

A STUDY OF DIGITAL SERVICES OF ICICI BANK SPECIAL REFERENCE TO JODHPUR DISTRICT

Dr. Ramesh Kumar Chouhan*

ABSTRACT

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers. Customers purchase services as a response to specific needs. They either consciously or unconsciously have certain standards and expectations for how a company's delivery of services fulfills those needs. A company with high service quality offers services that match or exceed its customers' expectations. Digital services are changing the way people do business in the banking industry. Traditional banking systems are being replaced by electronic-based business models, and practically all banks are reconsidering their business process architectures and customer relationship management strategies. It's also known as digital banking or online banking, and it offers a variety of e-channels for accessing banking services, such as ATMs, credit cards, debit cards, internet banking, mobile banking, electronic fund transfers, and electronic clearing services. However, in the Indian e-banking landscape, ATMs are more widely used than other e-channels. ICICI Bank is a private sector bank that focuses on its customers. All of ICICI Bank's facilities and services are centered on its customers. This bank is primarily concerned with improving the client experience.

Keywords: Service Quality, Digital Banking, Internet Banking, Mobile Banking, Digitalization.

Introduction

A long-term relationship between a bank and its customers is a proof of efforts taken to offer high quality services which satisfy customers' demands. Moreover, the customer retention is a must for improving business performance. It is therefore necessary that the banks concentrate their efforts towards improving the quality of their services and satisfying their customers' needs. Phone banking, net banking and mobile banking made available by different banks for easy access. The ATMs have also been installed almost in all areas where previously the banking facilities were hardly found. Also the initiation of smart cards like debit card or credit card, making recharge and bill payments effortlessly while sitting in the comfort of homes and some better offers and discounts are made available to customers as a part of such digital banking facilities.

The public sector banks have been in a very stagnant position with a low turnover. But now they have also started to follow the lead of private sector banks in adopting the digital banking system in Indian financial market. From net banking to e-wallets, all of these have been introduced and is being embraced by the public at large.

In India ICICI Bank is one of the largest private bank. As on March 31, 2019, the bank has a network of 4874 branches and 14987 ATMs across India. ICICI Bank was the first to launch internet banking in 1998. It repeated the same feat when it introduced its mobile banking application, iMobile, in

* Assistant Professor & Head, Department of Business Administration, Faculty of Commerce and Management Studies, Jai Narain Vyas University, Jodhpur, Rajasthan, India.

2008, digital wallet in 2015 among many others. Today, the Bank's internet and mobile banking platforms are most comprehensive with over 350 and 250 services respectively. ICICI only introduced the first in iMobile. It is the first and only software robotics algorithm in our country using mobile, 'Money Coach'. It also brings in a paperless KYC and online registration process for mutual funds in a single click, which is a first among banks.

Five Dimensions of Service Quality

- **Reliability**

This refers to an organization's ability & consistency in performing a certain service in a way that satisfies its customers' needs. This process involves every step of customer interaction, including the delivery or execution of the good or service, swift and precise problem resolution & competitive pricing. Customers have a certain expectation of reliability in buying a specific product, & a company's success usually depends on its ability to meet those expectations.

- **Tangibility**

This is an organization's ability to portray service quality to its customers. There are many factors that give a company highly tangible quality, such as the appearance of its headquarters, its employees' attire & demeanor, its marketing materials and its customer service department.

- **Empathy**

Empathy is how an organization delivers its services in a way that makes the company seem empathetic to its customers' desires and demands. A customer who believes a company truly cares about their well-being is likely to be more loyal to that company.

- **Responsiveness**

This is a company's dedication and ability to provide customers with prompt services. Responsiveness implies receiving, assessing and swiftly replying to customer requests, feedback, questions and issues. A company with high service quality always responds to customer communication as soon as possible which can often indicate the value a company places on customer satisfaction.

- **Assurance**

Assurance is the confidence and trust that customers have in a certain organization. This is especially important with services that a customer might perceive as being above their ability to understand and properly evaluate, meaning that there has to be a certain element of trust in the servicing organization's ability to deliver. Company employees need to be mindful of earning the trust of their customers if they want to retain them.

Digital Services of ICICI Bank

- **Automated Teller Machine (ATM):** These are cash distribution machines, which can be found at banks as well as other places including shopping malls, gas stations, and building societies. Their primary goal is to let consumers to withdraw cash at any time and to provide banking services in areas where opening a new bank branch is not possible. This technique is known as "Any Time Money" since it allows consumers to take money from the bank at any time.
- **Debit Card:** A debit card is primarily used for two purposes: making cash purchases and making cash withdrawals. The debit cardholder must have a bank account, and the cardholder's credit limit is set by the amount in their bank account. When a cardholder makes a transaction, the merchant swipes the card on an electronic data capture system, which debits the cardholder's account. It differs from a credit card, which charges the bearer immediately after the purchase (20 to 50 days). In India, banks are currently issuing ATM/debit cards.
- **Smart Card:** For the past 25 years, this method has been used. Ronald Monero, a French Journalist, designed it so that the French might use it in their daily work. It works similarly to an electronic purse in that monies are collected in the form of electronic wallets. Consumers are being handed smart cards for modest purchases. It is a very portable, quick, and simple method of spending our money. The value of a smart card transaction is usually lower. Coffee, newspapers, lunch, and bus fares are all examples of smart-card transactions. When we make a transaction using a smart card, money is transferred from our card to the merchant at that time. There is no need to wait for an authorization or a receipt to be signed.
- **Mobile Banking:** Mobile banking (also known as M banking or SMS banking) is a word for checking balances, making account transactions, and making payments via a mobile device such a phone. Mobile banking is now mostly done by SMS or mobile internet, but it can also be

done through specific apps called clients that are downloaded to the mobile device. The provision and use of banking and financial services via mobile communications devices is referred to as mobile banking. The range of services available could include the ability to make bank and stock market transactions, manage accounts, and receive personalized data.

- **Tele Banking Service:** This service was created to attract customers who do not have time to visit banks. A customer can obtain information such as account balance, due balance, and total balance, as well as the date of issuing of a cheque, bill payment, and slip payment, through this service. With the use of appropriate software, any computerized commercial bank branch can provide this service. Typically, a Voice Response System is used to provide this service (VRS). This system solely accepts TONE dialing input (i.e., from the caller's phone instruments for dialing relevant numbers) and appropriate voice response messages/information to the caller (i.e. Account holder to acquire the desired account details).

Literature Review

Sangeeta Mohanty (2011) evaluated and appraised customers' priorities in regard to access the ICICI Bank. The results showed that there exist significant differences between various account services such as current account, saving account, term deposits and demand deposits. It is observed that the people prefer the ATM card services the most followed by phone banking.

Joicey Jose (2013) analyzed the extent of variation among customers regarding the quality of hi-tech banking services of ICICI Bank, Kanjirappally branch in Kerala state. Primary data were collected from 80 customers with the help of questionnaire. The results showed that the most important factor that attracts customers to ICICI Bank is the quality of services provided by ICICI Bank and the least important factor is the prestige in operation. The study suggests that wide awareness campaign should be conducted among the general public of Kerala for popularizing the concept of hi-tech banking.

Manjula Bai. H. (2019) studied the recent developments in the banking industry in India, to know optimistic and pessimistic influence of mobile banking customers of ICICI. She suggested the bank to educate more to the customers about the mobile banking.

Statement of the Problem

Globalization and deregulation made the banking sector to face the huge competition. To retain their customers is a big challenge for every bank. As customers are aware of the recent developments in industry, it becomes necessary for the banks to adopt new technological process for their survival and success. Nowadays with the help of internet software, customers can easily gain knowledge about the technical updates. The importance of the study therefore is to find out how the leading private bank of India namely ICICI Bank tackles all the problems arising out of attaching too much of importance to customer service through its digital banking services.

Scope of the Study

It has become imperative to study the performance of the private bank in fulfilling the requirement of the increasing customer, whether the private sector bank could provide the service with the help of IT development, Generally the public sector banks have been functioning in the conservative structure which might not have adequately support the changing requirement in a smooth way in such situation it is became essential to look into the performance of the private bank in providing the services in more comfortable way to the consumers, how the private bank marketing their services to the consumers.

Objectives of the Study

- To study the digital banking services rendered by ICICI Bank.
- To analyze the perception of customers with regard to digital banking services by ICICI Bank.
- To study the challenges of digital banking services.

Research Methodology

The research method of the study is exploratory. As on data, the researcher selected Jodhpur district.

Sample Design: Sample of Digital services of ICICI bank

There is no specific data is available regarding digital services user of ICICI bank, the selection of the prospective respondents are done on the basis of deliberate Sampling. Out of data the researcher has decided to select 200 respondents randomly.

Data Collection

The study was based on Primary as well as secondary data.

The **primary data** has been collected with the help of Observation, Field Survey, Well Structured Questionnaire and Personal Interview.

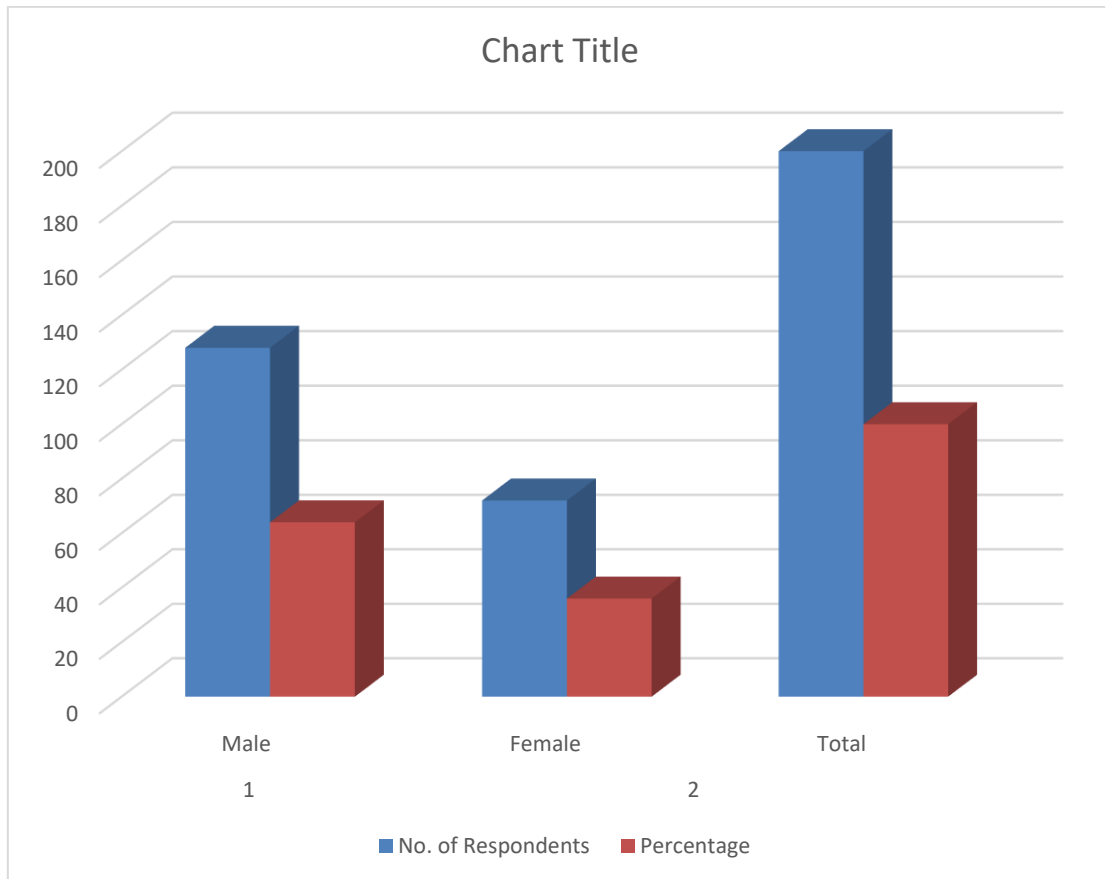
The **secondary data** has been collected from ICICI bank, RBI reports, various government and non-Government reports, Economic survey of Rajasthan and India, well Published Books, Journals, Research Papers, Articles, Newspapers, Internet and websites.

Data Analysis and Interpretation

Table 1: Gender of the Respondents

Sr. No.	Gender	No. of Respondents	Percentage
1	Male	128	64
2	Female	72	36
	Total	200	100

Source: Field Survey

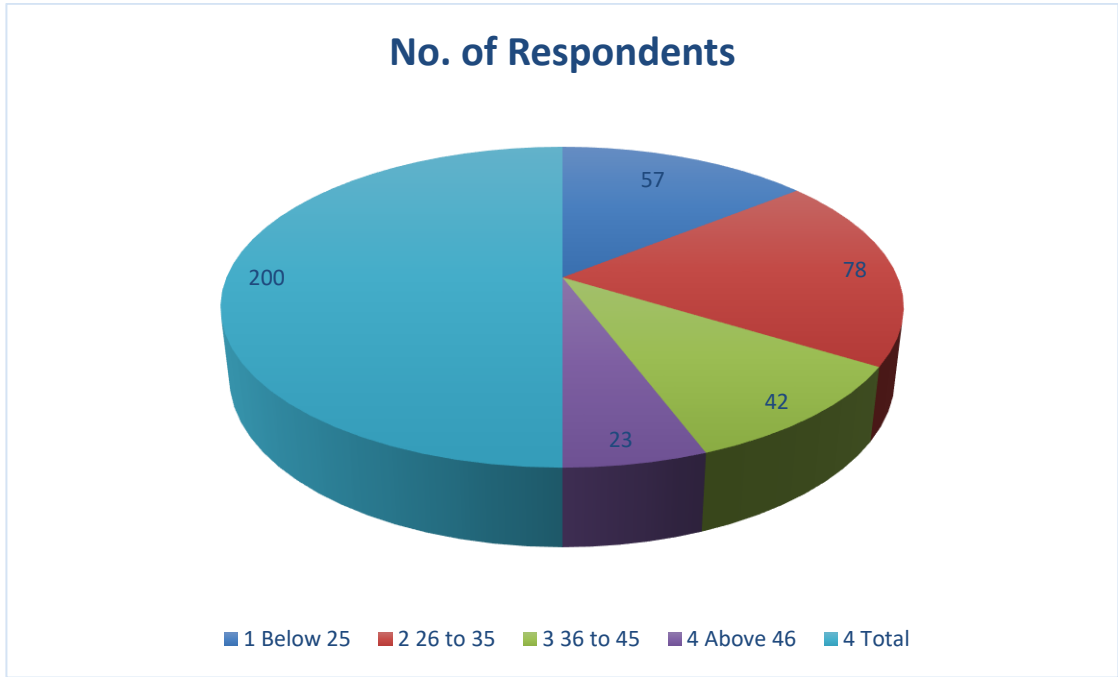


The above table shows that out of 200 respondents, 64% are male and 36% are female.

Table 2: Age of the Respondents

Sr. No.	Age	No. of Respondents	Percentage
1	Below 25	57	28.5
2	26 to 35	78	39.00
3	36 to 45	42	21.00
4	Above 46	23	11.5
	Total	200	100

Source: Field Survey

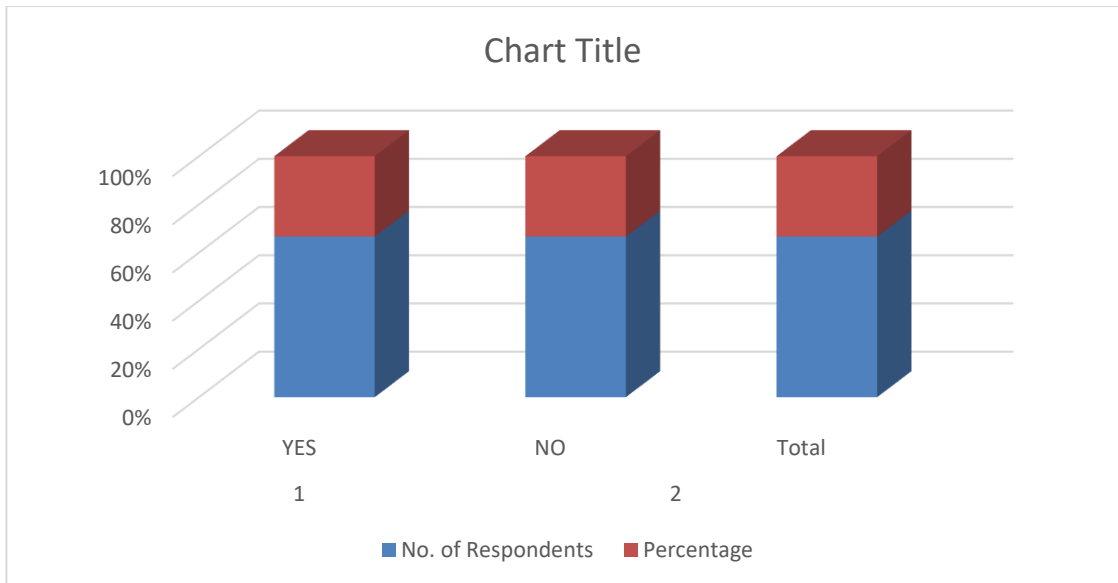


The table shows that 28.5% of the respondents age is below 25, 39% of them are between 26-35, 21% of them are 36-45 and 11.5% of the respondents are of 46 years and above.

Table 3: Are you Aware About Digital Services of ICICI Bank?

Sr. No.	Awareness	No. of Respondents	Percentage
1	YES	159	79.5
2	NO	41	20.5
	Total	200	100

Source: Field Survey

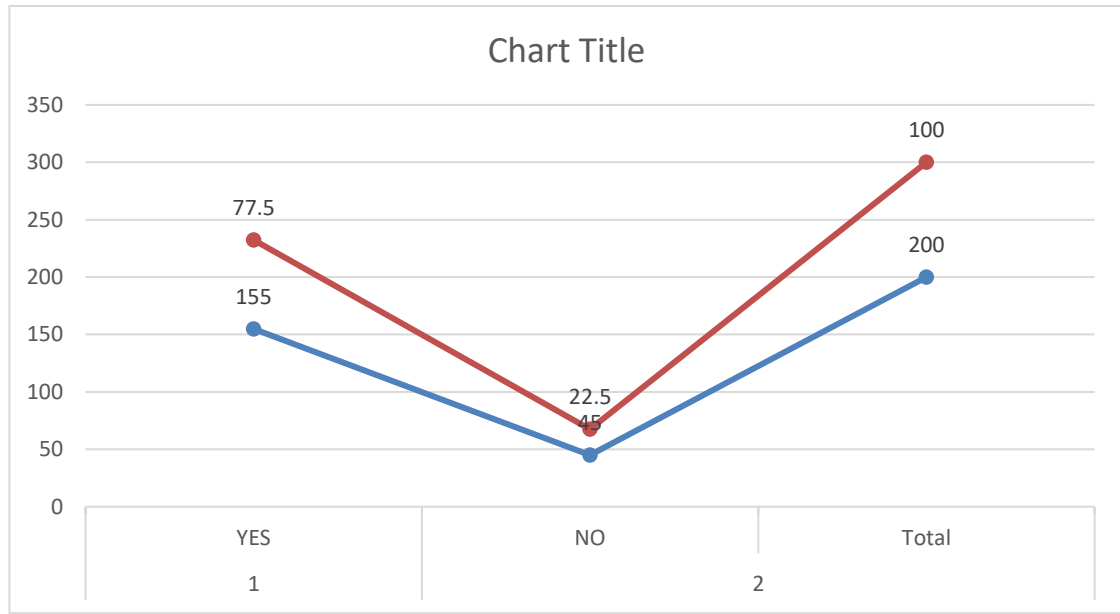


The table shows that 79.5% of the respondents are Aware about Digital Services and 20.5% of them are not aware about Digital Services of ICICI bank.

Table 4: Do you prefer Digital Services or not?

Sr. No.	Digital Services	No. of Respondents	Percentage
1	YES	155	77.5
2	NO	45	22.5
	Total	200	100

Source: Field Survey

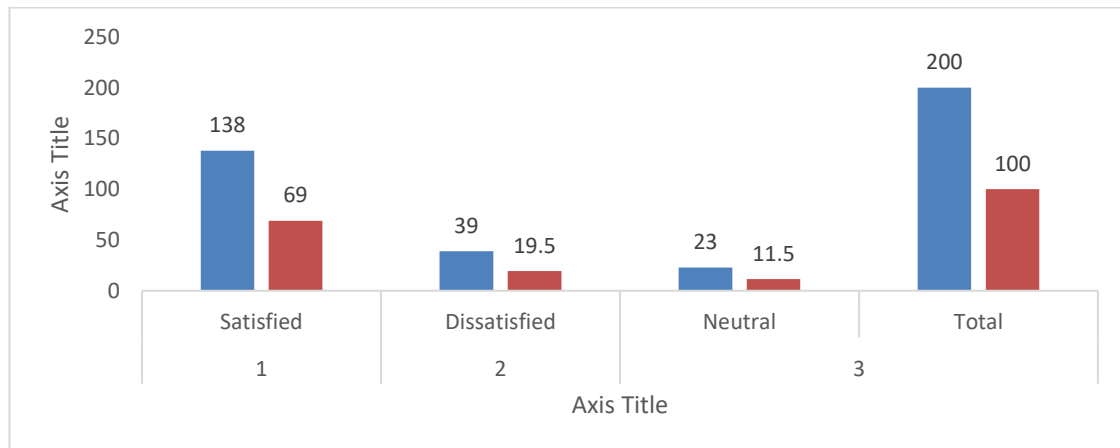


The above table shows that 77.5% of the respondents are prefer Digital Services and 22.5% of them are not prefer Digital Services.

Table 5: Are you satisfied with Digital Services provided by the ICICI bank?

Sr. No.	Satisfaction	No. of Respondents	Percentage
1	Satisfied	138	69.00
2	Dissatisfied	39	19.5
3	Neutral	23	11.5
	Total	200	100

Source: Field Survey



The above table shows that 69% of the respondents are satisfied, 19.5% of them are not satisfied and 11.5% are neutral about the digital services provided by the ICICI bank.

Challenges of Digital Services

- **Security:** Many people shy away from digital banking due to security reason. People worry about this aspect as they read this kind of news about cybercrime in newspapers daily.
- **Difficult for First Time Users:** Navigating through a website of bank may be hard for first time users. Opening an account could also take time as some sites ask for numerous personal details including a photo identification, which can inconvenience the potential customer. Because of this inconvenience and complexity, they may feel discouraged to use digital banking services.
- **Regulation and Legalities:** Digital banking makes it possible for the banks and their customers to do their business from anywhere in the world. But it is extremely difficult for regulatory authorities to enforce finance laws. Additionally, every nation has different regulations. So it is difficult to enforce same laws and regulation in every country.
- **Fear of Online Threats:** Conservative Indian bank customers used to deposit their hard-earned money of years in bank accounts for the purpose of saving. They feel worried about online scams. Mostly banks make sure that their websites are secure, but no bank website is immune from cybercrime and hacking. This is biggest threat of digital banking.
- **Low Broadband Internet Penetration:** India has one of the lowest broadband connectivity penetration rates in Asia as compared to Japan, Taiwan, Korea and Singapore. While the bigger cities like – Mumbai, Delhi, Bangalore have relatively better broadband penetration rates but users in smaller cities and towns still use dial up connection. Slow connectivity speed demotivates users to use digital banking.

Conclusion

Digital banking resulted as the commercial bank's policies and service products are to be more integrated because of the number of branches declined due to the visit of customers to branches declined. So, employees had to change work processes and developed knowledge and skills especially relating with digital technology, even though employees perceived that the some customers were not ready to adopt the digital banking service. As a result, the digital banking provided customers convenience which saving cost and time. These were the most influential aspects of customer service. ICICI Bank has played a pioneering role in the digital transformation of the financial services industry in India. The preceding analysis empirically confirmed the many elements of the ICICI bank's services, as well as consumer views of such services.

References

1. Sangeeta Mohanty, "ICICI Bank: A Multivariate Analysis of Customers' Acceptability", Global Journal of Management and Business Research, Vol.11, No.9, September, pp.34-42, 2013.
2. Joicey Jose, "A Study on Customer Satisfaction on Hi-Tech Banking Services of ICICI Bank with Special Reference to Kanjirappally Branch", Research journal's Journal of Commerce, Vol.1, No.1, November, pp.1-9, 2013.
3. Manjula Bai.H., Mobile banking services and customer satisfaction of ICICI – A Study", Shanlax International Journal of Commerce, Vol.7, No.2, pp.7-12, 2019.
4. Ranjuchaandran, A study on "Pros and cons of Mobile Banking".
5. Maduku, D.K., "Predicting Retail Banking Customers' Attitude towards Internet Banking Services in South Africa", Southern African Business Review, Vol.17, No.3, pp.76-100.2013.
6. <https://en.m.wikipedia.org/wiki/ICICI-Bank>
7. <https://www.icicibank.com>
8. https://www.rbi.org.in/scripts/BS_PressReleaseDisplay.aspx?prid=51519.

