

**A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO IT BASED SERVICES OF SELECTED BANKS viz. STATE BANK OF INDIA, STATE BANK OF MYSORE AND CANARA BANK**

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**ABSTRACT**

Banking in India has been through a long journey. From traditional banking practices to modern banking practices, a wide and tremendous change has taken place. We have a well developed banking system with different group of banks like Public Sector Banks, Private Sector Banks, Regional Rural Banks, Co-operative Banks etc. Today banks are operating in highly globalised, liberalized, privatized and a competitive environment. Banks have to use latest information technologies in order to survive in this environment. The progress of E-banking is measured through various parameters such as Computerization of branches, Automated teller machines, Online banking, mobile banking etc., in the banking sector. The use of technology has brought a revolution in working style of banks. It enables increased access of banking system and increased cost effectiveness. Advanced technology allows transactions to take place faster and very convenient mode of delivery. The recent growth in technology reduces cost, saves time, avoids rushing to branches and it also has an increased effect on growth and development of banking sectors.

The main objective of the present paper is to identify various types of services offered by banks, the level of satisfaction, the convenience and expectations of the customers about these services. The paper also explains the reasons for preference of E- banking as the best mode of banking which provides quality services and not only adds new customers but also retains the existing customers. The empirical study is made in Mangalore city based on responses received from 120 customers of selected banks namely, SBI, SBM and Canara Bank.

Keywords: Information Technology, E-banking, Electronic Fund Transfer, ATM, Customer Satisfaction, Quality service

**Introduction:**

The success of a bank depends on the service delivery of the products offered and satisfaction of customers. The banking sectors are facing a tough competition due to globalization, liberalization, privatization and change in technological environment. Banks need to put in more efforts to retain their existing customers. With the Recent advances in IT, banking has become easy to access, simple to operate and more speedy. Banks have shifted from traditional banking to branchless mode of banking. This happened as a result of rapid technological progress and development in banking sector. The changes that new technologies have brought to banking have enormous impact on officers, employees and customers of banks. Banking sectors are seeking to become more innovative and entrepreneurial, and they are adopting new technologies to increase their efficiency and to provide satisfaction to their customers by delivering banking products and services more conveniently and effectively than ever before. As a result banking sectors help to develop a competitive advantage, achieve efficiency and customer satisfaction, and also reduce costs.

Use of latest technological advancements provides a lot of opportunities for banking sectors to elevate business and gain a competitive advantage. With the success of ATMs, banks had an incentive to develop new delivery channels such as home banking and mobile banking. Debit card, Credit card, Electronic Funds Transfer, Cheque clearing, Cash management etc., are also examples of products that are invented because of IT. Present customers need not visit banks for each and every time for their transactions. Mobile banking for example, has become a regular delivery channel and customer touch point for banking services. Some of the driving factors for the use of technology in banking sectors are greater transparency, faster information and improved risk management. It has to adopt latest technology to upgrade the services provided to its customers and to survive in present competitive environment. Effective use of technology has a multiplier effect on growth and development of banking sector.

In banking sectors, connecting consistently with customers will require that banks understand the demographics of their markets including the features that define their best customers and to know which products and services they are willing to pay for it. One of the recent study found that consumers are more frequently using internet banking than any other channel for bill payment, checking balances and transactions, transferring money and viewing statements. Customer service is key intention of all banks. Banking sector should identify and cater to the needs of customers, thereby practicing customer retention and providing them efficient services.

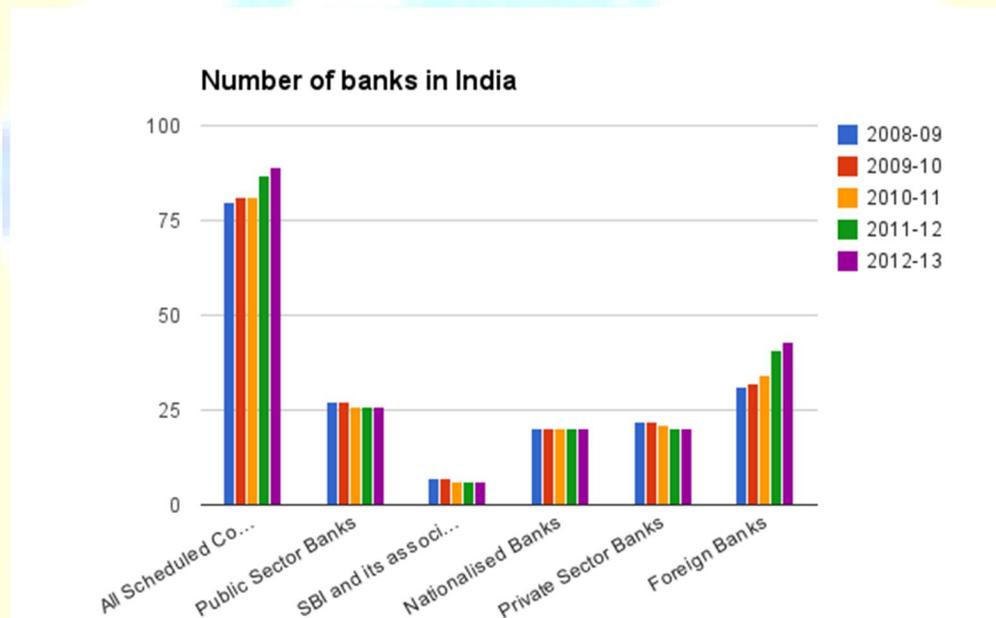
Indian Banking Sector consists of various types of banks. A brief account of various types of banks over the period of 2008 to 2013 is mentioned below.

**Table 1: Table shows the number of banks in India**

Name of the Bank	2008-09	2009-10	2010-11	2011-12	2012-13
All Scheduled Commercial banks	80	81	81	87	89
Public Sector Banks	27	27	26	26	26
SBI and its associates	7	7	6	6	6
Nationalized Banks	20	20	20	20	20
Private Sector Banks	22	22	21	20	20
Foreign Banks	31	32	34	41	43

Source: RBI Publications, 2008-2009 to 2012-2013.

**Chart 1: Cart shows the number of banks in India**



Among the various types of banks, the study is undertaken in relation to few selected banks namely; State Bank of India, State Bank of Mysore and Canara Bank.

**Development in Banking Technology:**

Advances in IT have surely changed the optimal size of a bank. The changes brought about by Information Technology such as new products, changing cost structures, more sophisticated customers and increased competitive pressures — have all resulted in transforming the structure of the banking industry.

**Automated clearing House (ACH):** Automated clearing house is an electronic network for financial transaction where computers are used to handle cheques. The nature of work involved in clearing operations is repetitive, voluminous and routine in nature.

**National Automated clearing house Association (NACHA):** This is used to collect payment online from the customer in business, rather than accepting credit or debit. Government and the commercial sectors, both use ACH payment. Rules and regulations governing the ACH network are established by NACHA and Federal Reserve.

**Electronic Clearing Services (ECS):** ECS is an electronic mode of payment which is used for making bulk transfers from one bank account to another bank account. This service is for government department and companies to make or receive large volume of payments.

**National Electronic fund Transfer (NEFT):** NEFT is used for online transfer of funds from one bank account to another bank account. There is no minimum or maximum effect on the amount of funds that could be transferred. However, in case of cash based remittances within India, maximum amount per transaction is limited to Rs. 50,000.

**Electronic Funds Transfer (EFT):** Electronic Fund Transfer is a function of electronic banking that facilitates transfer of funds from any branch of a bank to any other branch of any bank in the shortest time period.

**Electronic Data Interchange (EDI):** EDI is the inter-organizational exchange of business documentation such as order and invoice via computer to computer. It is the transmission of business information and document from one application to another application in standard formats.

**Debit card:** Debit card is a card, through which a customer can withdraw his/her own money from the bank in any time. It is a plastic card used for withdrawing cash from ATM, funds transfer, payment of bills, accessing detail account information etc. On 1st Jan 2011, RBI declared that for every transaction with debit card on ATM user has to enter password for every transaction.

**Credit card:** It is a post paid card. The credit card holder is empowered to spend money whenever and wherever he wants with his Credit Card within the limits fixed by his bank.

**Smart card:** Smart card was first introduced in Europe in 1990s for low value payment system. It is also known as stored value card or electronic purse system. The smart card is used for - withdrawals and deposits of cash, making purchases through the internet and purchase products and services from market.

**Core Banking:** Core banking solution is a networking which creates an environment where the entire bank's operations can be controlled and operated from a centralized hub. It creates a centralized customer data base which makes anytime, anywhere, anyway banking possible.

**Automated Teller Machine (ATM):** ATM is an electronic machine which allows the customer to withdraw or deposit funds, transfer fund, check statement information, check account balances, purchase online products, train tickets reservations, purchase products from shopping mall, donate to charities etc.

**Mobile Banking:** Mobile banking is used for performing banking functions like balance inquiry, account transactions, bill payments etc. via a mobile phone. Mobile banking can be performed via SMS or the Mobile Internet.

**Magnetic Ink Character Recognition (MICR):** In this system data are printed at the bottom of cheque in magnetic ink, for an electronic read. It is typically used for cheque processing.

**INFINET: The 'INFINET'** - Indian Financial Network is a wide area network based on satellite using VSAT (Very Small Aperture Terminal) technology, set up by the RBI in June 1999. A Closed User Group of the member banks of the network called the "INFINET User Group" of the member banks of the network has been formed to resolve issues of common interest on a continuing basis.

**S.W.I.F.T:** SWIFT stand for the Society for Worldwide Inter-bank Financial Telecommunication. In SWIFT, business operations are conducted with speed, certainty and confidence. It facilitates reliable and expeditious telecommunication facilities for exchange of financial message all over the world.

**Institute for Development and Research in Banking Technology (IDRBT):** IDRBT was set up by RBI in 1996 in order to adopt research and development as well as consultancy in the application of technology to the banking and financial sector in the country.

**Structured Financial Messaging Solution (SFMS):** The SFMS was launched on December 14, 2001 at IDRBT. It is a secure messaging standard for intra-bank and inter-bank application. SFMS system is used for secure communication within the bank and between the banks.

**Video banking:** It is a term used for performing professional banking consultations or banking transactions via a remote video connection. Video banking can be performed via purpose built banking transaction machines (similar to an ATM) or via a videoconference enabled bank branch. This purpose built machine is used by the customer in the branch to process viable media such as cheques, cash, or coins. Video banking can provide professional banking services to bank customers during nontraditional banking hours at convenient times that could be open up to 24 hours a day. **IndusInd Bank** from India has recently launched an innovative functionality called Video Branch. Video Branch allows the customer to do a Virtual yet Face- to-Face banking with his bank branch Manager or a Central video branch. Customer can simply connect to the bank through an App on Android and Apple devices as well as on the laptop/Desktop. So the customer will be able to set up a Video conference and experience instant banking services whether he is at his home or office or even travelling.

#### Objectives:

1. To study the various innovations in banking sector.
2. To identify the various types of IT based services offered to the customers.
3. To check the level of satisfaction among the customers with reference to different types of IT based services offered by banks.
4. To study the relationship between quality of service and customer satisfaction.

#### Methodology:

The methodology adopted for the study includes the use of primary and secondary data and consultation with bankers. The secondary data have been collected from publications of RBI,

magazines – Business Today. The study also relies on research studies on information and data of published articles and websites.

The primary data were collected from 120 respondents of selected banks namely, SBI, SBM and Canara Bank in Mangalore city with the help of a structured questionnaire. The respondents were selected at random when visiting banks. Some of the respondents were approached online. These respondents were friends, relatives and others. After collecting the data, it is analyzed by using percentage method.

### **Description of Study Area:**

The study is undertaken in three selected banks namely; State Bank of India, State Bank of Mysore and Canara Bank in Mangalore city.

State Bank of India: - The origin of the SBI was in 19th century with establishment of the Bank of Calcutta. 3 years later it was redesigned as the Bank of Bengal. Bank of Bombay and Bank of Madras followed the Bank of Bengal. These 3 banks remained as the apex of modern banking in India till their amalgamation as the imperial bank of India on 27th January 1921. In 2014, SBI launched 3 digital banking facilities for convenience of its customers. Two at the customer's door step using tab banking- one for customers opening saving bank account and another for housing loan applicants. The 3rd is E-kyc(know your customer).

State Bank of Mysore: - SBM was established in the year 1913 as the Bank of Mysore Ltd under the patronage of maharaja Krishna raja Wodeyar. The banking committee was headed by the great engineer-statesman, Bharathrathna sir M.Vishveshvaraya. During 1953 "Mysore Bank" was appointed as an agent of RBI to undertake Government business and treasury operations. In March 1960, it became subsidiary of SBI. It has 976 branches and 10627 employees and the bank as 772 branches(79%) in Karnataka state.

Canara Bank:-AmmembaSubbaRaoPai, a philanthropist established the Canara Hindu permanent Fund in Mangalore, India on 1st July 1906. The bank changed its name to Canara Bank Ltd in 1910 when it incorporated. Government of India nationalised Canara bank on 19th July 1969. Canara bank became the first Indian bank to get ISO certification for "total branch banking" for its sheshadripuram branch in Bangalore in 1996.

### **Limitations of the Study:**

The study was limited to selected banks namely, SBI, SBM and Canara Bank in Mangalore city and does not represent the whole country. Data was collected on random basis from 120 customers, where the total number of customers of different banks is in lakhs. Therefore the results obtained would give only the opinion of selected respondents of selected banks which need not be generalized.

### **Data Analysis and Interpretation:**

Information through the questionnaire was collected in respect of the personal profile of the customers. Table 2 presents the responses received from these respondents.

**Table 2: Table shows details of respondents:**

Respondent's	Demographic	No. of respondents	Percent
<b>Profession</b>	Student	13	10.83
	Private Employee	47	39.17
	Govt Employee	16	13.33
	Business	18	15
	Others	26	21.67
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Monthly Income</b>	Upto 10000	38	31.67
	10001-20000	21	17.5
	20001-30000	17	14.17
	30001-40000	16	13.33
	40001-50000	13	10.83
	Above 50000	15	12.5
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Age</b>	18-25	29	24.17
	26-35	41	34.16
	36-45	27	22.5
	Above 45	23	19.17
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Marital Status</b>	Yes	84	70
	No	36	30
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Gender</b>	Male	59	49.17
	Female	61	50.83
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Education</b>	SSLC	9	7.5
	PUC	29	24.17
	Degree	39	32.5

	Master Degree	43	35.83
	<b>Total</b>	<b>120</b>	<b>100</b>

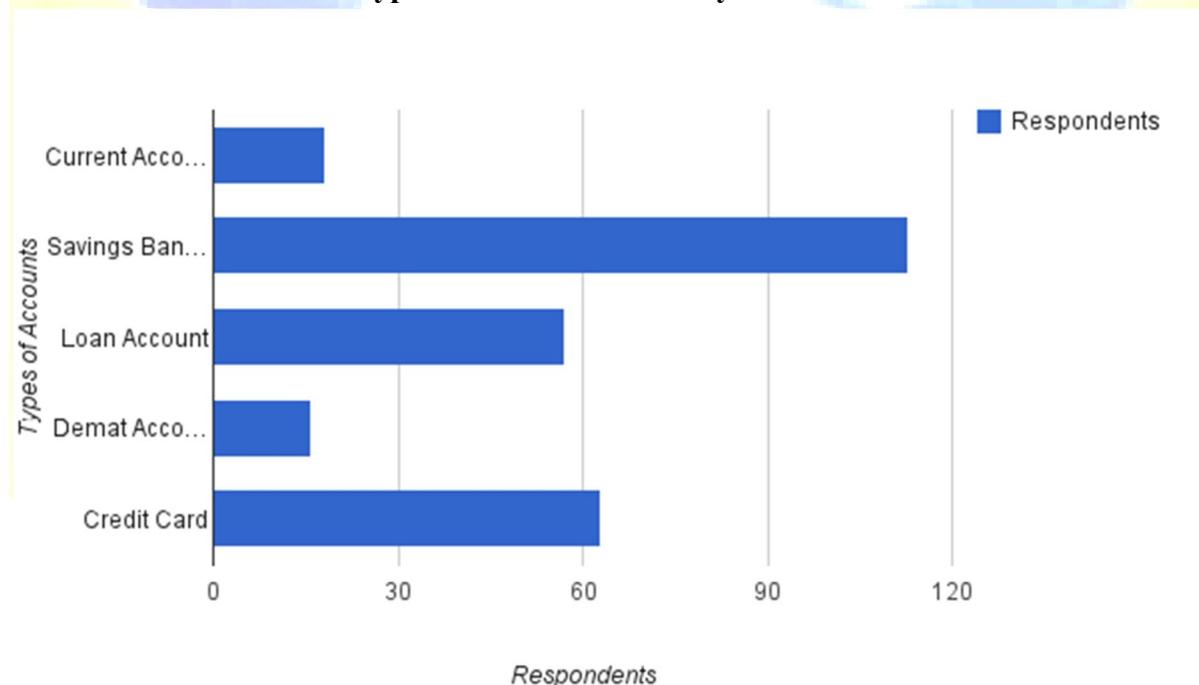
**Inference:** From the above table it can be interpreted that majority of the respondents are private employees, next followed by businessmen. It is observed that majority of the respondents are of the age group of 25-35. 70 percent of the respondents are married. As shown in the table, the percentage of male and female respondents is almost equal. 35.83 percent of respondents are master degree holders and 32.5 percent of respondents are degree holders.

**Types of Accounts:** Banks provide different types of accounts through which customers can avail the benefits of various banking services. A brief account of various types of accounts opened by respondents is presented in the table below.

**Table 3: Table shows the types of accounts owned by customers**

Type of Account	Respondents
Current Account	18
Savings Bank Account	113
Loan Account	57
Demat Account	16
Credit Card	63

**Chart 2: Chart shows the types of accounts owned by customers**



**Inference:** Majority of the respondents are having savings bank account. Next follows Credit card, Loan account and Current account. The number of Demat account holders is comparatively less.

**Attributes of the bank:** Information through the questionnaire was also collected in respect of the attribute of the bank which the respondents value most. Table 4 presents the responses received from these respondents.

**Table 4: Table shows the attribute of the bank which the respondents value most**

Attributes	Respondents	Percent
Quality of service	90	75
Technology used	15	12.5
Trust	5	4.4
Location	3	2.5
Type of the bank	2	1.6
<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** 75 percent of the respondents expressed Quality of service and 12.5 percent of the respondents expressed Technology used as the most valued attribute of the bank. A very small percentage of respondents have expressed Trust, Location and Type of bank as the valued attributes of the bank.

**Computer knowledge among customers:** Customers must have computer knowledge in order to avail the IT based banking services. The table below shows the level of computer knowledge of 120 respondents.

**Table 5: Table shows computer knowledge among the respondents**

Computer knowledge	Respondents	Percent
No knowledge	0	0
Beginner	10	8.3
Average knowledge	90	75
Advanced knowledge	20	16.7
Expert	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** From the above table, it can be interpreted that 75 percent of the respondents have average knowledge and 16.7 percent of the respondents have advanced knowledge of computers. 8.3 percent of the respondents are only the beginners. None of the respondent is expert in computers.

**Trust about the security of banking service:** Trust is one of the important factor which influences the success of any organization. For the success of banks, it is important that the customers trust the security of banking services. The following table presents the responses received from the respondents about their trust on security of banking services.

**Table 6: Table shows trust about the security of banking service**

Trust	Respondents	Percent
Completely	42	35
Somewhat	73	60.8
Dubious	05	4.2
Not at all	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** Where 60.8 percent of the respondents somewhat trust the security, 35 percent of the respondents completely trust the security of banking services. None of the respondents show distrust for the security of services provided by the banks.

**Transactions made by customers using E-banking services:** Electronic banking involves many different types of transactions. Today Customers make their transactions using E-banking which can be done anytime and anywhere. The transactions made by respondents using E-banking services are presented in the table below.

**Table 7: Table shows the transactions made by respondents using E-banking services**

Transactions	Respondents
Withdrawal	103
Deposit	19
Balance Enquiry	87
Passbook updation	7
Cheque	1
Demand draft	0
Investment (RD/FD)	3
Bill payment	34
Money Transfer	27
Repayment of Loan	4
None of these	23

**Inference:** Majority of the respondents use E-banking for making withdrawals and balance enquiry. Next following is bill payment, money transfer and deposit. Very few respondents make other transactions using E-banking services.

**Problems of E-banking services:** E-banking is the latest technology that has many capabilities and also many potential problems because of which users are hesitant to use the system. The table below show the problems faced by respondents while using electronic banking services.

**Table 8: Table shows the problems of E-banking services**

Problems	Respondents
Limited scope for personal advice	93
No direct communication	97
Sometimes problematic transactions	63
Fear about security of transactions	102

Lack of knowledge of computers	31
None of these	0

**Inference:** From the above table, it is interpreted that 102 respondents have fear of security of transactions, 97 respondents complain that there is no direct communication, 93 respondents said there is limited scope for personal advice, 63 respondents faced problems in transactions and 31 respondents do not have knowledge of computers.

**Bank Computerization:** Today almost all banks are computerized which has helped the customers to manage their money and time efficiently. The opinion of the respondents about the computerization of bank is presented in the table below.

**Table 9: Table shows the opinion about bank computerization**

Opinion	Respondents
Service efficiency is increased	84
Provides 24x7, anywhere, anytime banking	91
Reduces waiting time	67
None of these	0

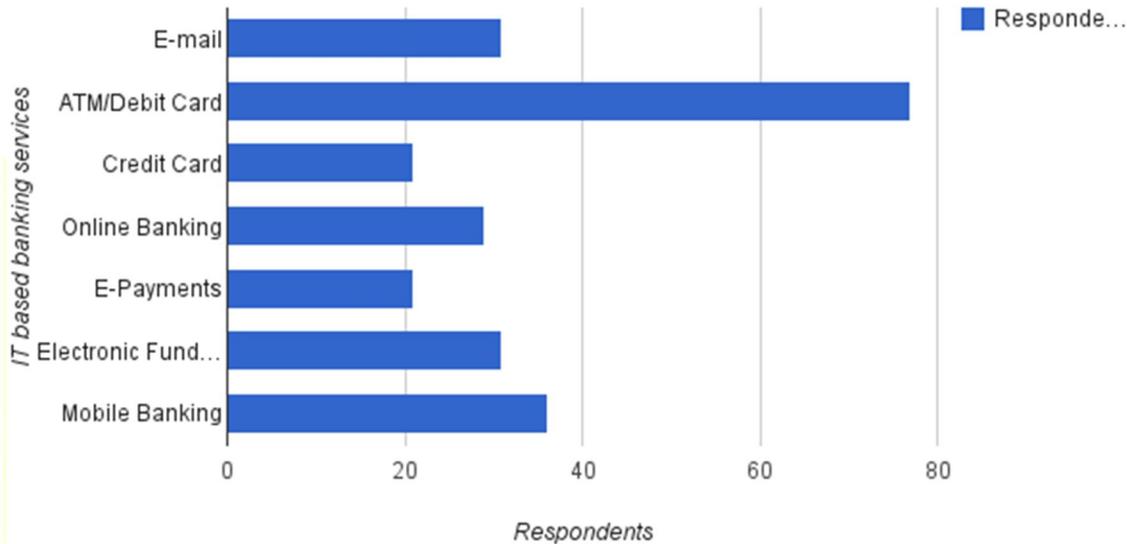
**Inference:** It can be interpreted from the above table that, 91 respondents are of the opinion that the computerization of banks provide 24x7, anytime, anywhere banking. According to 84 respondents, it increases the efficiency of service and 67 respondents said it reduces the waiting time.

**Use of IT based banking services:** The extent of usage of IT based services like E-mail, Debit card, Credit card, Online banking, E-payments, ETFs and Mobile banking by the respondents is presented in the following table.

**Table 10: Table shows the customer usage of IT based banking services**

Types of Services	Respondents
E-mail	31
Debit Card	77
Credit Card	21
Online Banking	29
E-Payments	21
Electronic Fund Transfer (EFTs/NEFT/RTGS)	31
Mobile Banking	36

**Chart 3: Chart shows the level of customer usage of technology**



**Inference:** From the above chart it is interpreted that 77 respondents use Debit card, 36 respondents use Mobile banking, 31 respondents use E-mail and ETF, 29 respondents use Online banking and 21 respondents use Credit card and E-payment services.

**Satisfaction of customers in technology:** In order to assess the extent of satisfaction which the customers derived from different services/ products offered by the banks, respondents were asked about their level of satisfaction from different IT based services, namely ATM, Internet banking, Telephone banking and mobile banking. The level of satisfaction derived by the respondents from usage of technology is shown in the table below.

**Table 11: Table shows the satisfaction level of customers from usage of technology**

Technology	Level of Satisfaction	Respondents	Percent
ATM	Highly Satisfied	36	30
	Satisfied	63	52.5
	Somewhat Satisfied	15	12.5
	Dissatisfied	6	5
	Highly Dissatisfied	0	0
	<b>Total</b>		<b>120</b>
Internet Banking	Highly Satisfied	5	4.2
	Satisfied	47	39.2
	Somewhat Satisfied	50	41.6

	Dissatisfied	18	15
	Highly Dissatisfied	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Telephone Banking</b>	Highly Satisfied	20	16.2
	Satisfied	37	30.83
	Somewhat Satisfied	54	45
	Dissatisfied	9	7.5
	Highly Dissatisfied	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Mobile Banking</b>	Highly Satisfied	23	19.17
	Satisfied	57	47.5
	Somewhat Satisfied	34	28.33
	Dissatisfied	6	5
	Highly Dissatisfied	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** From the above table, it is interpreted that 52.5 percent of the respondents are satisfied and 30 percent of the respondents are highly satisfied with the ATM services. 41.6 percent of the respondents are somewhat satisfied and 39.2 percent of the respondents are satisfied with the internet services. 45 percent of the respondents are somewhat satisfied and 30.83 percent of the respondents are satisfied with the telephone banking services. 47.5 percent of the respondents are satisfied and 28.33 percent of the respondents are somewhat satisfied with the mobile banking services. It is also interpreted that very few respondents are dissatisfied with the ATM and internet banking services, and none of the respondents show dissatisfaction towards telephone and mobile banking services.

**Service charges of technology based services:** Banks provide enormous benefits to its customers in terms of various services. But for every additional service provided by banks, it charges extra fee called service charges. .Table below shows the satisfaction level of respondents with the service charges of the banks.

**Table 12: Table shows the level of satisfaction to service charges**

Satisfaction	Respondents	Percent
Highly satisfied	26	21.67
Satisfied	45	37.5
Somewhat satisfied	21	17.5
Dissatisfied	28	23.33
Highly dissatisfied	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** 37.5 percent of the respondents are satisfied, 23.33 percent of the respondents are dissatisfied, 21.67 percent of the respondents are highly satisfied and 17.5 percent of the respondents are somewhat satisfied with the service charges of the banks.

**Problems of technology:** The table below shows the responses received from the respondents about the occurrence of problems in IT based services like ATM, Internet banking, Telephone banking and Mobile banking.

**Table 13: Table shows the problems of Technology**

Technology	Problems	Respondents	Percent
ATM	Often	30	25
	Rarely	90	75
	Never	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>
Internet banking	Often	30	25
	Rarely	60	50
	Never	30	25
	<b>Total</b>	<b>120</b>	<b>100</b>
Telephone banking	Often	28	23.33
	Rarely	66	55
	Never	26	21.67
	<b>Total</b>	<b>120</b>	<b>100</b>
Mobile banking	Often	34	28.33
	Rarely	67	55.83
	Never	19	15.83
	<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** From the table it is interpreted that 75 percent of the respondents rarely faced problems and 25 percent of the respondents often faced problems with ATM services. 50 percent of the respondents rarely had problems, 25 percent of the respondents often had problems and 25 percent of the respondents never had problems with internet banking services. 55 percent of the respondents rarely had problems, 23.33 percent of the respondents often had problems and 21.67 percent of the respondents never had problems with telephone banking services. 55.83 percent of the respondents rarely had problems, 28.33 of the respondents often had problems and 15.83 of the respondents never had problems with the mobile banking services.

**Contribution of new technology:** IT is the wave of the future. Its contribution to the modern banking system is enormous. The opinion of the respondents about the contribution of new technology in the success of banks is presented in the following table.

**Table 14: Table shows contribution of new technology in success of banks**

Opinion	Respondents	Percent
Very high	47	37.17

High	43	35.83
Average	30	25.6
Low	0	0
Nil	0	0
Total	120	100

**Inference:** From the above table, it can be interpreted that 37.17 percent of the respondents expressed that the contribution of new technology is very high, 35.83 percent of the respondents said that the contribution is high and 25.6 percent of the respondents are of the opinion that the contribution of new technology towards the success of banks is average.

### Findings of the Study:

The study resulted in providing an insight into the issue taken upon the basis of analysis of the data collected. The data analysis and interpretation gives clear findings of the study. Some of the findings are as follows:

1. Majority of the respondents have savings bank account. Credit card users are more when compared to loan account and current account.
2. The number of demat account holders is very less.
3. Majority of respondents expressed quality of service as the most valued attribute of the bank.
4. Majority of respondents have average knowledge of computers.
5. None of the respondent is expert in computer.
6. Around 60 percent of the respondents somewhat trust the security and 35 percent of the respondents completely trust the security of banking services. None of the respondents show distrust for the security of banking services.
7. Majority of respondents use E-banking for making withdrawals and balance enquiry.
8. Majority of respondents have fear of security of transactions and complain that there is no direct communication.
9. Majority of respondents are of opinion that the computerization of bank provides 24x7, anywhere, anytime banking. Many respondents are also of the opinion that it increases the efficiency of service
10. Majority of the respondents are of the opinion that the computerization of banks provides 24x7, anytime, anywhere banking. According to few others, it increases the efficiency of service.
11. Among the IT based banking services, majority of respondents use Debit card followed by Mobile banking, E-mail and ETF.
12. Among the Technology based services, majority of the respondents are satisfied with ATM and mobile banking services, and somewhat satisfied with internet and telephone banking services. A very few respondents are dissatisfied with the ATM and internet

banking services, and none of them show dissatisfaction towards telephone and mobile banking services.

13. When 37.5 percent of the respondents are satisfied with the service charges of the banks, 23.33 percent of the respondents are dissatisfied.
14. Majority of the respondents rarely face problems with ATM, internet, telephone and mobile banking services.
15. Majority of the respondents are of the opinion that the contribution of new technology is very high towards the success of banks.

### Suggestions:

1. Banks should introduce new schemes related to savings bank account to provide better services.
2. Banks should workout with special marketing strategies to retain existing customers and also attract new customers by introducing new schemes improving quality of service, regular advertisement etc.
3. Banks should make the electronic banking procedure as simple as possible so that customers having average knowledge of computers can avail these services
4. Lack of security is the serious problem of E-banking. Banks need to respond to these problems on various grounds such as, providing training in safeguarding of digital information, building sound and secure IT infrastructure, checking background details while hiring new employees etc.
5. Banks should increase safety of ATMs to reduce fear of crimes.
6. From the above study, it was found that majority of customers are using E-banking services mainly for making withdrawals and balance enquiry. Banks should educate the customers about the availability of various E-banking services by displaying or advertising.
7. The study says that many customers are not satisfied with the service charges charged by the banks. So banks should take certain measures to reduce the service charges.
8. There is need of improving employee behavior and ambience by conducting regular and proper training and development programmes.

### Conclusion:

Customers are the key for success of any business. IT based services are must in today's world, for the daily use of people which gives them time efficiency and makes easy to access. Customer satisfaction was measured in various IT based banking services provided by few selected banks namely, SBI, SBM and Canara Bank. The findings of the study shows that majority of the respondents have savings bank account when compared to other accounts. Very few respondents are Demat account holders. This shows that Demat account is not very popular among the customers. It is found that majority of respondents are still not using various IT based banking

services due to security problems and lack of awareness. The study shows the level of customer satisfaction of using IT based services in these banks. They expect fast, efficient and accurate service. The banks can provide the speedy and quality service that customers demand through intensive use of the most advanced information technologies.

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