

ABSTRACT

The Bank of Ceylon (BOC) gained “AA” (Sri) grade is the leading Commercial Bank owned by the Government of Sri Lanka. It has 302 local and 3 overseas branches including 267 online branches. The Puttalam branch that is in grade “A” is controlled by the Assistant General Manager (North Western Province). It has six sections such as Domestic and Clearing, Personal Banking office, Accounting and Reporting, Loans, Pawning and Customer Information Desk with 26 employees.

Products and services of the bank which increase customer satisfaction are reflecting the “internal quality assurance system” of the bank. BOC has the widest lease and loan facilities. It contains ATM services and accelerated IT development programme. A web based electronic fund transfer system named “BOC E-cash” is available in BOC. It also joined to “X Press Money” and “Ez cash”. BOC also have BOC I-net Facility. Bank facilitates different types of deposits. Staff of the BOC provides excellence services to customers.

BOC earns income through interest, service charges and commissions. BOC have more customers than previous year because of the quality products and excellence services in the year of 2007. Along with these valuable customers, BOC earns high profits, as customer is the king of the bank. Online system brings branches under one roof that facilitates easy management and transactions. An accelerated IT development programme to bring state of the art convenience banking to customers.

Main sources of income of the people in Puttalam area are intensive agriculture, wholesale and retail business and self-employments. Therefore the bank has more opportunities to improve its business by selling the products for their needs. Puttalam branch activities should change manual handling to computerized system. It takes more cost as it need modern technology, computers and training. Bank should provide opportunity to rural people to take loans smoothly. Sometimes bank faces losses by reason of some lapses and discrepancies. BOC should avail them of every opportunity to intensify the existing relationships and added to the fine quality of their service with modern banking technology. In future BOC should enhance its services to customers to achieve as door to door.