



Recent Trends In E-Banking Services and It's SWOC Analysis

Dr. Tejaskumar R. Mistry

Adhyapak Sahayak , Department of Commerce and Accountancy,
Sheth C D Barfiwala College of Commerce, Surat (Gujarat)

Corresponding Author – Dr. Tejaskumar R. Mistry

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Abstract:

The vast majority of mobile users today frequently utilize online banking services. Additionally, they use mobile banking apps to send money to others and online payment systems to buy goods and services. Given all of these factors, it is clear that internet banking has grown to be a significant part of everyone's life. People of all ages have begun to use digital-only banks and value digital banking services since the pandemic. It follows that the continuous expansion and improvement of online financial services is not surprising. Financial software development companies are utilizing the newest technology, such as cloud computing and robotic process automation, to transform digital banking. This paper focused on various forms of digital banking in contemporary period. It also anylize Strength, Weakness, opportunity and threat of digital banking.

Keywords: E-Banking, Digital Banking, Internet, Service, SWOC

Introduction:

Banking sector led the early commercial adoption of mainframes in the 1960s, the rollout of large-scale credit card and ATM networks in the 1970s, electronic trading in the 1980s, and the early move into online banking, personal financial management solution (PFM) in the 1990s, online banking is built into Microsoft Money in 1994 as per result 100,000 households begin accessing their bank account online. After the launch of android phone customer shifting toward digital banking from desktop computers to smart phones. Digital banking start slowly but now it is picking very fast footsteps in economy. It is growing gradually and most of the banks are offering digital banking services. Fintech have started collaborating with banks across multiple areas and have begun helping the bank in building innovating products/services like lending, deposits, payments, investment, insurance etc. The facility of smart phone,

social network, downloaded apps, clouds and digital banking are facilitate customer to choose providers, compare pricing & interest rate, review recommendations and completing purchasing.

Objectives:

1. To study the role and status of digital banking in current scenario and its future prospective.
2. To study the functions of digital banking along with various digital financial products
3. To analyse SWOT

Research Methodology:

Present study is based on secondary data and information which is collected from various journals, books, magazines and web services.

Meaning Of Digital Banking:

Digital banking is the process of digitizing banking operations and services. It includes the digitization of all traditional banking programs and operations, such as money transfers, account management, financial product trading, bill payment, loan administration, and more, that were previously only feasible after physically visiting a bank's branch. While digital banking includes digitizing all programs and activities carried out by financial institutions and their clients, online banking concentrates on digitizing the "core" components of banking.

Digitization has boosted the financial services sector, including banks. For digital banking to be seamless and easy for bank customers, digitization is necessary. To stay ahead of the competition and meet the demands of all of their clients, banks of all shapes and sizes are investing heavily in digital projects throughout the economy.

Current Digital Banking Trends:

Here are some of the top trends in digital banking services-

1. Growth of Online Transactions:

Regarding digital banking trends, online transactions growth is not a new trend, but an approach that has been greatly accelerated by everything due to distant modes. Today, people are beginning to pay for goods and services via digital channels for retail or e-commerce businesses. This digital payment will allow two-factor approval and transaction verification to make the mobile banking process safer and faster. This is the only reason why people choose online transactions offline. Additionally, people are beginning to manage savings accounts and act online, which has led to an increase in the number of securities accounts users have opened via mobile banking apps.

2. Personalization:

If all users switch from traditional banking use to digital services, he will usually want to access all the financial information that will help you make bigger investments and other money decisions and set financial goals. One of the most popular features, such as offers from digital financial services providers, is snapshots. It provides a simple, daily summary of the transactions and trends of bank account holders that can provide personalized financial features. This shows that financial institutions can provide users with personalized solutions and capabilities when using digital tools in the financial services industry. Personalization is driven by driving deeper customer loyalty between digital banking products and small entrepreneurs and providing some important appropriate steps. Adaptation is one of the main reasons banks and credit cooperatives are responding to digital transformation. When it comes to providing personalized services and tailor-made solutions to users, it's easier to continue competing.

3. Digitalization:

When it comes to the financial sector, traditional banks offer a variety of financial services, but they are not digital. This change accelerated when Covid hit the world. Like other business areas, banks have begun using digital platforms. Many banks are gradually undergoing digital processes, but the pandemic has accelerated this transition. Now everything is digital before consumers visit bank branches to get, for example, KYC, financial transactions, bank statements, and asset management. Users can now use their banking services using mobile or web apps from anywhere. This helped fintech startups in this competitive world, closing gaps between financial institutions and customers, leading to customer closures.

4. Customer experience is everything:

With digital banking becoming increasingly popular, customers are looking

for more personalized services that meet their unique requirements and tastes. Whether a customer applies for a loan, contacts customer service or accesses a physical location, consistent banking experience is essential. The purpose of data and analytical personalization in online banking is to provide consumer-specific offers to all contacts. This allows for close relationships with consumers, improve customer loyalty and leads to beneficial growth.

5. AI that provides more targeted services:

One of the most important trends in the digital banking industry is AI. Banks have begun using real-time-based chatbots to gather information about their customers and preferences. Additionally, global financial institutions can use collected customer data and augmented analytics to provide personalized online services for their customers. Furthermore, AI (artificial intelligence) and ML (machine learning) in the banking industry can help you understand customer expectations faster, identify the best solution for data for all kinds of problems, develop strategies for digital transformation of business processes, and conduct analytics to provide a more productive and efficient solution.

6. Automation:

When it comes to using digital bank solutions, customers prefer useful features and banks, avoiding all sorts of conflicts with customers, allowing them to use automation tools that their services provide and resolve with clicks. If financial institutions undergo digital banking transformation and provide automated services to users, this includes automated payment systems that automatically pay from bank accounts, timely account statements, and more. In addition to banking capabilities, the application also provides automatic customer support around the clock via chatbots.

7. Data oriented:

With the growing digital conversion initiative, the number of devices used by humans is constantly increasing. These devices led to the accumulation of big data within banking solutions. In recent years, banks have developed more intelligent opportunities to logically extract meaningful information and structural data. This leads to the establishment of stronger customer relationships based on personalization and seamless communication. For example, banks can analyze customer behavior patterns according to data from third-party providers collected from digital bank applications, ATMs, mobile apps, and call centers. This will make traditional banking institutions digital, helping them understand their users and distinguish between the bank offers they have to meet each year.

8. Cloud Computing:

Banks are beginning to use cloud computing with unique financial characteristics. For a while, it was grown on a large scale and became part of the digital banking trend. Cloud computing is a very simple concept that allows computer services such as data warehouses, software, and network tools to be used on the Internet. Cloud computing offers several major advantages to the banking industry, and these experts include: Cost-efficient Proper security Increased productivity Global scalability speed comfortable Reliability In addition to all these benefits of cloud computing technology, the banking sector allows large data silos to be removed. The need for physical systems, servers, and engineers is also eliminated and managed.

9. Cryptocurrency and blockchain:

Advances in blockchain technology and cryptocurrency have led to consumers increasing banking options. Bitcoin, Ethereum and Litecoin are examples of decentralized digital currencies that work independently of central authorities. Blockchain, also known as distributed ledger

technology, can make transactions secure and transparent. By improving the speed, efficiency and security of financial transactions, these technologies can lead to major changes in banking.

10. Real-time payments:

The concept of social distancing has appeared in photography since Covid-19, and people are beginning to safely use contactless payment methods. Customers can use applications such as Chase QuickPay, Google Pay, PayPal, Paytm for actual payments. These applications provide a seamless digital banking experience, enabling customers to execute transactions around the world. This is possible because different banks have begun to participate.

11. Security and Privacy:

Security concerns are one of the biggest concerns regarding the digital banking situation. There has been a significant increase in cases of data theft, money laundering and security violations. This is because customers of new digital banking products are becoming more threatened. For this reason, the use of the concept of cybersecurity is becoming increasingly popular. To ensure that bank applications are safe and customer data is protected, banks need to invest safely, securely, secure customers from phishing, and conduct a detailed security audit of the banking system that clarifies customers about cybersecurity.

12. Uses friendly and intuitive design:

In digital banking systems, an intuitive graphics interface and user-friendly approach are called the main requirement. The main reason for this is that users prefer personalized mobile banking apps. Therefore, app development companies provide an application programming interface that allows users to easily understand apps and enable banks to seamlessly execute critical processes on digital platforms.

13. Mobile Banking:

Managing your money has never been easier than using a mobile banking app. You can see your credit, send and receive money, payment costs, deposit checks, etc. You can access almost all of the bank's products and services. Plus, users are friendly so you can create them anytime, anywhere as long as you have an internet connection. You can also invest in loans, insurance, even investment funds, fixed deposits, and more through apps from several different banks. This eliminates the need to physically visit the branches.

However, if you have any issues or concerns regarding such banking services, we also provide customer support services. You can contact our customer support team via live chat, phone or via app. Additionally, like other customer service departments, you can access the user manual for the bank's mobile banking app.

Below we cover a detailed SWOT analysis and provide a comprehensive overview of the current stand and the future outlook for the Indian banking sector.

Strengths:

- ✓ Savings of time, money and effort
- ✓ Convenience for both customers and banks
- ✓ 24x7 Digital Banking Service
- ✓ Increases business efficiency
- ✓ Greater mobility of digital banking services
- ✓ Improved accuracy
- ✓ Reduce bank operating costs
- ✓ Innovative diverse services from banks
- ✓ Easy access to bank customers
- ✓ New definition of services
- ✓ Employee working hours are shorter

Weakness:

- ✓ Lack of cooperation and coordination
- ✓ Bank branch killer
- ✓ Spreading unemployment rate
- ✓ Lack of digital transactions

- ✓ Security and security issues
- ✓ Just as banks have problems moving their businesses digitally, bad technology infrastructure
- ✓ When the server drops, the entire process is disabled
- ✓ Structural weaknesses

Opportunities:

- ✓ Improve your excellent digital bank habits
- ✓ Increased customer trust and integration
- ✓ GDP Growth Initiative
- ✓ Create a strategy for digital technology
- ✓ Villages have access to digital banking systems
- ✓ Cost-effective solutions and better decision making
- ✓ A quick collection of feedback from bank customers
- ✓ Improve your customer experience
- ✓ Improve your risk management skills
- ✓ Changes in sociocultural and demographic factors

Threats:

- ✓ Lack of knowledge about digital banking training
- ✓ Fear of digital banking in poor rear community classes and uneducated populations
- ✓ Hidden and ongoing computer hacking process issues
- ✓ Political pressure and ineffective regulations

- ✓ The problem of economic crisis and collapse
- ✓ Recession in the economy

Conclusion:

As seen in this paper, since the pandemic, every business has started going digital to offer the best products and services to their clients in this social distancing world. And one of the fields that have adopted digitalization at its best is the banking sector. This has made customers expect banks and financial institutions to understand them, have their back, and help them out. Digital solutions of banks have started taking advantage of the latest technological trends to offer the best financial services. The banker should provide e-banking services as per its swoc analysis.

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