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Technologies in Nationalise Banks: Factors Influencing on Customers

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Abstract: At the present time Indian Nationalise Banks used various technologies for safety and reliable services to customers to meet financial target. Apart from the traditional business, banks now offer a wide range of services. The services are depends on the type and size of the Bank. Such as Internet Banking, Mobile Banking, Biometrics in ATMs, Cheque deposit machine, Amount deposit machine, Cheque truncation system, RTGS systems, smart card and self-enquiry system. This paper studies the technological factors influencing on customers. The influencing factors may be positive and/or negative.

Keywords: Technologies, Nationalise Banks, Customers, influence.

I. INTRODUCTION

Over the past ten years, the National Bank has changed the huge technology. The technology has brought a complete model shift in the functioning of banks and delivery of banking services. Traditional banking services required visit to the bank. Nowadays most of the transactions can be done from home. Customer need not visit to the bank branch for anything. Bank has providing many technological services to customers such as Internet Banking, Mobile Banking and Biometrics in ATMs, Cheque deposit machine, Amount deposit machine, Cheque truncation system, RTGS systems, smart card and self-enquiry system. These services provide maximum benefit to customers but nevertheless some customers avoid these services and prefer face to face service.

II. RESEARCH METHODOLOGY

This study was conducted with the reference of State Bank of India, Union Bank of India and UCO Bank customers who are all accessing bank services. This study covered total 50 customers of different background from rural and urban areas. The method used to collect the information was through discussion with the customers. The sampling method for selection of sample units was simple random method. The secondary data are books and research papers.

III. TECHNOLOGIES IN NATIONAL BANKS

Internet banking is also known as e-banking or virtual banking, is an electronic payment system that enables customers of a bank to conduct a range of financial transactions through the bank website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

Mobile Banking:

Nowadays mobile banking is very popular in youth of India. The booming market for mobile phones services, several banks introduced mobile banking services to perform banking transactions through mobiles.

Cheque deposit machine:

Customer does not need to stand in queue at the branch any more to deposit a cheque. Some banks introduced cheque deposit machines. After deposit cheque, get a comprehensive receipt with cheque image and deposit account's name.

Cash Deposit Machine:

The Cash Deposit Machine (CDM) is a self-service terminal that lets customer make deposits transactions by cash. All successful transactions are immediately credited and customers will be issued an advice slip confirming the transaction.

Cheque truncation system:

The cheque truncation system was launched in New Delhi on 2008, with the participation of 10 banks. The main advantage of this system is that it avoids the physical presentation of the cheque to the clearing house.

RTGS system:

Real-time gross settlement systems (RTGS) are specialist funds transfer systems where the transfer of money or securities takes place from one bank to another on a "real time" and on a "gross" basis.

Smart Card:

Credit/debit cards or smart cards have made the banking industry more flexible. With a credit card, a customer can make all types of on line transactions like on line Shoppe, bank bills, light bills.

Mobile enquiry system:

Instead of going to the help desk, banks have provided simple mobile-enquiry systems through specific number. Customer can dial the specific number, after two rings it will automatically stop and display SMS of current balance of bank account on mobile.

Biometrics in ATMs:

Some large Banks have started the process of setting up ATMs enabled with biometric technology to tap the potential of rural markets. Development of biometric technology has made the use of self-service channels like ATMs feasible with respect to the illiterate population.

Face Book Banking:

Facebook banking is an emerging way of banking which is providing the banking products and services through Facebook account with the help of internet.

IV. FACTORS INFLUENCING ON CUSTOMERS

Factors influencing on service accessibility of customers with the adoption of technology enabled system. The influencing factors may be positive and/or negative.

Positive Influence of Bank Technologies:**Service quality and customer satisfaction:**

Quality service is a key element of a successful business. Bank providing a lot of technology services to their customers. With the help of banking technology customer has completed their banking transactions. There is no direct contact of bank staffs with the customers. Due to bank technology services, customer is very much satisfied.

Save Time and money:

Information Technology provides fast, accurate and 24x7 access services. Hence it saves the time and money of customer.

On line shopping:

With a credit/debit card, a customer can make all types of on line transactions like on line Shoppe, bank bills, light bills. Not necessary go to the bank and office. It can complete the transaction at home.

24 x 7 service access:

Due to bank technology like Mobile Banking, Smart Card, Mobile enquiry system, Face Book Banking, customer can make their bank transactions at any time i.e. 24 x 7.

Speedy service:

The various technological platforms used by banks for the conduct of their day to day operations, their manner of reporting and the way in which interbank transactions and clearing. So Bank can provide fast and good services to their customers.

SMS/email messages system:

Bank has provide services of all types of bank transactions through SMS/email. Customer can check his/her status of transactions at any time. So that they can make a proper decision for future money transaction.

Bank also provide free balance enquiry system. Customer can dial the specific number, after two rings it will automatically stop and display SMS of current balance on mobile.

Negative influence of Bank Technologies:**Leakage of Private Information:**

The computers are used to store personal data of the people. The privacy of a person can be violated if the personal and confidential records are not protected properly. The fact that the Internet has become a market place has also seen a rise in fraud cases. Credit/debit card details are particularly vulnerable. This calls for extreme caution when transacting online. So due to leakage of private information customer cannot use bank technology.

Reduce costs of employees:

Different tasks are performed automatically by using technology. Fortunately, a person had to do the work of two individuals. The Bank has reduced the number of employees. So much work to be taken to reduce staff. Indirectly it reduces the cost of employees and increased profit of bank.

Technology awareness especially for rural customers:

Nowadays many banks has a technology in urban and rural. Technology has many advantages. Nevertheless most of the rural customers do not use technology because of illiteracy. Most of the rural customer are uneducated and they don't know how to use technology. They are depends on other people. So that they preferred face to face transactions in bank.

Unlimited withdrawal:

By using the ATM facility, customer can withdraw money 24x7. But there is some limitation to withdraw. Customer cannot withdraw grater money than limitations of ATM machine.

Paid services like SMS:

Bank has charged for some services like SMS. Many customers do not make regular transactions in Bank. Most of the customers made withdraw and deposit less than ten times yearly. So that due to limited transactions, these type of customers are not ready to pay service charges.

V. CONCLUSION

This study concluded that Nationalise banks providing technology services to their customers. The services are depends on types and size of Bank. These services are Internet Banking, Mobile Banking, Cheque deposit machine, Cash Deposit Machine, Cheque truncation system, RTGS system, Smart Card, Mobile enquiry system, Biometrics in ATMs, Face Book Banking. The factors influencing on service accessibility of customers with the adoption of technology enabled system. The influencing factors may be positive and/or negative. The positive influence are Service quality and customer, satisfaction, Save Time and money, On line shopping, 24 x 7 service access, Speedy service and SMS/email messages system. The Negative influence are Leakage of Private Information, Reduce costs of employees, Technology awareness especially for rural customers, unlimited withdrawal and Paid services like SMS.

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