



Digital India: Growing Indian Customer Services in Today's Banking Era

Dr. Mohan S. Rode

Associate Professor, Department of Commerce & Management Sciences, People's College Nanded, Maharashtra, India mohanrode@rediffmail.com.

ABSTRACT

In a service industry like banking, the quality of customer service acquires crucial significance role. The relationship between a bank and its customer is not a one-time, transitory relationship, but a relatively permanent one. Due to these inherent characteristics of the banking industry, a prompt and efficient customer service is very important for the success of the industry. Growing Indian middle class today has a disposable surplus income and aspires for a better lifestyle. The busy business executive needs cash & various financial services on finger tip, at all places and is ready to pay extra charges. New breed of financial services brand viz. Convenience banking, anywhere banking, tele-banking, branchless banking and on-line banking and new concept of various UPI & various APP transfer and payment modes have been appeared on the banking landscape. Banks now a days plan to lay greater stress on consumer banking in the coming years, with a view to achieve higher an higher market penetration and profitability in a competitive world. This has happened on due to technology. It has paved way for expanding the horizon of consumer banking and has smartened up the said business of banking i.e. Digital India

Keywords: *E-Banking, customer service, UPI, various APPS of funds transfer, Debit and Credit cards.*

Introduction :

The days have passed when bank managers would relax & wait for walk in business. Banks are being gradually displaced from 'sellers' market to buyers market. Because customer / buyers has become important segment in bank marketing. Now a day, banking is extremely important in the world's economy. The banking functions are the routine functions of one's life. The emergence of private sector banks has changed the whole scenario of the banking functions in the recent years.

Banks nowadays plan to lay greater stress on consumer banking in the coming years, with a view to achieve higher market penetration and profitability. Technology has paved way for expanding the horizon of consumer banking and has smartened up the said business of banking. In the pre-liberalization days, banking was considered as a chore you would like to finish off as quickly as possible. Today, the scenario is totally different. Banks driven by the ever-growing competition have improvised on existing features and created new facilities that are more customers friendly. Growing Indian middle class today has a disposable surplus income and aspires for a better lifestyle. The busy business executive needs cash at any time, at all places and is willing to pay extra for this service. Convenience digital banking, anywhere banking, tele-banking, branchless banking and on-line banking and new concept of various UPI & various APP transfer and payment modes have been appeared on the banking landscape.

Thus, now all the banks have realized that technology is at the foundation of all its functions and operations and to have end-to-end integrated paperless systems and processes. It is not only for convenience, but also to control the risks and fraud better. Also, it gives improved tools for decision making, planning, managing expenses and increasing business. Even the productivity gains have increased to major a extent. It also help to give new and better innovative products to the customers. Thus, the researcher has selected this topic in order to find the digital services provided by the bank which in turns helps the bank to improve and thus the bank can provide best of best digital services to the customers. Therefore to focus on Digital India; Effective Customer Services in Today's Indian Banking Environment.

Objective of the study :

Following are the objectives of the study:

1. The study focuses on digitalization of services in banks.
2. Through Customer Orientation programme and problems are to be solved.
3. To study level of digital customer service provided in bank relating to bank premises, ATM, counter service, behaviour of staff, marketing representative, product and service and guidance facilities and other services.

4. Whether implementation of decision taken on customer orientation programme area done or not.

METHODOLOGY OF THE STUDY :

Statement of Problem :

All the private banks are providing different services to their accountholders. They have different service charges and different types of account to cater to the needs of their customers. Naturally, customer will expect higher level of digital services from bank's staff, because they are paying for that. The reason for selecting this topic is thus to compare the percentage of all the different level of digital services provided in the bank, to give suggestion to improve the technological service level in order to maintain accounts of customer with same banks. Not to divert their account to other bank due lack of digitalisation. And to welcome suggestion from customer to improve customer service & customer friendly atmosphere. This helps the bank to maintain and to increase the number of accounts in their bank. This can be possible only when changes from manual base to digitalization of their products in order to compete even with other sophisticated private banks.

Source of Data :

The study is based on primary and secondary data. Primary data has been collected from customer of bank having their account. (Development Credit Bank Marathwada Region Branches at Nanded and Aurangabad) by filling up well structured questionnaire and through personal meeting with customers. Secondary data was collected from different brochures, bullet-in, websites of banks, magazines and journals.

Research Approach :

To collect the primary data "Survey research approach" was adopted for the project and for this communication, approach personal interview of the respondent was conducted.

Research Instrument :

For the collection of primary data, properly structured questionnaire was used. The questionnaire comprises of both closed ended and open ended questions. In case of close – ended question, check list, likert scales have been included.

Sampling Process :

It is not feasible to go for a population survey due to this numerous account holders (customers). Hence, we have to go for intelligent sampling.

Limitation of the study :

Due to time and cost factor only 160 customers were surveyed.

The study is limited to Marathwada Region only (Nanded and Aurangabad) All the information furnished by the respondents was treated as correct.

Analysis and Interpretation of Data :

Table No. 1 : Customers opinion about Digital Branch Premises

Sr. No.	Class	Frequency	%
1.	Highly satisfied	04	2.50
2.	Satisfied	98	61.25
3.	Dissatisfied	41	25.62
4.	Neutral	17	10.63
Total :		160	100

Table No. 1 shows that 61.25 % (98) of the respondent are from satisfied level and 2.50 % (4) are from highly satisfied level.

Table No. 2 : Customers expressed their opinion regarding attitude / Behaviour of Staff

Sr. No.	Class	Frequency	%
1.	Highly satisfied	02	1.25
2.	Satisfied	106	66.25
3.	Dissatisfied	29	18.13
4.	Neutral	23	14.37

Total :	160	100
----------------	-----	-----

Table No. 2 shows that 66.25 % (106) of the respondent are from satisfied level and 1.25 % (2) are from highly satisfied level.

Table No. 3 : Level of Effective Customer Services

Sr. No.	Class	Frequency	%
1.	Highly satisfied	02	1.25
2.	Satisfied	94	58.75
3.	Dissatisfied	46	28.75
4.	Neutral	18	11.25
Total :		160	100

Table No. 3 shows that 58.75 % (94) of the respondent are from satisfied level and 1.25 % (2) are from highly satisfied level.

Table No. 4 : Customer's opinion about smooth functioning of ATM's Net Banking

Sr. No.	Class	Frequency	%
1.	Highly satisfied	02	1.25
2.	Satisfied	108	67.25
3.	Dissatisfied	29	18.13
4.	Neutral	21	13.12
Total :		160	100

Table No. 4 shows that 67.25 % (108) of the respondent are from satisfied level and 1.25 % (2) are from highly satisfied level.

Table No. 5 : Customer's opinion about service provided by marketing Executives

Sr. No.	Class	Frequency	%
1.	Highly satisfied	01	0.63
2.	Satisfied	75	46.87
3.	Dissatisfied	65	40.63
4.	Neutral	19	11.87
Total :		160	100

Table No. 5 shows that 46.87 % (75) of the respondent are from satisfied level and 0.63 % (1) are from highly satisfied level.

Table No. 6 : Customer opinion about Bank's Digital product and Services

Sr. No.	Class	Frequency	%
1.	Highly satisfied	01	0.63
2.	Satisfied	69	43.12
3.	Dissatisfied	70	43.75
4.	Neutral	20	12.50
Total :		160	100

Table No. 6 shows that 43.12 % (69) of the respondent are from satisfied level and 0.63 % (1) are from highly satisfied level.

Table No. 7 : Customer expressed their views regarding guidance facility of other services

Sr. No.	Class	Frequency	%
1.	Highly satisfied	04	2.50
2.	Satisfied	66	41.25

3.	<i>Dissatisfied</i>	65	40.63
4.	<i>Neutral</i>	25	15.62
Total :		160	100

Table No. 7 shows that 41.25 % (66) of the respondent are from satisfied level and 2.50 % (4) are from highly satisfied level.

Table No. 8 : Customer's Opinion about Customer Orientation Programme

Sr. No.	Class	Frequency	%
1.	<i>Highly satisfied</i>	10	6.25
2.	<i>Satisfied</i>	107	66.88
3.	<i>Dissatisfied</i>	18	11.25
4.	<i>Neutral</i>	25	15.62
Total :		160	100

Table No. 8 shows that 66.88 % (107) of the respondent are from satisfied level and 6.25 % (10) are from highly satisfied level.

From the above tables, (table 1 to 8) when we compare **satisfied percentage** with **highly satisfied percentage**, we come to know that the services provided in the banks are not upto the marked. 100% problem free services are not served, but others banks are providing defect free services to the customers. Because now a days every transaction is chargeable in the banks. And vacuum is not available while serving the customer services. Every point in transaction is chargeable then it is difficult for bank to give excuse on any transaction who is going to bear, the expenses is a question in front of management ?

Findings & Suggestion :

From percentage of satisfied it is found that customer are dual-mind, Customer want the premises must be clean, spacious, easy to move their, and sitting, arrangement to aged – people so as to feel them comfortable in operation the accounts.

The behavior and attitude of staff towards customer must responsive. As to feel them VIP.

The customer services received at counter must be friendly and promptly. To avoid the feelings of other bank will give the best services compared with this bank.

Others services like marketing representative, ATM, product and service, Guidance facilities must be competitive to increase the Highly satisfied level the bank must provides at best for that good advance technology must be adopted.

Customer meets to be taken to make understanding between staff and customer so as to remove hurdles and to increase service level at highly satisfied.

From overall comparison it is find out, when we are serving to customer we have to take care as compared to competitive market and serving the service they should feel that there is no any other bank who will give best service in digital retail banking. Resulted increase in profit percentage of account opening will also increase and good relationship in maintaining earlier accounts, due to above a good image is created in the mind's of customer in the market. As we have studied and on research that the percentage of highly satisfied in all service is very low compared to satisfied. That must be change into vice-versa by providing good customer services with the help of customer orientation programme.

This in turn, will increase the flow of funds, new accounts, maintain the accounts of customer in friendly manner, it creates the good image in the market for retail business in banking. In nutshell, Digital India; Effective Customer Services in Today's Indian Banking Environment is need of present a era

Reference:

1. Biplab Dasgupta (2005) : Globalisaiton India's Adjustment Experience, Saga Publication, New Delhi.
2. B. L. Mathur (2005) : Financial Sector Reforms, RBSA Publications, Jaipur.
3. C. M. Choudhary (1996) : Financial Sector Reforms in India, Sublime Publications, Jaipur.
4. Dr. K. Rama Krishnan (Nov. 2006) : Cover Story Indian Banker, Vol. I – No. 11.
5. Philip Kotler (2003): Marketing Management, Pearson Education, New Delhi.
6. Rajan Saxena (2002): Marketing Management Tata Mc-GrW Hill.
7. Parameswaran MG (2003) : Understanding Consumers, Tata Mc Graw-Hill Publishing company Limited, New Delhi.
8. R.A. Almeida (2003) : Retail Banking, A Focus, IBA Bulletin, Vol. XXV. No. 11