



## A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BASED RESERVATION SYSTEM IN BANKING SECTORS

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### Abstract

The customer satisfaction is one of the essential factor for success of any business. Now a days, the customers are facing more complications in the banking industry. The “token system” is followed in the banking industry for providing services. In this research paper, the various problems faced by the customers are taken to analyze including waiting in the queue for long time, more crowd, doesn't know about the servicing time and so on. The new approach “reservation based system” will be studied and analyzed for making the customer satisfaction by providing services on time. The mobile based communication is the core activity of the customer for reserving their time in the schedule of the bank. The communication based on SMS from any type of mobile phones of the customers is the advantage of this system.

**Keywords:** Banking Sector, Customer Satisfaction, Time Saving, Reservation Based System.

### Introduction

#### Banking Industry

Banking, in the modern sense of the word, can be traced to medieval and early Renaissance Italy, to the rich cities in the north such as Florence, Venice and Genoa. The Bardi and Peruzzi families dominated banking in 14th century Florence, establishing branches in many other parts of Europe [1]. Perhaps the most famous Italian bank was the Medici bank, established by Giovanni Medici in 1397 [2].

#### Sms Banking

SMS banking is a type of mobile banking, a technology-enabled service offering from banks to its customers, permitting them to operate selected banking services over their mobile phones using SMS messaging [3].

#### 21<sup>st</sup> Century [4]

The early 2000s were marked by consolidation of existing banks and entrance into the market of other financial intermediaries: non-bank financial institution. Large corporate players were beginning to find their way into the financial service community, offering competition to established banks. The main services offered included insurances, pension, mutual, money market and hedge funds, loans and credits and securities. Indeed, by the end of 2001 the market capitalization of the world's 15 largest financial services providers included four non-banks.

### Reservation System In Banking Sectors

#### Drawbacks of Current System

The drawback of the current system in banking sector discussed below with bullets.

1. The existing system is a token based system, which does not provide any servicing timing for the customers.
2. The customer doesn't know their service time.
3. They had to wait for long time in the queue for their service from the morning.
4. The bank is filled with more crowd and long queue.
5. This may cause to bad service and make the customer to get frustration.
6. The customer waste their precious time by waiting in the queue.

#### Proposed System

This system reduces the queue in the bank and time saving process for the customers, this helps the customers to fix a time for their activities in bank by selecting the timing sessions through short message service, first the customer has to send a message with his name to the bank mobile number and then his name is stored in the database and a message with timing session is provided to the customers (10:00 -10:30 HRS for instance), the customer has to select a timing session based on the session selected the customer is provided a minimum minutes from the session selected. The customer can visit the bank on the timing provided to him. This mainly reduces the crowd in bank and reduces the queue.

### Benefits of Proposed System

1. Time saving.
2. Fully systematic.
3. User friendly.
4. Reduce queue in Bank.
5. We can choose our flexible time for banking activities.

### Task of The System

The main objective of the project is to reduce queue in bank and help the customer to save their precious time. It provides the customer to select a timing session based on their needs. It helps the bank employee to serve better. This helps to attract more customers. It is a time saving process for both customers and for bank. Since the booking is based on SMS the process is very simple.

It reduces the waiting time of the customer in bank from morning without knowing their service time. In this process the customer know their servicing time in the morning before the bank open. Since the customer is provided session of timings they can choose the time according to their wants.

### Probability Analysis

Feasibility study is a test of system proposal according to its work ability, impact on the organization, ability, impact on the organization, ability to meet user needs & effective use of resources. The objective of feasibility study is not to solve the problem but to acquire a sense of scope. During the study, problem definition is crystallized and aspects of the problem to be included in the system are determined.

Consequently, the costs and benefits are estimated with greater accuracy at this stage. The proposed system is economically feasible since the savings and benefits on the software is more when compare to the cost. The proposed system reduces human effort & the system is more accurate, speedy & dependable. The benefit ratio is very small. Since this can improve the productivity of firm, this system is economically feasible.

### Working Process

The working process of the new system given below as step by step.

1. STEP1: First the customer has to send their name to the bank mobile number (R.Sivakumar for instance).
2. STEP2: The name is received to the mobile that is connected with the system through data cable.
3. STEP3: Then the name is stored in the database. And timing sessions is provided to the customer through short message service like (10.00 to 10.30, 10.30 to 11.00 and etc.)
4. STEP4: After receiving the message the customer has to select the timings and again send reply to that number.
5. STEP5: Then the system search the available timings in that session and provide a maximum time of 5-7 minutes to customer.
6. STEP6: If no time in available in that session the system send reply to the customer to select different timing sessions.

**Table 1 Reservation System model**  
**Reservation System Model**

ID	Customer Name	Timing Session	Provided Timing	Access Code
1	Patricia	10.30 - 11.00	10.45 - 10.50	A1B8
2	Fedrick	11.00-11.30	11.20 - 11.25	B2EE
3	Sam Peter	1.00 - 1.30	1.05 - 1.10	GG8R
4	John	2.30-3.00	2.30-2.35	AS45

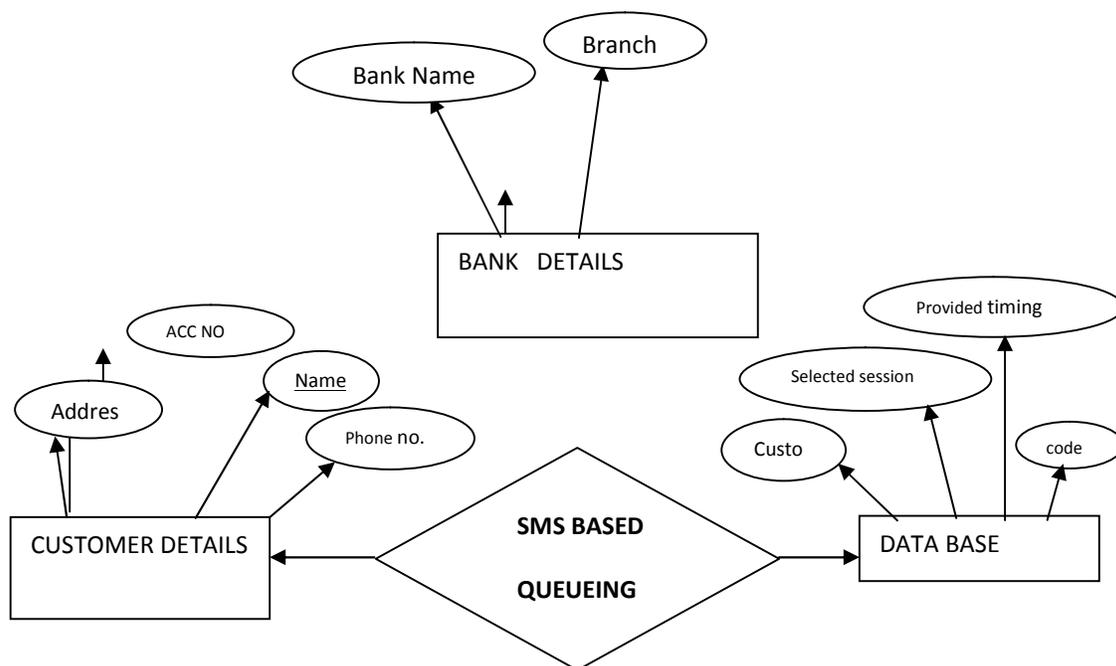


### System Design

Design is multi-step process that focuses on data structure software architecture, procedural details, (algorithms etc.) and interface between modules. The design process also translates the requirement into the presentation of software that can be accessed for quality before coding begins. Computer software design changes continuously as new methods; better analysis and broader understanding evolved. Software design is at relatively early stage in its revolution. Therefore, software design methodology lacks the depth, flexibility and quantitative nature that are normally associated with more classical engineering disciplines. However techniques for software designs do exist, criteria for design qualities are available and design notation can be applied.

### Conclusion

The conclusion of this paper with the diagram of proposed system (given below) along with links and data flow.





The purpose of the system is to develop a model which supports both the customer and the banking organization. The proposed system involves a more facility that is useful to the customer, which provides convenient to the customers. The features including;

1. User-Friendly Environment
2. Easy-to-use, install and implement our software.
3. Easily scale to more powerful databases or add users as your institute grows.
4. Add modules to expand functionality as your support demands increase or change.

#### **Reference**

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