, 43.3% of users disagreed that the charge of digital financial service is justified. 16.7 agreed, 6.7 strongly agreed, 20% remained neutral and 13.3% strongly disagreed. So, in this line chart it has been clearly seen that a total of 56.6% of users disagreed. They believe the charge of Digital financial service transactions were not justified enough. Few respondents agreed with this fact.

I get a lot of discounts for using Nagad service:

Where the mean is 3, the variance is 0.1.27, and the standard deviation is approximately 1.13.

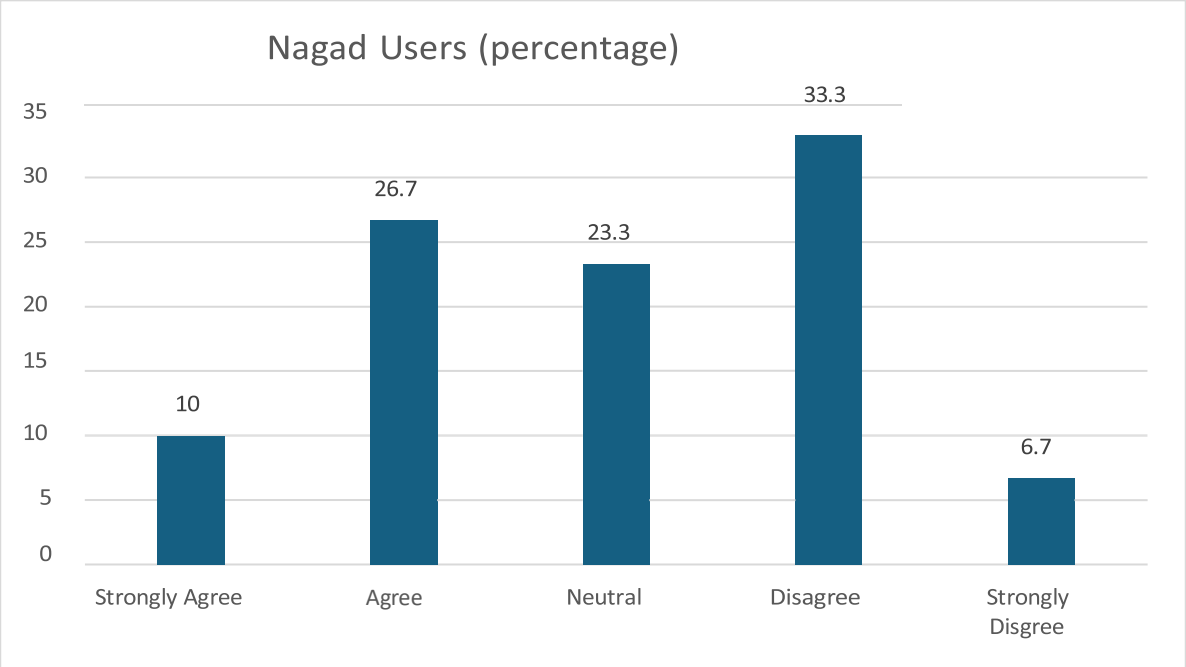


Figure 4.2.12

Interpretation: In the case of Nagad, 33.3% of users disagreed that they get a lot of discounts by using digital financial services. 26.7% agreed, 23.3% were neutral, 6.7% users strongly disagreed, and 10% users strongly agreed. So, a total of 40% of users of Nagad disagreed. It is much less than Nagad respondents.

It is easy for me to pay bills through Nagad:

Where the mean is approximately 4.37, the variance is approximately 0.37, and the standard deviation is approximately 0.60.

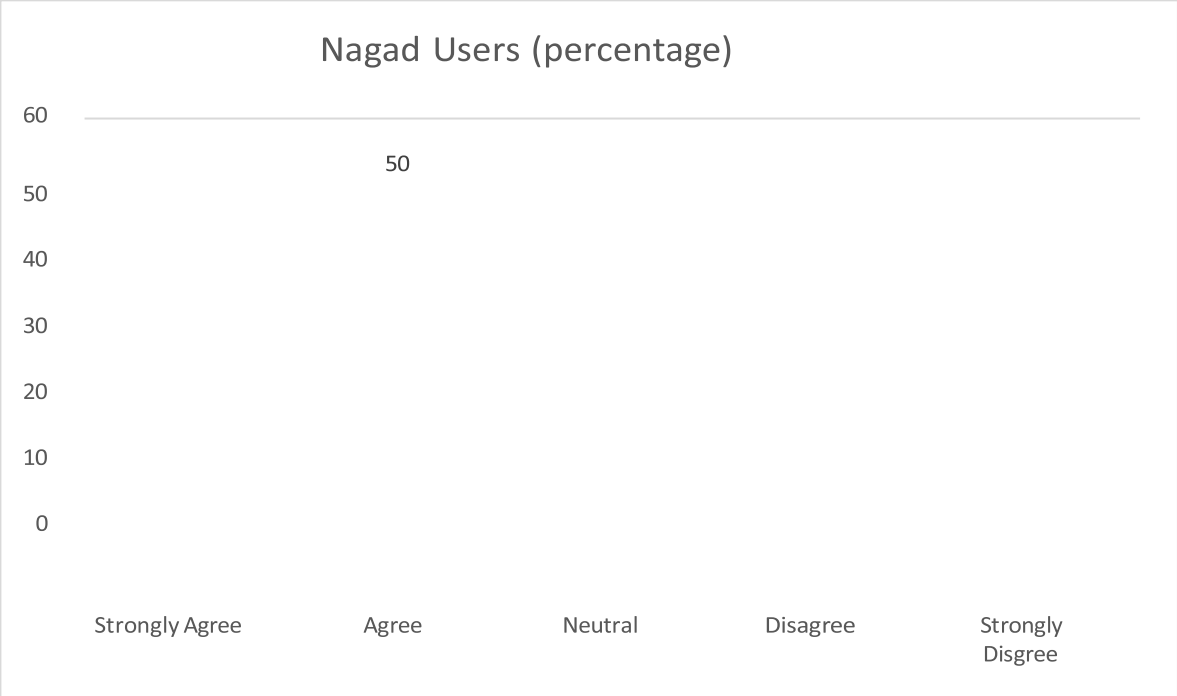


Figure 4.2.13

Interpretation: 50% of users of Nagad agreed that paying bills through digital financial service is easy. 43.3% of users strongly agreed to this and 6.7% of users remained neutral. So, a total of 93.3% of respondents of Nagad positively shared their opinion about this fact. There was no percentage of disagreement.

Chapter Five

Findings of the Study

5.1 Findings

Based on analysis of the information gathered from the relevant studies the following findings were found-

1. Number of Nagad users has been gradually increasing nowadays because of easy account opening through smartphones. It usually takes five easy steps to open a digital financial service account.
2. Nagad has been flourishing in its digital financial service activities by using advertisements to reach customers all over the country.
3. Theft, fraudulency, account hacking and money laundering, etc. has not been seen in the case of Nagad.
4. Mobile application, network, system, helpline, and customer care of Nagad were not fair enough as it is quite new in Bangladesh. They are facing some of these problems because of technical inability, lack of manpower, and improper marketing strategies.
5. The maximum number of Nagad users opined that digital financial services are easy to use. About 63.3% of overall users of Nagad agreed that the system, network, helpline, and customer care were available.
6. About 90% of users of Nagad have agreed that digital financial services have been fulfilling their expectations. But 3.3% of users of Nagad disagreed with this fact.
7. The maximum number of users of Nagad has been agreed that the agents were widely available. Only 3.3% of users of Nagad disagreed with this fact.
8. Regarding the justification of the charge of digital financial service transactions, a total of 56.6% users of Nagad disagreed with this fact.

Chapter Six

Conclusions and Recommendations

6.1 Recommendations

Based on findings and analysis of the gathered information from the relevant studies the following recommendations may be proposed-

1. Bangladesh Post Office should work more on advertising Nagad through media and social media so that the users can get more attention in using this digital financial service system.
2. Nagad should work more in reducing the unnecessary costs which occurred more comparative to conventional finance.
3. The digital financial service in Nagad was not secured at all. Some effective security measures must be taken to prevent money laundering, theft and fraudulent.
4. A regulatory structure or body regarding digital financial service operations needs to be developed and improved gradually.
5. A well-developed network, helpline and responsive customer care needs to be established in the event of Nagad digital financial service.
6. More Nagad agents need to be available in rural areas as most of the people in rural areas were not familiar with the financial activities.
7. As the charge of digital financial service transactions was higher, the charge must be minimized and maintained at a standard level.
8. Applications and other facilities must be updated properly.

6.2 Conclusion

Digital financial service is rapidly increasing in Bangladesh and there is a great prospect of Digital financial service in Bangladesh. Digital financial service has a huge scope in Bangladesh. This service has opened a separate era for existing financial institutions. More and more people are coming under digital financial services every day. With proper guidelines and policies digital financial service can take Bangladesh to a different level of prosperity.
In Bangladesh, financial business is more prominent and worthier than others. The service that financial institutions have started offering to their customers is a matter of great hope that the maximum number of the customers are satisfied. It is creating a better future for Digital financial service as well as overall financial business in Bangladesh.

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Appendix

Questionnaire

Assalamu Alaikum, I am a student of EMBA, from the Department of from the Department of the Human Resource Management Studies, Sonargaon University, Dhaka. I am conducting a survey to prepare my master paper on **"Assessing Customers' Satisfaction of Digital Financial Service of Nagad"**. Your responses will be very much helpful in drawing conclusions to my EMBA paper. I promise you that all this information will be kept confidential.

Name:

……

E-mail:

……

Please, considering Digital financial service practices in Bangladesh, answer the following questions carefully. If you do not understand any questions, ask the interviewer to help you. Using a scale from 1 to 5, with 5 being "Strongly Agree", 4 being "Agree", 3 being "Neutral", 2 being "Disagree" and 1 being "Strongly Disagree". Please indicate (√) the extent to which you agree or disagree a particular statement describes you.

Statements	**SA**	**A**	**N**	**D**	**SD**
	5	4	3	2	1
1.Opening a Nagad account is easy-					
2. There are adequate advertisements for Nagad in this area-					
3. Nagad is time saving than Banking transaction-					
4. Nagad is cost-saving than general banking transaction-					
5. Nagad is secure enough-					
6. Nagad is more reliable than other digital financial services-					
7. Nagad is easy to use-					
8. The system, network, helpline, customer care etc. of Nagad are always available-					
9. Nagad fulfills all expectations of its customers-					
10. Nagad agents are widely available-					
11. The charge of Nagad transactions is justified-					
12. I get a lot of discounts for using Nagad service-					
13. It is easy for me to pay bills through Nagad-					