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Impact of Technology on the Customer Satisfaction - A Study with Reference to Sri Lankan Banking Sector

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Developments in information technology, telecommunication and internet utilization has changed drastically the relationship focused activities into data oriented operations. Sri Lankan Banking sector is one such sector affected by this. To study the factors that influence the contentment, attention is fixated on factors directly cognate to the customer contentment. The desideratum for the study is to ascertain concrete factors and their influence on the posture of the customers. The present study tries to see strategies to understand the demeanor of customers and explore ways of their incorporation into a well-designed set of policies. As the main aim of the study is to ken the impact of technology on the contentment of customers, Survey and questionnaire were used with two components. Convenient sampling technique was employed in the cull of banks located in and around Kuliyaipitiya town of North Western Province of Sri Lanka and Personal interview method was adopted to gather the primary data. The present study finds that majority of customers are satisfied with the services they are receiving in the banks. There are some customers who are not satisfied with the services i.e., procedure to apply for loan, interest on the loans, debit and credit cards, mobile banking and customer care. It is therefore suggested that this dissatisfaction is removed. It is postulated that the procedures cognate to taking the imprest is causing dissatisfaction to some of the customers, hence bank ascendant entities are required to look into this factor and some of the intricate procedures which involved in the sanctioning of loan may be relaxed to certain extent. Similarly, the quandaries cognate to debit cards and credit cards must be taken earnestly as some of the customers are facing quandaries with these accommodations. Further, the banks should develop efficient complaint solving system with innovative modern advance technology as it enhances the gratification of the customers.

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