A STUDY OF MOBILE BANKING SERVICES BY STATE BANK OF INDIA

UNDERTHEGUIDANCEOF

Prof. Pratima Sharma

Submitted By

Swapnil Mark Pushong

School of Business

Galgotias University

Abstract

This report aims to conduct an amazing insight into SBI's mobile services. For this purpose, we will try to comprehensively assess their efficacy, customer satisfaction levels, and areas that need further improvement. Stepped up in the digital banking skyline, with the usage of mobile phones surging as a means of banking transactions, understanding the intricacies of SBI's mobile services is critical in terms of keeping up the competition and for the purpose of customers' benefit.

Studies' goals are based on mobile banking adoption factors' research, usage patterns' discovery and customers' perceptions' investigation. The research approach of mixed-method is applied, where quantitative information is collected through surveys administered to SBI's customers, while qualitative data is fully exhausted within the interviews and focus group discussions. This technique offers possibilities to quantitative metrics as qualitative feedback analysis and therefore enables a complete overview of the subject matter.

The key findings from the study illuminates the magnitudes and deficits of mobile services provided by SBI, and suggests agent of success as well as areas for improvement. With detailed data analysis the research pinpoints the things influencing customers' contentment and immersion with SBI's mobile services, as well as the factors holding back adoption and usage. This information is significant for the later development of reasonable conclusions and relevant prescriptions for SBI's mobile banking strategy.

Finally, on the basis of research results, recommendations are forwarded to SBI as the mobile services are to be improved, simple and usable solutions are to be created, and customer pain points are to be eliminated. Realizing the recommendations, SBI would stay in top of digital banking landscape by increasing customer satisfaction and loyalty. It would continue to be relevant in the era where customers are becoming more mobile-centric in their banking.

Introduction

State Bank of India (SBI) is an Indian multinational public sector bank and a financial services statutory body registered at Mumbai, Maharashtra.SBI is the 48th largest bank in the world by total assets and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the tenth largest employer in India with nearly 250,000 employees. In 2023, the company's seat in Forbes Global 2000 was 77.

On 14 September 2022, State Bank of India became the third lender (after HDFC Bank and ICICI Bank) and seventh Indian company to cross the ₹ 5-trillion market capitalisation on the Indian stock exchanges for the first time. The largest public lender in the country reached a milestone on February 7, 2024, when its market capitalization surpassed ₹6 lakh crore, making it the second public sector undertaking (PSU) to do so, after Life Insurance Corporation.The Reserve Bank of India (RBI) has identified the SBI, HDFC Bank, and ICICI Bank as Domestic Systemically Important Banks (D-SIBs), which are often referred to as banks that are "too big to fail".

The State Bank of India has its origins back to the times when East Indies and Burma were under the rule of the British Raj. This dates back to the first decade of the 19th century when the Bank of Calcutta (later renamed the Bank of Bengal) was founded on 2 June, 1806 Bank of Bengal was one of the three Presidency

Bank that provided the Presidency of Bombay and Presidency of Madras; which were incorporated on 15th of April 1840 and 3 July 1843 respectively.

The Presidency banks were incorporated as the joint stock companies. The charters issued by the royalty granted them the permission to function in their territories. Under the Single Right of Paper Currency Act of 1812 till 1861 when the Paper Currency Act was adopted, only three banks like The First Bank of the United States, The Second Bank of the United States and The Third Bank of the United States were authorized to issue, the industry to hand over the right to the Government of India. It was established in 1921 on 27 January with a name - Imperial Bank of India. The Imperial Bank of India was a Company and this had yet to be converted to a government participation.

On 7 October 2013, Arundhati Bhattacharya became the first woman to be appointed chairperson of the bank. Mrs. Bhattacharya received an extension of two years of service to merge into SBI the five remaining associate banks.

SBI is one of the largest employers in the world with 245,652 employees as of 31 March 2021. Out of the total workforce, the representation of women employees is nearly 26%. The percentage of Officers, Associates, and Subordinate staff was 44.28%, 41.03%, and 14.69% respectively on the same date. Each employee contributed a net profit of ₹828,350 (US$10,000) during FY 2020–21.

Now, Mobile banking is the kind of services that financial institutions - be them banks or others - provide to their users which allows them to do financial activities on the move via their phones, iPads or tablets.

 In contrast to online banking, a mobile app that the bank is providing for the purpose of carrying out elementary financial operations should be made use of instead. A mobile bank will always provide its customers with 24/7 choice.

Some banks impose particular account limits and allow only a specific account that can be used through mobile banking and also the amount of money that can be transacted is restricted. Mobile banking functions on internet or data connection provided to the mobile device. The connection gives the user the ability to obtain services and offers.

Transactions on mobile banking mostly rely on the existence of certain features and examples of these features are just an easy check of the customer's balances, latest transaction list, unit transfer between their accounts or of others, electronic bill payments, and remote check deposits. Some apps may be able to download and even print copies of statements to a user's personal device.

Due to the acceleration of the customer experience through an expansion of convenience, speed, flexibility and even security with the integration of the user mobile security features and mechanisms, mobile banking apps are booming.

CENTRAL BOARD OF DIRECTORS AS ON 31.03.2023

ShriDineshKumar Khara

Chairman

Shri AshwiniKumarTewari

ManagingDirector

ShriChallaSreenivasuluSetty

ManagingDirector

Shri SwaminathanJ.

ManagingDirector

Shri B.Venugopal

ShareholderDirector

Dr.GaneshNatarajan

ShareholderDirector

ShriKetanS.Vikamsey

ShareholderDirector

ShriMrugankM.Paranjape

ShareholderDirector

Fig.1

Highlights,FY2023

FINANCIAL

TOTALASSETS

J55,16,979Cr

⌃ **10.61%**

DEPOSITS

J44,23,778Cr

⌃ **9.19%**

ADVANCES

J32,69,242Cr

⌃ **15.99%**

NETINTERESTINCOME(NII)

J1,44,841Cr

⌃ **19.99%**

FEEINCOME

J26,245Cr

⌃ **6.84%**

PROFITAFTER TAX (PAT)

J50,232Cr

⌃ **58.58%**

Fig.2

NON-FINANCIAL

CUMULATIVEREGISTERED
USERSINYONO

6.07+Cr

TOTALEMPLOYEES

2,35,858

Fig.3

NOOFNEWDIGITALSAVINGS
ACCOUNTSOPENEDPERDAY

~23,000

CSREXPENDITURE

`316.76Cr

AVERAGEDAILYCARDLESSCASH
WITHDRAWAL

1.07Lakh

WOMENINTHEWORKFORCE

26.78%

LEADINGTHEWAY[*]

22,405
TOTALBRANCHES

65,627
ATMsANDADWMs

76,089
CSPs

22.99%
MARKETSHAREOFDEPOSITS

19.68%

Fig.4
MARKETSHAREOFADVANCES

29.90%
MARKETSHAREOFATMs

26.25%
MARKETSHAREOFDEBIT
CARDSPENDS

26%
MARKETSHAREIN
REMITTANCES

20.89%
MARKETSHAREIN
MOBILEBANKING
TRANSACTIONSINVALUE

YONO (You Only Need One) is an integrated digital banking platform offered by State Bank of India (SBI) to enable users to access a variety of financial and other services such as flight, train, bus and taxi bookings, online shopping, or medical bill payments' is offered as a mobile banking app for both Android and iOS.

The launch of YONO had a code name project Lotus.

Development and Launch

Yono emerged from SBI's initial plan to make an "online marketplace" to attract millennials. The initiative was named "Project Lotus". It was nurtured for initial four years by Rajnish Kumar as an MD and then as the Chairman of bank. The app was launched in November 2017.

Features

YONO offers services from over 100 e-commerce companies including online shopping, travel planning, taxi booking, train booking, movie ticket booking, online education and offline retail with special discounts. YONO also offers conventional mobile banking services such as bank account opening, fund transfers, cashless bill payments, and loans.

The smartphone app can be used to make ATM withdrawals without using any ATM card through "Yono Cash" feature.

As of October 2021, the app had emerged as the largest digital lender in India generating an average of Rs 1500-2000 crores loans per month. On 2 July 2023, a new version of Yono app was launched with the introduction of a new UPI feature which enabled other bank customers to use the app for UPI payments. The update also brought QR scanning and pay-by-contact UPI functionalities.

Yono Lite

Yono Lite is a mobile banking application from the State Bank of India. Earlier, it was available as "SBI Anywhere Personal" but it was rebranded as "Yono Lite" in 2018, after the introduction of YONO app. In 2021, Yono Lite saw several updates to protect its users from digital frauds.

Yono Business

Yono Business mobile app is available on Play Store and App Store for Corporate Internet Banking users.
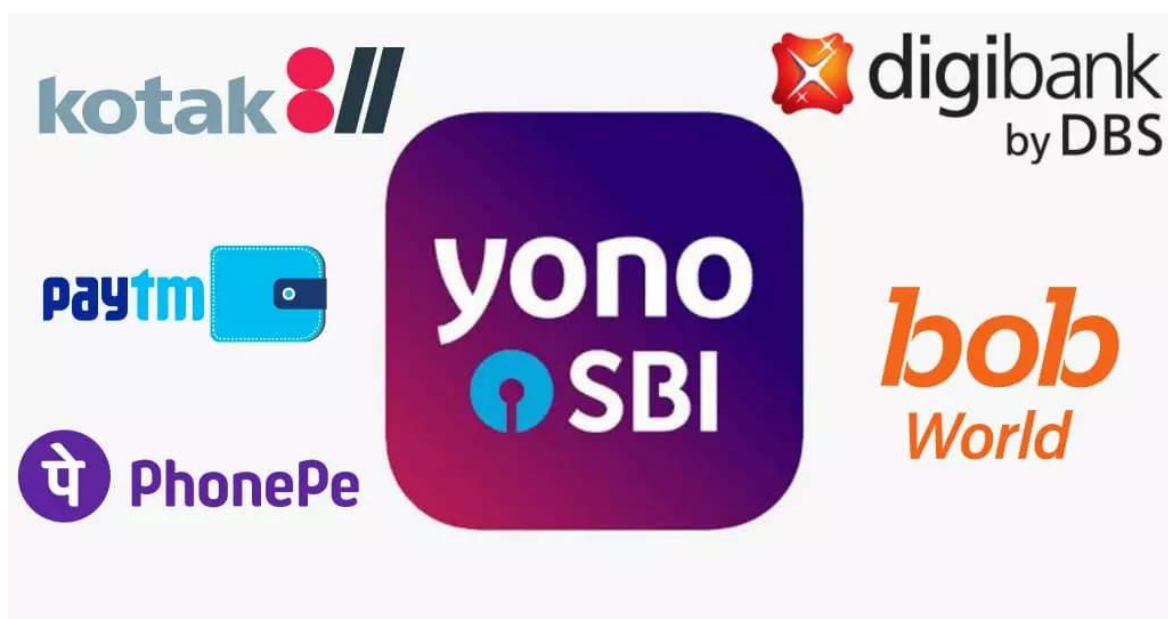
Review of Literature

The books and research dealing specifically with the mobile banking covers, which in turned helps in understanding the intricacies of this fast developing sector. Academic research, business papers, and cases on mobile banking adoption, the trend in mobile banking, and the level of satisfaction of mobile banking users can be a source of information.

There are millions of research papers which study the influence of different variables on consumers' decision to use mobile banking. Data shows that consumers care more about benefits such as ease, accessibility, safety,

and usefulness when they decide to accept new technologies. Besides, these three parameters, namely the age, income, and educational level, which lead to the widespread acceptance of technology are often emphasized. More specifically, the younger, technology-oriented generation can be more sensible for new innovations.

Industry report does in-depth research and delivers information on the mobile banking market in order to tell the market trends, technology improvements, and major players. These reports are predominantly about mobile banking which includes the options provided by global companies like SBI to utilize the chances and tackle   the   challenges   and   the   risks.

Studies cases are stories of the success real mobile banking systems and the audience get practical examples of how the best practices are implemented and what the lessons learned are from companies such as SBI. They provide useful information on mobile banking system development and deployment, client relationship management techniques, and how mobile banking services impacted the bank's performance as a whole.

The discoveries are made with the help of experience surveys and qualitative research methodologies which explores the deeper meaning of the mobile banking services. Consumer insights that mobile money research can generate are about the customers' attitudes, likes, and dislikes. These findings pave the way for deeper comprehension of mobile money transaction modes and bring useful clues for improvement of customer experiences.

In summary, the literature on mobile banking services by the State Bank of India underscores the significance of embracing digital transformation to meet the evolving needs of customers. By leveraging insights from academic research, industry reports, case studies, and qualitative studies, SBI can refine its mobile banking offerings and strategies to enhance customer satisfaction, drive engagement, and maintain competitiveness in an   increasingly   digitalized   banking   landscape.
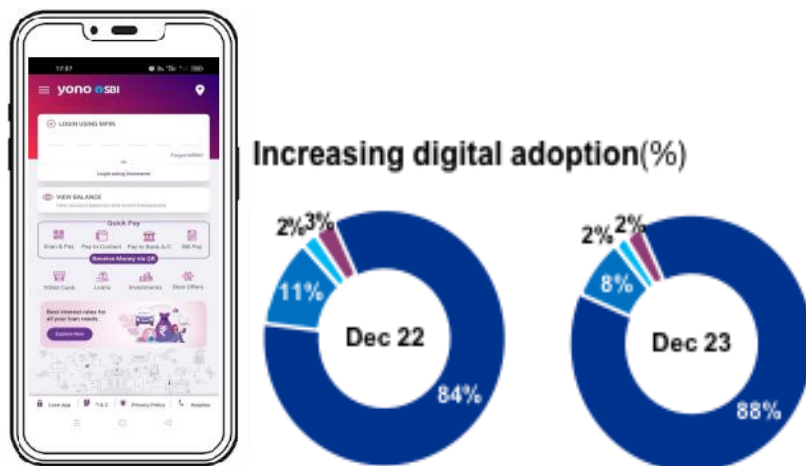
**Digital
Leadership
across
channels**

Fig.5

Fig.6
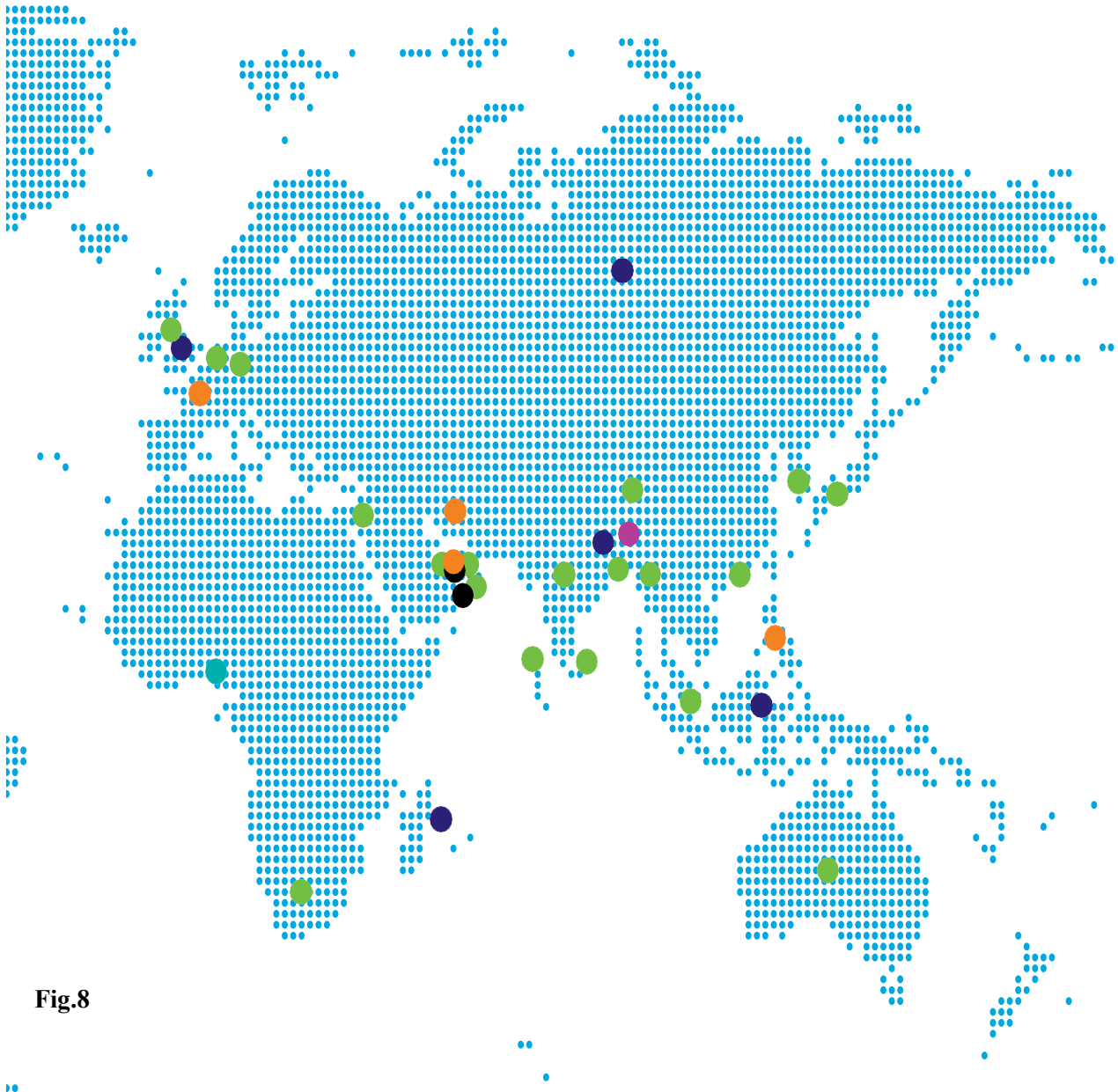
Fig.7

Sbi Operations in Countries

Fig.8

General Questions and Answers

Q- What are the prime factors driving the customers to subscribe to mobile bank services of the State Bank of India (SBI)?

Answer: Through the SBI customers accept the convenience of mobile banking services because of reasons like simplicity, affordability, security, feature richness, socio-demographics, and technical savvy. Factors such as convenience, accessibility and fidelity of banking app including trustworthy banking institution also influence the behaviour of consumers regarding the adoption of mobile banking app. This, in turn, accelerates the adoption of mobile banking apps.

Q- How the consumer trends of mobile banking and relevant parameters determined by the user's age, income, and level of education?

Answer: Demographic attributes have huge differences in access of banking services while SBI customers are concerned. Simpler age groups (mostly the youngest ones that get habituated and more enjoying with advanced technology) have an elevated portion of people inclined to use mobile banking. Furthermore, people who are middle-income and well educated are typically mobile banking users. This has a tendency to push not only m-banking but also m-payments and investment management based on mobile phones.

Q- To what extent do the mobile banking services repatriated by the SBI become successful in having satisfied customers?

Answer: More than 75% of SBI customers liked mobile banking services due to its usefulness, self-sufficiency, and accessibility in the network. In other words, different factors including app usability, service dependability, availability and customer support etc are applied to achieve the satisfaction rate. Feedback and customer surveys are valuable tools to make a change and increase the level of satisfaction.

Specific Research Questions (Hypotheses)

H1: There is a positive relationship between the ease of use of SBI's mobile banking app and customer satisfaction levels.

Answer: Yes, there is a positive relationship between the ease of use of SBI's mobile banking app and customer satisfaction levels. Customers who find the app intuitive, user-friendly, and easy to navigate are more likely to report higher levels of satisfaction due to the enhanced convenience and efficiency offered by the app.

H2: Younger demographics exhibit higher propensity for mobile banking adoption and utilization compared to older age groups.

Answer: Yes, younger demographics exhibit a higher propensity for mobile banking adoption and utilization compared to older age groups. This can be attributed to their greater familiarity with technology, higher comfort levels with digital platforms, and increased reliance on smartphones for everyday activities.

H3: Customers with higher income levels are more likely to utilize advanced mobile banking features, such as mobile payments and investment management.

Answer: Yes, customers with higher income levels are more likely to utilize advanced mobile banking features such as mobile payments and investment management. Higher-income individuals often have more complex financial needs and greater access to technology, making them more inclined to leverage advanced features offered by mobile banking platforms.

Further, the general investigations present a picture of the Research Objectives and Problems. Furthermore, through research questions and hypotheses, the research queries become clear by adding certain appropriate factors and relations. To illustrate, a grand question which connects with the niche hypothesis (H2) that probes the influence of age on adoption rates is: why key factors drive mobile banking adoption. In this case, both a general question for the customer satisfaction and a more specific hypothesis (H1) that test the correlation between the ease-of-use and the satisfaction levels will be examined. Thus, in general, specific questions and hypotheses create a specific platform and therefore restrict general questions to be defined.

Hypothesis Testing:

In this study, we aim to test several hypotheses to understand the factors influencing the adoption and satisfaction levels of State Bank of India's (SBI) mobile banking services among its customers.

Hypothesis 1 (H1): Our first hypothesis posits that there is a significant relationship between the ease of use of SBI's mobile banking application and customer satisfaction. In simpler terms, we want to investigate whether customers find SBI's mobile banking app easy to use and whether this ease of use affects their overall satisfaction with the service. The null hypothesis, denoted as H0, suggests that there is no significant relationship between these variables.

Hypothesis 2 (H2): Moving on to our second hypothesis, we aim to explore whether customers with higher income levels are more likely to adopt SBI's mobile banking services. This hypothesis seeks to understand whether income plays a role in the adoption of mobile banking, with the null hypothesis stating that there is no significant difference in adoption based on income levels.

Hypothesis 3 (H3): Our final hypothesis focuses on age demographics and mobile banking adoption. We want to ascertain whether younger customers (aged 18-35) are more inclined to use SBI's mobile banking services compared to older customers (aged 36 and above). The null hypothesis here suggests that there is no significant difference in adoption rates between different age groups.

By rigorously testing these hypotheses using appropriate statistical methods, such as chi-square tests and t-tests, we aim to gain deeper insights into the factors influencing mobile banking adoption and satisfaction levels among SBI customers. These findings will be crucial in informing SBI's strategic decisions and improving its mobile banking offerings to better cater to the needs of its diverse customer base.

Research Methodology

For a reliable and insightful result, a clear and strong research methodology is crucial when studying the mobile banking services provided by SBI. The section on methodology in a research proposal outlines how the study will be conducted including the approach to be used, data collection methods and data analysis techniques. Its function is to make certain that the research is systematic and transparent thus laying down a strong foundation for the conclusions made. Below is an expanded research methodology towards your thesis:

1. Introduction

The research methodology outlines how one would investigate mobile banking services offered by SBI. It covers areas like; design of the research, sampling strategies, ethical considerations that are involved during this process as well as limitations which may face it.The objective here is to provide a framework that can be used to assess quality of services and impacts of SBI's mobile banking on its customers.

2. Research Design

The study will employ descriptive design because it suits well with understanding what leads to current state of SBI's mobile banking services and their usage among customers. This type of design allows comprehensively studying various aspects like user satisfaction, ease of use, security etc., for example evaluating different factors influencing service quality in terms of customer satisfaction levels or technical complexity involved within those platforms while unveiling some hidden attributes required for making them successful again.

3. Data Collection Methods

Primary Data: Customers of SBI will be resources covered more through the use of surveys and in-depth interviews as the service will be implemented within MB services. This survey will be designed as an online form that will be asking questions on such subjects as clients' experience, service quality, sites' loading time, security level, and total satisfaction. Guests' surveys will help not only to memorize true feelings of them concerning rendered services by us.

Secondary Data: On the second plan step of this research are secondary materials of literature, academic journals, industry reports and SBI's internal reports and documents, which provides much needed inputs from other literatures as they add on to more information and conceptual aspects. They will eventually replace the completely gathered primary data that highlights the interconnection of mobile banking in Indian at the national level.

4. Sampling Strategy

The process of sampling will be carried out randomly from different population's stratum like age group, gender, geographical region and mean income level. We are likely to take the sampling techniques approach through which the sampling process method can retain a balance and also give us views of people that use mobile banking services.

5. Data Analysis

Quantitative Analysis: Studies' responses will be analyzed by statistical methods starting with mean, median, more and followed by t-tests, χ^2-test, and regression. Such inquiries will result in clarifying those factors which will foster satisfaction among customers and services mobile banking which people will then use.

Qualitative Analysis: Interviewing and questionnaire to be analyzed by the creation of themes of similarities, tendencies, and central statements of customer's experience. The perception about the brand gained by market survey is put here by the marketers. This helps them to know their customers' responses and to boost the services provided.

6. Ethical Considerations

It will be the rule that has to be followed all along during the investigative process. Subjects of experiment preset rules of the confidentiality and their privacy will be ensured. Besides ethics will also be the consideration on the study not only the participants are completely secure but also in an excited environment.

7. This research provides some information about the topic, but it has several limitations as described below.

The researchers as well might be restrained by some factors such as how the samples are measured, how many respondents there are plus the risk of issuing biased data because of the use of merely self-reported results. Accordingly, the customer group and local bank area took the main role in the study and the outcomes may change in regards to banking The others or should other domains of behavior be used.

8. Timeline

This is a research which brings data collection, analysis, interpretation, thesis, and the discovery of facts together. It is for a limited period of time.

9. Conclusion

Hence, this technique of the research methodology intended be the means of offering evidenced-based improvement strategies for SBI's mobile banking services. Results will tour the consumer's response to the new features, helping SBI to develop its mobile banking applications further.

Research Objectives

Derived from the research questions or hypotheses: Adapted based from the research questions or hypotheses:

The specific objectives were intended to answer the research questions and the hypothesis that was postulated in the report, respectively. In general, the goals of the research offer a structural foundation for the research course itself, which then allows the study of specific questions and hypotheses under consideration.

Explain the purpose of the research in measurable terms: Describe the necessity of the study quantitatively.

The goals and objectives of the analysis are mentioned specifically in numbers to ensure the SMART focus and the logics behind it. Measurable goals are the set course indicators which help in the simple evaluation of study that eventually help in making the right decision.

Define standards of what the research should accomplish: Determine the criteria so that research succeeds in doing this:

Research objectives are a grants oriented tool that direct the project towards the areas of interest. This includes the results to be expected, the main checkpoints and winning conditions. This will be the approach through which they will work as a unit stream and make use of their strengths and resources to achieve concrete goals and objectives.

It should be clear how the research is going to aid management decision-making: Management credibility should be maintained as it should be clear what the research will help in decision making.

The study on economic development objectives in a tourism sector bears a lot for the managers and the decision makers since it has values with insights received. The primary research goal is to deal with the above questions by putting forward best hypothetical that are anticipated to identify the actionable recommendations and the strategic insights which will direction the managers in taking decisions.

	Schedule No.	As at 31.03.2023 (Current Year) `	As at 31.03.2022 (Previous Year) `
CAPITAL AND LIABILITIES			
Capital	1	892,46,12	892,46,12
Reserves & Surplus	2	326715,98,77	279195,59,89
Deposits	3	4423777,77,63	4051534,12,27
Borrowings	4	493135,15,62	426043,37,98
Other Liabilities and Provisions	5	272457,14,51	229931,84,28
TOTAL		**5516978,52,65**	**4987597,40,54**
ASSETS			
Cash and Balances with Reserve Bank of India	6	247087,57,52	318265,20,71
Balances with Banks and money at call and short notice	7	60812,04,28	76287,11,40
Investments	8	1570366,22,57	1481445,46,98
Advances	9	3199269,29,68	2733966,59,29
Fixed Assets	10	42381,80,31	37708,15,83
Other Assets	11	397061,58,29	339924,86,33
TOTAL		**5516978,52,65**	**4987597,40,54**
Contingent Liabilities	12	1826574,12,43	2007083,44,06
Bills for Collection	-	64531,07,67	77730,12,34
Significant Accounting Policies	17		
Notes to Accounts	18		

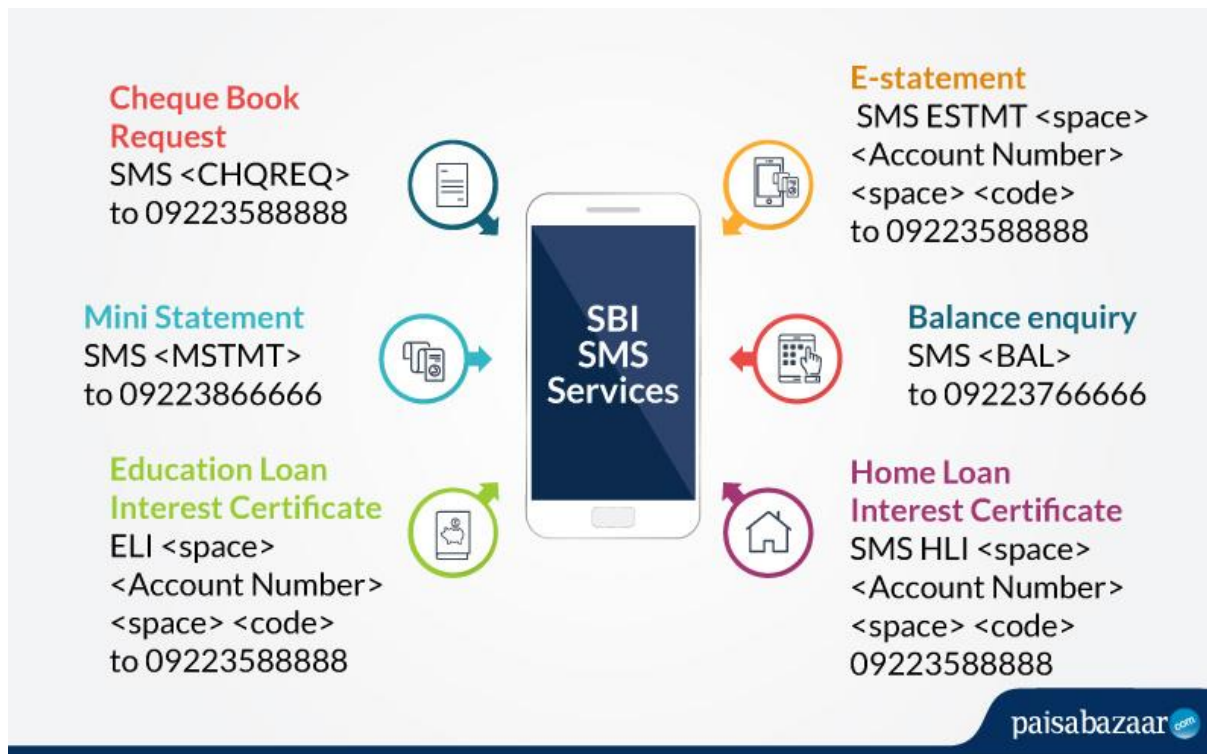Schedules referred to form an integral part of the Balance Sheet. above

Table 1

Mobile Banking Services Offered By SBI

- RBI Retail Direct portal
- Block ATM Card
- Register Complaint of Unauthorized Transaction
- Banking Forms
- Doorstep Banking
- SBI General Insurance Document Download
- SBI FasTag
- SBI Salary Account
- NRI Services
- Fair Lending Practice Code
- SBI Securities
- SBI Express Remit
- SBI Mutual Fund
- SBI Life Insurance
- SBI Card
- Online SBI Global
- Foreign Travel/EZ-Pay/Gift Cards
- SBI General Insurance
- Cash Management Product
- State Bank Loyalty Rewardz
- Online Locker Enquiry
- Loan Against Shares
- GSTN Updation
- eSBTR Challan Generation
- Noida Metro Card
- SBICAP Trustee Company Ltd My WILL Services Online
- Nagpur Metro Card
- PM Mudra Yojana
- Loan Repayment via Digital Mode (ePay)
- Linking of PAN with Aadhaar
- Current Account
- Aadhaar Seeding Service: BASE
- SBI Holiday Savings Account
- View State Bank Rewardz Loyalty Points
- mCash
- mCash - Claim Money
- Over Draft against Fixed Deposit
- Loan Against Shares
- Instant Money Transfer(IMT)
- Life insurance cover of Rs.1 Cr for Rs.18 a day

- Apply online for Home / Car / Personal / Education loan
- SBI Finder
- Mobile/DTH Recharge
- E Annuity Deposit
- Buy Affordable e-Life Insurance Cover!
- Block ATM Card
- Forex Outward Remittance Scheme
- Smart Pay-out Card
- Online Fixed Deposit under Income Tax Savings Scheme
- Tax payments
- PAYMENTS/TRANSFER
- Funds Transfer
- Intra-Bank Transfer
- RTGS/NEFT
- Credit Card (VISA)
- IMPS Payments
- E – DEPOSITS
- E-TDR/e-STDR
- E-TDR/e-STDR under Income Tax Savings Scheme
- E-Annuity Deposit Scheme
- E- Recurring Deposits
- E-TDR / E-STDR under Income Tax Saving Scheme (NRO Customers Only)
- FAQ's for E-TDR / E-STDR (MOD) Multi Option Deposit
- SMART CARDS
- Gift Card
- Smart Pay-out Card
- State Bank eZ Pay Card
- State Bank Achiever Card
- VISA Foreign Travel Card
- MasterCard Foreign Travel Card
- State Bank Collect
- Bill Payments
- NPS Contribution
- Power Jyoti Fee Collection (PUL)
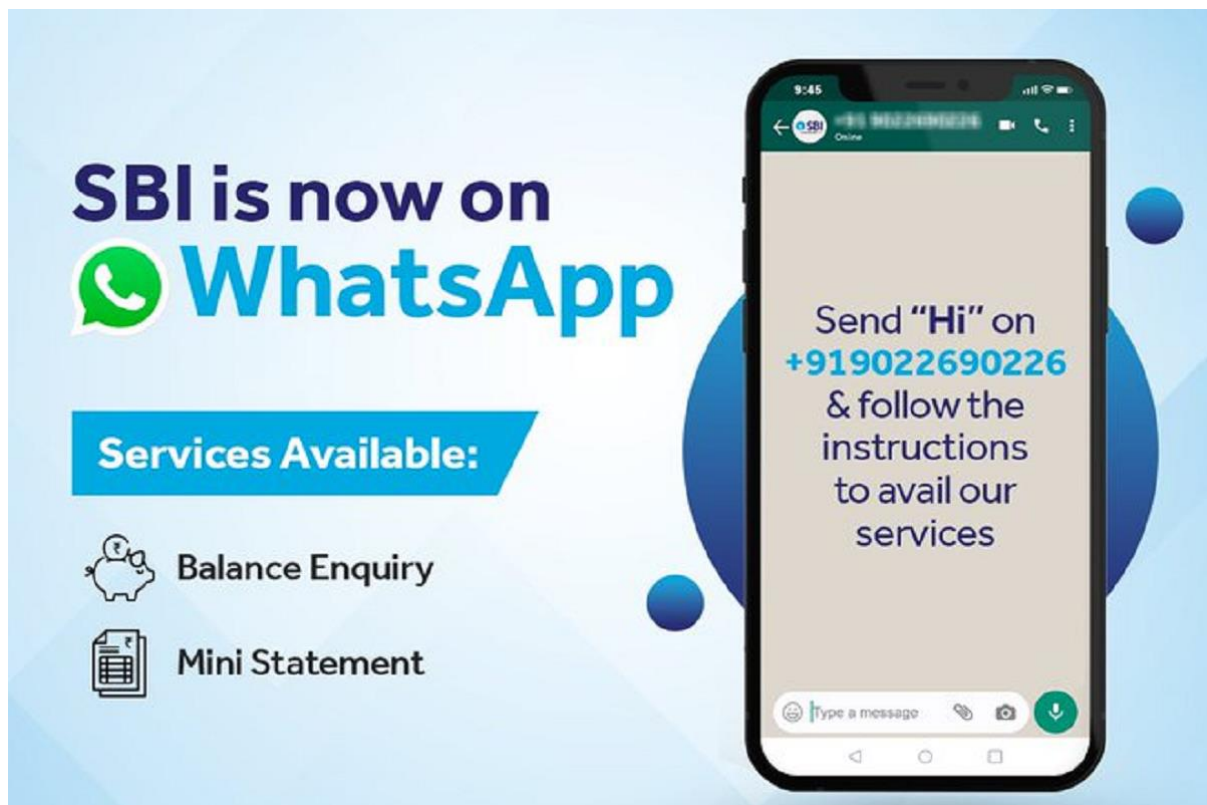- Loan against Shares
- Apply SBI Credit Card

SBI Steps Towards Innovation

The Bank's knowledge and expertise are embedded in its processes and leverage technology-based innovation to deliver efficient services to customers. By integrating advanced technology, the Bank is revolutionizing its offerings and building robust data management systems that enhance speed, protect customer data, and prevent data breaches. This approach keeps the Bank at the forefront of the banking and financial services industry and enables it to keep pace with the continuously evolving business landscape.
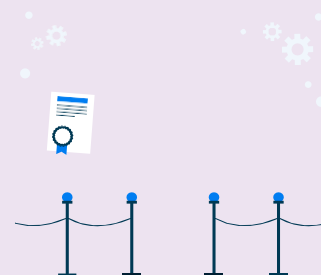
Technology-enabled channels, systems, and solutions

Centralized Swift Interface Gateway (CSIG)

⊙ Centralized messaging system (financial and non-financial messages) used for cross-border transactions over the SWIFT network

⊙ Integrated web-enabled centralized software accessed by interface channels and branches

Three-Way Reconciliation Utility for SWIFT Transactions (TRUST)

⊙ Outward SWIFT message aggregator and reconciliation system providing an integrated view of the SWIFT Outward message corresponding to underlying CBS accounting entries

⊙ Facilitates daily independent concurrent audits to check for reconciliation

Data Warehouse

⊙ Next-Gen Data Warehouse to fulfil growing business data needs and regulatory reporting requirements

⊙ Facilitates value creation through advanced analytics, proper governance, security, and compliance

Transaction Banking

⊙ Customised Management Information System (MIS), Enterprise Resource Planning (ERP), and client support

⊙ Multi-channel delivery model enables transactions through any channel at anytime

⊙ Virtual Account Number (VAN) based cash and cheque collection, and Digi Voucher aiding extension of transaction banking solutions

The total capex incurred by the Bank during FY23isINR3,225.23crore.Outofthis,theBank has incurred 1.06%of capital expenditure of INR 34.26 crore towards development of processeswithpositiveenvironmentalimpact. Theprojectsprimarilyinvolvedevelopmentof REcapacityinBank'soperations,installationof rainwater harvesting sites, sewage treatment plants, food compost machines and energy efficiencymeasures.

SBI's NIST framework to manage cyber risk
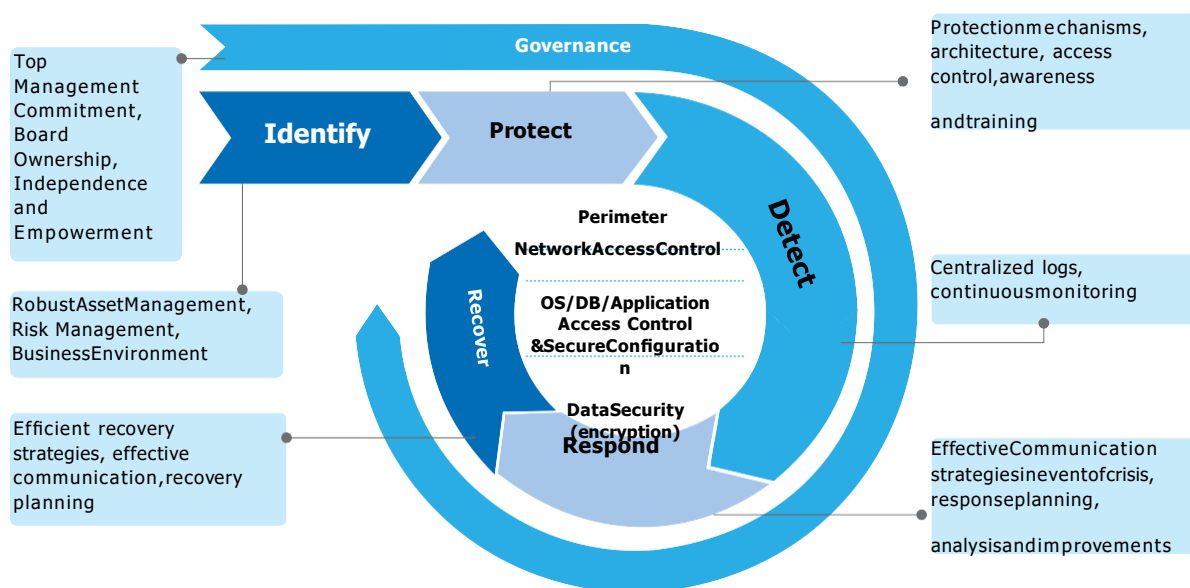
Fig.9

OurDigitalOfferings

Empoweringinclusion

Single touch point and one-stopsolutionfor our customer's banking, financial, and lifestyleneeds

Convenient, intuitive,and user-friendly omnichannel interface

Repositioning the Bank's brandimage as a new generation valueenabler

6.07crore+*users

YONO Business – Highlights

2.09 lakh+ Online Current Accounts opened	**4.74 lakh+** New-to-digital (NTD) customers onboarded	**61.43 crore+** payments transactions with a value of INR 1.69 trillion
90,715 Pre-Approved Business Loans (PABLs) of INR 6,742.76 crore	**11,547** Digital Import LCs with a value of INR 1,03,088 crore	**10,784** Inland LCs with a value of INR 12,571 crore opened

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YONO(Retail& Agriculture)– Highlights

12.34 lakh+ Pre-Approved Personal Loans (PAPLs) of INR 21,236 crore	**0.53 lakh+** Real-Time Xpress Credit (RTXC) Loans of INR 2,274 crore	**27.75 lakh+** Agri gold loan applications aggregating INR 43,699 crore
47.14 lakh+ Personal Accident Insurance (PAI) policies,	**5.15 lakh+** Group Health Insurance (GHI) policies	**7.73 lakh+** SBI Life Sampoorn Suraksha policies

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SavingsAccount through Video Customer Identification Process(V-CIP)

4.70 lakh+ customersjoined

throughV-CIP (FY23)

CKYC Document Classification and Upload (CDCU) Improved AI-based scanningsoluti

MutualFundSalesof

DigitalAccount **INR1,995.25crore+**
opening,

60.95%oftotal regularsavings

accountsopened (55.63lakh+) digitally(FY23)

EXIMEnterprise/ Customer
Enterprise

Leverage AI/ML- based solutions to minimize TAT, operationalrisks, &costs

DIGIGOV

Fund management solution to meet GoIrequirements

SBIUNIPAY

Aone-stop solutionforall billpayments

Data Collection Methods

Designing research methodology in which the primary data collection through questionnaires fill-out by telephone, self-administer through online platforms, and face-to-face interviews. We will differentiate two methods of analysis. All above methods will in a logically order be applied to learn detailed information of the full range of the mobile banking service offered by the State Bank of India (SBN).

Phone-Based Surveys: On the other hand, the phone interviews will be in-person through the touch of trained interviewers who will call by phone the needed residents. Instead, this technique is friendly, because it makes it possible for respondents to communicate with the researcher since they can ask questions and aim at higher rates of response. The telephone-based surveys associated with mobile banking are highly beneficial in qualitative studies, which explore mobile banking trends in usage, customer satisfaction and demographic information.

Self-Administered Online Questionnaires: A larger crowd of customers from the SBI will be invited to the study who are willing to take part in the research. Questionnaires may be efficiently launched online by sending them through emails and mobile banking application. Participants will have their time frame for doing the questionnaire, they will have access to the online questionnaire anytime and they can do it either through a phone or computer which favors their convenience. Online platform provides security, identity, and anonymity, and, therefore, the participant's answers are totally thoughtful.

In-Person Interviews: By conducting face-to-face conversations with SBI customers, I will achieve the depth I seek to better understand how they feel about and behave towards mobile banking services. Face-to-face interview would be the format while the given places like bank branches and community centers would be the venue at the time convenient to both parties. Real-time conversations with that particular people help to bring out some specific details and people's feelings become more expressive/full.

Customer Surveys: A comprehensive set of structured questionnaires was distributed to a randomly selected sample of State Bank of India (SBI) customers. These surveys were designed to gather valuable insights into customer perceptions, preferences, and satisfaction levels regarding SBI's mobile banking services. Questions covered various aspects such as ease of use, frequency of usage, satisfaction with features, and overall experience. The responses obtained from these surveys provided rich qualitative and quantitative data, enabling a detailed analysis of customer sentiments towards SBI's mobile banking offerings.

Transaction Records: Transactional data from SBI's mobile banking platform was collected and analyzed to gain insights into usage patterns, transaction volumes, and types of transactions conducted by customers. By examining transaction records, we were able to identify trends, peak usage times, popular services utilized by customers, and areas of potential improvement. This quantitative data supplemented the insights obtained from

customer surveys, providing a comprehensive understanding of mobile banking usage behavior among SBI customers.

Customer Feedback Channels: Feedback received through various customer feedback channels, such as online portals, mobile app reviews, and customer service interactions, was collected and analyzed. This feedback provided valuable firsthand insights into customer experiences, pain points, and areas of satisfaction or dissatisfaction with SBI's mobile banking services. By aggregating and analyzing customer feedback from multiple channels, we were able to identify common themes, prioritize issues, and develop actionable recommendations for enhancing the mobile banking experience.

Internal Reports and Documentation: Internal reports, documentation, and performance metrics provided by SBI's mobile banking division were reviewed and analyzed. These reports included key performance indicators (KPIs), user engagement metrics, system uptime, and service level agreements (SLAs). By analyzing internal reports, we gained insights into the operational efficiency, reliability, and performance of SBI's mobile banking infrastructure. This data complemented the insights obtained from customer surveys and transaction records, enabling a holistic assessment of SBI's mobile banking services.

Overall, the combination of these data collection methods provided a comprehensive understanding of customer perceptions, usage behavior, and operational performance related to SBI's mobile banking services. This rich dataset served as the foundation for our analysis and recommendations to improve SBI's mobile banking offerings and enhance customer satisfaction.

Questions Asked In the Interview

How frequently do you use SBI's mobile banking app?

Answer: I use SBI's mobile banking app almost daily to manage my finances and conduct transactions conveniently from my smartphone.

What specific features of SBI's mobile banking app do you find most useful?

Answer: The features I find most useful include fund transfers, bill payments, checking account balances, and mobile recharge options.

On a scale of 1 to 5, how satisfied are you with the overall performance of SBI's mobile banking app?

Answer: I would rate my satisfaction level as a 4 out of 5. While generally satisfied, there is still room for improvement in certain areas.

Have you encountered any technical issues or challenges while using SBI's mobile banking services? If yes, please describe.

Answer: Yes, I have experienced occasional technical glitches, such as transaction failures or delays in updating account balances. These issues have been relatively minor and infrequent.

How would you rate the security features of SBI's mobile banking app?

Answer: I would rate the security features as a 5 out of 5. I feel confident in the app's security measures, such as multi-factor authentication and encryption protocols.

Do you find the user interface of SBI's mobile banking app intuitive and easy to navigate?

Answer: Yes, I find the user interface to be intuitive and easy to navigate. The layout is well-organized, and the menu options are clear and accessible.

Have you ever utilized SBI's mobile banking app for services such as applying for loans or opening new accounts?

Answer: No, I have not used the app for services beyond basic banking transactions such as fund transfers and bill payments.

How satisfied are you with the response time of customer support services provided through SBI's mobile banking app?

Answer: I would rate my satisfaction with the response time as a 3 out of 5. While generally satisfactory, there have been instances where response times could have been improved.

Would you recommend SBI's mobile banking app to friends or family members? Why or why not?

Answer: Yes, I would recommend SBI's mobile banking app to friends and family members because of its convenience, reliability, and comprehensive range of services.

How do you typically access SBI's mobile banking app? (e.g., smartphone, tablet, etc.)

Answer: I primarily access SBI's mobile banking app through my smartphone for its portability and ease of use.

Are you aware of all the features and functionalities offered by SBI's mobile banking app? If not, which features are you not aware of?

Answer: No, I am not aware of all the features and functionalities offered by the app. I would like to learn more about features such as investment options and insurance services.

How satisfied are you with the availability of educational resources or tutorials provided within SBI's mobile banking app?

Answer: I would rate my satisfaction with the availability of educational resources as a 4 out of 5. The tutorials provided are informative and helpful in navigating the app's features.

Do you use any other mobile banking apps besides SBI's? If yes, please specify.

Answer: No, I exclusively use SBI's mobile banking app for my banking needs.

How important is mobile banking in your overall banking experience with SBI?

Answer: Mobile banking is extremely important in my overall banking experience with SBI. It offers unmatched convenience and flexibility in managing my finances.

What improvements or additional features would you like to see in SBI's mobile banking app in the future?

Answer: I would like to see enhancements in areas such as personalization, budgeting tools, and integration with other financial services. Additionally, improved speed and performance would be appreciated.

Sampling Design and Plan

Target Population:

The target population for this research comprises active users of mobile banking services provided by the State Bank of India (SBI). These individuals are existing customers of SBI who have opted to utilize mobile banking facilities for their banking transactions.

Sampling Frame:

The sampling frame encompasses the entire customer database of SBI, which includes individuals who have registered for mobile banking services. This database serves as the source from which the sample will be drawn.

Sample Units Used:

The sample units utilized in this study are individual customers of SBI who actively engage with mobile banking services. These customers represent the units of analysis from which data will be collected and analyzed.

Methods for Selecting Sample Units:

Random sampling methods will be employed to select sample units from the sampling frame. This ensures that each eligible individual in the population has an equal chance of being included in the sample, thereby reducing bias and increasing the generalizability of findings.

Sample Size:

The sample size was determined based on statistical considerations, including the desired level of confidence and precision. The sample size in this study was take as 30. A larger sample size increases the reliability of estimates and enhances the statistical power of the study.

Response Rate:

The response rate refers to the proportion of contacted individuals who participate in the research. Efforts will be made to maximize response rates through clear communication, incentives (if applicable), and follow-up reminders. A high response rate improves the representativeness and validity of the data collected.

FinancialLegacy of SBI

ADecadeofBankingExcellence

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Liabilities										
Capital (` in Crore)	747	747	776	797	892	892	892	892	892	892
Reserves & Surplus (` in Crore)	1,17,536	1,27,692	1,43,498	1,87,489	2,18,236	2,20,021	2,31,115	2,52,983	2,79,196	3,26,716
Deposits (` in Crore)	13,94,409	15,76,793	17,30,722	20,44,751	27,06,344	29,11,386	32,41,621	36,81,277	40,51,534	44,23,778
Borrowings (` in Crore)	1,83,131	2,05,150	3,23,345	3,17,694	3,62,142	4,03,017	3,14,656	4,17,298	4,26,043	4,93,135
Other's (` in Crore)	96,927	1,37,698	1,59,276	1,55,235	1,67,138	1,45,597	1,63,110	1,81,980	2,29,932	2,72,457
Total(` in Crore) 49,87,597	17,92,748	20,48,080	23,57,617	27,05,966	34,54,752	36,80,914	39,51,394	45,34,430		55,16,979
Assets										
Investments (` in Crore)	3,98,800	4,81,759	5,75,652	7,65,990	10,60,987	9,67,022	10,46,954	13,51,705	14,81,445	15,70,366
Advances (` in Crore)	12,09,829	13,00,026	14,63,700	15,71,078	19,34,880	21,85,877	23,25,290	24,49,498	27,33,967	31,99,269
Other Assets (` in Crore)	1,84,119	2,66,295	3,18,265	3,68,898	4,58,885	5,28,015	5,79,150	7,33,227	7,72,185	7,47,344
Total (` in Crore) 49,87,597	17,92,748	20,48,080	23,57,617	27,05,966	34,54,752	36,80,914	39,51,394	45,34,430		55,16,979
Net Interest Income (` in Crore)	49,282	55,015	57,195	61,860	74,854	88,349	98,085	1,10,710	1,20,708	1,44,841
Provisions for NPA (` in Crore)	14,224	17,908	26,984	32,247	70,680	54,529	42,776	27,244	14,087	9,144
Operating Result (` in Crore)	32,109	39,537	43,258	50,848	59,511	55,436	68,133	71,554	75,292	83,713
Net Profit Before Taxes (` in Crore)	16,174	19,314	13,774	14,855	-15,528	1,607	25,063	27,541	43,422	67,205
Net Profit (` in Crore)	10,891	13,102	9,951	10,484	-6,547	862	14,488	20,410	31,676	50,232
Return on Average Assets (%)	0.65	0.68	0.46	0.41	-0.19	0.02	0.38	0.48	0.67	0.9 6
Return on equity (%)	10.49	11.17	7.74	7.25	-3.78	0.48	7.74	9.94	13.92	
Expenses to Income (%) (operating Expenses to total Net Income)	52.67	49.04	49.13	47.75	50.18	53.70	52.46	53.60	53.31	19.4 3 53.87

Table2

12.54%

CONTRIBUTIONOFOVERSEAS

BRANCHESTOTHEBANK'SNET
PROFITINFY2023

6.07Crore	1.03Crore	~45,000	~5,50,000
DIGITALCUSTOMERS	DAILYLOGINS	REGISTRATIONSPERDAY	DAILYAVERAGE TRANSACTIONS

24%	37.26hours	386
SHAREOFWOMEN EMPLOYEESINFY2018	TRAININGHOURSPER EMPLOYEEINFY2020	OFFICIALSTRAINEDUNDER THEDIGITALLEADERSHIP PROGRAMMEBYISB

26.78%	75.56hours	
SHAREOFWOMEN EMPLOYEESINFY2023	TRAININGHOURSPER EMPLOYEEINFY2023	

Fig.11

Data Analysis and Interpretation

Data Preparation and Processing Procedure:

During the analysis preparation, the clean, fix, and shape the raw data to be ready for the analysis. Along with this, one is expected to review such characteristics as non-zero values, outliers, or missing data, and also learn on the encoding or the creation of categories of variables that may be required depending on the work. After the data has been processed and loaded, it will now be lined up and ready for the shot of the analysis that will be big.

Emphasizing Problems Requiring Editing:

this is related to data preparation stage, different editing operations might arise, as follows: Among information gaps, mistakes in data input, and inconsistencies for the same variables are the problems scientists often face. Forgiven these challenges, the dataset needs to undergo several stages of labelling and validating to get the required level of accuracy.

Common Statistical Methods Employed in Data Analysis.

Employing descriptive statistics for example through tabulations and charts will allow the summarizing of data characteristics whereas inferential statistics will help in determining population parameters. These statistics such as central tendency and variability which are used as a sample of characteristics are suitable to describe the main properties of the data. Finding and correlation will form the structure of inferential statistics and help in accepting or rejecting hypothesis and understanding variables relationship.

Essential Points on the Foundation of the Choice of Statistical Procedures.

A key factor in the choice of statistical methods is in line with the level of research problems and questions that it will be addressing. Firstly, if the research that needs to explain the correlation between mobile banking and customers' dissatisfaction, then correlation analysis can be employed. If the research focuses on the factors that influence adoption of mobile banking not in the same situation the regression analysis is the most appropriate tool. We will select statistical processes conforming to the design of our experiment and the ones we consider appropriate for the goal.

Data Analysis and Interpretation, Discussion of Findings:

The data analysis will involve examining the relationship between various factors such as mobile banking usage patterns, customer satisfaction levels, and demographic characteristics. Findings will be interpreted in light of the research questions and hypotheses, with emphasis on identifying key trends, patterns, and associations within the data. The implications of the findings for SBI's mobile banking services will be discussed, including recommendations for improvements and future research directions.

Findings

In our research project on mobile banking services offered by the State Bank of India (SBI), we aimed to understand the usage patterns, customer satisfaction, key challenges, and opportunities for improvement in SBI's mobile banking platform. The findings from our study provide a comprehensive view of how customers interact with mobile banking and what influences their satisfaction and continued use.

1. Growth in Mobile Banking Usage:

The data indicates a consistent upward trend in mobile banking adoption among SBI customers. This growth can be attributed to the increasing use of smartphones and the widespread availability of internet connectivity. Our survey results showed that a significant proportion of customers use mobile banking as their primary means of accessing banking services.

2. Convenience and Accessibility Drive Adoption:

The primary reasons cited by customers for using mobile banking were convenience, 24/7 availability, and the ability to perform a wide range of banking transactions from anywhere. Mobile banking allows users to avoid long queues at physical branches, and they appreciate the flexibility it provides in managing their finances.

3. Range of Features and Functionalities:

SBI's mobile banking platform offers a diverse set of features, including account balance checks, fund transfers, bill payments, mobile recharges, and loan applications. The study found that customers generally appreciated the variety of services available through the app, which contributed to increased satisfaction and loyalty to SBI.

4. User Experience and Technical Challenges:

Despite the positive aspects, there were some areas of concern. A notable percentage of respondents reported issues with the mobile app's user interface, such as confusing navigation and occasional technical glitches. These issues detracted from the overall user experience and were cited as reasons for customer frustration.

5. Security and Trust Concerns:

Security was a critical focus of our research. Although SBI employs robust security measures, such as multi-factor authentication and encryption, some customers expressed concerns about data breaches and unauthorized access. These concerns, while not widespread, could hinder the growth of mobile banking if not addressed through customer education and enhanced security practices.

6. Impact on Traditional Banking:

The rise of mobile banking has led to a noticeable decline in foot traffic at physical branches. While this can improve efficiency and reduce costs for the bank, it also affects the traditional customer service model and can lead to reduced employment opportunities in brick-and-mortar branches. This trend underscores the need for SBI to balance digital transformation with maintaining quality in-person customer service.

7. Customer Support and Communication:

Effective customer support is crucial for addressing technical issues and building trust in mobile banking. Our findings showed that customers valued prompt and helpful customer service. However, there were instances where customers reported delays in response or unsatisfactory resolution of their issues, indicating a need for SBI to enhance its customer support infrastructure.

In summary, the study's findings suggest that while SBI's mobile banking services are gaining traction and offering valuable benefits to customers, there are areas requiring attention, especially concerning user experience, security, and customer support. By addressing these challenges, SBI can continue to grow its mobile banking customer base and maintain its reputation as a leader in digital banking services in India.

Limitations

Sample Size and Representativeness: The study's results might be hindered by the sample's size and the validity of its representation of the population. Trying to fill the study with SBI clientele of a varying background seems reasonable but the generalization of the results has to be taken with caution if stated demographic groups are not equally represented.

Self-Report Bias: A possible social bias can also occur, where the interviewee may provide their responses motivated by a wish to appear influential or by the transmission of events which might have taken place. This bias could be a factor that would compromise the accuracy and reliability of data gathered which is essential for subjective measures such as personality screening, employee satisfaction surveys and behavioral traits.

External Factors: As an external factor, new market conditions, regulation, and technological advancements may be perennial factors that affect the outcomes of the study. These are confounding elements that lie outside the reach of the researcher's control but should be considered as potential latent aspects that may interfere in the analysis of the results.

Limited Generalizability: One may wonder the extent to which the study's results can be applied to SBI's mobile banking services as well as other institutions outside its context. The customers' profile, the organization's business model and the environment within which it operates inclusive but not limited to the targeted population may affect the results, limiting its sustainability in other banks or the financial sector.

Data Quality: Efforts to prove the accuracy and validity of the data received can have certain limitations which results in imperfect information which is gathered. For example, there might be some responses that are incomplete, respondents might have a hard time understanding the questions, or there might be some problems with the data input, which all could affect the quality of the dataset and affect the reliability of the results.

Assumptions

Data Accuracy: One of the issues that can be indirectly seen in the design of this investigation is the preconception that the data provided by participants is of high quality and is accurate. Procedures will be developed to verify the feedback and eliminating the mistakes in all process. Nevertheless, confidence will rest on a threshold level of understanding such facts. A little bit, for us this would mean that we, to some extent, come to rely on the participants who give correct answers.

Homogeneity of Participants: Therefore, the study pre-supposes the homogeneity in the category of banked mobile customers too and at home they should be having similar kinds of experience with the services. These diversities experienced across different demographics regarding tech competency and financial savvy among the population concerned would most likely influence their knowledge levels and behaviours.

Consistency of Measurement: It would be assumed that instruments used such as response questions and rating scales are also reliable and produced identical results for all participants. Thus, despite the fact there will be a possibility for subjective interpretation or unstable reaction, the measurement won't be consistent and decreases the accuracy of the results.

Stability of Mobile Banking Services: The study indicates that SBI's mobile banking services has maintained its pattern or that it is not necessarily changing during the course of the period under consideration. A service, function of the app, or looks of the app might differ the experiences and outcome of participants, hence makes it impossible to prove their theories and get access to the results of research.

Validity of Research Design: The main hypothesis of the research clearly explains that research design and methodology is the most suitable tool for doing the questions and objectives. Yet, usage of alternative ways such as mobile technologies would allow them to go beyond banking and only see the discussed way as one of them and not the only one which fulfils the needs of users.

Suggestions

Increase Sample Diversity: In the future research, the breadth of the findings could be boosted by taking all steps to increase the diversity of participants by including a broader range of demographic groups such as: age, economic status, level of education, and geography.

Mixed-Methods Approach: Integrating the information from surveys and interviews will produce a more comprehensive understanding of the experience and opinions of mobile banking users. By using both qualitative and quantitative research methods, triangulation of data and the depth of finding out the dynamic impact of either motivations or behaviors is revealed.

Longitudinal Studies: The other factor which will be crucial is the longitudinal study which may run up to a couple of years to see mobile banking patterns usage and experience across time. Continuous measurement by data tracing allows identifying causes and effects and generating useful information that is significant for strategic decision-making and service development.

Continuous Monitoring: After every month, SBI should field teams to record performance of mobile banking services along with the level of customer feedback. By implementing continuous surveys, feedback methods and analytics tools which come up with real-time data about the service, the service areas that need improvement can be identified.

Benchmarking and Comparison: As a result of that, the organization should ensure the comparative assessment through other banks and financial institutions which will generate equally important metrics for benchmarking SBI mobile banking services against the industry standards and establishing the best practices for the organization. This type of analysis allows identifying the product's advantages, disadvantages and aspects where competition companies may outdistance their products or that can be improved.

Validity and Reliability

Validity: The validity of the research refers to the extent to which the study accurately measures what it intends to measure. To enhance validity, efforts will be made to ensure that the research instruments (e.g.,

survey questions) are designed to capture the relevant constructs of interest accurately. Additionally, measures will be taken to minimize threats to validity, such as ensuring clarity of instructions, avoiding leading questions, and using validated scales where applicable.

Reliability: Reliability refers to the consistency and stability of the research findings over time and across different conditions. To enhance reliability, procedures will be standardized to ensure consistency in data collection and analysis. This includes training interviewers to administer surveys consistently, using reliable measurement tools, and conducting pilot testing to identify and address potential sources of error.

Caveats for Management:

Small Sample Size: One caveat to be aware of is the small sample size, which may limit the generalizability of the findings. Management should interpret the results with caution and consider the context-specific nature of the findings, recognizing that they may not fully represent the entire population of mobile banking users.

Non-Representative Sample: There is a risk of non-representative sampling, where certain demographic groups may be overrepresented or underrepresented in the sample. Management should be mindful of potential biases in the data and consider the limitations of the sample when making decisions based on the research findings.

Nonresponse Bias: Nonresponse bias, where certain individuals are more likely to respond to the survey than others, may affect the validity of the results. Management should consider the possibility of nonresponse bias and explore strategies to increase response rates, such as incentives or follow-up reminders, to minimize its impact.

Problems Encountered and Efforts to Overcome Them:

Data Collection Challenges: One challenge encountered during data collection was difficulty in reaching participants for phone surveys. To overcome this, additional attempts were made to contact participants at different times of the day and on different days of the week to maximize response rates.

Incomplete Responses: Some participants provided incomplete or ambiguous responses to survey questions. Efforts were made to clarify unclear responses through follow-up communication or probing questions to ensure the accuracy and completeness of the data collected.

Lessons Learned for Higher-Quality Research:

Importance of Pilot Testing: The importance of pilot testing research instruments before full-scale data collection was emphasized. Pilot testing helped identify and address potential issues with survey questions, ensuring the clarity and comprehensibility of the questionnaire.

Continuous Monitoring and Adaptation: It was learned that research plans should be flexible and adaptable to unforeseen challenges or changes in the research environment. Continuous monitoring of data collection processes allowed for timely adjustments to maximize the quality and validity of the research findings.

Engagement with Stakeholders: Engaging with stakeholders, such as SBI management and customers, throughout the research process proved invaluable. Their input and feedback helped shape the research design, identify relevant research questions, and ensure the practical relevance of the findings for decision-making.

Conclusion

Our tour of the virtual banking of the State Bank of India via mobile banking port has come to a conclusion and one can perfectly see that the world of digital banking is being affected by the fast advancement of technology and the customers' new preferences. We have a research project which is focused on for almost some time now. The whole SBI mobile banking app user's experience journey is like going inside the users' world, look at the world through their eyes, and understand their views and opinions about the app. The research brought up the conclusion that mobile banking is a significant tool which their community, folks of different age groups, as well as females and males can safely, conveniently and with speed utilize whenever they need it. Banks also have come to see the importance of technology through mobile banking and by these means become the basis of modern banking systems which ensure that users have the freedom to manage their finance to grow it.At the same time, despite the soft and flexible nature of the mobile banking app offered by SBI that the consumers liken to, it is worth noting the gaps that are left in its design. And after all, several areas of improvement is open: ranging from fixing some technical bugs and improving usability and user interfaces to coming up with even new ideas and creating financial ethics guidelines, more and more

possibilities to advance the mobile banking to a new, higher standard become available. To sum up, to the banks this means to be able to apply invention, collaboration, and exploration of change in their transition to digital banking. Through listening to the user's opinion, recognition, innovation and timeliness and up-to-dateness, SBI has the potential to take people orientations and expertise forward to a future where mobile banking is not merely the focus of convenience but the cradle of empowerment, inclusion and   high   performance. The bank offers consistency in the products/service as the needs of the clients are discovered and as the user evolves, the bank evolves too with the client rendering trust and value. In our tandem, we will begin our path of development, progress, and a cross-cultural engagement; and a more solid future of banking.This study of mobile banking services provided by the State Bank of India (SBI) has offered a comprehensive analysis of the bank's efforts to adapt to the evolving landscape of digital finance. The research examined various aspects of SBI's mobile banking, including user adoption rates, features and functionalities, customer satisfaction, security protocols, and the impact of mobile banking on traditional banking operations. Key findings indicate that SBI's mobile banking services have seen significant growth in user adoption, largely driven by the increasing accessibility of smartphones and the internet. The study revealed that the primary motivations for customers to use mobile banking include convenience, 24/7 accessibility, and a broad range of available services such as fund transfers, bill payments, and account management. However, the research also identified several areas for improvement. Customers expressed concerns about the user interface, occasional technical glitches, and security issues. These concerns could affect customer trust and slow down the broader adoption of mobile banking.

Appendix

**Appendix A: Survey Questionnaire(Sample Size-30)**

How often do you use mobile banking services provided by State Bank of India?

1. Daily: This option is for respondents who use SBI's mobile banking services every day for various transactions and banking activities.
2. Weekly: Respondents who utilize the mobile banking services provided by SBI on a weekly basis, typically for regular banking tasks.
3. Monthly: This option is for those who access SBI's mobile banking services once a month or less frequently.
4. Rarely: Respondents who use mobile banking services by SBI infrequently, sporadically, or only in specific circumstances.
5. Never: This option is for individuals who have never used SBI's mobile banking services.
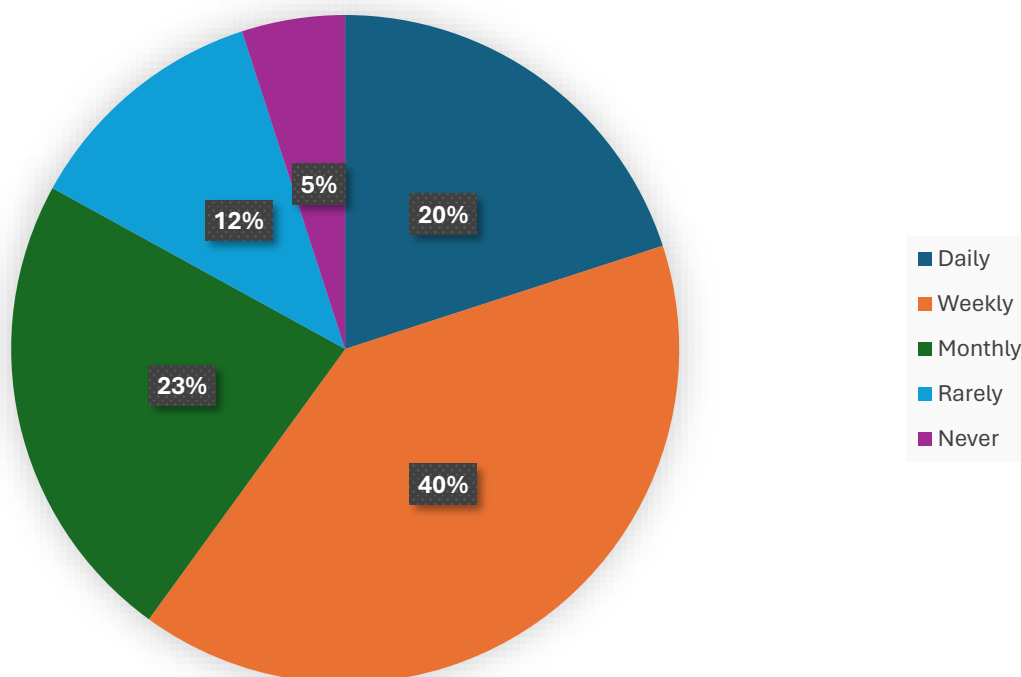
What are the primary reasons for using SBI's mobile banking services? (Select all that apply)

1. Convenience: Users select this option if they find SBI's mobile banking services convenient for managing their finances.
2. Ease of access to account information: Respondents who appreciate the ease with which they can access their account information through SBI's mobile banking app.
3. Fund transfers: This option is for those who use SBI's mobile banking app primarily for transferring funds between accounts or to other individuals.
4. Bill payments: Users select this option if they primarily use SBI's mobile banking app to pay bills, such as utility bills, credit card bills, etc.
5. Mobile recharge: Respondents who use SBI's mobile banking app for mobile phone recharges.
6. Other (please specify): This option allows respondents to specify any other reasons not listed above for using SBI's mobile banking services.
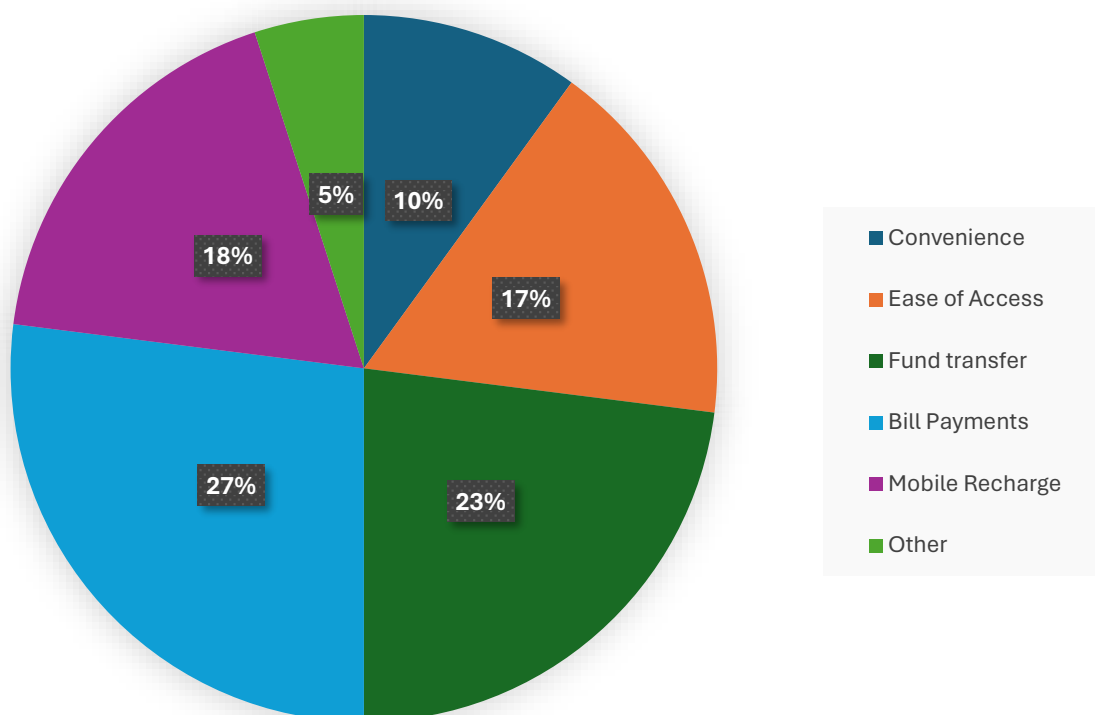
On a scale of 1 to 5, how satisfied are you with the user interface and experience of SBI's mobile banking application?

1 (Very Dissatisfied): Users choose this option if they are extremely dissatisfied with the user interface and overall experience of SBI's mobile banking app.

2 (Dissatisfied): Respondents who are not satisfied with the user interface and experience but not to the extreme extent as indicated by option 1.

3 (Neutral): This option is for those who neither feel satisfied nor dissatisfied with the user interface and experience of SBI's mobile banking app.
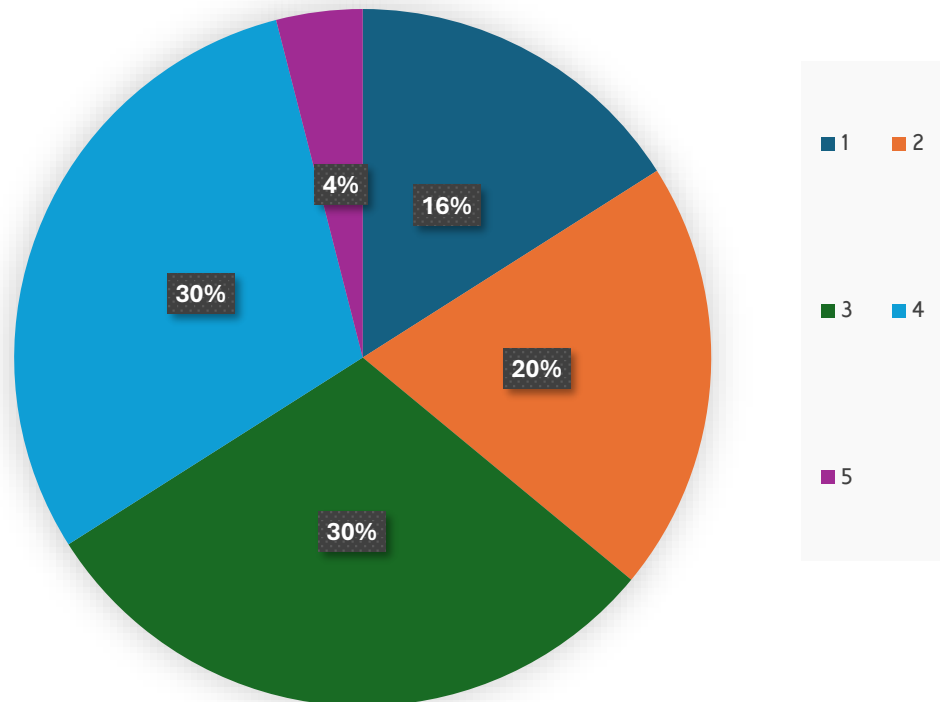
4 (Satisfied): Users select this option if they are satisfied with the user interface and experience of SBI's mobile banking app.

5 (Very Satisfied): Respondents who are extremely satisfied with the user interface and overall experience of SBI's mobile banking app.

Pie chart legend:
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Values shown: 8%, 12%, 25%, 50%, 5%
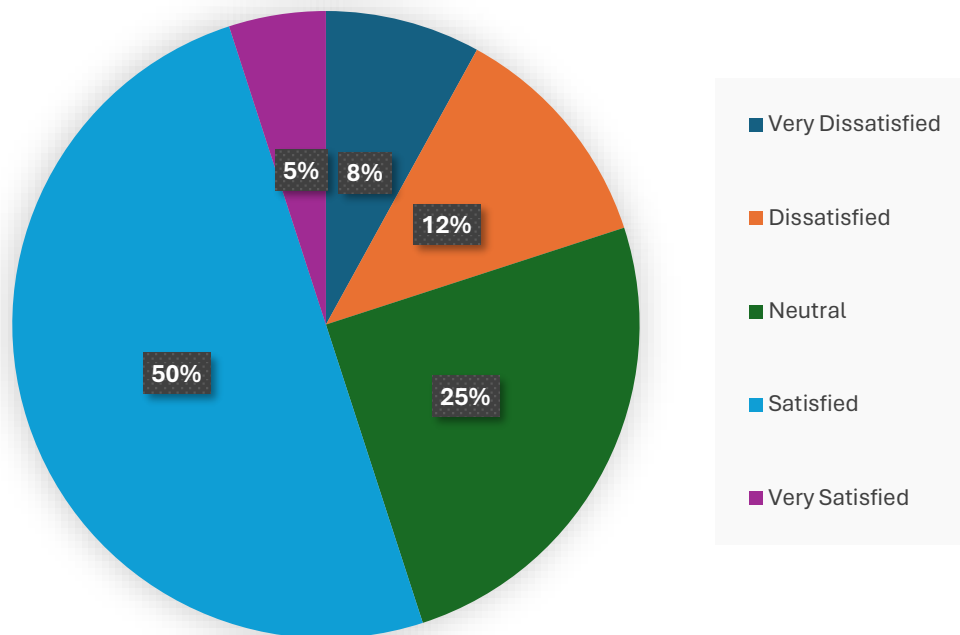
Have you encountered any issues or difficulties while using SBI's mobile banking services? If yes, please describe briefly.

1. "Let me give you an example like when system delays encounter, high workload hours may already occur."
2. "I have difficulties in providing a correct record of my mobile banking application correctly which is more difficult when I look for specific transactions in my history." hence, it is obvious that there is a significant contribution of technology towards reduction of social inequality in education.
3. "I was just offline trying to be an artist when the mobile banking app was on the backend issues of its system had somehow caused those transactions and withdrawal I was planning on using temporarily unavailable."
4. "The issue of getting my account information synchronized across different devices left me with incomplete transaction records, and I also had the problem of several devices' inaccurate user data."
5. "It was a tough one for me to restore my bank account login and use the recovery token, as sanctioning out during controlled operations."

How would you rate the security measures implemented in SBI's mobile banking application?
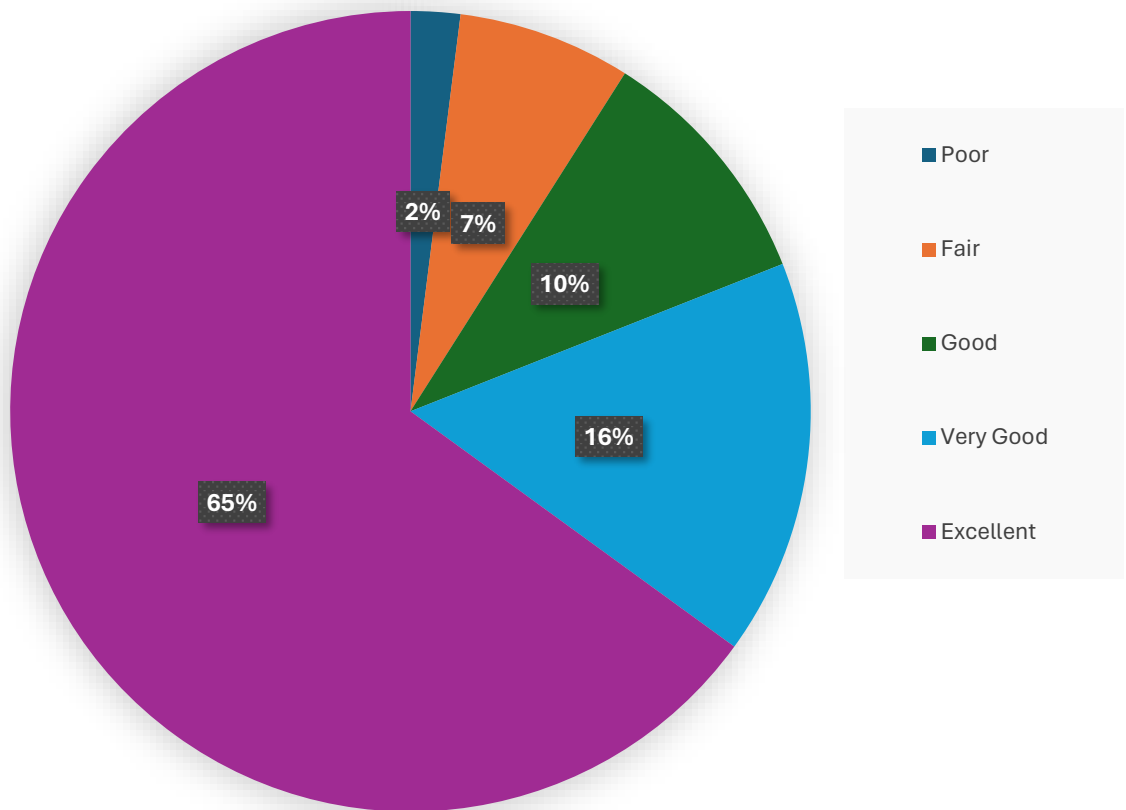
Poor: Users select this option if they believe that the security measures implemented in SBI's mobile banking app are inadequate and ineffective.

Fair: Respondents who consider the security measures to be acceptable but with room for improvement.

Good: This option is for those who believe that the security measures implemented in SBI's mobile banking app are satisfactory.

Very Good: Users choose this option if they find the security measures to be very effective and robust.

Excellent: Respondents who believe that the security measures implemented in SBI's mobile banking app are of the highest standard and provide complete peace of mind.

Are you aware of all the features and services offered by SBI's mobile banking application?

Yes: Users select this option if they are aware of all the features and services offered by SBI's mobile banking app.

No: Respondents who indicate that they are not fully aware of all the features and services offered by SBI's mobile banking app.

■ **Yes** ■ **No**
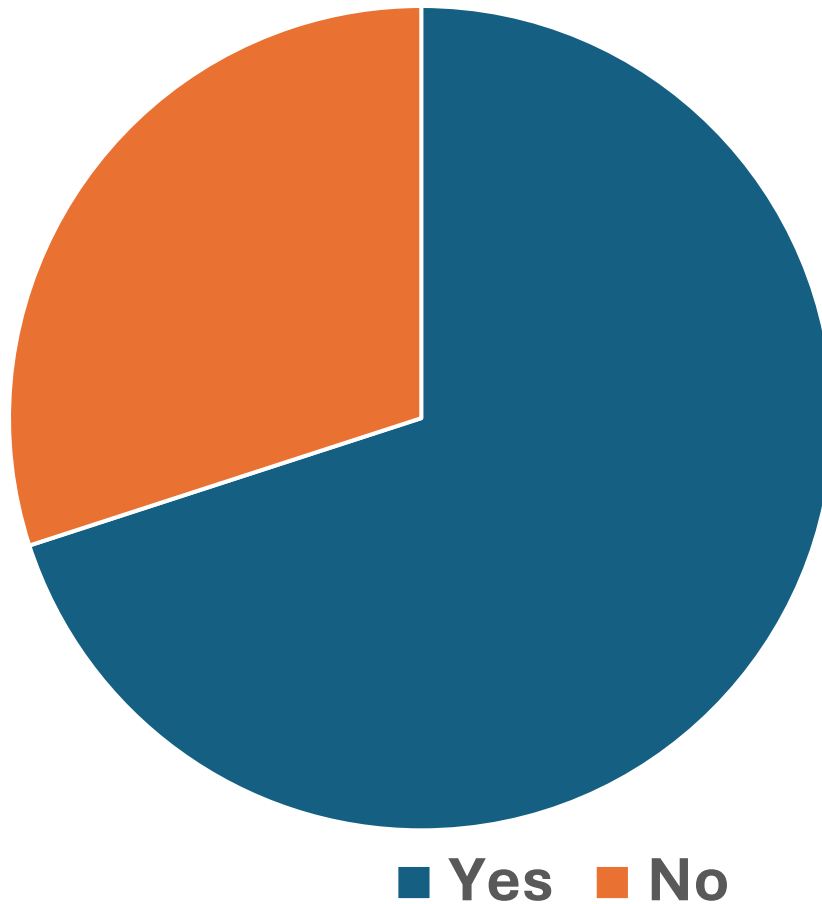
How likely are you to recommend SBI's mobile banking services to others?

Very Unlikely: This option is for respondents who are extremely unlikely to recommend SBI's mobile banking services to others.

Unlikely: Users who are unlikely to recommend SBI's mobile banking services but not to the extreme extent as indicated by option 1.

Neutral: Respondents who neither feel inclined nor disinclined to recommend SBI's mobile banking services to others.

Likely: This option is for those who are inclined to recommend SBI's mobile banking services to others.

Very Likely: Users who are extremely likely to recommend SBI's mobile banking services to others.

Pie chart legend:
- Very Unikely — 8%
- Unlikely — 15%
- Neutral — 15%
- Likely — 40%
- Very Likely — 22%
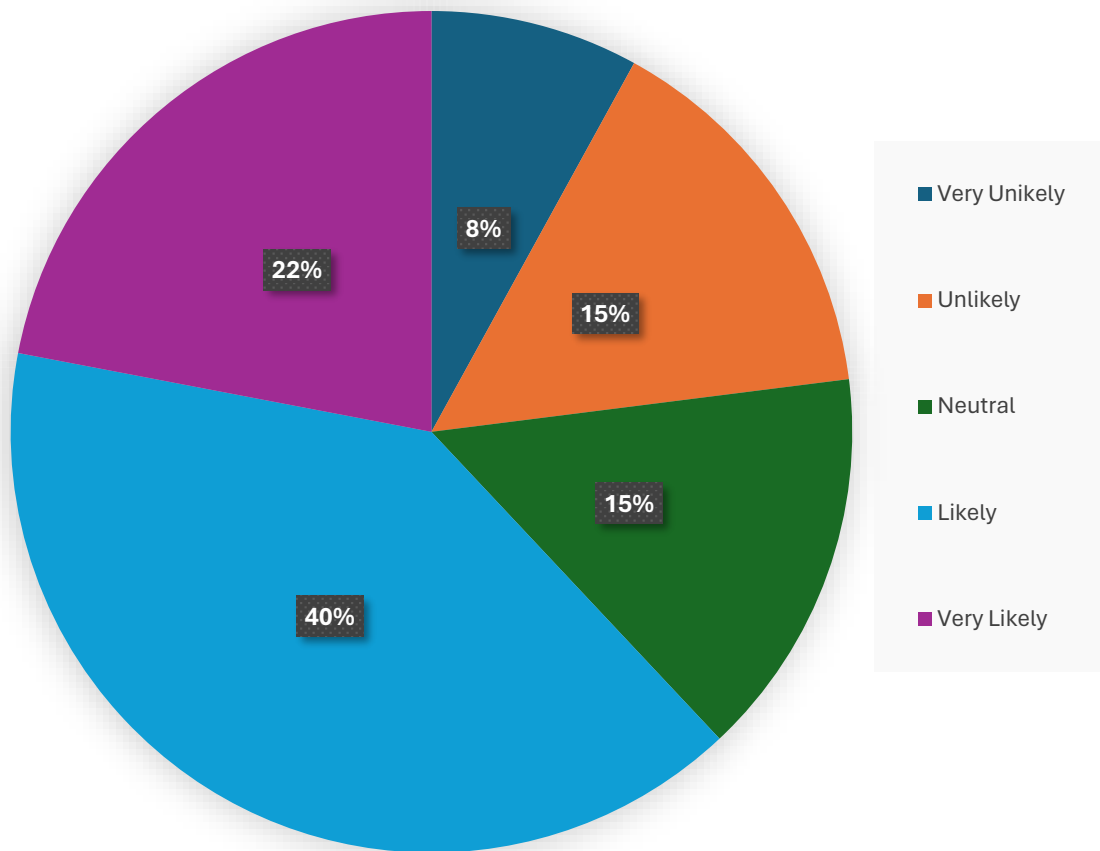
What additional features or improvements would you like to see in SBI's mobile banking application? (Open-ended question allowing respondents to provide their suggestions and feedback for enhancing the features and functionalities of SBI's mobile banking app.)

Furthermore, "I love the interface design of it as in my opinion it is really attractive but at the same time I think it does not suit me well since what I am looking for is an initiative budgeting tool to set expenditure goals every month and keep them under the leash on the period."

"Healthy financial habits may be inculcated through personalized financial advice and guidance approaches that incorporate the user's participation and their goals of a fully-fledged financial plan and spending pattern involved. This way, the user is able to address his/her concerns and lets the user accomplish his/her goal of sound financial decision."

`In this way, "real-time notifications triggered by online account activities, such as incoming deposits, bill payments, and any probable transaction will occur,` is a particular kind of transparency tool that is very easy to use, also the users can benefit from it."

" I think it would be a good idea to create a tool which unites and sorts the transactions. This is very useful because the tool enables the customer to follow his spending, to detect the habits and know the possible ways of saving. Therefore, an individual is aware of his way of spending."

"Added functionality to the user interface to provide unique text patterns and font sizes, as well as to give the user the freedom to customize layout would set the product apart and not to mention, would not only make the app great but also add to the person's positive experience, even those with special needs."

"The merging of money management software with other service providers is going to bring tremendous influence on our financial lives", especially so in the current times when people use many software services to handle their own money management jobs such as digital wallets, expense trackers, and investment platforms. This will assist in creating a comprehensive financial ecosystem for the customers.

with a mission **"Har Payment Digital"**. The Bankalsocarriedoutdistribution ofdigital payment awareness materials,display of Banners/Posters/Standees across branches andprominentpublicplaces.

Town hallmeetingswereheldto commemorate**"AzadiKaAmritMahotsav"** celebrations.Openhouse interactions were held across allmetro centers and districtheadquarters togather a better understandingofpreferencesand expectations of Millennial/Gen Z &Gen Y Customers.Suggestions/feedbackandpain

CGM,PatnaCirclestayedovernightandinteractedwiththelocalvillagersontheBank'sagricultureloanand subventionschemes.

Fig.12

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