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## Customer Satisfaction on Internet Banking Services Specific to State Bank of India

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### Abstract

This research paper delves into the evolving landscape of banking, focusing on the transformative impact of new technologies, specifically in the realm of internet banking. The paper begins by elucidating the core meaning and historical origins of banks, highlighting their pivotal role as financial intermediaries and custodians of monetary transactions. The evolution of the banking sector is traced through distinct phases, from pre-independence to post-liberalization eras, capturing its dynamic shifts and adaptations.

The paper then narrows its focus to the emergence of new banking technologies and their profound implications. The advent of fintech, driven by mobile platforms and digital innovations, has redefined traditional banking paradigms. The paper examines the major technological advancements witnessed in the Indian banking sector over the past two decades, showcasing the transition from exclusive banking to inclusive mass banking.

The study places a special emphasis on key technological advancements, including blockchain, artificial intelligence, mobile banking, customer relationship management (CRM), cybersecurity, and upgraded ATMs. Each technology's potential impact on banking processes, security, customer service, and operational efficiency is thoroughly analyzed.

Furthermore, the paper explores the rise of internet banking as a revolutionary force. It outlines the convenience and security facets of internet banking, including 24/7 availability, transaction tracking, and seamless financial interactions. The types of internet banking services, such as National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), and others, are examined in detail.

The research culminates in a SWOT analysis of the State Bank of India (SBI Bank), the country's largest financial institution. This analysis encapsulates the bank's strengths, weaknesses, opportunities, and threats in the context of the evolving banking landscape.

In essence, this paper sheds light on the dynamic interplay between traditional banking and technological disruption, emphasizing the pivotal role of internet banking in reshaping financial interactions and services.

**Keywords:** Banking technology, internet banking, fintech, blockchain, State Bank of India

### 1. Introduction

#### 1.1. Meaning and Origin of Bank

**Meaning and Definition:** A bank is a financial institution licensed to receive deposits and make loans. Banks may also provide financial services such as wealth management, currency exchange, and safe deposit boxes. There are several different kinds of banks including retail banks, commercial or corporate banks, and investment banks. In most countries, banks are regulated by the national government or central bank. A bank may be defined as an institution that accepts deposits, makes loans, pays checks, and provides financial

services. A bank is a financial intermediary for the safeguarding, transferring, exchanging, or lending of money.

The primary functions of a bank are to accept deposits and grant loan. Its primary role of banks is connecting those with funds, such as investors and depositors, to those seeking funds, such as individuals or business needing loans. A bank is the connection between customers that have capital deficits and customers with capital surpluses. Bank distribute the medium of exchange. Banking is a business. Understanding this fundamental idea helps you to understand how banking systems work, and helps you understand many modern trends in banking and finance.

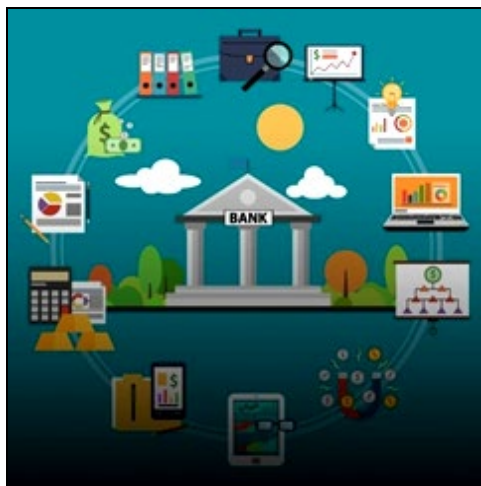


Fig 1:

**Origin of Bank:** The word ‘bank’ is used in the sense of a commercial bank. It is of Germanic origin though some persons trace its origin to the French word ‘Banqui’ and the Italian word ‘Banca’. It referred to a bench for keeping, lending, and exchanging of money or coins in the market place by money lenders and money changers. The first bank called the ‘Bank of Venice’ was established in Venice, Italy in 1157 to finance the monarch in his wars. The first bank in India was the ‘Bank of Hindustan’ started in 1770 by Alexander & Co. In 1791, at the urging of Secretary of Treasury Alexander Hamilton, the First Bank of the United States was opened for business under Congress. The Phases of Indian banking system consist of:

- i). The Pre-Independence Phase i.e. before 1947
- ii). The Second Phase from 1947 to 1991
- iii). The Third Phase 1991 and beyond

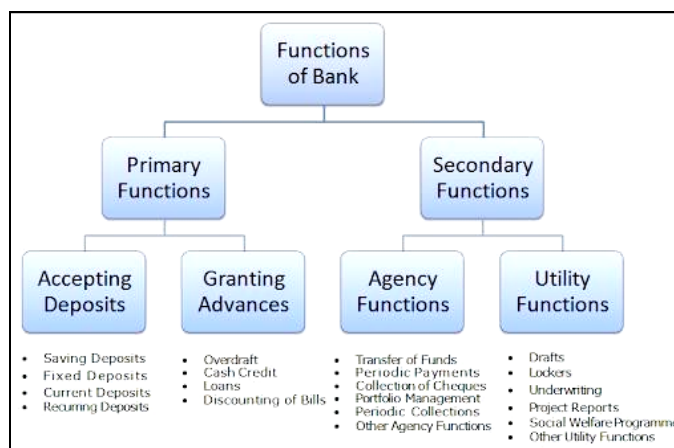


Fig 3:



Fig 2:

The Reserve Bank of India was set up on April 1, 1935. The Bank of Calcutta is the oldest and first commercial bank in India, SBI originated in 1806. Three years later the bank was issued a royal charter and renamed the Bank of Bengal.

**1.2. New Banking Technology**

The role of Banking has changed drastically over the last two decades. Fintch mobile and new platforms are driving a digital transformation of the banking industry. It can be seen and realized that the major technological and product innovations have taken place in past two decades in India promoting various schemes and new technology. The entry of foreign and private players in India after the Liberalization, Privatization and Globalization in 1991, has made this industry tremendously competitive in nature. Even now, banking is one of the fastest growing sectors in the economy of India. During last 20 years, Indian Banking System has witnessed some major financial innovations with an aim to take banking services from class banking to mass banking. The notable innovations taken place in the banking sector of India are introduction of CBS, CTS, ECS, RTGS, EFT, NEFT, ATM, Debit & Credit Cards, Internet Banking, mobile banking etc. Though cash is still the most dominant mode of payment in Indian Banks but the advancement in technologies has improved the ratio of cash & paper-based payment system and cashless & electronic payments. The various noncash mode of payments is Debit Card, Credit Card, ECS (Debit & Credit), CTS, EFT/NEFT and RTGS. The pace of technological advancements continues to transform industries, from healthcare to manufacturing and retail. These technological progresses now set to disrupt the banking industry. New technology is

transforming the financial sector, and the traditional banking landscape is rapidly changing.

Banks are investing heavily in digital banking technology, in which customers use mobile, web or digital platforms to use banking service.



Fig 4:

#### a) Block Chain

Blockchain technology is set to fundamentally transform banking and financial services as it decentralizes financial management from a central authority to a prevalent network of computers. The technology is worth investing in for the banking industry.

Leveraging blockchain technology can enable banks to easily enhance their processes for payments, remittances, and traceability goals. It can also enhance data-sharing procedures while bolstering collaboration within institutions.

#### b) Artificial Intelligence

Artificial intelligence impacts a broad array of technologies including Data Science, Internet of Things (IoT) and Natural Language Programming (NLP). All these technologies advance financial institutions' operations. Most banks leverage AI to enhance their customer processes as the technology already showed its potential to other industries. Taking these factors at the top, banks need to invest in this banking technology.

#### c) Mobile Banking

As consumers use their smartphones to make purchases on a daily basis, they also utilize them to check their bank account balances. Several top banks in the industry listen to their customers' pleas and have begun to develop mobile apps. Mobile banking technologies are also worth investing in for the banking industry because these apps enable customers to check their account balances and make a mobile deposit from anywhere. Simultaneously, employees get more time to complete other tasks as the apps take care of a lot of the services, they were previously responsible for. Investing in mobile banking can boost banks' reputations and saves workers time as well.

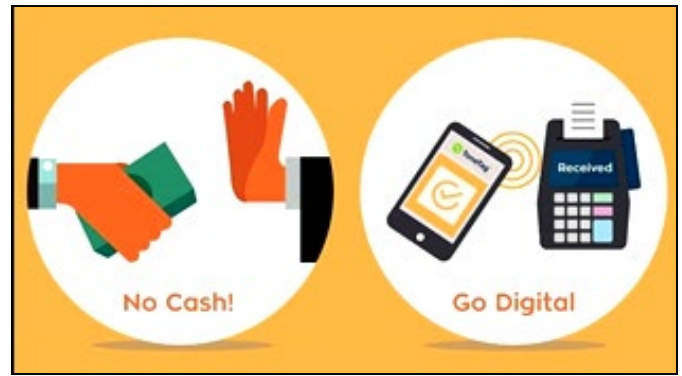


Fig 5:

#### d) Customer Relationship Management (CRM)

Over the past two years, there has been a resurgence in investments in CRM solutions among banks and credit unions, making it hardly a new technology. Investing in CRM solutions, CEOs are also increasing their cash flows. Banks, as well as credit unions, continue to gain good returns as it offers convenient and attractive services to consumers. As customers want to receive quality customer service at all times of the day, banks need to invest heavily in this solution to avoid the fear of losing customers.

#### e) Cyber Security

Security is indispensable not only for banks but for all industries. When customers open their account and join a bank, they expect the financial institution to keep their information and their capital safe from cyberattacks. But maintaining quality cybersecurity processes is becoming more and more difficult for banks. As a result, customers in various areas across the world are dealing with fraudulent activity regularly. To thwart such instances affecting customers, banks need more preventative procedures in place, including multi-layered security, analytics insights, and adaptive security measures. So, cybersecurity is most worth investing in for the banking sector.

#### f) Upgraded ATMS

ATMs transformed the banking system when they were first introduced in 1967. The next Revolution in ATMs is likely to involve contactless payments. Much like Apple Pay or Google Wallet, soon you'll be able to conduct contactless ATM transactions using a Smartphone. Some ATM innovations are already available overseas and might reach the U.S. shortly.

#### g) IT Is Pivotal

IT is central to banking This is one of the major reasons why new private and multi-national banks have been able to survive, thrive, and adapt in an increasingly competitive space.

These banks were able to leverage on below-cost channels such as ATMs and Net banking to the optimum levels contributing to reduced operating costs. Banks have realized that shifting customer access to beer cost channels can help bring down operating costs These channels are used not only to improve customer service but also to divert traffic from the branches. It is a fact that the cost of transactions over these channels is lower than doing this through the branches," says Rangesh Nayar, Country Manager Financial Services Sector, IBM but this does not mean that branch banking is obsolete.

Rather, banks are reinserting their business models to offer new financial services through its branches.

### 1.3. Internet Banking

Internet Banking, also known as net-banking or online banking, is an electronic payment system that enables the customer of a bank or a financial institution to make financial or non-financial transactions online via the internet. This service gives online access to almost every banking service, traditionally available through a local branch including fund transfers, deposits, and online bill payments to the customers. Internet banking can be accessed by any individual who has registered for online banking at the bank, having an active bank account or any financial institution. After registering for online banking facilities, a customer need not visit the bank every time he/she wants to avail a banking service. It is not just convenient but also a secure method of banking. Net banking portals are secured by unique User/Customer IDs and passwords.

Internet Banking System is a system that has been developed in order to help clients with the daily day-to-day transactions. Internet banking systems means that clients can now do banking at the leisure of their homes. Also known as online banking, the system allows both transactional and non-transactional features. Online banking or internet banking allows customers to conduct financial transactions on a secure website operated by the retail or virtual bank. The biggest strength of an internet bank is also its greatest weakness: If internet access is spotty or lacking, customers cannot access their accounts. In addition, there are security issues to keep in mind. Accessing one's internet bank account via an unfamiliar or unsecured public Wi-Fi hotspot carries a certain level of risk, and there is the ever-present threat of hackers taking down an internet bank's website. Nearly all traditional banks offer online banking services that are very similar or indistinguishable from internet bank services. This helps regular banks provide banking services beyond the footprint of their physical branch network.



Fig 6:

### How to Register for Internet Banking?

Every account holder has to register for an online banking service at his/her respective bank to get access. Most of the banks provide a net-banking log-in kit as and when you apply for a new account. To start using net-banking, follow these steps-

- i). Download the application form from your bank's official website, fill the same and take out a print. You can also visit the bank directly and fill the application form for net-banking
- ii). Submit the application form at the bank
- iii). After verification, you will receive a unique User ID and password using which you can log-in to internet banking.

### 1.4. Features and Types of Internet Banking: Special Feature of Internet Banking

- Provides access to financial as well as non-financial banking services.
- Facility to check bank balance any time.
- Make bill payments and fund transfer to other accounts.
- Keep a check on mortgages, loans, savings a/c linked to the bank account.
- Safe and secure mode of banking.
- Protected with unique ID and password.
- Customers can apply for the issuance of a cheque book.
- Buy general insurance.
- Set-up or cancel automatic recurring payments and standing orders.
- Keep a check on investments linked to the bank account

### Some Advantages of Internet Banking

Given below are some advantages/benefits of Internet Banking available for all the users-

- **24×7 Availability:** Internet banking, unlike usual banking hours, is not time-bound. It is available 24×7 throughout the year. Most of the services available online are not time-restricted. Users can check their bank balance, account statements and make fund transfers anytime instantly.
- **Convenience of Initiating Financial Transactions:** Internet banking is largely preferred because of the convenience that it provides while fund transfer and bill payments. Registered users can use almost all the banking services without having to visit the bank and standing in queues. Financial transactions such as paying bills and transferring funds between accounts can easily be performed anytime as per the convenience of the user.
- **Proper Track of Transactions:** Acknowledgement slips are provided by the bank after transactions which have a high possibility of getting misplaced. However, with internet banking, it becomes very easy to track the history of all the transactions initiated by the user. Transactions and fund transfers made online are organized in the 'Transaction History' section along with other details such as payee's name, bank account number, the amount paid, the date and time of payment, and remarks.
- **Quick and Secure:** Net banking users can transfer funds between accounts instantly, especially if the two accounts are held at the same bank. Funds can be transferred via NEFT, RTGS or IMPS as per the user's convenience. One can also make bill payments, EMI payments, loan and tax payments easily. Moreover, the transactions, as well as the account, are secured with a password and unique User-ID.
- **Non-financial Transactions:** Besides fund transfer, internet banking allows the users to avail non-financial services such as balance check, account statement check, application for issuance of cheque book, etc.

### Some Disadvantages of Internet Banking

Internet banking has reduced the bank to customer personal interaction, since all the transactions are handled by the customer from the internet account there is no personalized banking service which reduces customer to bank interaction. The disadvantages are as follows:

- When you are entering e-banking instructions there is always a chance that the information may be leaked or your account can be hacked and all your confidential information is leaked. There are many banks that have good security systems to guard such thefts.
- You can access your online banking account by entering your personal identification and your password. This password can be used by anyone to access your account and transfer funds or cause financial problems. Whereas when you are visit the bank personally your account is handled by the bank staff and therefore your confidential information cannot be viewed by anyone. Also, all your instructions are given in writing with your signature, therefore there are less chances of fraud and information leak.
- When you are using internet banking the internet security is a big problem faced by many banks. So, the customer must be aware of the security issues and protect their identity another personal detail from hackers.
- Understanding the usage of internet banking might be difficult at the first. That said, there are some sites which offer a demo on how to access online accounts (not all banks offer this). So, a person who is new to technology might face some difficulty.
- Your banking information may be spread out on several devices, making it more at risk.
- If the bank's server is down, due to the loss of net connectivity or a slow connection, then it might be hard to know if your transaction went through

### Types of Internet Banking

Internet banking enables customers of a bank or any financial institution to use small banking services that are allowed in their respective banks official websites. There are different types of online transactions that can be made.



Fig 7:

- a) **National Electronic Fund Transfer (NEFT):** National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer. Under this Scheme, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the Scheme. Individuals, firms or corporates maintaining accounts with a bank branch can transfer funds using NEFT. Even such individuals who do not have a bank

account (walk-in customers) can also deposit cash at the NEFT-enabled branches with instructions to transfer funds using NEFT. However, such cash remittances will be restricted to a maximum of Rs. 50,000/-per transaction. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. Presently, NEFT operates in hourly batches-there are twelve settlements from 8 am to 7 pm on week days (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays.

- b) **Real Time Gross Settlement (RTGS):** RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting). 'Real Time' means the processing of instructions at the time they are received rather than at some later time; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction by instruction basis).
- c) Considering that the funds settlement takes place in the books of the Reserve Bank of India, the payments are final and irrevocable. The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakhs. There is no upper ceiling for RTGS transactions. The RTGS service for customer's transactions is available to banks from 9.00 hours to 16.30 hours on week days and from 9.00 hours to 14:00 hours on Saturdays for settlement at the RBI end. However, the timings that the banks follow may vary depending on the customer timings of the bank branches.
- d) **Electronic Clearing System (ECS):** ECS is an alternative method for effecting payment transactions in respect of the utility-bill-payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks/companies/corporations/government departments, etc., collecting/receiving the payments.
- e) **Immediate Payment Service (IMPS):** IMPS offer an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is an emphatic tool to transfer money instantly within banks across India through mobile, internet and ATM which is not only safe but also economical both in financial and non-financial perspectives. The main objectives of IMPS is to enable bank customers to use mobile instruments as a channel for accessing their banks accounts and remit funds and To sub-serve the goal of Reserve Bank of India (RBI) in electronification of retail payments. Internet banking enables seamless financial transactions for the users without having to visit the bank in person. Debit card or ATM card details have been made mandatory to register for an internet banking to ensure a secured transaction.
- f) **Transactional Internet Banking:** The most popular online banking type, transactional Internet banking offers all of the benefits of a traditional brick-and-mortar institution. This includes full control over your accounts— deposits, withdrawals, transfers, updates and online payments. Increased security measures now make Internet banking safe, secure and convenient, especially in the case of mobile online banking.

### 1.5. State Bank of India and its SWOT Analysis

The State Bank of India (SBI Bank) was established in 1806, in Kolkata. The State Bank of India (SBI Bank) is the biggest bank in India currently. It is a public-sector bank, multinational in nature and is a financial services company. With a market share of 23% when it comes to assets, it also has a one-fourth share of the deposits and total loans market. Presently, the bank is getting into a couple of new business with strategic tie-ups, which have quite a large growth potential. Some of these tie-ups are General Insurance, Pension Funds, Private Equity, Custodial Services, Mobile Banking, Structured Products, Advisory Services, and Point of Sale Merchant Acquisition etc. The State Bank of India is the biggest commercial bank and holds a special position in the modern commercial banking system in India. It came into existence on July 1, 1955 after the nationalisation of Imperial Bank of India. Through the State Bank of India (Subsidiary Banks) Act, 1959, major state-associated banks were converted into subsidiary banks of State Bank of India. At present, there are seven subsidiary banks of the State Bank of India. SBI is the 43rd largest bank in the world and ranked 221st in the

Fortune global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public-sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market.

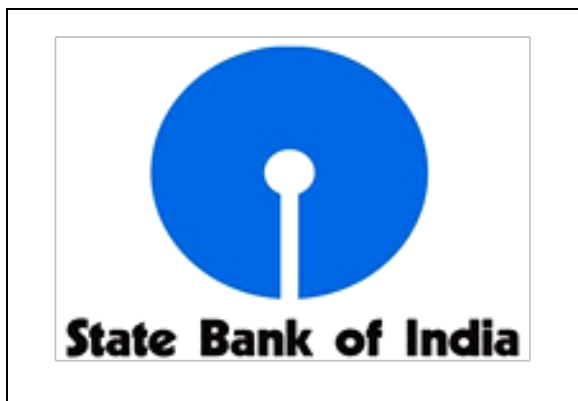


Fig 8:

#### Key Dates

1806: The Bank of Calcutta is established as the first Western type bank.

1921: the presidency banks are merged to form a single entity, Imperial Bank of India. 1969: the Indian government establishes a monopoly over the banking sector.

1972: SBI begins offering merchant banking sector 1986: SBI Capital Markets created.

1998: SBI launches credit cards in partnership with GE Capital. 2001: SBI launched Internet Banking.

2004: A networking effort reaches 4,000 branches

#### SWOT Analysis of SBI

SWOT analysis of State Bank of India (SBI) analyses the company with its strengths, weaknesses, opportunities & threats. In State Bank of India (SBI) SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors. SWOT Analysis is a proven management framework which enables a brand like State Bank Of India (SBI) to benchmark its business & performance as compared to the competitors and industry



Fig 9:

#### Strengths of State Bank of India (SBI)

1. SBI is the biggest bank in India with more than 14000 branches.
2. State Bank of India (SBI) has a separate act for itself. Thus, a special privilege for the bank.
3. Biggest branch network in the country means good reach.
4. First public sector to move to CBS.
5. SBI has close to 300,000 people employed with it.
6. Backing of the Govt of India gives a huge boost to the bank.
7. State Bank of India offers services like consumer banking, enterprise banking, insurance etc.
8. It has a good brand visibility and awareness due to extensive marketing.
9. SBI has its presence in more than 35 countries with close to 200 offices.

#### Weakness of State Bank of India (SBI)

- i). Immense competition means limited market share growth for SBI.
- ii). International presence is less as compared to global banks.

#### Opportunities of State Bank of India (SBI)

- i). Pool in talent to replace the going top management to serve the next generation.
- ii). State Bank of India (SBI) can make better use of CRM, technology and online space.
- iii). Expansion into rural areas too boost its business.
- iv). With focus on India going cashless, the bank can dominate the market with its extensive reach.

#### Threats of State Bank of India (SBI)

- i). Consolidation among private banks can reduce market share for SBI.
- ii). New bank licenses by RBI can affect operations.
- iii). Foreign banks that have sophisticated products.
- iv). SBI operations are often disrupted by slow government decisions and red tapism.

#### 1.6. Services Provided by SBI Internet Banking

State Bank of India is India's largest bank with a network of over 15000 branches and 5 associate banks located even in the remotest parts of India. State Bank of India (SBI) offers a wide range of banking products and services to corporate and retail customers.

Online SBI is the Internet banking portal for State Bank of India. The portal provides anywhere, anytime, online access to accounts for State Bank's Retail and Corporate customers. The application is developed using the latest cutting-edge technology and tools.

The infrastructure supports unified, secure access to banking services for accounts in over 15,000 branches across India. SBI offers a plethora of products and services such as savings account, credit cards, fixed deposits, personal loan, home loan, business loan, debit card, loan against property, car loan, gold loan, mudra loan and more.

### Retail Internet Banking

The Retail Internet Banking offers a plethora of products and services, to cater to all your banking demands online:

- Transfer funds to own and third-party accounts
- A suite of completely online deposit products (Fixed, Recurring, Flexi, Tax Saving etc.)
- Airline, Rail, Bus and hotel ticket booking
- Online Shopping and instant recharge features.
- Credit beneficiary accounts using RTGS/NEFT feature
- Generate account statements
- Setup Standing Instructions and Scheduling payments
- E-Tax for online tax payment
- E-Pay for automatic bill payments
- Avail DEMAT and IPO services
- Pay bill of Visa Credit Card issued by any Bank.

### Funds Transfer to other Accounts/Visa Cards

The User accepts that he/she will be responsible for keying in the correct account number/other particulars of the beneficiary for the funds transfer request. In no case, the Bank will be held liable for any erroneous transactions incurred arising out of or relating to the User entering wrong/incorrect/incomplete account number, information of the beneficiary and/or any other particulars.

If funds transfer is made available to the User, it may be used for transfer of funds between users own accounts and/or from User account to accounts belonging to third parties maintained at the Bank and/or at other Banks. In the event, such transfer of funds is to accounts belonging to third parties maintained at any other Bank, which falls under the network of Reserve Bank of India's Electronic Fund Transfer System, the same shall be governed by the terms and conditions applicable to National Electronic Fund Transfer ("NEFT") and Real-Time Gross Settlement System ("RTGS") of the Reserve Bank of India as provided in the Site as well as corporate website of the Bank ([www.sbi.co.in](http://www.sbi.co.in)), and the website of Reserve Bank of India ([www.rbi.org.in](http://www.rbi.org.in)).

In case of fund transfer through IMPS, the same shall be governed by terms and conditions applicable to IMPS as provided in the site as well as ([www.npci.org.in](http://www.npci.org.in)).

### Corporate Internet Banking

State Bank of India offers world class Internet Banking services to its Corporate Customers through the portal [www.onlinesbi.com](http://www.onlinesbi.com). The Corporate Internet Banking (CINB) facility of SBI enables the corporate customer to carry out banking activities anywhere and anytime aided with the power and convenience of the internet.

- Convenience banking – Operate your account from the comfort of home or office.
- Anytime Banking-Enquire/transact on your account on a 24 x 7 basis.

- Save time and costs-No need to go to the bank branch for routine transactions.
- Promote Green Banking – No hassle of paper work
- Pay your Bills, taxes and statutory dues online-Beat the queues.
- File upload facility: Facilitates bulk payment of salary, tax, pre-paid card top up, utility bills, remittances etc.
- Supplier Payment-Make online, instantaneous payments to registered suppliers.
- Merchant Payments by using Merchant pre-approved limit to different merchants like telecom, electricity, municipal corporations etc.,
- ASBA: Apply to IPOs online.
- MIS/Reverse file:-Convenience of easy reconciliation.
- State Bank collect – For collecting and remitting various fees, collections, etc.

### VeriSign Certification

Any online banking service provider caters to a lot of customers and their vital data at any given point of time. Thus, it is very important that the banking portal uses a very secure server to execute online financial services. The SBI net banking service also enables its customers to execute a wide range of financial transactions on a daily basis.

- VeriSign is believed to be one of the leading internet security certification authorities in the world. This same VeriSign has attested to the security standards adopted by SBI in its online banking portal.
- In order to check, look for the padlock symbol which will either be in the address bar or in the status bar. This symbol is the proof of security certificate. The symbol will always be located within the display area and never out of it.
- When one clicks on the padlock sign, the symbol will display the certificate of attestation by VeriSign proving that SBI on its end has indeed ensured that the clients' transactions are completely secure.
- SBI Products and Services:
  - SBI E-Tax
  - RTGS/NEFT
  - E-Ticketing
  - Demand Draft
  - Cheque Book request
  - Account Opening Request
  - Account Statement
  - Transaction Enquiry
  - Demat Account Statement
  - Credit Card(VISA)
  - E-Payment

### Value Added Services

- SBI Holiday Savings Account
- mCash-Claim Money
- Over Draft against Fixed Deposit
- Loan Against Shares
- Instant Money Transfer(IMT)
- Life insurance cover of Rs.1 Cr for Rs.18 a day
- Apply online for Home/Car/Personal/Education loan
- Tech Learning Centers for Customers
- Genuine Applications!
- Mobile Banking Services
- State Bank Secure OTP App FAQ

**Mcash:** State Bank mcash is a simple and quick way to claim funds sent by State Bank of India customers through Internet banking or State Bank Anywhere mobile application based on just mobile number or email id. Any SBI customer having Internet banking facility can now transfer funds to a third party without registration of beneficiary by entering beneficiary mobile number or email-ID by just selecting from the contact list of their phones. The facility has been made available in www.onlineSBI.com and State Bank Anywhere mobile app. A nominal charge of Rs. 2.50 per transaction has been made applicable for each transaction.

**Online Savings Account:** State Bank of India enables you to open a savings bank account through two modes – online and offline. We have classified the savings account offered by SBI into online and offline channels.

**Table 1:**

Online Savings Account	
Insta Savings Account	<ul style="list-style-type: none"> <li>• Paperless account opening (OTP based e-KYC)</li> <li>• Free Rupay debit card</li> </ul>
Digital Savings Account	<ul style="list-style-type: none"> <li>• Paperless account opening</li> <li>• Personalized Platinum Debit Card</li> </ul>

**SBI Savings Account Interest Rates w.e.f 31st May 2020**

**Table 2:**

SBI Savings Account Balance	Rate of Interest
Savings Deposits Balance up to Rs. 1 lakh	2.70% p.a.
Savings Deposits Balance above Rs. 1 lakh	2.70% p.a.

**SBI Net Banking Customer Care Number:**

For any SBI net banking related query, the account holders can call SBI's 24X7 helpline number. The toll-free numbers can be accessed from all landlines and mobile phones. For enquiries, dial –

1800 11 2211

Or

1800 425 3800

**Now Online SBI is EV-SSL Certified**

Extended Validation SSL Certificates give high-security web browser information to clearly identify a website's organizational identity. For example, if you use Microsoft Internet Explorer 7 to visit a website secured with an SSL Certificate that meets the Extended Validation Standard, IE7 will cause the URL address bar to turn green. A display next to the green bar will toggle between the organization name listed in the certificate and the Certificate Authority (VeriSign, for example). Firefox 3 also supports Extended Validation SSL. Other browsers are expected to offer Extended Validation visibility in upcoming releases. Older browsers will display Extended Validation SSL Certificates with the same security symbols as in the existing SSL Certificates.

**Third Party Links:** The YONO App and Portal may provide hyperlinks to websites not controlled by Digital Banking/Bank and such hyperlinks do not imply any endorsement, agreement on, or support of the content, products and/or services of such websites. The Bank doesn't editorially control the content, products and/or services on

such websites and shall not be liable, in any nature whatsoever, for the access to, or the inability to access to, or the use, inability to use or content available on or through such websites.

**Bill Payment:** A simple and convenient service for viewing and paying your bills online. No more late payments No more queues No more hassles of depositing cheques Using the bill payment you can view and pay various Bills online, directly from your SBI account. You can pay telephone, electricity, insurance, credit cards and other bills from the comfort of your house or office, 24 hours a day, 365 days a year.

**E-Ticketing:** You can book your railway, air and bus tickets online through Online SBI. To book your train ticket, just log on to irctc.co.in and create an ID there at if you do not have one. Submit your travel plan and book the ticket(s)-either I-ticket (where the delivery of tickets will be made at your address) or E-tickets (wherein after successful payment transactions, an e-ticket is generated which can be printed any time. For an e-ticket, the details of photo identity card will have required to be filled in) and select State Bank of India in the payment options. You will be redirected to Internet Banking site of SBI (www.onlineSBI.com). After submitting the respective ID and password, you can select your account. After a successful debit, Railways will generate the ticket. E-ticket can be printed by you whereas the I-ticket will be dispatched by IRCTC at the given address. Service charges @ Rs.10/-per transaction shall be levied in addition to the cost of the ticket. Cancellation of E-ticket can be done by logging on to IRCTC's site; refund amount will be credited to your account directly within 2-3 days. For cancellation of E-ticket, you shall be required to submit your ticket at a computerized counter of Railways and on cancellation; the amount shall be credited back to your account. You can also book your Air ticket through the e-ticketing feature. Logon to Indian Airlines website to make a payment for an e-ticket through State Bank of India, you need to select SBI as the payment option. The payment request will be redirected to 45 Internet Banking site. The request may be processed based on values sent from the airlines website. Once a transaction is processed, an appropriate response will be sent to airlines site to update the status of the transaction. You can print the E-ticket immediately.



**Fig 10:**



**SBI Mobile Banking Apps: SBI YONO & BHIM SBI Pay**  
SBI puts forth two mobile applications for its customers, viz. SBI YONO and BHIM SBI PAY. Where YONO is a holistic app bringing all types of banking services at the user's fingertips, BHIM SBI PAY offers easy UPI-based transaction option. SBI YONO App can be accessed using your debit card details or internet banking login details. After creating an account on it, you can create an mPIN for quick login. To make it easier for customers, a new feature, i.e. mPIN is introduced. This is a 4-6-digit number that is set by the customer. Instead of logging in by username and password, this mPIN can be entered to access internet banking services. BHIM SBI Pay was started by State Bank of India where it has collaborated with the BHIM UPI by NPCI to offers its customers with the UPI-based payment services. SBI claims

that they use the best data security mechanism to ensure customer information is not compromised. Like every banking app, YONO is designed to provide all banking services with complete security. Three-layer security with profile password, transaction password and OTP ensure the safety of your transactions.

Banking process is much simplified with the YONO app as you can open a savings account without having to visit the branch. To do that, you need to submit your PAN and Aadhaar card details which is the norm with every bank to open a bank account.

With the options of blocking your ATM pin and stopping cheques, YONO is very useful to prevent fraudulent transactions. It can all be done from the comfort of your home with the mobile phone.



Fig 11

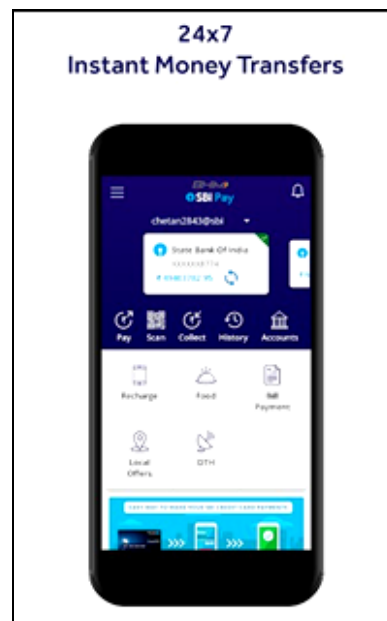


Fig 12

### YONO Krishi-Terms & Conditions:

YONO Krishi is a multi-lingual platform offering available on State Bank of India's YONO App/portal. It is currently available in 4 different languages that are Hindi, Tamil, Telegu, Malayalam besides English. YONO Krishi is an easier and flexible option to use most of the YONO services in regional language(s) with internet. Apart from specialised vernacular services, this platform also offers some other important services like Agri Gold Loan. The USP of this platform is the location wise Agriculture Advisory related services it provides such as Mandi Prices and Weather information.

Services available under YONO Krishi:

YONO Krishi is currently available for retail customers having internet banking credentials and offers services across following categories.

- **YONO Khata:** Regular financial & non-financial banking services like fund transfer, recharges, bill payment, etc.; specialized services like Agriculture Gold Loan, Tractor Loan, Kisan Credit Card, are available under this category.
- **YONO Bachat:** This category of YONO Krishi will offer investment products and insurance products like Mutual Funds, Life Insurance, General Insurance, Demat accounts etc.

- **YONO Mitra:** The prominent non-banking services section of YONO Krishi offers crop advisory/animal husbandry and other agri related services of current market information and weather forecast etc.
- **YONO Mandi:** This segment is an online market place which will enable farmers to purchase farm inputs from merchants e.g. fertilizers, seeds, tractors, pesticides etc.

**SBI E-Tax:** You can pay your taxes online through SBI E-Tax. This facility enables you to pay TDS, Income tax, Indirect tax, Corporation tax, Wealth tax, Estate Duty and Fringe Benefits tax. It has direct and indirect tax.

**SBI E-Mudra Loan:** The State Bank of India (SBI) Mudra Loan refers to the loans given by the banks to Micro, Small & Medium Enterprises (MSMEs) under the guidance of the Micro-Units Development and Refinance Agency (MUDRA). Mudra scheme provides necessary finance to Small and Medium-sized Enterprises (SMEs) sector units.

## 2. Research and Methodology

### 2.1. Objectives of the Study

- To understand the concept of Internet Banking and importance to bank as well as customer.
- To access the impact of services quality dimensions on customer satisfaction in Internet Banking.
- To get aware of various aspect of Internet Banking.

- To identify the most widely used application of Internet Banking.
- To build up SWOT Analysis of Internet Banking of SBI.
- To find out the different services provided by the SBI after the Covid-19 effect.
- To evaluate the awareness of E-Banking among the customers of SBI.
- To study the most preferred E-Banking service offered by SBI.

## 2.2. Scope of the Study

- To promote E-banking services in banking industry.
- This study was conducted as a survey that examined Customer's satisfaction with Internet Banking Services in State Bank of India.
- To create an awareness among the people for adopting new technologies because of this pandemic effect.
- To determine growth direction of online banking service with SBI.
- Customer perception will be taken into consideration about the Internet Banking.
- To trace out the expectations of customers towards SBI Internet Banking Services.

## 2.3. Limitation of the Study

Due to constraints of time and resources, the study is likely to suffer from certain limitations. Some of these are mentioned here under so that the findings of the study may be understood in proper perspective.

- The research was carried out in a short period of one month. Therefore the sample size and other parameters were selected accordingly so as to finish the work within the given time frame.
- Personal bias and prejudice of the respondents could have affected the result of the study.
- The tools used for analysis has its own limitations.
- Only certain statistical test could be applied to validate the result of the study.

## 2.4. Sample Size

Samples of 62 are selected by applying the logic of collecting small percentage of the total population who has knowledge about the subject. The respondents belong to different age groups.

## 2.5. Data Collection

Keeping in view the nature of requirements of the study to collect all the relevant information regarding the conceptual study on Customer's Satisfaction on Internet Banking services provided by SBI. Data is collected through primary as well as secondary source.

## Sources of Data

**Primary Data:** Questionnaire was used to collect primary data from respondents. The questionnaire was structured type and contained questions relating to different dimension of internet banking. In order to gather necessary data and also provide profound insight into the topic Customer awareness on E-Banking services of SBI, the researcher considered the use of Questionnaire for consumers in most suitable way.

**Secondary Data:** Secondary data was collected from the existing data sources catalogues, internet Magazine, case studies, newspapers journals, articles are. The information a collective has been consolidated in a meaningful manner for the purpose.

## 3. Literature Review

1. Auerbach, Moutai (2005) studied how analyse comfort levels and attitude of users toward online banking facilities. The findings resulted that there is a correlation between attitude towards e-banking and feeling of security with regard to their demographic variables.
2. Siaw, Irene; Yu, Alec (2004) The services through internet banking are e-tax payment; access the account to check balance, online trading of shares, online remittance of money, electronic bill payment system, railway reservation, transfer of funds from one customer's account to other, application of loan, etc. Internet banking channel is convenient compared to bank branch system because stakeholders can access their account at any time.
3. Rakesh H.M.& Ramya T.J. (2014) To examine the factors that influence internet banking adoption. Using PLS, a model is successfully proved and it is found that the internet banking is influenced by its perceived reliability, Perceived ease of use and perceived usefulness. In the marketing process of interest banking services of internet banking services marketing expert should emphasize these benefits its adoption provides and awareness can also be improved to attract consumer's attention to internet banking services.
4. Neha Alawadhi (2015) India's internet user base grew over 17%in the first 6 months of 2015 to 354 million, according to the internet and mobile association of India. The mobile internet user base grew to an estimated 213 million by June, from an estimated 173 million at the end of last year of which 128 million users were from urban area and the rest 45 million from rural India. Increase in local language content will lead to a growth of 39% in internet user base, with rural India being the primary driver of this growth (75%) while urban India will grow at 16%. the next set of internet users will come from rural India and the availability of local language content on internet will be the key for the growth of internet industry in India.
5. Express computer, (2017) Forrester evaluated the retail mobile banking services of 7 large retail banks in India: Axis Bank, HDFC Bank, ICICI Bank, IndusInd Bank, Kotak Mahindra Bank, SBI, & YES Bank. This year's evaluation rated the Indian banks on both functionality and usability. Forrester released its 2017 mobile banking benchmark report at its Digital Transformation India Forum, which has ICICI bank receiving the highest overall scores for both functionality and usability.
7. Economic Times (2017) The RBI data shows that 8 e-wallets, including Paytm, mobiwik, free charge, saw a loss in their market share after November 8,2016, when demonetization was announced. The e-wallets saw maximum growth of 50%to 88 million transactions in December, and then fell 1% in January, before falling another 10% in February to 78 million. However, bank wallets, prepaid cards and vouchers saw a growth of 57%in December to 173 million and the post-demonetization saw growth of 20%to 208.5 million in January.

4. Data Analysis, Interpretation & Presentation

i). AGE

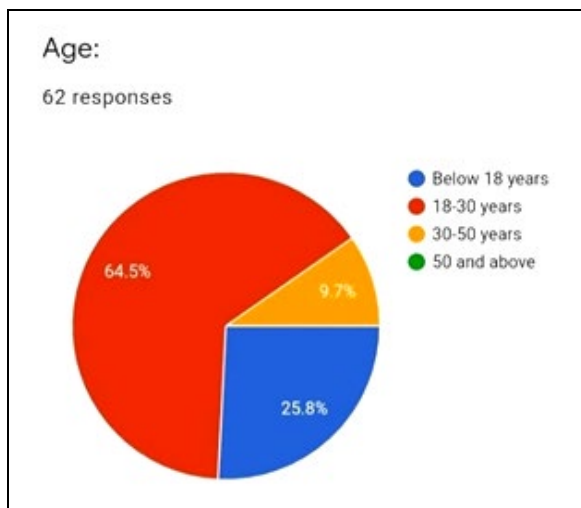


Fig 13

Table 3:

Particulars	Respondents	Percentage
Below 18 years	15	25.8%
18-30 years	41	64.5%
30-50 years	6	9.7%
50 and above	-	-
Total	62	100%

Analysis & Interpretation

- There are 62 respondents from which 25.8% respondents are below 18 years i.e. 15 respondents are below 18years age group.
- There are 64.5% respondents between 18-30 age group i.e. 41 respondents are between 18-30 age group.
- There are 9.7% respondents between 30-50 age group i.e. 6 respondents are between 30-50 age group.
- Lastly, in the age group of 50 and above there are no respondents.
- From the above study we conclude the age group of 18-30 years has the highest respondents.

ii). Gender

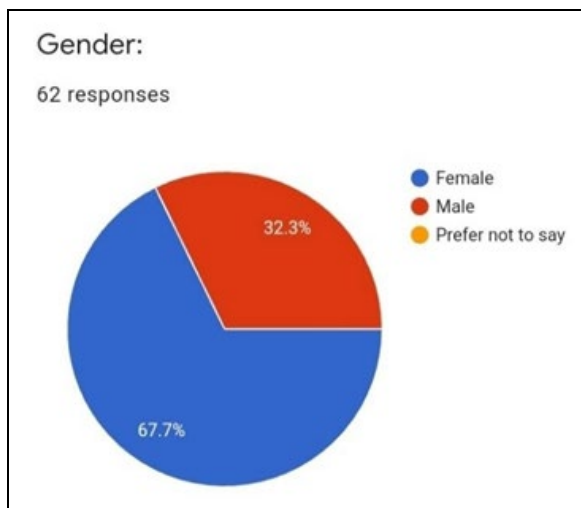


Fig 14

Table 4:

Particulars	Respondents	Percentage
Male	20	32.3%
Female	42	67.7%
Total	62	100%

Analysis & Interpretation

- The above diagram shows that 32.3% of respondents were male i.e. there was 20 males out of 62 respondents.
- The above diagram shows that 67.7% of respondents were female i.e. there was 42 females out of 62 respondents.
- More respondents were females according to the survey.

iii). I am/an:

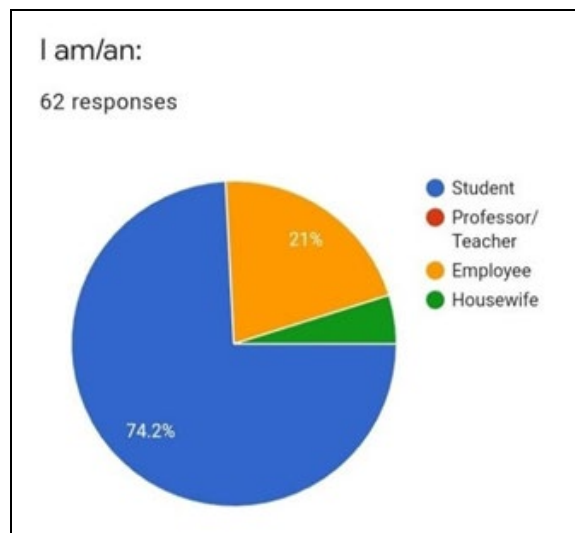


Fig 15

Table 5:

Particulars	Respondents	Percentage
Student	46	74.2%
Employee	13	21%
House wife	3	4.8%
Total	62	100

Analysis & Interpretation

- As per the survey, 74.2% of respondents are students i.e. 46 respondents are students out of 62 respondents.
- The above diagram shows that 21% of respondents are employee i.e. 13 respondents are employee out of 62 respondents.
- There are 4.8% of respondents of housewives i.e. 3 respondents are housewives out of 62 respondents.
- Most of the respondents are students according to the survey.

iv). Are you aware of Internet Banking, do you use Internet Banking?

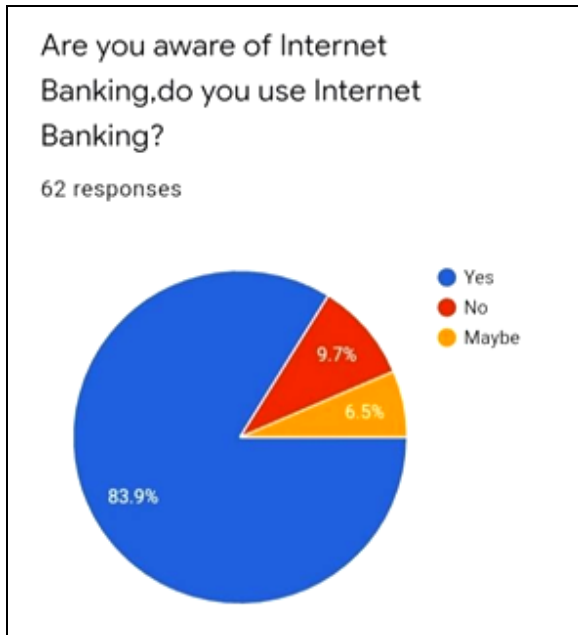


Fig 16

Table 6:

Particulars	Respondents	Percentage
Yes	52	83.9%
No	6	9.7%
Maybe	4	6.5%
Total	62	100%

**Analysis & Interpretation**

- The above pie chart shows that 83.9% respondents are aware of the Internet Banking which is 52 respondents out of 62 respondents.
- There are 6 respondents who are not aware of the Internet Banking i.e.9.7%.
- There are 6.5% respondents might be aware of the Internet banking i.e. 4 respondents.
- According to the survey, there are more respondents who are aware of the Internet Banking.

v). Do you think Internet Banking is Better Substitute of Traditional Banking System?

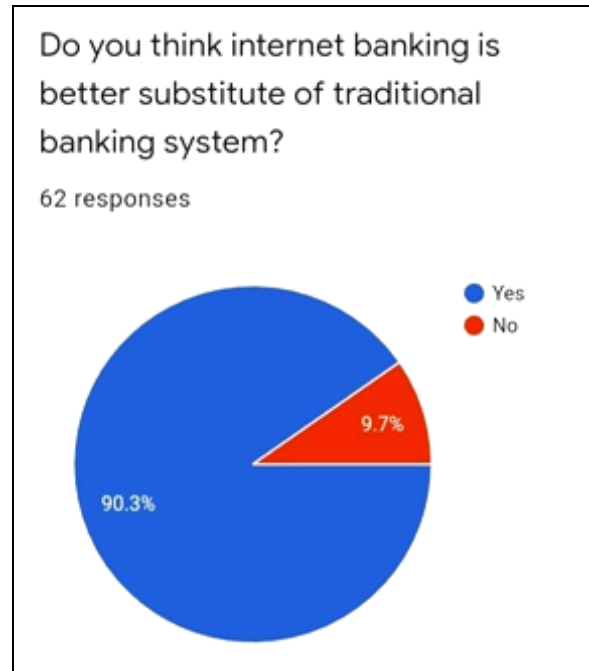


Fig 17

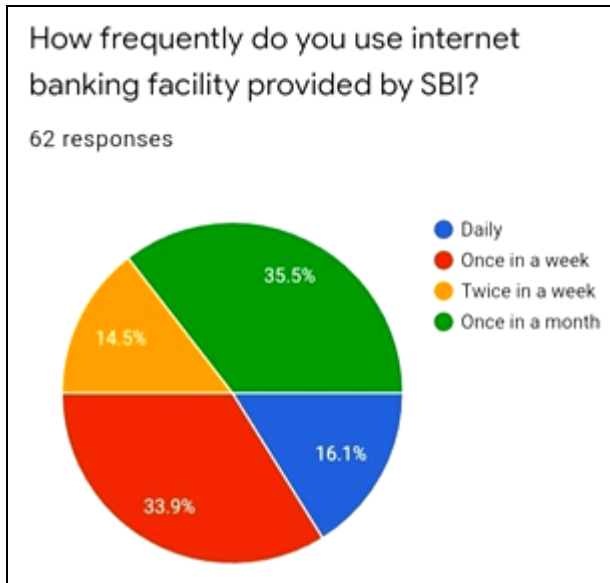
Table 7:

Particulars	Respondents	Percentage
Yes	56	90.3%
No	6	9.7%
Total	62	100%

**Analysis & Interpretation**

- According to the diagram, 90.3% respondents i.e.56 respondents agree that Internet Banking is better substitute of traditional banking system.
- But, 9.7% respondents i.e. 6 respondents don't agree that Internet Banking is better substitute of traditional banking system.
- From this conclusion, the maximum respondents agree Internet Banking is better substitute of traditional banking system.

**vi). How frequently do You Use Internet Banking Facility Provided by State Bank of India (SBI)?**



**Fig 18**

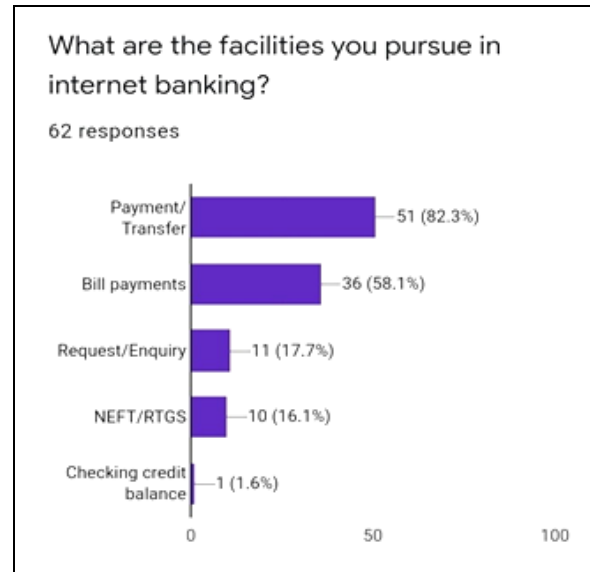
**Table 8:**

Particulars	Respondents	Percentage
Daily	10	16.1%
Once in a week	21	33.9%
Twice in a week	9	14.5%
Once in a month	22	35.5%
Total	62	100%

**Analysis & Interpretation**

- According to the survey, 10 respondents i.e. 16.1% respondents agree that they use daily the Internet Banking services provided by State Bank of India (SBI).
- There are 21 respondents i.e. 33.9% respondents use once in a week the Internet Banking services provided by State Bank of India (SBI).
- There are 9 respondents i.e. 14.5% respondents use twice in a week Internet Banking services provided by State Bank of India(SBI).
- From the above diagram, there are 22 respondents i.e.35.5% respondents use once in a month Internet Banking services provided by State Bank of India (SBI).
- According to the survey, maximum respondents agree that they use at least once in a month the Internet Banking services provided by State Bank of India (SBI).

**vii).What are the facilities you pursue in Internet Banking?**



**Fig 19**

**Table 9:**

Particulars	Respondents	Percentage
Payment/Transfer	51	82.3%
Bill payments	36	58.1%
Request/Enquiry	11	17.7%
NEFT/RTGS	10	16.1%
Checking credit balance	1	1.6%

**Analysis and Interpretation**

- From the above diagram where the services are given in the drop-down format, 51 respondents i.e.82.3% respondents have selected that they use Payment/Transfer service.
- 36 respondents i.e. 58.1% respondents have selected that they use Bill payments service.
- 11 respondents i.e. 17.7% respondents have selected that they use Request/Enquiry service.
- 10 respondents i.e. 16.1% respondents have selected that they use NEFT/RTGS service.
- 1 respondent i.e. 1.6% respondent have selected Checking credit balance.
- According to the survey, maximum respondents have selected maximum Payment/Transfer service and next to that Bill Payments.

viii). Kindly Rate the Following of Your Internet Banking Services

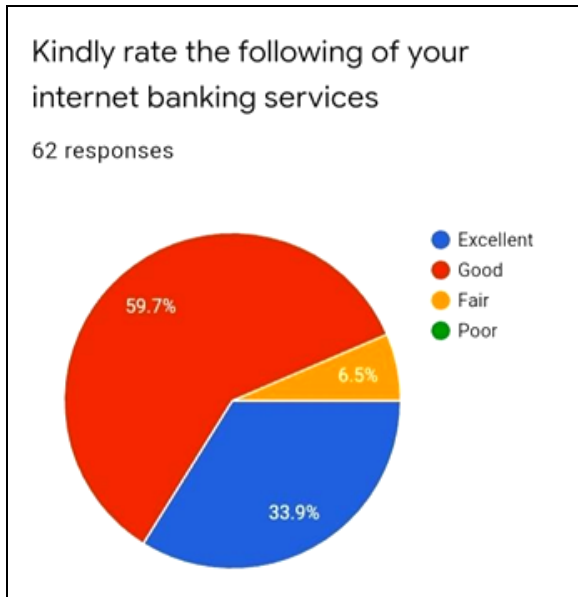


Fig 20

Table 10:

Particulars	Respondents	Percentage
Excellent	23	33.9%
Good	35	59.7%
Fair	4	6.5%
Poor	-	-
Total	62	100%

Analysis & Interpretation

- From the above pie chart, 23 respondents i.e. 33.9% have rated Excellent for the Internet Banking services.
- 35 respondents, i.e. 59.7% respondents have rated good for the Internet Banking services.
- 4 respondents. 6.5% respondents have rated Fair for the Internet Banking services.
- None of the respondents have not rated for Poor Internet Banking services.
- According to the survey, maximum respondents have rated Good for the Internet Banking services.

ix). Which of the Following Benefits Accrue to You While Using Internet Banking?

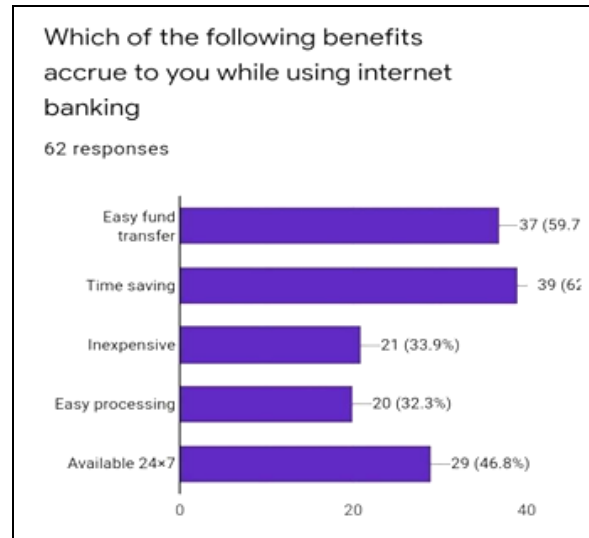


Fig 21  
Table 11:

Particulars	Respondents	Percentage
Easy Fund Transfer	37	59.7%
Time Saving	39	62.9%
Inexpensive	21	33.9%
Easy Processing	20	32.3%
Available 24*7	29	46.8%

Analysis & Interpretation

- From the above diagram where the services are given in the drop-down format, 37 respondents i.e. 59.7% respondents have selected Easy Fund Transfer as the benefit in Internet Banking.
- There are 39 respondents i.e.62.9% respondents have selected Time saving as the benefit in Internet Banking.
- There are 21 respondents i.e.33.9% respondents have selected Inexpensive as the benefit in Internet Banking.
- There are 20 respondents i.e. 32.3% respondents have selected Easy processing as the benefit in Internet Banking.
- There are 29 respondents i.e. 46.8% respondents have selected Available 24\*7 as the benefit in Internet Banking.
- According to the survey, the maximum respondents have selected the Time saving as the benefit in Internet Banking.

x). Which Type of Problems are You Facing While Internet Banking Services Provided by State Bank of India (SBI)?

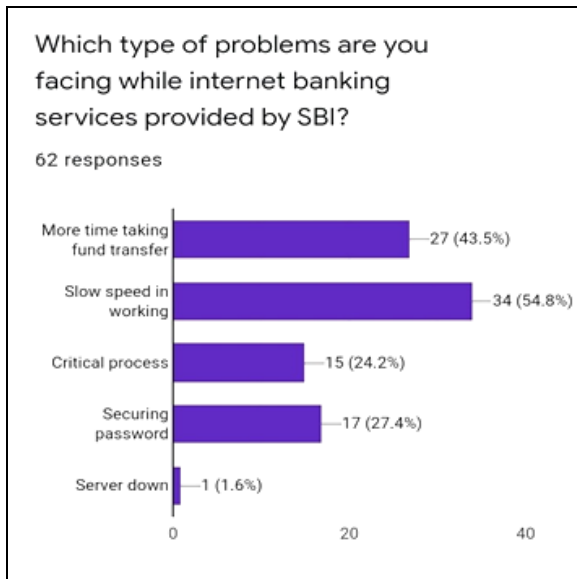


Fig 22

Table 12:

Particulars	Respondents	Percentage
More time taking Fund transfer	27	43.5%
Slow speed in working	34	54.8%
Critical Process	15	24.2%
Securing Password	17	27.4%
Server down	1	1.6%

Analysis & Interpretation

- From the above diagram where the services are given in the drop-down format, 27 respondents i.e. 43.5% respondents have selected More time taking Fund Transfer has the problem they face while Internet banking services provided by SBI.
- There are 34 respondents i.e. 54.8% respondents have selected Slow speed in working has the problem they face while Internet banking services provided by SBI.
- There are 15 respondents i.e. 24.2% respondents have selected Critical Process has the problem they face while Internet banking services provided by SBI.
- There are 17 respondents i.e. 27.4% respondents have selected Securing Password has the problem they face while Internet banking services provided by SBI.
- Only 1 respondent have selected the Server Down has the problem they face while Internet banking services provided by SBI.
- According to the survey, maximum respondents have selected the Slow speed in working has the problem they face while Internet banking services provided by SBI.

xi). Would You Recommend State Bank of India (SBI) Bank to Your Friends & Relatives?

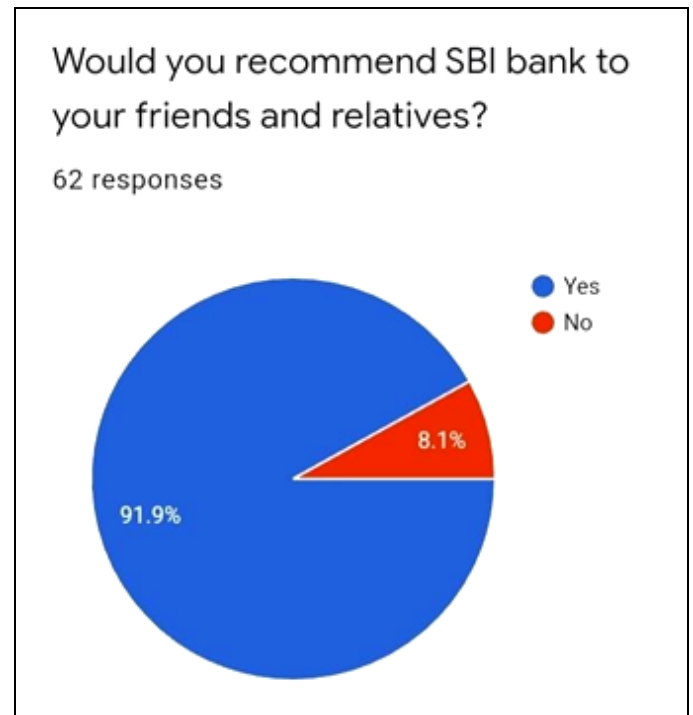


Fig 23

Table 13:

Particulars	Respondents	Percentage
Yes	57	91.9%
No	5	8.1%
Total	62	100%

Analysis and Interpretation

- From the above pie chart, 57 respondents i.e. 91.9% respondents agree that they recommend SBI bank to their friends and relatives.
- There are 5 respondents, i.e. 8.1% respondents would not recommend SBI bank to their friends and relatives.
- According to the survey, the maximum respondents have agreed that they would recommend SBI bank to their friends and relatives.

xii). Will you advice to use Internet Banking Services?

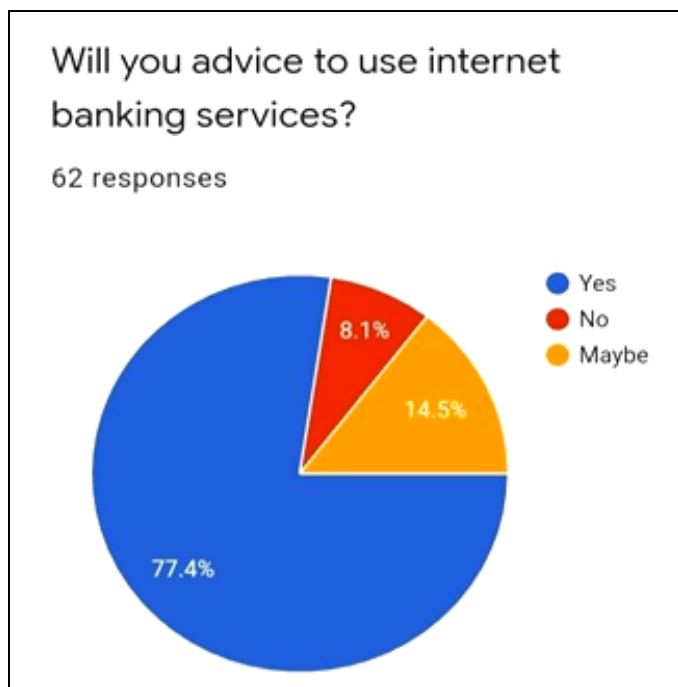


Fig 24

Table 14:

Particulars	Respondents	Percentage
Yes	48	77.4%
No	5	8.1%
Maybe	9	14.5%
Total	62	100%

Analysis & Interpretation

- From the above diagram, 48 respondents i.e.77.4% respondents will advice to use Internet Banking Services.
- There are 5 respondents i.e. 8.1% respondents will not advice to use Internet Banking Services.
- There are 9 respondents i.e. 14.5% respondents maybe advice to use Internet Banking Services.
- According to the survey, maximum respondents agreed that they will advice to use Internet Banking Services.

xiii). Overall rating in Internet Banking Services?

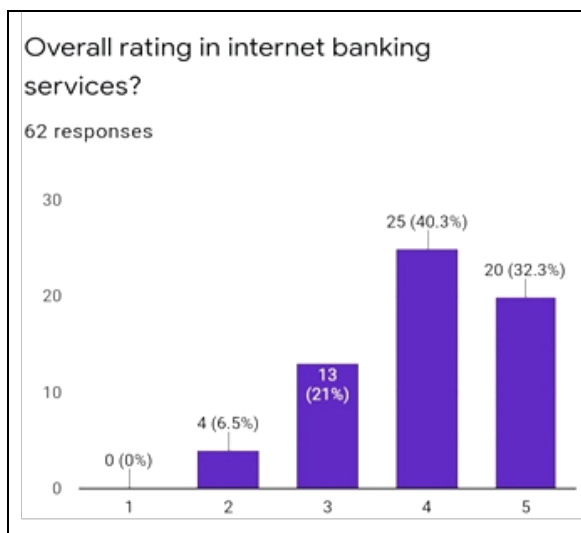


Fig 25

Table 15:

Particulars	Respondents	Percentage
1	0	0%
2	4	6.5%
3	13	21%
4	25	40.3%
5	20	32.3%
Total	62	100%

Analysis & Interpretation

- From the above diagram, none of the respondents have given the rating 1 which means poor in Internet Banking Services.
- There are 4 respondents i.e. 6.5% respondents who have rated has 2 for the rating in Internet Banking Services.
- There are 13 respondents i.e. 21% respondents who have rated has 3 for the rating in Internet Banking Services.
- There are 25 respondents i.e. 40.3% respondents who have rated has 4 for the rating in Internet Banking Services.
- There are 20 respondents i.e. 32.3% respondents who have rated has 5 which means Excellent in Internet Banking Services.
- According to the survey, the maximum respondents have given the overall rating has 4 in Internet Banking Services.

5. Conclusion

Studying the project, we came to know that Internet Banking is clearly the way forward for the State Bank of India. It provides comfort to customers at the same time it provides cost cutting to SBI by eliminating documentation. Internet Banking saves time of bank as well as those of customers. It provides greater reach to customers. Feedback can be obtained easily as internet is virtual in nature. Personal attention can be given by bank to customer also quality service can be served. Bank should also know that no system is perfect, however a system of such a type will need to be very secure. This is a system which holds account details and customers wealth. If such a system was not trusted and not reliable, then SBI would face serious laws and would lose business.

After studying the SWOT Analysis, we came to know various strengths of SBI such as quality customer service, greater reach, customer loyalty, easy access to information, 24 hours access, easy online applications etc. SBI should put efforts to multiply the number of strengths.in terms of weakness I came to know some of the major weakness they are obsolesce of technology related to security, complicated procedures of avail Internet Banking facilities, lack of knowledge among the employees of SBI should concentrate on the weaknesses and reduce them to zero. In the third segment of SWOT analysis of internet banking we dealt with opportunities like 95% market of internet market is untapped, SBI's path to become first virtual bank. By encasing such opportunities bank can become the leader in banking sector of India. In the last segment come to know about various challenges which are in front of SBI, like sameness in its infrastructure within various banks, need of various vendor supports for complex technology, alternative mechanism in case of failure of present security system. The company can take the advantage of the reputation it has created in the market for itself and become more competitive. Customer satisfaction is addressed



as a strategic business development tool. Ultimately it will lead to more loyal customers and more profitable business. Customer satisfaction is most often related to purchase, loyalty and retention behaviour with an effect on organizations profitability. In my point of view, the relationship between a bank and their customer has the biggest impact on customer satisfaction. People want to be treated as if they matter. They want to form a relationship with their bank, and they want their bank to make an effort to get to know them instead of just pushing a product. The use of Information Technology in banking enables the banks to provide Any Time Banking, Customer Service, Telebanking, Home Banking, Plastic Card Services, etc., facilities. However, these facilities along with certain Advantages these have certain disadvantages too. A successful internet banking solution offers:

- Exceptional rates on saving, cash deposits, free bill payment & rebates On ATM surcharges.
- Inexpensive charges.
- 24 hours account access.

The recommendation and suggestion given, if adopted will improve the position of the company subsequently and optimal profitability coupled with better service and satisfaction for investor may be achieved.

## 6. Suggestions

- **More Stress Should be given on Security Concern on Internet:** There are some people who are into unethical practices of hacking of accounts of customers. This is nothing but the breach in the security of the SBI on internet. There should be some measures in order to prevent such practices. IT structure should be unbreakable.
- **Training and Awareness among Employees:** It is recommended that State Bank of India should conduct various training programs for the employees, so that they will get aware with the terms of internet banking. After such programs they can create awareness amongst the consumers. The management of SBI should conduct more product and services awareness campaign. They should increase the level of providing personal attention to individual customers.
- **Follow Proper Rules and Provide Feedback on Time:** Banks should obey the RBI norms and provide facilities as per the norms. But this Are not completely followed by the banks. Some of our respondents complained That their bank does not give feedback of online transaction in proper times. If Customers do not get proper feedback then their interest in online services will be Reduced So bank should take proper steps to build their feedback services.
- **Combine AOI with IT:** The new wave of advanced analytics and digital devices will forever change the way consumers bank. This new combination of AI and IoT may not only eliminate the need for online banking, but smartphone banking as well. The result is the ability to make consumers. lives easier. We also are beginning to see the ability to conduct basic banking by voice while driving a car. As technology continues to advance, will there be a time when we can conduct all of our banking (and get advice) by speaking or through simple VR engagement. As more objects and devices in the home get connected to the Internet, the potential for an improved customer experience is endless.

- **Exchange of Information on Threats and Vulnerabilities at Appropriate Forums:** There should be an open-end discussion on the threats and vulnerabilities coming across the functioning of internet banking work by the employees in the various official forums and meet.

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