

E-lobby Services – An Insight at Customers’ Perspective in Madurai City

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Abstract

With the help of Information and Communication Technology (ICT), banks started searching for innovative alternate banking system to save time and money. Their tireless and ceaseless efforts resulted in the transformation of traditional banking into electronic banking. E-lobby is a one-stop facility for banking services available for customers 24 hours a day, 7 days a week that functions without any human intervention or papers. It is equipped with ATM machines, a cash deposit machine (CDM), self-service kiosk (SSK), coin-vending machine (CVM), cheque box and hotline telephone connecting Helpline. Customers can on a self-service basis access all following services at the E-lobby. This paper aims to study the difficulties faced by customers at e-lobbies in Madurai city.

Keywords: E-lobby, ATM, Internet Banking, Self Service Kiosks.

Introduction

As service-providing institutions, banks offer different channels to access to banking and other services. Advancement of technology effects changes in their delivery channels of products and services to their customers from time to time so as to enhance the satisfaction level of their customers which, in turn, will help them not only in the retention of existing customers but also in attracting new ones.

The introduction of innovative e-banking or electronic banking is the positive outcome of such a technological revolution. As a result, banking industry is fast growing with the use of technology in the form of Automated Teller Machines (ATMs), online banking, telephone banking, mobile banking, electronic lobby and the like. Modern banking is emerging as the focal point and targetable area. The customers are able to choose their banker from a wide range of choices which offer modern banking services and delivering quality service. The commercial banks in India have naturally to grow more market oriented and customer friendly. Modern banking is changing the banking industry and effects a significant impact on the banking relationship. Banks nowadays provide a wide range of services to

cater to the financial and non-financial needs of all types of customers from the smallest account holder to the largest company and even to non-customers. The range of services differs from bank to bank depending largely on the type and size of the bank.

Meaning of E-Lobby

E-Lobby Banking is defined as the automated delivery of new and traditional banking products and services without the intervention of the bank staff and through interactive communication channels.¹ It is a one-stop facility for banking services available for customers 24 hours a day, 7 days a week that functions without any human intervention or papers. It is equipped with ATM machines, a cash deposit machine (CDM), self-service kiosk (SSK), coin-vending machine (CVM), cheque box and hotline telephone connecting Helpline. Customers can on a self-service basis access all following services at the E-lobby.

1. Cash Withdrawal
2. Cash Deposit
3. Balance Enquiry
4. Mini Statement
5. PIN Change
6. Funds Transfer
7. Income Tax Payment
8. Cheque Status Enquiry
9. Internet Banking
10. Passbook Printer for Self-Updation of Passbook
11. NEFT and Bill Payments Through Gateway
12. Order a cheque book
13. Transfer of funds between accounts
14. Coin wending machine

Review of Literature

Durkin and Howcroft (2011)² pointed out that the increased usage of remote bank delivery channels by customers makes management more important. Further, the combination of traditional and new delivery channels can help to improve their productivity and profitability.

Bhagvati R. Pipaliya (2011)³ pointed out that e-banking involves information based banking under the Informational Technology System. Bank provides a variety of products and services to the customer, which can be properly utilized by those customers only who are aware of the services.

Robbins (2012)⁴ found that though the consumers insist on the convenience of e-banking products they choose banks on the basis of location. This indicates that location of a bank branch and electronic banking are complementary.

Sarangapani and Mamatha (2013)⁵ found reliability, security system and information accuracy as the most important perspectives and perceived quality as the least important perspective. The results of the study could be used as guidelines to set up a form of service in order to satisfy the needs of target group accurately and appropriately.

Elavarasi and Surulivel (2014)⁶ found that younger generation were using electronic banking services are more as compared to older generation because of new innovation in information technology and their adoption level is high in e-banking

Amudha (2016)⁷ found that the main difficulty for using the e-banking facility is lack of knowledge about the operations of banking facility. The respondents feel that e-banking services are too complex to use. The respondents believe that the e-banking is risky to use.

Deepa Joshi and Sapna Parihar (2017)⁸ found that Indian customers accept the digitalization of banking sector. The e-services provided by banks ensure privacy, improve the service quality, conveniently transfer the information within the bank, easily access of account, increase the service efficiency of employees and also cheaper than the manual service as it saves time and can be performed at any given time. On the other hand customers also believe that digitalization in banking sector creates the issues of accuracy, threats of losing information and technical problem while transactions.

Statement of the Problem

E-Lobby services launched by commercial banks to facilitate the customers to transact with bank 24x7. The study is an attempt to identify insight at customers' perspective towards e-lobby services.

Objectives of the Study

1. To study the differences between demographic factors such as age and education and the insight at customers' perspective towards e-lobby services.
2. To study the customer's difficulties towards e-lobby services in Madurai city based on different parameters.

Methodology

Research Sites

Research sites are E-lobby users in Madurai city.

Respondents

Respondents are E-lobby users in Madurai city.

Population and Sample

In this study, 60 samples are selected for the study.

Data collection

Primary data collection is used in this study. A simple questionnaire has been used to collect data from respondents.

Data Analysis

The collected data are analysed with the help of Excel. The statistical tool of Percentage alone is used in this research to identify the satisfaction level of E-lobby users in Madurai city. The study used descriptive method in order to get the statistic result from respondents.

Demographic Profile of the Respondents

Table 1: Demographic Variables

Respondents Background	Categories	Frequency	Percentage
Range of Age	Up to 25 Years	23	38
	26 to 50 Years	29	48
	Above 50 Years	08	13
	Total	60	100
Gender	Male	48	80
	Female	12	20
	Total	60	100
Level of Education	Primary Education	14	23
	Secondary Education	32	53
	Higher Education	14	23
	Total	60	100
Occupation	Student	15	25
	Employee	16	27
	Business	29	48
	Total	60	100
Income per Month	Below Rs. 25000	06	10
	Rs. 25001 to 50000	48	80
	Above Rs.50000	06	10
	Total	60	100

Source: Primary Data

The demographic profile of the respondents can show the level of maturity and exposure about e-lobby. Table 1 shows that the predominant age group among the respondents is between 26 to 50 Years which constitute 48 per cent. As the level of education of the respondents makes them knowledgeable which, in turn, enables them to aware of e-lobby, it is included as one of the profile variables. The predominant level of education among the respondents is “Secondary Education” which constitute 53 per cent. The highest percentage in Income chosen by respondents is “Rs. 25001 to 50000” which constitutes 80 per cent. The first two predominant Nature of Occupation among the respondents are ‘Business’ and ‘Employee’ which constitute 25 and 12 per cent to the total respectively.

Difficulties faced by customers at e-lobby

The difficulties faced by customers at e-lobby have been measured on the basis of the following variables, namely:

- (a) Problem of poor network
- (b) Slow dispensing of cash by the machines under pressure
- (c) Difficulties withdrawing cash during periods of festivities
- (d) Inadequacy of the machines
- (e) Non-functional machines
- (f) Never stocked with enough cash at withdrawal machines
- (g) Waiting for the network to improve
- (h) Risk of customers losing their money to criminals
- (i) Some selfish customers who are unwilling to join the queue and
- (j) Some customers are in the habit of coming with many cards and therefore took more than their fair share of the precious time

Even though, the variables are too many, this study confines itself to ten, which the respondents are asked to rate at Five Point Likert Scale. The results are shown in Table 2.

Table 2
Difficulty Faced by Customers At E-Lobby

Difficulties	Very High	High	Medium	Low	Very Low	Total
Problem of poor network	12(20)	12(20)	25(42)	8(13)	3(5)	60(100)
Slow dispensing of cash by the machines under pressure	34(57)	15(25)	3(5)	7(12)	1(2)	60(100)

Difficulties withdrawing cash during periods of festivities	10(17)	45(75)	2(3)	2(3)	1(2)	60(100)
Inadequacy of the machines	11(18)	38(63)	5(8)	4(7)	2(3)	60(100)
Non-functional machines	8(13)	12(20)	23(38)	11(18)	6(10)	60(100)
Never stocked with enough cash at withdrawal machines	7(12)	24(40)	16(27)	10(17)	3(5)	60(100)
Waiting for the network to improve	38(63)	11(18)	5(8)	4(7)	2(3)	60(100)
Risk of customers losing their money to criminals	8(13)	12(20)	10(17)	28(47)	2(3)	60(100)
Some selfish customers who were unwilling to join the queue	10(17)	25(42)	15(25)	7(12)	3(5)	60(100)
Some customers are in the habit of coming with many cards and therefore took more than their fair share of the precious time	16(27)	24(40)	10(17)	7(12)	3(5)	60(100)

Source: Primary Data

The very high level of difficulty is shown in the following variables namely, slow dispensing of cash by the machines under pressure and waiting for the network to improve. The high level of difficulty is shown in the following variables namely, difficulties withdrawing cash during periods of festivities, inadequacy of the machines, never stocked with enough cash at withdrawal machines, some selfish customers who were unwilling to join the queue and some customers are in the habit of coming with many cards and therefore took more than their fair share of the precious time.

Conclusion

The present study concludes that the usage of e-lobby is only at a satisfactory level. The customers face problems in slow dispensing of cash by the machines under pressure and waiting for the network to improve in the usage of e-lobby. Banks can make many number of e-lobbies based on floating population in Madurai city. The banks may initiate necessary action for periodic updation, up

gradation and maintenance of both hardware and software and to prevent cases of slow server and complete breakdown of system.

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