



Self Service Technology & E banking: Growing Relevance and Benefits

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ABSTRACT

If we look at present scenario E banking is the need of hour because E banking is playing very vital role in customer satisfaction and reduction of time in work as well as time in managing things at the present location. In 1990 decade banks were realize that the can advertise their services and provide better satisfaction to their customer by the use of

World Wide Web. For the great career of any Banks and organization it is quite necessary to implement of self service technology and electronic media. In this research paper I have tried my level best to focus on as to why it is beneficial and the response of customer regarding e banking and self service technology. An effort has been made to discuss the implementation of technology and electronics in the banking sector and what is the response of account holder regarding kisco and e banking. Techniques are employed just to help out the customers for their betterment to reduction of time and get better work place without human traffic. In this paper the data which are used are both primary and secondary in nature. Sources are: Questionnaire News article, hand books, journals, text book, Gazette as well as internet. This research paper considers the benefits of E banking as well as implementation of self service technology in bank. This paper examines the response of customer regarding E banking and self service technology such as ATM, Kisco. It also helps in understanding the present situations of customer and their arousing needs. Thus, providing E banking and self service machine like ATM and Kiscos are beneficial not only for account holder but also for bank for reduction of their work and over traffic in their branch. So we can say that both customer and banks are satisfied with the implementation of technology in banks.

KEYWORDS : Self service Technology, E banking, ATM

INTRODUCTION:

Electronic banking can also be defined as different platforms such as:

- (a) Internet banking (or online banking),
- (b) Telephone banking,
- (c) TV banking,
- (d) Mobile banking
- (e) PC banking (offline banking).
- (f) Self Service banking

Self-service banking is rapidly growing as consumers do more of their banking activities using ATMs, KISCO Services online banking, or mobile banking without going in the home branch. Consumers want to do more banking themselves without interruption of home branch traffic They want to use their banking services any time. Automation reduces the cost per transaction, increasing financial services' profitability while offering consumers a more convenient way to bank 24/7, free of restrictive banking hours. Banks are focusing to develop self-service banking with implementation of online internet and mobile banking as well as the services of automated teller machine (ATMs) and videoconferencing banking services as a part of Self Service Technology. As we will see in this report, consumers who use self-service banking engage more often with their financial institutions and use a wider variety of self-service channels and are satisfied with the e banking. Although most financial institutions in the India and elsewhere offer multiple banking channels and so many options for self-service banking, to date, these services are very fair and transparent in nature from bank transactions performed in each time updated as soon as these customers reconnect with their bank wherever they may be—online, on their mobile device, or at the ATM and Kisco.

As consumers taking advantage of the growing technology of self-service banking options, they have more options as when, where and how they utilize the banking services and will take advantage of the enhanced features. Financial institutions want to listen to their customers, especially those who engage with them more frequently than average and through multiple channels. Customers will want use the banking to recognize their communications and transactions as fast as possible and enable them to optimize the convenience of multiple channels with seamless integration experience. In short we can summarize the features of self service on E- banking such as:

E banking is helpful for non-transactional task for banking customer such as—

- For checking account balances
- For checking recent transactions
- For downloading bank statements in PDF format
- For Viewing paid cheques image
- For ordering cheque books
- For downloading timely account statements
- For downloading applications for E-banking and mobile banking etc.

E- Banking is also helpful for transactional banking task such as:

- Customer can transfer fund between linked accounts.
- Third party billpayments and fund transfer facility.
- Customer can purchase or sale investment.
- For applying Loan and transactions, such as repayments of enrollments
- Credit card facility and applications
- Register utility billers and make bill payments
- Financial institution administration
- Management of multiple users having varying levels of authority
- Facility of Transactional approval process

Now a days financial institutions offer **Advance internet banking services**, for example:

Personal financial management support is one of the example for importing data into personal accounting software. Account aggregation facility is very important as it allow the customers for monitor all of their accounts at one place whether with their main bank or with other financial institutions.

The this report findings highlight ways in which financial institutions (FIs) can enhance the facilities for customer experience with expanded services that Kiscos and ATMs may offer and customer interest in new automation of machine including internet such as videoconferencing Kiscos ATM for bank transactions. This study identifies the demographics of self-service banking customers, frequency of options use, options preferences for deposits, and differences based on check value as well as account holder interest in new self-service banking for transactions.

OBJECTIVE OF THE STUDY:

The main objectives of this research study are as follows:

- To discuss the concept of E Banking.
- To know why the E Banking is important.
- To discuss the consumer response for Self Service Technology & E banking.

LITERATURE REVIEW:

With time numerous models have been developed for measuring service quality. In literature, main conceptualizations of service quality are either based on the disconfirmation between perception and expectation [7,8,9], or performance only approach [10]. [11] found that performance-only measure is more reliable and stronger indicator of service quality than performance-expectations measure. A study done by [12] showed that measuring service quality using perception only scale encapsulates more deviation in service quality than studies based on differences. In addition to this, the performance-based scale reduces the number of items to be measured by half as compared to the disconfirmation scale. So, performance only measure is used in this study. "Automated service quality" is customer's evaluation of services rendered using electronic channels [6]. [13] examined the part that technology plays in Australian banking services. Researchers found six e-banking quality dimensions as efficiency; convenience/accuracy; accessibility; queue management; feedback/complaint management and customisation. [14] proposed 17 factors of e-banking quality as responsiveness, diverse features /product variety, courtesy, reliability, access, competence, credibility, ease of use, communication, aesthetics, understanding the customer, collaboration, accuracy, continuous improvement, content, security and timeliness. Researchers put forward that both electronic bank as well as traditional banks offering e-banking services should focus on reliability, responsiveness and access dimensions. [15] proposed service quality model in Internet banking. They identified the following five dimensions: the image and reputation of the service organization, customer expectations of the service, customer participation, aspects of the service setting and service encounter. Among these factors, customer participation and service setting have the major influence on service evaluation. [4] conducted study to establish the critical determinants of automated service quality by including attributes of three main banking services channel (ATM, Telephone Banking and Internet Banking) along with attributes corresponding to two additional dimensions of Perceived Price and Core Service. The paper proposed a conceptual model of automated banking services quality. Using open-ended exploratory interviews, past studies and quantitative analyses [16] proposed 7 dimensions of Internet banking quality: convenience, auxiliary features, personal finances, security, exploration, investment and status. The researcher made suggestion that banks offering electronic banking services should pay more attention towards young customers. [17] found that there is a direct association between technology and quality of service in banking sector. [18] conducted research on electronic banking in Nigeria. He found the major factors accountable for internet banking. He gave a structure of the factors for assessing the perception about e-banking. Researcher found major factors as queue management, security, accessibility, user friendliness, fund transfer and time. Survey results showed that 88% respondents were of the opinion that ebanking is flexible and convenient way of banking. [19] proposed dimensions affecting service quality as e- Fulfillment, System availability, efficiency, accuracy, responsiveness, security, convenience, ease to use, problem handling, cost effectiveness, contact and compensation. [3] conducted a research on undergraduate students of a University in the Massachusetts state of the USA and identified service quality dimensions as technology convenience, technology usage easiness and reliability, technology security and information quality, and customer service. International Journal of Business Information Systems Strategies (IJBIS) Vol.4, No.1/2, May 2015

The literature review of this research paper shows that the ideas and concepts which are being discussed reveal the concept of E-banking or self service banking and also the growing importance of it as one of the important topic Self Service Banking. With this purpose the literature review is categorized on the importance and reliability and acceptability of consumer for E banking as a part of self service technology.

Relevance of E banking:

Customer satisfaction is the main key of any organization's success.

Self Service Banking technology is an effective tool of bank to attract more no of account holder and provide more and more financial service. A successful Implementation of self service technology in banks not the betterment of account holder but also increases the repo of the bank and shows the concern of the account holder towards Bank. Let's, discuss the growing importance of Self service banking.

RESEARCH METHODOLOGY:

The researcher has been used the exploratory research in study of this paper. The nature of the study is theoretical and observational both primary and secondary data has been used in it. In order to satisfy the objectives of this research paper I used primary data with the help of questionnaire and collect the information regarding E-banking with hundred respondents, present and historical information has been extracted from the available secondary data. Secondary data consists of Text books, articles, journals, hand books, gazettes and internet.

FINDINGS AND RESULTS:

After going through this research paper we find that it helps us to understand the concept of self service banking and its impact on financial customer. While E-banking has very good efficiency and user friendly, it also had to pass many challenges to the regulations and supervision. Facilitating the development of e banking in India government of India and reserve bank of India (RBI) takes various initiatives. IT Act, 2000 which was enacted by the government of India For providing legal recognition to E transactions and various means of E-commerce. The RBI has been preparing to upgrade itself as a regulator and supervisor of the technologically dominated financial system. It issued guidelines on risks and control in computer and telecommunication system to all banks, advising them to evaluate the risks inherent in the systems and put in place adequate control mechanisms to address these risks. The existing regulatory framework over banks has also been extended to E-banking. It covers various issues that fall within the framework of technology, security standards, and legal and regulatory issues.

We can say that E banking is not only good for an organization but also for those who work as a part of financial institution.

Benefits of self-service banking from Financial institutions point of view:

1. Self-service banking helps in controlling the cost of hiring more number of employees for a single branch of a bank.
2. Fear of Financial institution about the record and facility of providing maximum transparency and services.
3. The best stuff remains with the organization and ready to serve them.
4. Financial institution can easily advertise them by providing information about their product and services by using self-service banking.

Benefits of Self service banking from customer point of view:

1. An individual doesn't roam around in search of bank branch.
2. An individual can assess their account and facility from any where.
3. Better transparency from old days and techniques.

Findings of the Research:

1. Lack of transparency in services is another reason for customer for not opting the particular financial institution. This challenges the Self services banking in turn.
2. Lack of proper and friendly technology system is another drawback for any financial institution.

SUGGESTIONS AND RECOMMENDATIONS:

Almost every financial institution trying hard to retain their helping hands for their customer by providing better technology and facility. But still less no of account holder trying for self service banking for internet banking because of scarcity of awareness program for how to use internet banking. In my research I found that bank should approach their customer for internet banking as a part of self service banking. There are some recommendations which have been arising from the research.

1. Financial institution must focus on the awareness program in

- which they tell us how to use the ATM and other kisco machine.
2. There must be a display by which a customer can easily understand the process by which he can operate the machine.
 3. Technology should be friendly and instructions in machine have option of choosing different language.
 4. Channel of communication must be of free style where everybody would be free to share their thoughts and ideas.

CONCLUSION:

E banking is the need of every hours, every financial institution is trying hard and fast techniques for enhancing the level of satisfaction of every account holder. After discussing the concept of E banking I conclude that self-service banking is necessary to have best stuff in every financial institution than any other things for the improvement of customer satisfaction and reliability and transparency of record. Self-service banking helps to grow the financial institution healthy. Self-service banking playing very important role for the successful implementation of web page and providing information about its product and services and for giving facilities of accessing accounts, transferring funds, and buying financial products or services online. What I studied in this research that its very difficult how to drive car until you do not have a car same as everyone have fear about the E banking till it have not come in reality in present uneducated customers are also using the facility of ATM and Kisco. So as a result E-banking increases the transparency and reliability as well as satisfaction of bank customer.

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