

**Proceedings of the International Conference  
on  
E-Business Strategies and Opportunities  
For Sustainable Growth - A Global Perspective**

**Editors**

**Dr. V.T. Dhanaraj  
Dr. S. Harikaran**

**Dr. T.M. Hemaletha  
Dr. G. Gabriel Prabhu**

Proceeding of International Conference on

**E-Business Strategies and Opportunities for  
Sustainable Growth**  
-A Global Perspective (ICBS-2020)

2<sup>nd</sup> March 2020

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Organized by  
**School of Commerce**

Published by



**Laser Park Publishing House**  
D.No.5, SF No. 115/1, M.G. Colony  
Vadavalli, Coimbatore, Tamil Nadu, India  
[www.Lpphouse@gmail.com](http://www.Lpphouse@gmail.com)  
[Lpphouse@gmail.com](mailto:Lpphouse@gmail.com) Mobile: +91 98422 32545

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First Edition : 2020

ISBN : ISBN 978-81-945812-2-2

Printed and Published by





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(AUTONOMOUS)

(Affiliated to Bharathiar University, Re-accredited by NAAC with "A" Grade & Recognized by UGC under 2(f) & 12B, Approved by AICTE)

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### Message from Chairman

I appreciate the Department of Commerce for choosing the topic on E-Business Strategies and Opportunities for Sustainable Growth -A Global Perspective (ICBS-2020). The entire technology, human, and organizational dimensions may be changed in E-Business Strategies. E-commerce is making more transactions using open networks. Small or medium sized enterprises that adopt an E-business model must often make significant changes in their business processes and in the way they interact with customers and suppliers. It usually relates to consumer over the web. The term E-business can also relate to a business that is working on the internet technologies to improve its productivity or profitability. In the globalization of the economy and the liberalization of the trade markets have formulated new conditions in the market place which are characterized by instability and intensive competition in the business environment. Through this publication they try to orient young leaders, young faculty and young corporate who shape the destiny of commerce in new technology implementation. I congratulate the Principal, organizer, co-ordinator, staff and students for publishing proceedings of the International Conference on Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns. My good wishes to the department and hope that this issue would be meaningful and memorable in achieving its objectives.

**I wish all the best for the release of the book**

**Dr. Madan A Sendhil**  
(Charman, Rathinam Group of Institutions)

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**Benefits of E-CRM Services among Private Banking Customers-  
A Study with Special Reference to Pollachi Taluk**

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**Abstract**

Banking Industry has witnessed a lot of changes in all the Liberalization. The advent of foreign banks into the country and the licensing of private sector have created stiff Competition within the business. E-CRM role is more important for a healthy growth of banking business and combat the competition from rivals. The objectives of the study are to identify the benefits enjoyed by the customers while using e-CRM services. The data study is based on the primary data which is collected by the way of distributed well framed questionnaire. Totally there are 120 questionnaires were issued among the customers. Convenience sampling methods have been adopted in this study. Some of the findings of the studies are: Most of the consumers are belonging to the age group between 22-30years Most of the consumers (66.67%) are female. Majority of the consumers (45.00%) are post graduates. Most of the Consumers (49.16%) are married. Majority of the respondents (51.67%) are residing in rural area. Some of the suggestions of the study are as follows: To improve user friendly, To secure customer personal information, Awareness camp must be conducted to educate account holders about e-CRM service, To reduce the service charges and transaction charges. It is concluded that Customer satisfaction found to be key advantages prove by the bankers while using e-CRM and the main benefits of this e-banking is convenience to the customers.

**Keywords:** using e-CRM, Electronic Customer Relationship Management (ECRM)

**Introduction**

Banking Industry has witnessed a lot of changes in all the Liberalization. The advent of foreign banks into the country and the licensing of private sector have created stiff Competition within the business. E-CRM role is more important for a healthy growth of banking business and combat the competition from rivals. In order to save time and to concentrate more on marketing and selling, banks to adopt alternate channels like e-banking, m-banking, smart Cards, Automated Teller Machines etc., Electronic Customer Relationship Management (ECRM) has enabled the effectiveness of business transactions in modern economies. E-CRM has pervaded all spheres of human activity.

**Techniques of E- CRM Used By the Banks**

The following are the e-CRM services are adopted by state bank of India banks

- Automatic teller machines(ATMs)
- Telex
- Fax
- Internet
- Tele banking/phone banking
- Electronic clearing services
- Online banking
- Mobile banking
- Electronic fund transfer (EFT)
- National Electronic Fund Transfer (NEFT)
- Real Time Gross Settlement (RTGS)

**Statement of the Problem**

The concept of banking sector have undergone the significant changes to the services provided is their consumers to find the research gap the following questions are raised in the mind of the researcher



- What are the benefits enjoyed by online consumers.

#### Objective of the Study

This study is undertaken with the following objectives.  
To identify the benefits enjoyed by the customers while using e-CRM services.

#### Methodology

##### Data

The data study is based on the primary data which is collected by the way of distributed well framed questionnaire

#### Sample Size and Sampling Method

Totally there are 120 questionnaire were issued among the customers. Convenience sampling methods have been adopted in this study.

#### Tools Used

The following are the important statistical tool used in this present study.

1. Simple percentage and

#### Summary of Findings

The findings of this study are divided into three sections namely personal profile, benefit and problem of e-CRM services.

- Most of the consumers are belonging to the age group between 22-30years
- Most of the consumers (66.67%) are female
- Majority of the consumers (45.00%) are post graduates.
- Most of the Consumers (49.16%) are married
- Majority of the respondents (51.67%) are residing in rural area
- Majority of the consumers (40.83%) monthly income above Rs.30,000

#### Weight Average Method

##### Benefit of E-CRM Services

- First rank given to easy transaction, second rank given to customer loyalty, third rank given to recharge of mobile& DTH connection ,fourth rank given to online bill payment, fifth rank given to online fund transfer, sixth rank given to online shopping Seventh rank given to security, eighth rank given to save time, ninth rank given to accessibility

#### 1.6 Suggestion of the Study

Some of the suggestions of the study are as follows:

- To improve user friendly
- To secure customer personal information
- Awareness camp must be conducted to educate account holders about E-CRM service
- The head office may concentrate on branches in semi urban and rural areas to implement E-CRM solutions
- Bankers advised the consumers that make fuller utilization of E-CRM services.
- Bankers should ensure the security in use of internet banking and mobile banking.

#### 1.7 Conclusion

Customer satisfaction found to be key advantages prove by the bankers while using e-CRM and the main benefits of this e-banking is convenience to the customers. Now a day's consumers are mostly prefer to use online banking services, because the consumers are not having time to go to bank and withdraw money for the consumers need more time. So, most of the consumer area give more preference for online banking it easy to do all transaction like fund transfer deposit withdrawal and other services like payment, electronic bills booking air tickets, online share trading .

## Digital Banking and Tasks confronted to achieve the Customer Desires

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### Abstract

The survival and growth of banks largely depend on its ability to retain its performing workforce for longer time. In the fastest growing technological trend, it has become more imperative for banks to retain its employees to become capable of adapting to changes quickly. The changing phase from traditional banking system to online system has driven the customer so far, as they have option to carry out their day to day operations online. To meet the customers' demands and incredibly changed lifestyle, banks are transforming into digital world. This also helps to compete the competitors and new players entering the market and to stand out always. The intricate nature of existing systems, which has been built in many years acts as hampering for this transformation. The transformation has influence not only on customers but also the employees. This paper aims to bring out the challenges faced by the banks in the phase of digital banking. The study also focuses to bring out the best solution for the hindrances faced by the customers while using the online services.

**Keywords:** , OTP (one-time passwords), Electronic banking

### Introduction

Digital banking is a wide-ranging framework for the change to online banking, where the banking services are delivered over internet. Digital banking allows customer to conduct financial transactions on a secure website operated by the institution, which can be retail or virtual bank. Digital banking represents a virtual process that comprises online banking and beyond. The drastic shift from conventional banking to digital banking has been gradual and remains ongoing. It involves huge level of process automation and internet-based services and may include cross institutional service composition. Digital bank represents a virtual process which includes online banking and more.

### Objectives of the study

1. To bring out the challenges faced by the banks in the phase of digital banking
2. To analyze the impact of Digital banking on customers

### Digital banking overview

In the middle 20<sup>th</sup> century, human being achieved great level in technology. The development has entrenched the introduction and use of electronic devices for the easy functioning of banking business called E-banking. Electronic banking is a system where banking services are provided electronically to its customers and it has created an innovative track in doing the banking business. Electronic banking, popularly known as e-banking, is a service offered by the bankers, that allows customers to carry out all their banking transactions like financial transactions, deposits, withdrawals, paying bills and to access the accounting information, through the use of electronic channels like computers, mobiles, ATMs etc. E- Banking is also known as internet banking or web banking, provides comfort to their customers in availing banking facilities from their home or office without physical visit to the bank.

### Entry of Indian banking into digital banking

Over the years, banking system has radically transformed and has affected the lives of millions of individuals around the globe. Digital banking or virtual banking or net banking or internet banking is an electronic system of payment wherein banking customers can perform all their banking transactions through online. It refers to all financial transactions undertaken by any financial institution through internet. Internet banking, both as a standard of delivery of banking services and as a premeditated tool for business development, has gained wide acceptance internationally and is fast catching up in India with more and more banks entering the competition. India can be said to be on the threshold of a

major banking revolution with internet banking having already divulged.

#### Digital banking services

Number of customers of digital banking which acts as an intermediary between electronic stores and customers is rapidly increasing all over the world. They rely on encrypted digital money than currency. The banks, because of digital banking have become major supports of e-commerce.

Based on drastic development of technologies and increasing trend towards electronic payment of cash there is a clear increase in justification of number of digital banks. Now a days, airlines, insurance, railways, hospitals, hotels etc. Requires the presence of electronic banks to provide and maintain best service and smooth relationship with their customers. On the other hand, the customers also supporting electronic transactions rather manual in this fast-paced economic world. Hence digital banking is a medium which make life easy for its customers. The services we get through net banking are becoming more attractive substitute to visit services outlets. From customer's perspective, net banking services offer multiple benefits to the customers such as ease to use, transferring funds, bill payment, online purchase and information about the account, apply for loans etc. Customers can take advantage without even getting out from house.

#### Benefits of Digital banking

Advantages of digital banking upsurge the efficiency and performance of banks and increase the level of services of banks. It not only saves the time and effort of its customers but also the bank staffs who otherwise has to undergo immense pressure and stress because of the rapid population increase and necessity of banking service. 24 hours availability of service, including public holiday, well secured banking operations are some outstanding features of digital banking. The advantages of digital banking include

1. Digital banking delivers sophisticated security and decreases the risk of manipulation or theft. Reliability of cash flow and speed of movement of cash without any hassle is an added advantage.
2. It also eased up the banking transaction and increased the haste of conducting them.
3. It saves the time and effort of the customers while doing banking operations.
4. As all transactions are done electronically, the dependence on papers used to be in traditional banking method having been reduced. It not only cut the cost incurred but also contributes to save environment.
5. Digital banking is characterized by the organization cash payments, which contribute to the agreed time for the date deduction or payment of financial transfer is organized.

#### Services offered to customers

Quality service is the key issue to maintain the customer satisfaction. In the recent years, many banks are trying to provide a quality to satisfy their customer. Offering service is not only an advantage, but also its competitive necessity. Net banking has its own pros and cons. All the benefits are closely related to each other from convenience to efficiency. Are some of the non-transactional services, which the customers can avail through Net banking services? The transactional services of online banking services include electronic fund transfer from one account to another, paying third parties like bill payment, telegraphic / wire transfer, purchase or sale of securities, loan transaction. Though the banks provide lot of transactional and non-transactional services technically, there are many other added advantages/benefits provided by banks to its customer to retain the customer's loyalty and confidentiality of the customer

**Benefits and Rewards:** Online banking offers more benefits and rewards of their customers. Banks started offering high interest rate and better transfer services that regularly use online banking. Hence its benefits customers as well as banks to reduce cost of serving directly in premises.

**Notifications and Alerts:** Customers are alerted or notified about any new transactions made by them through SMS. Earlier Transactions: Funds can be easily transferred from one account to another account in few seconds.

**Convenience:** E- banking is extremely convenient. Website can be accessed anywhere without actually visit the bank.

**Security:** With internet banking, customers can monitor account activities. They can get history and summary of all transactions. And also, can identify threats and doubtful activities before any occurrence of damage.

**Better customer service and other services:** Banking websites and apps offers customized web pages to its customer. It has devoted FAQ (Frequently asked questions) section for helping its customers for any query related to online transactions. Banks also offers many discounts for the customers who use debit cards and credit cards. It also stopped penalizing the customers on withdrawals on certificate of deposits, letting customers maintain accounts with zero minimum balance

### **Challenges faced by banking sector in the phase of digital banking**

Financial technology is quaking up the financial services industry in huge ways. Though financial technologies provide various interesting opportunities, banks are dealing with the challenges it brings simultaneously. Although the technologies bring solutions to many problems faced by the banks under traditional method of banking still, they aren't sure about how technology will disturb their daily operations.

The ever-changing regulatory environment poses a constant challenge for financial institutions of all types. Since the financial crisis of 2008, banks have been bombarded with financial regulations. It is must for banks to comply with the necessary regulatory to avoid heavy fees and penalties. The banks must apply the same regulatory standards to their digital banking practices also.

Financial technologies startup business is also disturbing banking industry in big way. They have many advantages over traditional banking system. They provide innovative, fast and effective method of meeting customer needs. Although, it is very hard to disrupt the strong trust built up by the banks among its customers, it has to gain technology advancement and insights through merger, acquiring startup companies etc.

Another challenge faced by the bank is crypto currency technology. Is it really safe and secure to its customers to use crypto currency technology? This always remains as question in the minds of both banks and customers. The reason behind this is hacking. Hacking of personal data has put this technology in to heavy risk. But now a day's banks started using block chain technology to overcome this hurdle.

Like risk of crypto currency technology, cyber attacks are another form of challenge or risk faced by the banks in the phase of digitalization. Cyber attacks are quite damaging to customers who may lose their valuable private data. In turn, banks are at a risk of losing customer's trust. There are many ways through which banks can overcome this risk say, usage of biometrics, OTP (one-time passwords), code generated passwords etc.

Another biggest challenge faced by the banks during the phase of digitalization is figuring out how to move from old legacy systems to new digital system. Digitalization is a process which can eliminate paper utilization and thus decreases the cost drastically in banking industry. Internet, mobile, ATM is certain digital channels which has reduced transaction costs in branches. But the question is, how the transition is going to be. The banks have several options to consider while implementing new technology. Front-end application will be a user-friendly interface that allows the banks to stay relevant in the market. An Absolutely dedicated team which can work for the transformation with another new team to develop entire new system will reduce the hurdles to be face in the phase of transition.

### Task confronted to achieve the customer's needs

Though there are many advantages on E-banking, still banks struggle a lot to retain its customer's confidence because of many reasons. Let us see the tasks confronted by the banks in the phase of digital banking. New users often give up using the digital banking advantages, and sticking to conventional method if timely help/assistance is not provided. Sometimes, customers are afraid of losing their money and are often timid to discover all the options available on the website. Fake websites are becoming common in this technological world. Because of such fake website customers are losing their trust upon the banks. Though we say online banks are open throughout the year, they do cause some kind of inconvenience to its customers at times. For instance, if we get locked out of the account, then we will be unable to perform banking transactions. Explaining such confidential issues with some unknown customer service agents also creates anxiety and confusion in the minds of customers. Even well reputed and established banks also face security issues. While transferring large sum of money, customers are not still confident to do it online. Additionally, for some transactions like buying house etc. lot of document verifications are necessary which is always advisable to do physically than digitally. Technology issue is another barrier faced by the customers. Poor internet connection, bugs in the software, power cut are some technical issues which always exist and make the customers feel real banks are better to deal with funds. Illiterate and elderly customers find it difficult to use online banking. Neither can access their accounts if internet connection is not there. And also, always they need somebody's assistance for doing online transactions. In the country like India with humongous population, Banks has to struggle and has to go far to spread the purpose and benefits of digital banking all over the country.

### Key to successful digital transformation

Purchasing new technologies will not create optimum outcome, unless underlying methods are completely renewed for a digital future. Unnecessary steps must be eliminated and the design must reflect the needs of digital customers. Banks have to finance in people and skill sets that are completely different than what has been needed in the past. Cross-functional teams, external mergers and new employment models will be a great support for successful remodeling. Organizations support in innovation and digital culture is immensely important than investment in people and technologies.

### Conclusion

For a successful digitalization, data, insights and digital tools must be reachable across the organizations. Banks also need to encourage the employees to face the challenges during the transfer of legacy and also motivate them to bring out new ideas which can reduce the risk level during transformation. Banks have traditionally progressed with changes. Digital revolution needs a supple attitude with gradually increasing transformation being constant and hasty

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