

E-SERVICES Provided By Banks

Baljeet Kaur¹ and Dr. Karamjeet Kaur²

Research scholar in the University School of Financial Studies, GNDU, Amritsar, Punjab.¹

Assistant Prof. and Head, Dept. of Commerce & Business Management, ASSM College, Mukandpur.²

Abstract: In today's era, the Internet is of great use to people of all generations. It is indeed a miraculous invention that has facilitated our daily chores. With the growth of the internet and wireless communication, the structure and nature of banking and financial services have gone for a sea change. In the series of technological wonders in the recent past e-banking is the latest which involves the use of the Internet for the delivery of banking products and services. In accessing true Internet banking, any enquiry or transaction is processed to the branch at any time. Thus, providing e-banking has gradually become a "NEED TO HAVE" rather than a "NICE TO HAVE" service. Though a large volume of literature is provided on e-banking still it provides a large number of opportunities for further research. This paper provides details about the comparative study of private and public sector banks that provide e-services to their customers and how it helps to make India digital and skilful. The bankers and society at large will come to know where the banks lack in terms of the adoption of Internet banking and in providing different products and services. The data of this study are based on a survey of banks' websites explored during last year. The sample consists of 2 public sector and 2 private-sector banks operating in India. Moreover, this paper contributes to the empirical literature on e-services particularly Internet banking in the developing country i.e. India.

I. INTRODUCTION

As we know one of the creative products rising out of technological enhancements is the internet. **E-services** stand for electronic services which refer to any services that are provided through any electronic means like mobile devices and personal computers. E-services refer to services that are produced, provided or consumed through the use of ICT networks. In short, services are provided to customers through digital. It includes service elements of e-tailing, customer support and service delivery, net banking, teleshopping, e-commerce etc.

E-banking provides various banking products to its customers through an electronic channel. In the Internet banking system, the bank has a centralized database that is web-enabled. Electronic banking is also known as EFT (Electronic funds transfer). The popular services provided to customers under e-banking systems by banks are: - credit card and debit cards, mobile banking, point of sales, automatic teller machine (ATM), BHIM, electronic funds transfer etc. The e-banking service is available 24*7 and it allows customers to access the same from remote areas. But there are some risks involved in it like data security and privacy. This is the biggest challenge for e-banking. Thus, we can say that nowadays without e-banking no banks can bank.

The present study will make a comparative analysis of e-services offered by SBI, OBC, HDFC, and Axis banks.

II. REVIEW OF LITERATURE

Many studies have been conducted in the past on the comparative studies of e-banking of different banks. A few of them have been reviewed to gain insight into the issues.

Datta, S.K. and Dixit, N. (2010) studied the factors that affect the acceptance of e-banking among adult customers and also indicated the level of concern regarding the security and privacy of e-banking. The study found that adult customers are more reluctant to join new technologies or methods that might contain little risk. It is also important to note that some adult customers are interested in online banking, but they do not possess the necessary computer literacy to conduct it. In addition, banks should design their website to address security and privacy issues.

Vyas, S. (2010) studied the impact of e-banking on traditional banking services. This study described that e-banking is a borderless entity permitting anytime anywhere and anyhow. This facilitates us with all the functions and many advantages as compared to traditional banking services. Controls that could eliminate the identified risks as appropriate to the organization's operations are provided and the goal of recommended control is to reduce the level of risk to the IT system and its data to an acceptable level.

Sharma, H. and Himani (2011) analyzed banker's perspectives on the e-banking activities of respondents, the impact of e-banking and promotional measures used by banks to promote e-banking. The research was done through a questionnaire method. The study revealed that customers generally use e-banking services to persuade bankers and e-banking helps in improving the relationship between bankers and customers and that it would bring pertinent improvements in the overall performance of banks.

Safeena and Rehmatt (2014) studied the customers' perspectives on e-banking adoption. The study found that the majority of customers are accepting online banking because of the following favourable factors:-

Usefulness, ease of use of the system, awareness about online banking, fast working, convenient, less time-consuming, quick and fast way of transactions etc. These factors have a strong and positive effect on customers to accept online banking systems.

Bismarck, A. and Eric, A. (2015) stated that e-banking encompasses the provision of banking services and products by banks to their customers through electronic mediums. The adoption of e-banking is also seen as a new method of expanding the customer base and helps customers to inquire about information and carry out most banking services such as account balance inquiry, bill payments and inter-account transfers through the Internet. The study found that the factors that derive customer satisfaction are security design, availability, convenience and reliability.

Chandra, Kumar, A. and Bias, R. (2015) researched e-banking searching for customer satisfaction levels and adoption of banks. They had done a comparative study of public sector banks and private sector banks and found out the majority of which kind of transactions in banks in the Korba region. This study that going online for banking has become a trend among customers and also it helps in improving the relationship between bankers and customers. As the popularity of e-banking is increasing banks are adopting the latest technology. Due to this, customers are inclined towards mobile banking.

The public sector banks provide ATM and Tele Banking services more as compared to private sector banks, but mobile banking and PC banking services are provided more by private sector banks as compared to public sector banks.

Aggarwal, D. C, Chauhan, S. and Kukreti, A. (2015) conducted a study on e-banking concerning SBI and HDFC banks to find out the customer satisfaction level in respect of e-banking and the perception of employees for using e-banking in public and private sector banks. The research was done by questionnaire method. They found that more people have an account with private banks and the majority of respondents like the e-banking services provided by private sector banks. This study also depicts that 60% of respondents said that their banks update them from time to time about the latest facilities and the remaining 40% said that their bank does not update them.

Sinha, R. (2016) studied e-banking risks and their impact on the market. The study concluded that Internet banking risks must be recognized and controlled by banks in a mindful methodology given the simple characteristics and issues of web transactions. It was suggested that banks that offer online banking services should clarify the authenticity of transactions and convey it to their customers.

Kapoor, R. and Ram, D. (April 2018) studied e-banking usage and customer satisfaction regarding commercial banks in Himachal Pradesh. It defines the preferences and reasons for choosing e-banking services and overall customer satisfaction levels by using e-banking products and services. The study observed that the majority of customers had been using e-banking for less than one year and used it once a week. They preferred e-banking for convenience, safe and secure transactions. The customers used websites and applications for online payments and were satisfied with e-banking. Even they also opined that cybercrime is an average issue and would be tackled by providing customer education in this regard.

III. NEED FOR THE STUDY

From the above literature review, it is seen that most of the work has been done on meaning and customer satisfaction for using net banking, whereas comparative studies of services provided by private and public banks have not been studied enough.

The present study will go further to investigate the bank's services provided to customers concerning SBI and OBC as public sector banks and HDFC and Axis as private sector banks. An attempt will be made to predict the future of net banking growth in India.

IV. OBJECTIVE OF THE STUDY

- To study about E-banking or Internet banking.
- To know why the banks made promises to customers for Internet banking.
- To know about the services provided by banks i.e. SBI, OBC, HDFC and Axis Bank.

V. RESEARCH METHODOLOGY AND DATA COLLECTION

As we know research is problem problem-solving and a systematic way to study anything. Logics will be followed in the study and decision-making or conclusion is drawn from information collected, facts and figures. Research design involves data collection by using secondary data collection techniques. The source of secondary data was the internet and the websites of banks.

INTERNET BANKING (INB):

This is an online channel that enables customers to access their account information and initiate transactions on a 24*7*365, boundaryless basis. A separate Internet Banking Module for Corporate customers has been launched and is available at 1305 branches.

Services of net banking are: -

- Credit card payment
- Bank statement download
- Change customer profiles
- Fund transfers
- Fixed deposit inquiry
- Tax deduction inquiry
- Account balance inquiry
- Cheque status inquiry
- Bill pays
- Customer support
- Mails
- SMS alerts
- ATM

The eligibility for using net banking services is as follows: -

Customers of any branch of the bank having a savings or current account are eligible to avail of e-banking services.

WHY BANKS MADE PROMISES:

The internet helps to transform different aspects of our lives and it was forecasted that its impact on financial services such as stocks, mutual funds brokers etc and banking would be especially profound. Banking transactions are to a large extent standard with little, apart from price, difference between banks. This electronic marketplace for banking products and services with perfect information and provides quick and fast transaction services as well as ease to use, provides awareness and security regarding net banking to their customers.

Banks promise the following to their customers:

No physical exchange is done during the end-to-end process of buying or selling any product online nor any transaction related to payment would be done.

Transaction costs over the Internet are also lower than the cost of a customer accessing the bank over a dedicated telephone line or physical appearance in banks.

Reduce the role of intermediaries during the collection of information and any transaction done.

Provide perfect and accurate information as well as solve problems of customers.

Provide 24*7 services anywhere and anytime.

PRODUCTS AND SERVICES PROVIDED BY BANKS:

1. HDFC BANK: -

The Housing Development Finance Corporation Limited [HDFC] was the first to receive an 'in principle approval' from the RBI to set up a bank in the private sector and was incorporated in August 1994 and commenced operations as a Scheduled Commercial Bank in January 1995.

HDFC Bank operates in a highly automated environment in terms of information technology and communication systems. All the branches of HDFC have online connectivity which enables the bank to offer speedy funds transfer facilities to its customers. Multi-branch access is also provided to customers through branch networks, ATMs [Automatic Teller Machines], net banking, mobile banking etc.

HDFC website includes the following on their website for providing information to customers online:

➤ **The HDFC bank** provides the homepage to customers on the internet on its website. It includes the following information: -

- Summary of all the accounts of the users
- The date and time of his last log-in
- The number of days in which his log-in and transaction passwords are likely to expire.

➤ **PRODUCT:** -The HDFC banks provide information about the products provided to customers on their websites given in the following table:

1.	Cards	➤	Credit card
		➤	Debit card
		➤	Prepaid cards
		➤	Forex cards
		➤	Credit Card Rewards Program
		➤	Loan on Credit Card

➤ **MAKING PAYMENTS:** The information regarding the payments made by customers through mobile or internet etc., provided to customers.

1.	Fund Transfer	➤	NEFT [National Electronic Funds Transfer]
		➤	RTGS fund transfer
		➤	Visa Card Pay
		➤	IMPS
		➤	BHIM/UPI
		➤	Remit Now- Foreign Outward Remittance through Net Banking.
2.	Pay with Pay Z-app	➤	Pay Z-app
3.	Pay with Smart Hub	➤	Smart Hub
4.	Pay via Samsung Pay	➤	Samsung Pay
5.	Payment Utility Bills And Insurance Premium	➤	Pay Now
		➤	Register and Pay
		➤	Smart Pay
		➤	Bill Desk Bill Pay
		➤	Standing instructions on Credit Card
6.	Pay Bills and Shop-online	➤	Bill Pay plus Net Banking
		➤	Direct Pay-Net Banking
		➤	Instant Pay- Net Banking
		➤	Prepaid Mobile Recharge Net Banking
7.	Pay Bills-Phone Banking	➤	Bill Pay- Phone Banking
8.	Pay Bills- ATM	➤	Bill Pay
		➤	Prepaid Mobile Recharge
9.	Pay Credit Card Bills	➤	HDFC Bank Account
		➤	Non-HDFC Bank Account
10.	Pay Bills-Debit Cards	➤	Standing Instruction on Debit Card

11.	Pay over dues EMI Online	
12.	Consumer Durable e-NACH Mandate	
13.	Retail Assets e-NACH Mandate	
14.	Online Tax Payment	<ul style="list-style-type: none"> ➤ Direct Tax ➤ GVAT ➤ DVAT and CST ➤ MCGM Octroi Duty ➤ Excise and Service Tax ➤ GST-Good and Services Tax
15.	Online Tax Payment of Government	<ul style="list-style-type: none"> ➤ Punjab ➤ Uttarakhand ➤ Assam ➤ Odisha ➤ Andhra Pradesh ➤ West Bengal ➤ Tamil Nadu ➤ Pune Municipal Corporation

- WAY TO BANK: This shows how customers do banking

1.	Bank Online	<ul style="list-style-type: none"> - Net Banking - Credit Card Net Banking - Email Statement - Loan Account Online
2.	Bank in Person	<ul style="list-style-type: none"> - ATMs - Branch Network - Cash@Shop
3.	Bank with your Phone	<ul style="list-style-type: none"> - Mobile Banking - Easy Keys-Your Bank on your Mobile Keyboard - Insta Alerts- SMS and Emails - Phone Banking - Instant transfers and Recharges through Chiller App - PERKS App- offer 365 days, instant connect With corporate RM
4.	Bank with your Watch	<ul style="list-style-type: none"> - Watch Banking
5.	Services on Social media	<ul style="list-style-type: none"> - HDFC Bank OnChat

2. SBI [State Bank of India]:

SBI is India's largest bank with a network of over 25,000 branches located even in the remotest parts of India. SBI offers a wide range of banking products and services to corporate and retail customers.

Online SBI is the internet banking portal for SBI. The portal provides anywhere, anytime, online access to accounts for State Bank's retail and corporate customers. The application is developed by using the latest cutting-edge technology and tools. The infrastructure supports unified, secure access to banking services for accounts in over 25,000 branches across India.

The Retail Banking application is an integration of several functional areas and enables customers to:

- Issue Demand Draft online
- Transfer Funds to own and third-party account
- Credit beneficiary accounts using the VISA Money Transfer, RTGS/NEFT feature
- Generate account statements
- Setup standing instruction
- Configure profile setting
- Use E-Tax for online tax payment



- Use e-pay for automatic bill payments
- Interface with merchants for railway and airline reservations etc.
- Avail DEMAT and IPO services.

The online SBI corporate banking application provides features to administer and manage corporate accounts online. The corporate module provides roles such as Regulator, Admin, Up-loaders, Transaction Maker, Authorizer, and Auditor. These roles have access to the following functions:

- Manage users; define rights and transaction rules on corporate accounts.
- Access accounts in several branches with a single sign-on mechanism.
- Upload files to make bulk transactions to third parties, suppliers, vendors and tax collection authorities.
- Use online transactional features such as fund transfer to own account, third-party payments [both inter and intra bank] and chat issues.
- Make bill payments over the internet.
- Authorize, modify, reschedule and cancel transactions, based on the right assigned to the user
- Generate account statement
- Enquiry on transaction details or current balance.

In addition to the above internet banking applications also provide the following value-added services.

- Tax payments to central and state governments through site-to-site integration.
- Supply Chain Finance [e-VFS- Electronic Vendor Finance Schemes].
- Direct Debt Facility
- E- collection Facilities for
- Core Banking Transactions.
- Inter Bank Transactions for incoming RTGS/NEFT transactions.
- Internet Banking Transactions for SBI and Associate Banks.
- Direct Debit facility where the supplier can directly debit their customer's account through Internet Banking.

The SBI website shows the following items on its homepage:

Services > SB Anywhere > FAQ > SBMOPS > SB Collect > Electoral Banking

❖ **SERVICES:**

- Personal Internet Banking
- Corporate Internet Banking
- Merchant Acquiring Business-POS
- Online Tax/Payment/Receipts/Challan Printing

➤ PERSONAL INTERNET BANKING: -

- ✓ Products: -
- Khata
- Vistaar
- Khata Plus
- Saral
- Vyapaar
- ✓ Services: -
- Account view/statement
- Fund Transfer
- Demand Draft/Banker's Cheque Request
- Bulk transaction through file upload
- MIS report
- Direct and Indirect Tax Payment
- Host to Host integration
- Direct Debit
- DEMAT view facilit
- Utility Bill Payment

➤ CORPORATE NET BANKING: -

- ✓ Products: -
- e-TDR/e-STDR



- SBI e-Tax
- DEMAT
- ASBA
- ✓ Services: -
- Payments/Transfer
- Fund transfer
- Intra Bank Transfer
- RTGS /NEFT
- Credit card [VISA]
- IMPS Payments
- NRI e-Z Trade Funds Transfer
- E- Deposits: -
- e-TDR/e-STDR
- e-TDR/e-STDR under Income Tax Saving Scheme
- SBI Flexi Deposit
- e-Annuity Deposit Scheme
- e-Recurring Deposits
- ✓ Value Added Services: -
- E-tickets
- Home Loan Provisional Interest Certificate
- Credit Card VISA Bill Pay
- Pay Tax using an ATM cum Debit Card
- SSC and UPSC Online Fee Collection
- Mutual Funds Investment
- Viewing of Tax Credit Statement Form [26AS]
- Pension Slip Enquiry
- TDS Enquiry
- Maharashtra Government Professional Taxes [PTRC and PTEC] payment
- ✓ Other Services: -
- Mobile /DTH Recharge
- Contact Us
- Safe Online Banking [State Bank empowers you with knowledge: - Tips and Features]
- Merchant List for Online Payment.

3. **AXIS BANK: -**

Axis Bank is the third largest private sector bank in India offering an entire spectrum of financial services for personal and corporate banking. Axis Bank provides various Internet banking facilities that help ease the banking experience of Axis Bank account holders. At Axis Bank, we believe in providing the best banking services at your comfort. Axis Bank's Internet banking allows you to do most of your banking process online at your convenience. Below are some of the Internet banking features and services. It provides easy steps to start online banking through the Axis app, Axis Pay, Axis Mobile etc. Assistance is available 24/7 for customers. Hassle-free Internet banking option makes banking with Axis Bank the best.

➤ **SERVICES OFFERED**

- ✓ Cards: -
- Credit Cards
- Pre-Paid Cards
- Debit Cards
- Transit Cards
- Commercial Credit Cards
- Commercial Debit Cards
- Digital Payment
- ✓ Mutual Fund SIP: -
- Buy Top Mutual Funds
- Register Online
- ✓ Insurance: -
- Life insurance
- Home Insurance



- Travel insurance
- Motor insurance
- Business Insurance
- Health insurance
- Pradhan Mantri Jeevan Jyoti Bima Yojana
- Pradhan Mantri Suraksha Bima Yojana
- Bima Uphaar Yojana
- About our Insurance Partnership
- GRAB DEALS: -
- ✓ Shop: -
- Shop Online
- Buy Furniture
- Buy Movie Tickets
- Buy Groceries
- Buy Medicines
- Book Flight Tickets
- Book Hotels
- Book a Self-Derive
- Send Gifts
- Compare and Buy
- ✓ Offers: -
- Banking Channels: -
- Credit Card
- Debit Card
- Internet Banking
- Mobile Banking
- UPI
- Categories: -
- Online Shopping
- Mobile and Electronic
- Lifestyle
- Gifting
- Travel
- EMI
- VISA
- MAKE PAYMENTS: -
- ✓ Recharge and Bills
- Bill Pay and Recharge
- Locker Rent
- ✓ Investments: -
- Systematic Investment Plan [SIP]
- Insurance Premium
- Loan Repayment
- Fixed Deposits
- BANK SMART: -
- ✓ Online Banking: -
- Internet Banking
- Axis Pay Go
- E-Statements
- Safe Banking
- ✓ Mobile Banking: -
- Axis mobile
- Axis OK
- SMS Banking
- BHIM Axis Pay UPI App
- ✓ Branch Banking: -
- ATM Banking
- Cash Deposit Machine



- Branch Banking
- Let's Meet
- ✓ Remote Banking: -
- Axis Remote Banking
- ✓ Phone Banking: -
- Missed Cell Services
- Phone Banking
- Doorstep Banking
- LOG IN: -
- ✓ Internet Banking: -
- Personal - Login/Register
- Corporate
- ✓ CMS and Payment Solution: -
- Pay Pro
- EPH Corporate
- ✓ Cards: -
- Single Currency Forex Card
- Multi-Currency Forex Card
- Prepaid Card
- ✓ Power Access
- ✓ Remit Money: -
- Remit money
- Register
- ✓ Axis EDGE Rewards

- ❖ BUSSINESS ACCOUNT: -
- Bank Smart: -
- ✓ Online Banking: -
- Net Banking
- E-Statement
- ✓ Mobile Banking: -
- FX Connect App
- TF Connect App
- Axis Merchant App
- SMS Banking
- ✓ Phone Banking: -
- Business Phone Banking
- Toll-Free Axis Dial
- ✓ Branch Banking: -
- ATM
- Local Branches
- Overseas Branches
- ✓ Other Banking: -
- TF Connect
- FX Connect

4. OBC [Oriental Bank of Commerce]

The OBC bank was founded on 19 February 1943. The bank was nationalized on 15 April 1980. At that time OBC Bank ranked 19th among the 20 nationalized banks. In 1997, OBC Bank acquired two banks: **Bari Doab Bank and**

Punjab Cooperative Bank. On 14 August 2004; OBC Bank amalgamated with Global Trust Bank [GTB].

Due to the latest technology used by banks, the bank has been constantly taking new initiatives in Information Technology with an increased focus on customer services and setting up new delivery channels. The bank has computerized all its branches and Extension Counters [E/C] on CBS and with this complete business of the bank is getting routed through Centralized Banking Solution [CBS]. The bank has also deployed several electronic delivery channels such as ATMs, and Internet Banking including utility payments, mobile banking and digital banking.

Digital Banking includes the following: -

- Debit Card
- Internet Banking
- Mobile Banking
- BHIM Oriental Pay
- BHIM Aadhaar OBC
- BHIM
- Prepaid Card
- IMPS
- ATM
- Miss Calls and SMS Banking
- E-Statement
- Bunch Note Acceptor
- Passbook Printing Machine
- Cash Deposit Kiosk
- IT initiatives Taken by The Bank
- Security Alert

❖ INTERNET BANKING: -

Access the Net Banking application using the URL <http://www.obconline.co.in> and perform routine online operations using the User ID, Login password and transaction password. As of now, the following online facilities are provided to the customers: -

- Online generation of statement of account for a given period, range of cheque numbers and amount.
- Facility for stop payment of cheques, cheque status inquiry and clearing instruments.
- Customer can make NEFT/RTGS payments without incurring any cost.
- Funds Transfer to own linked accounts.
- Third Party Funds Transfer to other Bank accounts [through NEFT/RTGS].
- Third Party Fund Transfer to other accounts within OBC bank.
- Loan EMI Payment and Online creation of e-FDRS/ e-CD
- Purchase of Air Tickets and Railway Tickets
- Payment of Direct and Indirect taxes, CST/VAT collection for various State Governments.
- ASBA online facility to apply online for ongoing IPOs/FPOs.
- FORM26AS Online Tax Credit view statement; Income Tax e-filing.
- Online Share Trading in Collaboration with M/S Karvy, IDBI Paisa builder, Share Khan and Geojit Technologies.
- E-commerce [e-shoppe]: - More than 3000 Merchant establishments have been integrated to facilitate online banking with retail merchants.
- Utility Bill Payments viz. electricity, telephone, mobile, LIC Premiums, Credit cards, travel and ticketing, mutual funds etc.
- Customers can also make Donations and credit card payments like ICICI Bank, SBI, CITI Bank, Barclays Bank etc.
- Net Banking application is secured with 256 bits encryption of VeriSign.
- Velocity check on the number of transactions effected per day/ beneficiary.
- Salary uploads facility for corporate net banking users.
- Self-User Creation and Online Password Reset Facility.
- Online PPF Account Viewing Facility.
- E-statement of account through registered e-mail ID.

❖ SERVICES OFFERED BY OBC BANK: -

Presently following online facilities are offered through the Internet Banking Channel: -

➤ FUNDS TRANSFER AND OTHER SERVICES: -

- Online generation of statement of account, mini statement, inquiry on overdraft /lien, view nominee details, deposit schedule, disbursement and repayment schedule for loan account, loan account provisional/ final interest certificate, online locker status inquiry.
- Functionality of Bill Payments through the Bharat Bill Payment System [BBPS] has been enabled in Retail Net Banking. Kindly avail the same through payments-> Bharat Bill Payment System.

- Online MOBILE BANKING Services i.e. registration, de-registration, MPIN Reset, block, unblock has been enabled for Retail Net Banking customers. Kindly visit e-services -> Mobile Banking Services to avail the same.
- Online user Creation and forgot password functionality enabling custom to reset the password online.
- Funds Transfer to own linked accounts, to other accounts within OBC Bank and other Bank's accounts [through NEFT / RTGS, IMPS P2A (Person to Account), IMPS P2P (Person to Person), IMPS P2M (Person to Mobile)]
- Online creation of e-FDRs (Fixed Deposit Receipts) /e-CDRs (Cumulative Deposit Receipts), Progressive Deposit (PD 315).
- Loan Interest Certificate and Provisional Loan Interest Certificate.
- Locker availability status.
- Card services- There are six options available:
 - ✓ Card Hot Listing- for blocking the Debit Card.
 - ✓ Green PIN/ Card PIN Reset- generate or Reset Debit Card PIN
 - ✓ Upper Limit- modify (increase or decrease) the limit of various channels viz. ATM Cash withdrawal, POS and e-commerce for your debit card.
 - ✓ Enable/Disable Card Channel Usage- Enable or disable the channel usage viz. ATM, POS and e-commerce for your debit card.
 - ✓ Enable /Disable International Transactions- Enable or disable the international transactions facility on your debit card.
- Online Aadhaar registration, registration for e-statement and e-mail ID registration for e-statement.
- Payment of Direct and Indirect taxes [GST, services tax, central excise] and Custody Duty.
- Payment of state tax / non-tax revenue for various states e.g. Delhi VAT, Uttarakhand VAT, Rajasthan e-GRAS, Odisha treasury, Tamil Nadu Commercial Taxes etc.
- Online Tax Credit View Statement (FORM26AS), login to e-filing directly, submission of FORM 15 G/H.
- Online view of (DEMAT) Depository details for Retail Net Banking ASBA online for registering and applying for IPO.
- Online PPF account opening, statement and deposit to own PPF account. Pension Slip Generation for Central Government and Defense Pensioners.
- Registration for Social Security Schemes, PMSBY, PMJJY and APY Schemes.
- Online purchase of Sovereign Gold Bond.
- Online payment of Canara, HSBC, OBC, and LIC premiums.
- Online request for add-on debit card.
- Generation/ Retrieval of Login Passwords for non-debit card holders.
- Online Retrieval of Password (User ID Expired) for Retail Net Banking.
- Pre-authorization for shopping mail transactions in Corporate Application.
- Bulk NEFT/RTGS Transfer and Salary upload functionality for Corporate Users.
- User Defined Transaction Limits- set limit option for Retail Net Banking customers.
- Limits for Funds Transfer transactions are as follows: -
 - **UTILITY BILL PAYMENTS: -**
 - E-commerce (e-shoppe): - Almost all available Merchant establishments have been integrated with the bank's Internet banking services for utility payments/e-commerce transactions.
 - User can make payment of various utility bills online viz. electricity, credit cards, travel and ticketing, mutual funds etc.
 - **REQUESTING FOR ISSUANCE OF CHEQUEBOOK, DEMAND DRAFT ETC.**
 - Net banking customers can also put their request for renewal of FD, Demand Draft for operative accounts, issuance of chequebook, and closure of FCNR deposits which are processed at the backend by the relationship manager.
 - **MAILS: -**
 - Customers can also exchange mail through Internet banking for any queries.
 - **CUSTOMIZED FACILITIES: -**
 - Change Sign or transaction password [combination of letters, digits and at least one special character, minimum length of password – 8 characters, maximum length of password – 28 characters]
 - Add nicknames to customer's accounts for easy identification.

- Change display formats as per customer's preferences like date format, and primary account.
 - Update User ID.
 - **SELF-SERVICE CASH DEPOSIT KIOSKS: -**
 - The bank has deployed a cash deposit kiosk for facilitating customer deposits without any hassle.
 - **SELF-SERVICE PASSBOOK PRINTING KIOSKS: -**
 - The bank has deployed more than 400 self-service passbook printing kiosks and all are operational in branches and e-lounges wherein the customers are getting their passbook printed on their own.
 - **ATMs [AUTOMATIC TELLER MACHINES]**
 - **SMS BANKING: -**
- These services facilitate the automatic transmission of SMS to the customer's chosen mobile number for various transactions in his account and cover the following: -
- Credit/ Debit alerts for amounts specific to individual customers
 - SMS Based Tracker ID messages are sent during beneficiary registration to ensure safe and secure online transactions.
 - Threshold alerts to customers if the balance goes below the minimum balance being maintained under different types of accounts.
 - Alert message for deposit accounts going to transfer in inoperative deposit status in advance from the 21st month to the 23rd month.
 - Alerts on chequebook issuance, cheque bounce, DBT/DBTL credits and Aadhaar seeding and deactivation.
 - Promotional alerts viz. information about new launches/ Forex rate/ loan query etc.
 - Transactions happened through various delivery channels viz. internet banking, ATM etc. irrespective of transaction amount.
 - As per compliance bank has initiated steps for introducing a facility for sending SMS alerts to all minors on attaining a major.
 - Missed Call Services for balance enquiry and mini statement
 - Pull Based SMS services: -
 - ✓ Account balance
 - ✓ Mini statement
 - ✓ Stopping of Cheques
 - ✓ Blocking of ATMs
 - ✓ MMID Generation/ Cancellation
- **MOBILE BANKING: -**
- A multifunctional "Mobile Banking" Application user used for the following services: -
- ✓ Account Balance Enquiry
- ✓ Mini Account Statement
- ✓ Registered for SMS alert
- ✓ Intra Bank Fund Transfer
- ✓ Inter Bank Fund Transfer
- ✓ ATM and Branch locator
- ✓ Recharge/ Bill payments to various utility
- ✓ Online fixed deposit opening
- ✓ Cheque status enquiry and stop payment
- ✓ Downloadable statement in PDF of passbook or pass sheet
- ✓ Card services
- ✓ Flight, hotel and bus booking through Goibibo
- ✓ Life insurance services
- ✓ Aadhaar link, request for credit card, request for loan account open request option available.
- ✓ Bharat QR functionality within mobile banking wherein customers can make payments directly by scanning the Bharat QR at merchants from within the mobile app.

FINDINGS AND CONCLUSIONS:

Internet banking has been growing rapidly in India. The growth in recent years has attracted many banks to Internet services, the competition resulted in benefits to the customer.

➤ Comparison of products and services in both private and public sector banks:

Basis	Types	Public Sector Banks	Private Sector Banks
Cards	Credit card	Yes	Yes
	Debit card	Yes	Yes
	Pre-Paid card	Yes	Yes
	Forex card	Yes	Yes
	Gift card	Yes	Yes
	Transit card	Yes	Yes
	Virtual card	Yes	Yes
	Cash back credit card	No	Yes
	Rupay debit card	Yes	Yes
Way of Banking	Bank Online	Yes	Yes
	Bank in Person	Yes	Yes
	Bank with your phone	Yes	Yes
	Bank with your watch	Yes	Yes
	Services on social media	Yes	Yes
Making Payments	Pay right away	Yes	Yes
	Register and pay	Yes	Yes
Fund Transfer	Visa Card Pay	Yes	Yes
	RTGS fund transfer	Yes	Yes
	NEFT	Yes	Yes
	IMPS	Yes	Yes
	UPI / BHIM	Yes	Yes
Tax Payment	GST	Yes	Yes
	Direct tax	Yes	Yes
	Indirect tax	Yes	Yes
ATM	Pay Bills	Yes	Yes
	Cash Withdrawal	Yes	
	Transfer money to the same branch account	Yes	Yes
	Transfer money to a third-party account	Yes	Yes
Digital Payment	UPI /BHIM app	Yes	Yes
	iMobile app	Yes	Yes
	phone	Yes	Yes
	AEPS	Yes	Yes
	USSD	Yes	Yes
	e-wallet	Yes	Yes
	Paytm	Yes	Yes

Thus, we can say that both public-sector banks as well as private-sector banks offer the same products and services to their customers. But there features of services offered by them are different to some extent. The comparison between features of services offered by both sector banks on online portals are given below: -

➤ **Account information-related features of both sector banks' online portals:**

Sr.No.	Accounts Information Features	Public sector banks	Private sector banks
1.	Onscreen display of account statement	YES	YES
2.	Number of transactions in the mini-statement	10	10
3.	Maximum time / Transaction range of account	6 months	300 transaction
4.	Mode of entry of period	Inbuilt calendar	Manual
5.	Download the format of the account statement	MS Excel, PDF	MS Money, MS Excel, Plain Text
6.	Print of account statement	YES	YES

➤ **Fund transfer features of both banks' online portals:**

Sr.No.	Fund Transfer Features	Public sector banks	Private sector banks
1.	Display of account balance on the fund transfer screen	YES	YES
2.	Mandatory Profile Password to add new payee	Required	Not Required
3.	Basis to add payee account	IFSC code and Location	IFSC code and Location
4.	Option to search for IFSC code	NO	NO
5.	Adding of Bank, State and Bank Branch Payee	Drop down menu	Search and drop-down menu
6.	Mandatory 'URN' to add new payee	YES	YES
7.	Mandatory 'URN' at the time of transfer of fund	YES	YES
8.	Assigning maximum fund transfer limit to an account	YES	NO
9.	Virtual Keypad at the time of entering OTP	YES	NO
10.	Schedule later option	YES	YES
11.	Mandatory OTP at the time of fund transfer	Required	Not Required
12.	Debit Card Grid Authentication	Not Required	Required

➤ **Bill Payment and e-commerce payments related features of both banks' Online Portals:**

Sr.No.	Bill Payment and E-commerce Payment Feature	Public sector banks	Private sector banks
1.	Display of list of billers	City wise	State wise
2.	Grouping of billers	NO	YES
3.	Display of payment alerts on the homepage	YES	NO
4.	Payment history option	YES	YES
5.	Facility of prepaid recharge	NO	YES
6.	Debit card grid authentication	Not Required	Required

➤ **Online Request features of both banks' Online Portals:**

Sr.No.	Online Request Features	Public sector banks	Private Sector banks
1.	Instant Transaction Password Generation (ITPG)	NO	YES
2.	Request for change in communication address	YES	YES
3.	Apply for a debit card	NO	YES
4.	Apply for a credit card	YES	YES
5.	Cheque book request	YES	YES
6.	Stop Cheque book request	YES	YES
7.	Cheque status enquiry	YES	YES
8.	Limit for mobile alerts	YES	YES
9.	TDS enquiry	YES	YES
10.	Smart Money Order	NO	YES
11.	Reset Transaction Password Online	NO	YES
12.	Opening of account	YES	YES
13.	Demand Draft	YES	YES

Thus, we can say that the perceived quality features of services provided by private sector banks are better than public sector banks. The above studies show that the online portal and private sector banks have the upper hand as compared to public sector banks. However, private sector banks have been observed to be higher on dimensions of service quality; effectiveness and convenience while customers have more trust in public sector banks as compared to private sector banks.

It is broadly suggested that practices online banking services should clarify the authenticity of transactions and convey it to their customers.

REFERENCES

- [1]. www.wikipedia.com//e-services.onlinebanking.com
- [2]. Dixit, N. and Datta, S.K. (2010), Acceptance of e-banking among adult customers: an empirical investigation in India, Journal of Internet banking and commerce, Vol. 15, No. 2, pp 2.
- [3]. Vyas, S. (2010), an empirical study on the impact of e-banking on traditional banking services.
- [4]. Sharma, H. (2011), Banker's Perspective on E-banking, NJRIM, Vol. 1, No. 1, pp1.
- [5]. Safeena, R. (2014), customer perspective n e-business value: A case study on Internet Banking, Volume 1, No.2 pp 1.
- [6]. Bismark A. and Eric A. (2015), A study on electronic banking and customer satisfaction volume 20 No.2 pp1.
- [7]. Chandra, A.K. and Bais, R. (2015) A comparative study of e-banking in public and private sector banks with special reference to SBI and HDFC Bank, IJMCI, ISSN 2348-7585 (online) Vol. 3, issue 1, pp: (388-389).
- [8]. Aggarwal, D.C.; Chauhan, S. and Kukreti, A. (2015), an empirical study on e-banking in public and private sector banks concerning SBI and HDFC banks in Haridwar.
- [9]. Sinha, R. (2016), a study on e-banking services its risks and impacts, JBM and SSR Vol.5, No. 7
- [10]. Rakesh and Ram, D. (2018), study on e-banking usage and customer satisfaction with references to commercial banks in Himachal Pradesh, Vol.-V, Issue- 2(4).
- [11]. www.onlinehdfc.com
- [12]. www.onlinesbi.com
- [13]. www.onlineaxis.com
- [14]. www.onlineobc.com
- [15]. <http://internetbanking.com>
- [16]. <http://www.researchersworld.com/ijms/>
- [17]. www.researchpublish.com