

The impact of Information and Communication Technologies in Enhancing Customer Relationships in Licensed Commercial banks in Sri Lanka

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Abstract

Substantial changes in the business environment globally have forced banking sector to modify their service strategies. One of the major goals of banks is now to leverage advances in Information and Communication Technologies (ICT) to construct and maintain long-lasting relationships with customers through the adoption of new channels that facilitate electronic banking. Information and Communication Technologies (ICT) are ideal medium for carrying out banking activities with customers due to the cost savings offered and speed of information transmission. While the global banking sector is one of the most up to date industries with regard to the use of the Internet and mobile Technologies, developing countries (such as Sri Lanka) have not broadly adopted these technologies. The main objective of this study is to investigate (from the customer's perspective) the factors that determine whether the Sri Lankan Banking sector (Licensed Commercial Banks) can effectively utilise self-service technologies to create relationships. Specially, it investigates the importance of online relationships with customers. This thesis also investigates the relationship(s) in online banking between the constructs of perceived ease of use, perceived usefulness, service quality, customer loyalty, customer satisfaction, customer trust and technology attitude. The Technology Acceptance Model is extended to describe the impact of ICT in creating customer relationships in banking. As the Methodology, the sample will be selected as for the case study method while identifying each bank include to Licensed Commercial Banks as a case. Data will be collected through both surveys and interviews as the instrument of primary data collection and will use statistical graphical representations, Descriptive statistics, Correlations, regressions and Chi-square tests to analyse data. There are numerous factors that need to be overcome for the Sri Lankan banking sector to achieve global competitiveness in the use of self-service ICTs.

Keywords : Information and Communication Technologies (ICT), Customer Relationships, Online Banking, Licensed Commercial Banks

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