CHAPTER-8: SUGGESTION, RECOMMENDATION & FUTURE WORK:

Suggestion & Recommendation

Financial sector reforms assisted impressive development of the Indian banking industry. But in the recent global competitive environment, where IT is helping tremendous advancements with efficiency improvements banking sector reforms in India are complete. Delivery of services to a customer by a bank in his office or home automatically may be termed as e-banking. The quality, range and price of these e-services decide a bank’s competitive position in the industry. Today to ensure their survival in the banking Industry, all bank groups should provide e-banking services. But in spite of the availability of these service customers are unable to make the best use of them because they face the following problems, while using e-channels:

Problems:

- Inadequate knowledge
- Poor network
- Lack of Infrastructure
- Time consuming
- Unsuitable location
- Poor responses of employees
- Lack of cash of big amount
- Online shopping facility
- Misuse of ATM cards
- Difficulty to open an account
The banking organizations which provide e-banking services should take the following precautions/ responsibility:

**Strategies to create knowledge:**

The customers should be imparted education and made aware of the use of e-channels. Also Employees of the banks should be made fully aware about the use of e-channels so that they may guide the customer effectively. Few strategies are given below to enhance their awareness regarding the use of e-channels.

- **Customer Education:** Banks should organize education campaigns through communication media such as posters, publications, radio, television, lectures, seminars, trainings and so on regarding uses of online banking as well as security and privacy of their accounts.

- Conduct Information security awareness programs for bank employees in maintaining a secure banking institution such as an Implementation and enforcement of a strong password policy, regularly updating passwords for banking systems, preferably on a monthly basis.

- Some elder customers are hindered by lack of computer skills. They need to be educated on basic skills required to conduct online banking.

**Problems:**

- Problems of fund
- No incentives
- Lack of motivation

**Solutions:**

- The government and several agencies should come forward to provide the funds.
- The government should provide incentives to those who are engaged in customer education.
• Motivate and train some professionals to educate customers in a customer preferred language either through seminar or guest lectures.
• T.V. channels should also start some effective programs to educate customers
• Banks should organize customer meetings or organize seminars to educate the customers regarding the use of e-channel.
• Emphasize the convenience that online banking can provide to older people, such as avoiding long queue, in order to motivate them to use it.

Problems:

• Lack of funds to arrange such meetings
• Lack of trained staff
• Difficulty to organize customers
• Time factor is another problem

Solutions:

• The government should provide enough funds to hold such meetings.
• Staff should be fully trained to create the awareness.
• Create a customer friendly environment.
• Proper network and infrastructural facilities: Many a times it is seen that server goes down and customers have to wait till the network is re-settled. Further, there is a lack of infrastructure in many bank branches especially in the rural areas.

Solutions:

• Banks should have a sound network system; and there should be availability of IT personnel round the clock.
• All bank branches should be fully equipped with infrastructural facilities.
• ATMs should be installed at suitable locations. Sometimes it is seen that ATMs do not pick the card or remain out of work for few days. Further, these are
installed at unsuitable locations which do not suit the customers. All these factors contribute in losing the confidence of bank customers in e-channels.

Solutions:

- In cases where ATMs do not pick the card, the officials dealing with cash should be aware enough to handle the problem.
- Machines should be repaired immediately.
- ATMs should be installed near shopping complexes, hospitals and colleges.
- Trained staff: When a customer goes to a bank he interacts with employees of that bank. For him, he is not interacting with a person but with the bank. Therefore, the staff of the bank should be friendly, polite and trained enough to guide the customer effectively.
- Procedures to open an account should be simple and easy.

Solutions:

- Bank should improve the tools, better awareness, and more effective process about security.
- A security policy should be enforced that requires users to either log out or lock down their computer while they are away from their desk.
- The Banks should hire the services of anti Cyber crime professional to avoid cyber crime to take the responsibility of customer’s transactions.
- A security plan should include reviewing intrusion detection systems, maintaining well-trained staff to handle any computer issues and protect the integrity of the data, and employee verification, including background checks if necessary bank should upgrade the system and network and increase the national wide bandwidth, the mainframe host capacity, server and the main frame storage capacity to support the growing demand of customers.
Solutions:

- Bank should expand product and services to cover all customer’s need and some product and services should be adapted to be more compatible to the customer’s lifestyle.
- Internet banks should look for opportunities to lower the charges and transfer the cost savings to customers.
- Banks should ensure that online banking is safe and secure for financial transaction like as traditional banking
- Organizational bulletin boards may contain the following: circulars, undesirable parties, hot list, bulletins, missing security items, confidential circulars on attempted frauds
- Organizational/customers database may include statutory returns, control returns, standardized returns, and adhoc report.
- Regular feedbacks should be taken by the customers about the working of the banks. Such feedback gives an insight of customers’ expectation from banks and gives scope for further improvement.

Future work

On the basis of this empirical study, the researcher visualized the following areas of further comprehensive research:

1. Technology deployment should be accompanied by process changes to derive enduring benefits.
2. Banks should always look ahead at leveraging the ever expanding tech world.
3. It is expected that future of mobile/telephone banking have tremendous scope as a facilitator for banking transactions considering the high penetration of mobile/telephones among Indian population.
4. The need to target marketing actions on certain segments of the population. In this respect, those most likely to use the internet are in the upper income group, professional, more than 35 years age and male.
5. The relationship between efficiency and perception of customers can also be carried out to best judge the performance of the banks.

6. A large sample of customers and employees may be surveyed to have deep perceptions of e-banking service per transaction costs of the banks working in India.

7. E-services and transformation of banks in the rural and semi-urban areas.

8. A comprehensive study on job satisfaction of employees in the electronic working environment will help to better develop the human resources.

9. A research is also required to study the human values in the times of the electronic banking system.