

Customer satisfaction for innovative banking services

■ KAMINI SINGH AND MANSOOR ALI

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ABSTRACT

The banks are increasingly adopting the innovated technology for providing service to their users. These series are Mobile Banking, Phone Banking, Card Banking, Internet Banking and Inter branch banking. Automatically there arises an information gap between financial services and information technology while accessing together. This information gap can be viewed in terms of the extent of awareness and usage of innovated products and services offered by the bank to their customers/account holders and also the risk involved in their execution. Bridging this kind of gap by bank employees, financial executives and account holders through collection and reporting of the required primary data appears to be the remotest possibility. Moreover, its benefits are likely to percolate only to the account holders and also the marketers, the bank providing products and services, financial institutions, web designers. Due to this technological factor all account holders who belong to different age group, education group and occupation are not fully using these services. The main focus of the study was to analyze the satisfaction level of customers of the various Innovative banking services. Secondly to analyse the various factor which where were important in the selection of banks for innovative banking services.

KEY WORDS : Innovation, Innovative banking service, Customer satisfaction, ANOVA, Factor analysis

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Banking services have become a technology intensive industry. Technology has created paradigm shift in the client servicing banks. Banking operations and processes were reengineered with the introduction of technology. Internet banking, card banking, mobile banking, phone banking and inter-branch banking were some of the new arrivals in the last decade (Kamakodi and Khan, 2008). The technology also improved the financial performance and efficiency of private and partially private banks compared to the fully public sector banks (Sathye, 2005). One of the study shows that private and foreign banks have been fast in adopting the internet technology. Very few public sector banks offer internet banking services. ATM is becoming a

most preferred delivery channel among the common banking services. In order to enhance the reach to rural population in the remote areas, the banks should automate the delivery channels in the local language which could eventually lead to shrinking of the number of branches (Jadhav and Jadhav, 2004). Other researcher aims to study how mobile banking innovators and early adopters differ from other users of online banking services. Their results indicate that only age and gender differentiate these two groups of customers, while education, income, occupation and size of the household were found to be insignificant in differentiating the groups (Laukkanen and Pasanen, 2008). ATM, internet banking and mobile banking have improved customer convenience by providing anywhere any time banking service. The utility bill payments have helped customers to pay their bills online at the click of a button. Electronic clearing system and electronic funds transfer have facilitated faster fund movement and settlement of the customers of different banks and different centers. This study tries to cover the information gap which arises between financial services and information technology while being diffused. Bridging this kind of gap by bank

AUTHOR FOR CORRESPONDENCE

Correspondence to:

KAMINI SINGH, M.M.H. College of Professional Studies, GHAZIABAD (U.P.) INDIA

Email : ksingh2907@gmail.com

Authors' affiliations:

MANSOOR ALI, IIT ROORKEE (UTTARAKHAND) INDIA