

A STUDY ON THE CUSTOMER EXPERIENCE TOWARDS THE ONLINE BANKING SERVICES PROVIDED BY SBI WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT

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Received: 11 Dec 2018

Accepted: 20 Dec 2018

Published: 31 Dec 2018

ABSTRACT

In the world of banking, the development of information technology has an enormous effect on development of more flexible payment methods and more user friendly banking services. Internet banking involves customers using the internet to access their bank account and to undertake banking transactions.

Internet banking is becoming more popular because of its convenience and flexibility. It is also known as online banking and it is an outgrowth of PC banking. Internet banking uses the internet as the delivery channel by which to conduct banking activity, for example transferring funds, paying bills, paying mortgages and purchasing financial instruments and certificates of deposits. Internet banking is a result of explored possibility to use internet application in one of the various domains of commerce. It is difficult to infer whether the internet tool has been applied for convenience of bankers or for the consumer's convenience. But ultimately it contributes in increasing the efficiency of banking operations as well as providing more convenience to customers. Without even interacting with the bankers, customers transact from one corner or country to another corner.

KEYWORDS: *Internet Banking, SBI, Customer Experience*