

Abstract of Research Book

E-Services in Banks Customer Perception - Level of Awareness and Consumer Protection in E-Age

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Abstract

Modern Technology has bridged the gaps in terms of the reach and the coverage of systems and enabled better decision-making based on latest and accurate information, reduced cost and overall improvement in efficiency. Now-a-days many banks are providing the services of e-channels. We have a better educated, better informed, better organized and better paid workforce than existed in olden days. With the help of e-channels, banking system has become more efficient with efficient e-payment system. With so many benefits from e-services, it is a need of an hour to study the satisfaction level of customers from these e-services. The present book is an empirical study in Punjab and evaluated customers satisfaction and awareness level from e-services and also suggested some vital strategies to protect the customers in e-age. This book may be very useful for banking industry, planners, policy makers, academicians, researchers and those who are interested in banking studies.

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Keywords : E-Services; E-Banking; Bank Customers; Awareness; India

I. Introduction

MODERN TECHNOLOGY HAS transformed the functioning of business. It has bridged the gaps in terms of the reach and the coverage of systems and enabled better decision-making based on latest and accurate information, reduced cost and overall improvement in efficiency. In the Indian context, the financial sector, especially the banking sector has been a major beneficiary from the inroads made by IT. Many new processes, products and services offered by banks and other financial intermediaries are now IT centered. E-delivery channels are also a gift of IT. Now-a-days many banks are providing the services of e-channels like ATMs, I-banking, M-banking, Tele-banking, Debit cards, Credit cards etc. Most of the initiatives regarding

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factor for bank customers, while 37 % customers considered it most important. We conclude that due to an exposure to global trends after information explosion led by internet customers- both individuals and corporate are now demanding better services with more products from their banks.

IV. Conclusion

Customers of financial services are changing in terms of their wants, needs, desires, expectations and problems, and financial service providers have to understand to their customers are, what they prefer, why they buy, who makes the decision and how the consumer uses the products and services. In conformity with these changes, there should be changes in the bank's services, training, attitude and images, marketing strategies and patterns of organization and control. New technology driven products blended with the traditional ones and personalizes service will enable banks to extend a variety of financial services under one roof. From the study it is found that now-a-days banks are providing multiple modes of e-delivery of services through provisioning of services through electronic banking channels such as ATMs, internet banking, tele-banking, mobile banking, credit/debit cards services. It is not only the foreign and private banks that are taking the initiatives in providing these services but also the public sector banks. However, it is found that only ATMs are widely adopted by the customers. Adoption of other e-channels is still to pick up in a big way but customers have also preferred debit cards and credit cards also. Thus, the study concludes customers are satisfied with the efficient services provided by e-banking. So, we can say that future of e-banking is bright. All e-banks should give more emphasize to enhance awareness level in rural and semi-urban areas.

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