

# A STUDY ON CUSTOMER SATISFACTION TOWARDS YONO SBI SERVICES OF THE STATE BANK OF INDIA

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## ABSTRACT

The rapid growth of digital banking has significantly transformed the Indian banking sector. The State Bank of India (SBI), as the largest public sector bank in India, introduced YONO SBI (**You Only Need One**) to provide integrated digital banking and lifestyle services through a single mobile application. YONO SBI enables customers to perform various banking transactions such as fund transfers, balance enquire, bill payments, loan applications, investments, and online shopping anytime and any where. The findings of this conceptual study are expected to contribute to academic research in digital banking and provide practical insights for improving customer-centric digital strategies in the banking sector.

**Keywords:** YONO SBI, State Bank of India (SBI), Customer Satisfaction, Digital Banking, Service Quality, Technology Acceptance Model (TAM), Security and Privacy, Customer Loyalty

## Introduction

The Indian banking sector has undergone a remarkable transformation over the past decade, driven by rapid technological advancements, increasing internet penetration, smartphone adoption, and supportive government initiatives promoting digital payments. The shift from traditional branch-based banking to digital platforms has fundamentally changed the way customers interact with financial institutions. Digital banking is no longer considered an additional service but has become a primary channel for delivering banking services efficiently and conveniently.

In this dynamic environment, the State Bank of India (SBI), India's largest public sector bank, has taken significant steps to strengthen its digital presence. To meet the evolving expectations of modern customers, SBI introduced YONO SBI (You Only Need One), an integrated digital banking platform designed to offer a seamless and comprehensive banking experience.

The application combines traditional banking services with lifestyle and e-commerce facilities, allowing customers to perform financial and non-financial transactions through a single mobile interface.

YONO SBI enables users to access a wide range of services such as fund transfers, balance enquiries, bill payments, loan applications, investment services, insurance products, online shopping, and more. By integrating multiple services into one platform, the application aims to enhance customer convenience, reduce transaction time, and improve service efficiency. The platform reflects SBI's strategic move towards digital innovation and customer-centric service delivery.

However, the success of any digital banking platform largely depends on customer satisfaction. In the highly competitive banking landscape, customers have multiple alternatives, including private banks and fintech applications that offer user-friendly interfaces and innovative features. Therefore, understanding the level of customer satisfaction towards YONO SBI services becomes essential. Customer satisfaction in digital banking is influenced by several factors such as service quality, system reliability, data security, ease of use, responsiveness, and perceived value. If customers perceive the application as secure, efficient, and convenient, they are more likely to continue using it and recommend it to others.

Moreover, digital platforms face challenges such as technical glitches, server downtime, security threats, and lack of digital literacy among certain customer segments. These factors can directly impact customer perception and satisfaction levels. Hence, continuous evaluation of customer experiences and expectations is necessary for improving digital service delivery.

This conceptual paper aims to analyze the key determinants of customer satisfaction towards YONO SBI services and to develop a theoretical framework that explains the relationship between service quality dimensions and overall customer satisfaction. The study also highlights the strategic importance of maintaining high satisfaction levels to ensure customer retention, loyalty, and competitive advantage for the State Bank of India in the evolving digital banking ecosystem.

In conclusion, as digital banking becomes the backbone of modern financial services, assessing customer satisfaction towards platforms like YONO SBI is crucial for sustaining growth and strengthening customer relationships in the digital era.

## **Concept of Customer Satisfaction**

Customer satisfaction is a fundamental concept in marketing and service management that reflects the degree to which a product or service meets or exceeds customer expectations. It represents the customer's overall evaluation of their experience after using a service. In the context of digital banking platforms such as YONO SBI offered by the State Bank of India, customer satisfaction plays a crucial role in determining long-term success and sustainability.

### **1. Meaning and Definition**

Customer satisfaction can be defined as the psychological state resulting from the comparison between a customer's expectations and the actual performance of a product or service. If the perceived performance matches expectations, customers feel satisfied. If performance exceeds expectations, customers experience delight. Conversely, if performance falls short, dissatisfaction occurs.

In service industries such as banking, satisfaction is more complex because services are intangible, inseparable, and highly dependent on customer experience. Therefore, customer perception becomes a key determinant of satisfaction.

## 2. Theoretical Foundations of Customer Satisfaction

Several theories explain the concept of customer satisfaction:

### a) Expectancy–Disconfirmation Theory

This theory suggests that satisfaction is determined by comparing expected performance with actual performance:

**Positive disconfirmation** → Performance exceeds expectations → Satisfaction

**Confirmation** → Performance meets expectations → Neutral satisfaction

**Negative disconfirmation** → Performance below expectations → Dissatisfaction

In digital banking, customers expect fast transactions, security, and user-friendly interfaces. If these expectations are fulfilled, satisfaction increases.

### b) Technology Acceptance Model (TAM)

In digital services, satisfaction is influenced by:

**Perceived Usefulness** – The degree to which a person believes the system enhances performance.

**Perceived Ease of Use** – The degree to which a person believes the system is easy to use.

For platforms like YONO SBI, if users find the application useful and easy to operate, satisfaction levels improve.

## 3. Dimensions of Customer Satisfaction in Digital Banking

Customer satisfaction in digital banking is multi-dimensional and includes:

### 1. Service Quality

Accuracy of transactions, quick processing time, and minimal technical errors.

### 2. System Reliability

Consistent performance without server downtime or app crashes.

### 3. Security and Privacy

Protection of personal and financial data, secure login mechanisms, and safe transactions.

### 4. Convenience

24/7 availability, accessibility from any location, and reduced need to visit bank branches.

### 5. Responsiveness

Prompt resolution of complaints and efficient customer support services.

## 6. User Experience

Simple interface design, easy navigation, and smooth transaction flow.

### Importance of Customer Satisfaction

Customer satisfaction is not only an outcome but also a strategic asset for banks. High customer satisfaction leads to:

- ❖ Customer loyalty
- ❖ Repeat usage
- ❖ Positive word-of-mouth
- ❖ Reduced customer switching
- ❖ Enhanced brand image
- ❖ Increased profitability

In a competitive digital environment, dissatisfied customers can easily switch to alternative banking apps. Therefore, maintaining high satisfaction levels is essential for customer retention.

## 5. Customer Satisfaction in the Context of YONO SBI

For YONO SBI, customer satisfaction depends on how effectively the platform delivers integrated banking and lifestyle services. Since it combines financial transactions with shopping and other facilities, satisfaction is influenced not only by banking efficiency but also by overall user experience.

If customers perceive the platform as secure, reliable, easy to use, and beneficial, they are more likely to continue using it and develop trust in the State Bank of India. On the other hand, frequent technical issues or security concerns may reduce satisfaction and negatively impact customer loyalty.

### Overview of YONO SBI (Elaborated)

YONO SBI (You Only Need One) is an integrated digital banking platform launched by the State Bank of India (SBI) as part of its digital transformation strategy. The application was designed to provide a seamless, secure, and comprehensive banking experience by combining traditional banking services with lifestyle and e-commerce facilities under a single digital interface.

YONO SBI represents a significant shift from conventional branch-based banking to a customer-centric digital ecosystem. It enables customers to access financial services anytime and anywhere using their smartphones, thereby reducing dependency on physical bank visits.



Figure1.1

### Services Available at State Bank of India ATMs

Automated Teller Machines (ATMs) of the State Bank of India provide customers with more services than just cash withdrawals and deposits. SBI ATMs are designed to offer multiple banking facilities, allowing customers to complete essential transactions quickly and conveniently without visiting a branch.

Apart from withdrawing and depositing money, customers can access the following services:

#### 1. Green PIN Generation

Customers can generate a new Green PIN directly at the ATM using the PIN generation option. This facility enhances security and eliminates the need to visit a bank branch for PIN activation.

#### 2. PIN Change

SBI customers can change their existing ATM/debit card PIN at the ATM whenever required. Regularly changing the PIN improves transaction security and reduces the risk of fraud.

#### 3. Balance Enquiry

This service allows customers to check their account balance instantly. It helps customers monitor their available funds before making transactions.

#### 4. Mini Statement

Customers can obtain a mini statement showing recent transactions in their account. This helps in tracking expenses and verifying recent activities.

#### 5. Fund Transfer

Some SBI ATMs provide inter-account fund transfer facilities, enabling customers to transfer money between their linked accounts.

## 6. Mobile Number Registration/Update

Customers can register or update their mobile number through select SBI ATMs, ensuring they receive transaction alerts and OTP notifications.

## 7. Cheque Book Request

SBI ATM services also allow customers to request a new cheque book without visiting the branch.

### 1. Background and Purpose

The introduction of YONO SBI was driven by the growing demand for digital banking solutions in India. With increasing smartphone penetration, internet accessibility, and digital payment adoption, customers expect faster, more convenient, and user-friendly banking services.

SBI launched YONO with the objective of:

- ❖ digital customer engagement
- ❖ Improving service efficiency
- ❖ Expanding financial inclusion
- ❖ Competing with private banks and fintech platforms
- ❖ Providing a unified digital ecosystem

The app aims to simplify customers' financial lives by offering multiple services in one place.

### 2. Core Banking Services Offered

YONO SBI provides a wide range of essential banking services, including:

- ❖ Fund transfers (NEFT, RTGS, IMPS, UPI)
- ❖ Balance enquiry and account statements
- ❖ Online account opening
- ❖ Fixed deposits and recurring deposits
- ❖ Loan applications (personal, home, car, education loans)
- ❖ Credit card management
- ❖ Investment and insurance services
- ❖ Bill payments and mobile/DTH recharges

These services ensure that customers can complete most banking transactions digitally without visiting a branch.

### 3. Lifestyle and Value-Added Services

One of the unique features of YONO SBI is its integration of lifestyle services along with banking facilities. Customers can:

- ❖ Shop online
- ❖ Book travel tickets
- ❖ Access exclusive offers and discounts
- ❖ Purchase insurance and investment products

This integration differentiates YONO SBI from many traditional banking apps by transforming it into a digital marketplace along with a financial service platform.

#### 4. Key Features and Functionalities

##### a) User-Friendly Interface

The app is designed with a simple and intuitive interface, making it accessible to users of varying digital literacy levels.

##### b) Security Measures

- ❖ YONO SBI incorporates multiple security layers such as:
- ❖ Two-factor authentication
- ❖ OTP verification
- ❖ Secure login credentials
- ❖ Encrypted transactions

Security is a critical aspect, especially in digital financial transactions.

##### c) 24/7 Accessibility

Customers can access services anytime and anywhere, ensuring convenience and flexibility.

##### d) Integration with SBI Ecosystem

The app is integrated with various SBI services, enabling customers to manage their entire banking relationship through a single platform.

#### 5. Strategic Importance for SBI

For the State Bank of India, YONO SBI is not just a mobile application but a strategic digital initiative aimed at strengthening its competitive position in the evolving banking sector. The platform helps SBI:

- ❖ Reduce operational costs
- ❖ Improve customer retention
- ❖ Increase cross-selling opportunities
- ❖ Enhance digital brand image
- ❖ Expand reach to rural and semi-urban customers

By promoting digital transactions, SBI can streamline operations and improve service efficiency.

#### 6. Role in Customer Satisfaction

The overall performance of YONO SBI significantly influences customer satisfaction levels. Factors such as transaction speed, system reliability, ease of navigation, service integration, and security determine how customers perceive the platform.

A well-functioning digital platform enhances trust and loyalty, while technical glitches or security concerns may negatively affect customer perception. Therefore, continuous improvement and technological upgrades are essential for maintaining high customer satisfaction.

## Literature Review

Previous studies on digital banking satisfaction indicate that service quality, trust, perceived usefulness, and system quality significantly influence customer satisfaction. The Technology Acceptance Model (TAM) suggests that perceived usefulness and perceived ease of use determine users' acceptance of digital platforms.

Research in mobile banking highlights that security concerns and transaction reliability are critical determinants of customer trust and satisfaction. In the context of Indian banking, public sector banks must focus on technological efficiency and user-friendly interfaces to compete with private banks and fintech companies.

## Determinants of Customer Satisfaction towards YONO SBI

Customer satisfaction in digital banking is influenced by multiple interrelated factors that shape users' perceptions and experiences. In the case of YONO SBI, offered by the State Bank of India, satisfaction depends not only on basic banking performance but also on system efficiency, security, and overall user experience. The following are the major determinants of customer satisfaction towards YONO SBI:

### 1. Service Quality

Service quality is one of the most significant determinants of customer satisfaction. In digital banking, it refers to:

- ❖ Accuracy of transactions
- ❖ Speed of processing
- ❖ Error-free operations
- ❖ Timely updates of account information

If the app performs transactions quickly and without mistakes, customers perceive higher service quality, leading to greater satisfaction.

### 2. Ease of Use

Ease of use refers to how simple and convenient it is for customers to operate the application. It includes:

- ❖ Simple navigation
- ❖ Clear instructions
- ❖ Logical menu structure
- ❖ Easy login process

A complicated interface can discourage users, especially those with limited digital literacy. A user-friendly design enhances satisfaction by reducing effort and confusion.

### 3. Reliability

Reliability means consistent and dependable performance of the application. It includes:

- ❖ Minimal downtime
- ❖ No frequent crashes
- ❖ Stable server connectivity
- ❖ Consistent transaction success rate

Frequent technical issues may cause frustration and reduce trust. Reliable system performance significantly improves customer confidence and satisfaction.

#### **4. Security and Privacy**

Security is a critical factor in digital banking satisfaction. Customers must feel that their personal and financial information is protected. Important aspects include:

- ❖ Secure login authentication
- ❖ OTP verification
- ❖ Data encryption
- ❖ Fraud protection mechanisms

If customers perceive the platform as secure, they are more comfortable conducting high-value transactions, which increases satisfaction.

#### **5. Responsiveness and Customer Support**

Prompt customer service is essential in case of transaction failures or technical issues. This determinant includes:

- ❖ Quick grievance redressal
- ❖ Efficient helpline support
- ❖ Fast resolution of complaints
- ❖ Clear communication

Responsive support services enhance trust and prevent dissatisfaction during service interruptions.

#### **6. Convenience and Accessibility**

Digital banking platforms like YONO SBI provide 24/7 access to banking services. Convenience includes:

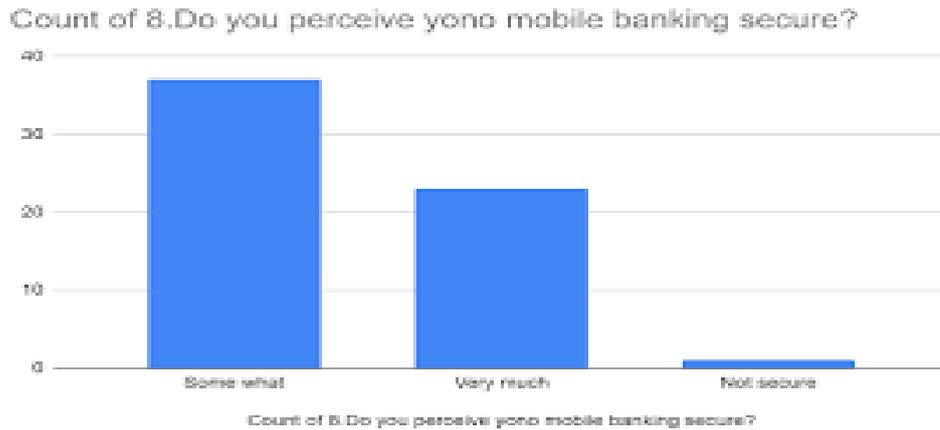
- ❖ Anytime, anywhere access
- ❖ Reduced need to visit branches
- ❖ Time-saving features
- ❖ Multiple services in one platform

The ability to perform banking activities at the customer's convenience significantly increases satisfaction levels.

#### **7. Perceived Usefulness**

Perceived usefulness refers to the degree to which customers believe that the application improves their banking efficiency. If YONO SBI helps customers:

- ❖ Complete transactions faster
- ❖ Manage finances effectively



**Figure1.2**

## Conclusion

Customer satisfaction is a critical success factor for digital banking platforms like YONO SBI. As competition intensifies in the digital financial ecosystem, the State Bank of India must continuously upgrade technological infrastructure, enhance security features, and improve service responsiveness to maintain customer trust and loyalty.

A strong focus on service quality dimensions will not only improve customer satisfaction but also strengthen SBI's competitive position in India's evolving digital banking landscape.

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