
International Journal of Advanced Multidisciplinary Research

ISSN: 2393-8870

www.ijarm.com

(A Peer Reviewed, Referred, Indexed and Open Access Journal)

DOI: 10.22192/ijamr

Volume 9, Issue 9 -2022

Research Article

DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.09.008>

Technology Innovations Towards Customer Service In Urban Cooperative Banks With Special Reference To Akola Urban Cooperative Bank

Preeti Premraj Bhala,

Ph. D. Research Scholar,

E-mail: preetibhala17@gmail.com

Faculty of Commerce and Management,

S.P.M.T.M. Arts & Commerce College, Chikhli, Buldana, Maharashtra

Prof. Dr. Anil S. Purohit,

Ph.D. Supervisor,

E-mail: anilspurohit1@rediffmail.com

Faculty of Commerce and Management,

S.P.M.T.M. Arts & Commerce College, Chikhli, Buldana, Maharashtra

Abstract

The Information Technology (IT) must be an integral part of our life and organization strategy. IT needs are increasing day by day and today every person is intending to be IT oriented. The employees of the Bank are valuable assets to the organization. If they are highly satisfied they produce more and it is profitable for the organization. So in this competitive environment it is necessary to know the employees views toward their job and to measure the level of satisfaction with regard to various aspects of job satisfaction and performance of organization itself. Job satisfaction is an integral component of organization climate and an important element in the management employee's relationship.

“The Urban co-operative banks in Maharashtra have started their customer services through tele banking inter branches transactions and providing 24 hrs services through ATMs”. In order to improve the performance of co-operatives computerization of all their transactions is a must to cope up with the ongoing revolutionary changes in banking systems such as internet banking, ATMs, anywhere banking and any time banking etc., IT helps to increase the productivity of existing co-operatives of poor formers. Billing and payment collection will be streamlined through creation of “Smart Cards” with electronic accounts.

Keywords

Technology
Innovation,
Urban Cooperative
banks,
Akola UCB

1. Introduction

A co-operative bank is a small-sized, financial entity, where its members are the owners and customers of the Bank. They are regulated by the Reserve Bank of India (RBI) and are registered under the States Cooperative Societies Act. Co-operative Banking has proved to be an asset in terms of acting as a financial intermediary to agricultural and allied activities, small scale industries, and self employed workers.

The background and history of Urban Co-operative banks indicates that the initially cooperative movement was started in India to improve the conditions of rural masses. UCBs are much ahead of nationalized banks in rendering service to customers and shareholders. The quality parameters are taken care of by these banks to the maximum extent. More than 60 percent UCBs are situated Maharashtra. However, these banks are also spread to Gujarat, Karnataka, Tamilnadu and West Bengal.

The main functions of urban co-operative banks are to promote thrift by attracting deposits from members and others and to advance loans to the members. Thus the role, functions, objectives of UCBs are as follows: 1) To collect and create deposits from customers, members and public. 2) To raise funds for lending finance to customers and members. 3) To encourage saving, self help and mutual help and among the members. 4) To draw, make, accept, discount, buy, sell, collect and deal in bill of exchange, drafts, certificates and other securities. 5) To provide safe-deposit vaults.

2. Literature review

Sattar and Ali (2014) measures the factors affecting the employee satisfaction by discussing variables such as promotion, work environment, leadership and job satisfaction and observe its impact on workers of the banking industry at Bahawalpur district. It was determined that all the variables promotions, work environment, leadership behavior and job satisfaction have

significant relationship with employees job satisfaction.

Salem et al., (2013), concludes that most people or employees agreed that personality type suits the work they do and have the opportunity to do what they do best and they are also optimistic about their personal and professional life and further demonstrates that fair policy of recruitment and selection leads to employee satisfaction at work.

Sowmya and Panchanatham (2011) reveals that job satisfaction is dependent on supervisor behavior, coworker behaviour, pay and promotion, job and working condition and organizational aspects. In the case of job satisfaction aspects, commercial banks employee perceived pay and promotion as an indispensable factor to decide their satisfaction level.

The level of employees' job satisfaction increases by many factors and when employees are satisfied with their work, they feel motivated (**Noor, 2011**). The demand of employees work life balance is increased by change in trends in the business such as change in organizations structure, diversity of work force and female employees working in organizations.

3. Technology innovations towards customer service in urban cooperative banks on urban cooperative banks

Customer service is **the service provided in support of a bank's core products**. Customer service often includes answering questions; handling complaints. Customer service can occur on site (as when an onstage employee helps a customer or answers a question) or it can occur over the phone or the Internet.

Banking being a service industry, a lot depends on efficient and prompt customer service. Customer service is the most important duty of the banking operations. Prompt and efficient service with smile will develop good public relations reduce complaints and increase business.

The ten key areas of customer's services to be attended timely and regularly are:

- Submission of statement of A/Cs to customers
- Updating of savings pass books.
- Teller system efficiency.
- Cleanliness and Upkeep of premises.
- Intermediate Credit for institution cheques/land bills.
- Advance intimation to customers for rewards of Term Deposits Receipts on maturity.
- Advance for Debit/credit to accounts.
- Punctuality of staff.
- Handling of complaint register.
- Maintain a complaint register.

Customer's dissatisfaction in the banking industry is neither recent nor unknown. This is mainly due to delays in handling transactions across the counter in collections, update of passbooks supply of statements of accounts, etc.

Customer service has always been a major preoccupation of the banks. The bank service repeatedly comes under heavy attack from bank users, newspapers, legislation and Government for poor quality of customer service. In the area of customer service, expectation and demands of the customers generally rise at a much faster pace than banks are equipped to deal with. It leads to enormity and complexity of banking operations that give rise to complaints.

The complaints relating to the co-operative banks are mainly delays in the;

- a) Collection of outstation cheques,
- b) Encashment of cheques,
- c) Acceptance of cash,
- d) Issuing of drafts and mail transfers,
- e) Submission of statement of account and pass books, and
- f) Processing of loan applications.

Furthermore, not carrying out the special and specific instructions of customers and discourteous behaviour are the reasons for

complaints. Some of these delays can be traced back to the deficiencies in systems and procedures prevailing in banks, the growth in banks not being matched with adequate infrastructural support, and the lack of necessary skills of bank personnel to manage their tasks effectively and fulfill what is expected of them.

The activities of the co-operative banks regarding services fall into two major categories: a) Traditional services, and b) Non-Traditional services. Standard transactions that come under traditional services are:

- a) Withdrawal of cash,
- b) Acceptance of cash,
- c) Updating of pass book,
- d) Legibility of pass book,
- e) Collection of local cheques,
- f) Collection of outstation cheques,
- g) Sending credit/ debit advise,
- h) Intimation of maturity of fixed deposits,
- i) Issue/renewal of fixed deposits, and
- j) Issue of cheque books.

Non-traditional functions of the banks are:

- a) Purchase of bank draft,
- b) Encashment of bank draft,
- c) Receipt/issue of money through mail transfer, and
- d) Receipt/issue of money through telegraphic transfer.

Other aspects, which determine the quality of bank services are:

- a) Infrastructural facilities;
- b) Attitude of bank employees;
- c) Adequacy of the number of bank branches; and
- d) Availability of general amenities at bank branches, like availability of drinking water, place to sit and other factors.

4. Case study – The Akola urban Co-op. Bank Ltd. Akola, Maharashtra

The objective of establishing the Akola Urban Cooperative Bank was to cater to the needs of local people & furtherance of the objective/principles of co-operation. With this objective in mind some social workers came together and registered the Bank on 19.4.1963 at Akola with the support of local traders & others.

In the beginning the area of operation of the Bank was limited only to Akola district. After the liberalization policy of Government in 1991 the Bank opened 21 branches & one extension counter spread over the entire state of Maharashtra. Since then the Bank is making steady progress the credit of which goes to our members customers, employees and well wishers. The slogan of the Bank is "Sahkaren Jankalyanm" accounting to which the bank is extending help in financial & non financial way to various sections of the society.

[A] Banking Services

1. RTGS / NEFT Funds Transfer Facility:

The Akola Urban Co-operative Bank has introduced the RTGS / NEFT Funds Transfer Facility for our esteemed Customers. The general Guidelines for handling the transactions related to RTGS / NEFT are as follows.

- All the RTGS / NEFT transactions will require a Valid Instrument i.e. Cheque.
- The Transaction Time for RTGS/NEFT will be from 10:30 AM to 4:00 PM for Working Days except on Saturday the Time will be 10:30 AM to 1:00 PM.
- Transactions below Rs.2,00,000/- (Rs. Two Lakh Only) will be in NEFT.
- Transactions Above Rs.2,00,000/- (Rs. Two Lakh Only) will be in RTGS.
- All other Terms & Conditions are mentioned on the overleaf of the RTGS / NEFT Application form.
- All Incoming RTGS / NEFT will be automatically credited to Beneficiary Account and will be notified separately.

2. Draft facility:

We are providing facility of issuing drafts payable at all cities in India at reasonable rates. **Rates for Draft Facility are as under...**Draft facility rates.

3. Franking Facility:

Franking - Franking is nothing but acceptance of stamp duty in a mechanized form. The bank is authorized by Govt. of Maharashtra to install franking machines at our following branches to make frank impression of stamps on all kinds of instruments on which stamp duty is payable under the provisions of Indian Stamp Act and Bombay Stamp Act.

4. Lockers Facility:

We are providing lockers of different sizes to our customers at almost all branches except Chandrapur, Wardha & Rajapeth, Amravati.

5. Insurance Facility

Life Insurance

Life Insurance will protect your family's financial future. As we are a financial institute it's our responsibility to provide new and better products and services for our valuable customers. And for that we have entered in Life Insurance business recently tied up with

1. Exide Life Insurance Co
2. HDFC Life Insurance Co.

There are many products which are affordable and better for your needs. For details you may contact to our nearest branches. Product as Term Life, Saving Plans, Pension Plans, Money back Plans.

General Insurance

General insurance helps us to protect ourselves and the things we value such as our homes cars and valuables from financial impact of risk, fire, flood, storm and earthquake accidents and theft. For this purpose we are providing General Insurance services since last 11 years tied up with

Bajaj Allianz General Insurance Co Ltd. Products are as Motor Insurance, Property Insurance, Dwellings, Travel Insurance, Health Insurance, Personal Accidental Policy.

6. Demat Account

This facility is provided at Main Branch Akola & Jaistambh Branch Amravati.

The Client can open a demat account with CDSL. The procedures for opening demat account in CDSL are simple. The client who wishes to open a demat account with Akola Urban Cooperative bank Ltd, can open two types of account: Individual Account and Corporate Account.

7. E-Payment Facility

We are providing E payment facility for acceptance of various taxes like Income Tax, VAT, Service Tax etc. at our Main Br. Akola. With Akola Urban Bank's payment services, you can bid goodbye to queues and paper work. Our range of payment options make it easy for you to pay for a variety of utilities and services Akola Urban Bank is one of the first few banks to launch an Internet payment option for payment. Online payment of Income Tax, TDS, Maharashtra VAT and Gujarat VAT, GST. Through this facility you can now make your TAX and GST payments.

8. RuPay ATM-Cum-Debit Card Facility

The Akola Urban Co-operative Bank Ltd. announced the new facility of RuPay Debit Card. Card can be used at ATMs of more than 2,10,000+ ATMs of other banks displaying RuPay logo. The card can also be used POS terminals at Merchant Establishments displaying RuPay logo, shopping through merchant website and online payments under NPCI's industry payment program. Popularly known as plastic money, a Debit Card makes shopping a risk free and pleasant experience. Please note that PIN is mandatory for using your card at POS terminals of the Merchant Establishments.

[B] Schemes:

1. Personal Loan Schemes:

- Loan against Property
- Housing Loan
- Gold Loan
- Car / Vehicle Loan
- Educations Loan
- Consumer Loan
- Loan For Solar Water Heater

2. Business Loan Schemes:

- Loans for trading & manufacturing units
- Loans to professionals
- Loans against warehouse receipts

3. Deposit Schemes:

- Saving Bank
- Saving Bank Plus
- Saving Bank Gold
- Fixed Deposit
- Dhanvardhini Deposit
- Dam Duppat Yojana
- Tax Benefit Term Deposit Scheme
- Jankalyan Bal Vikas Patra
- Jankalyan Bachat Yojna

[C] CBS- Core Banking Solution:

The Akola Urban Co-operative Bank Ltd., has successfully implemented the CBS in the Financial Year 2013-14. With the changing scenario in Banking Technology Our Bank has also taken a step ahead in competitive world to serve the customers in a better way. The CBS technology enables the Bank to extend High End services such as RTGS, ATM, CTS Clearing, Any Branch Banking, Adhaar enabled Subsidy distribution system etc through advanced Technology.

[D] Any Branch Banking (ABB):

The most widely used facility in CBS is ABB, which enables the customers to transact in their accounts from any Branch of our Bank. The

Customers can Deposit Cash, Withdraw (using Cheques only), Transfer funds, Use RTGS / NEFT from any of our 29 Branches using ABB facility. The Interest for Monthly Interest Scheme FDRs can be given to account at other branch.

CTS Clearing:

RBI has initiated the "Cheque Truncation System" in selected Center for Clearance of Cheques. Our Mumbai, Nagpur, Aurangabad and Nasik branches are ready with the CTS system and successfully participating in the new CTS clearing system.

As the CTS Clearing is divided in Four regions viz. Eastern, Western, Southern & North, our area of operation comes under Western Region which consist of 5 States (Maharashtra, Gujarat, Chhattisgarh, Madhya Pradesh & Goa). If a

customer from Nagpur gives a cheque at Mumbai, then the Payee may submit the cheque at Mumbai for clearance on the very next day which the Nagpur branch have to clear the same on the day of presentation. So, while issuing cheques all the customers are requested to maintain sufficient balances in their accounts.

References

1. <https://www.rbi.org.in/scripts/AboutUsDisplay.aspx?pg=UrbanBankDept.htm>
2. https://www.researchgate.net/publication/256020406_Customer_Services_in_Co-Operative_Banks_A_Case_Study
3. <https://byjus.com/bank-exam/cooperative-banks-india/>
4. https://09_IJRG16_SE06_09.pdf
5. www.akolaurbanbank.com

Access this Article in Online	
	Website: www.ijarm.com
	Subject: Banking
Quick Response Code	
DOI: 10.22192/ijamr.2022.09.09.008	

How to cite this article:

Preeti Premraj Bhala, Anil S. Purohit. (2022). Technology Innovations Towards Customer Service In Urban Cooperative Banks With Special Reference To Akola Urban Cooperative Bank. Int. J. Adv. Multidiscip. Res. 9(9): 79-84.

DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.09.008>