



Customer Perception towards Core Banking Services in Virudhunagar District

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ABSTRACT

Banking is now no longer confined to the branches where one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In the present day competitive banking atmosphere, banks recurrently assess their services and products for providing superior services and innovative products to their customers. At the same time, the demand for modern services is continuously mounting among all the segments of customers. The banks are using new and modern means for not only to absorb but also to hold the customers and attain competitive advantage over their rivals through making customers satisfied and loyal. The findings explicate that customers of banks are satisfied with internet banking, on-line banking, electronic transfer, core banking, transfer and utility payment services.

Key Words: Customer, Bank, Satisfaction, Core banking Service.

INTRODUCTION

Today, all banks basically offer the same types of services and facilities to customers. The banker who wants to compete with others has to depend more on the efficient services and to coordinate relationship with his customers. The only factor that distinguishes one bank's service from the others is the "Customer Satisfaction" relate with the services rendered by the bank. It is the most important factor that influences the customers' choice of their bank. The success of banking generally depends on customer satisfaction with new technological services rendered by the banks.

The banking industries are mostly customer driven and their survival in the competitive environment largely depends on new technological services provided by them. Technology plays a vital role in improving the quality of services provided by the banking sectors. One of the technologies which really brought information revolution in society is the Internet technology and it is rightly regarded as the third wave of revolution after the agricultural and industrial revolutions. The advent and adoption of the Internet by the banking industry has removed the constraint of time, distance and communication, making the globe truly a small village. The financial sector being no exception, numerous factors such as competitive cost, customer service, increase in education and income level of customers and so on influence banks to evaluate their technology and assess their electronic commerce and Internet banking strategies.

In recent time, the concept of core banking is growing rapidly. The core banking provides system or service in which the bank customer can avail of service at any other branch of same bank and can make a transaction. In core banking system, all other branches are connected to main branch. Consequently, in the result of any bank customer can make transaction at any other branch. In the era of information technology, banking profession is rising therefore it cannot enlarge without information technology at the same time as banking sector rising therefore banking cannot stay away from using information technology. Bank is supposed to be in competition by using modern technology. In that public sector banks have quickly expanded their branches. Therefore the concept of core banking system comes in survival and that is why every bank has adopted core banking system.

Generally, all branches of the bank are connected to central information system. For all banks, central information system is an operation at all central level transaction online. These all transactions are related to general information system, therefore it is called the core banking, and the general information system is very essential facility at every bank. In central information system at main branch has very details of transaction at the level of bank. Therefore, it is very useful information to support system network central solution and implements instant service availability. It is central information system not working to avoid problem of other branches transaction. This service is made available through disaster