



**TELANGANA TRIBAL WELFARE
RESIDENTIAL DEGREE COLLEGE(GIRLS)
KHAMMAM**



DEPARTMENT OF ENGLISH

FIELD VISIT

DATE: 19-09-2024

**Place of visit – SBI Bank, Rotary Nagar
Khammam**

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Objective

The primary objective of this field visit was to give the English department students a real-world understanding of how English communication is used in the banking sector. The visit aimed to observe the role of effective communication, both written and verbal, in the day-to-day operations of a bank. Additionally, the field trip aimed to help students understand professional language practices, customer service communication, and business correspondence in a corporate setting.

Overview of the Bank

The bank we visited, [Insert Bank Name], is a well-established financial institution providing a wide range of services including personal banking, corporate banking, loans, and investments. During the visit, we were introduced to various departments such as customer service, loans and mortgages, account management, and the public relations team.

Activities During the Visit

- **Welcome Session:** The visit began with a welcome session where a senior bank official provided an overview of the bank's services and operations. The presentation focused on the role of communication in various bank functions, such as customer inquiries, problem resolution, and marketing.
- **Tour of the Facility:** After the introductory session, we toured the bank's customer service area, learning about the different types of communication channels used by the bank, including in-person communication, phone conversations, emails, and social media interactions.

- **Interaction with the Bank's Communications Team:** A special session was conducted by the bank's communications and public relations team. They discussed the importance of clear, concise, and formal language in bank advertisements, press releases, and customer interaction materials. Students also learned about the bank's approach to maintaining professional tone and customer rapport.
- **Role of English in Business Correspondence:** The visit also included a detailed discussion about the role of English in business correspondence. Students were introduced to various forms of written communication such as memos, official emails, letters, and reports, focusing on language precision, tone, and professionalism.
- **Q&A Session:** A Q&A session followed the tour where students had the opportunity to ask questions related to career opportunities, the importance of communication skills in banking, and how language is used for client relationship management.

Key Learnings

- **Effective Communication in Banking:** English is a key tool in creating positive client relationships. The ability to communicate effectively through different channels (oral, written, and digital) plays a crucial role in customer satisfaction and business growth.
- **Professional Language Use:** In the banking sector, communication must be precise, clear, and professional. Students observed how employees use formal language in their daily operations and the importance of maintaining a polite and respectful tone in customer interactions.
- **Real-World Applications of English:** The visit highlighted the various ways in which English is applied in a corporate environment, from drafting financial reports to creating marketing materials. The use of English is integral in facilitating transactions, ensuring transparency, and building trust with customers.
- **Customer Service Skills:** The visit also provided valuable insights into the soft skills required in customer service roles. Communication, both verbal and written, plays an essential part in resolving queries, providing information, and ensuring client satisfaction.

Outcome

The field visit to SBI, Rotary Nagar was an enriching experience for the English department students, offering them valuable insights into the practical applications of English in the banking sector. The exposure to professional communication practices, business correspondence, and customer service strategies enhanced their understanding of how language skills are essential in various industries. This visit served as an excellent opportunity for students to connect classroom learning with real-world applications and to appreciate the importance of effective communication in the corporate world.

