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## A STUDY ON ATM SERVICES OFFERED BY SBI WITH REFERENCE GONDIA RAILTOLI BRANCH

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### ABSTRACT

*In past decades we are very much familiar with money transaction with banks. Banks are the most trusted source of money transaction. Banks maintains the records of each and every account holder very properly. But for the time being the que in banks is now increasing and for every transaction we have to wait for a long time. To avoid this long time waiting now ATM services are become more popular. ATM centres are now becoming very popular. ATM centres are used for withdrawal of money and many times it is used for checking amount available in the account . But now ATM machines are very popularly used for transfer of money.*

### Introduction

Automated Teller Machine (ATMs) has gained prominence as a delivery channel for banking transactions in India. Banks have been deploying ATMs to increase their reach. As at the end of December 2007, the number of ATMs deployed in India was 32,342.

From first day of April 2009, entire ATM network is now available to customers from any bank for transactions for no fee at all, irrespective of the banks in which they have their accounts, now customers will not be levied any fee on cash withdrawals using ATM and debit card issued by other banks. This will in turn increase usage of ATMs in India.

More people are now moving towards using the automated teller machines (ATM) for their banking needs. According to a survey by Banknet India, 95% people now prefer this modern channel to traditional mode of banking. Almost 60% people use an ATM at least once a week.

## **History**

The first Automated Teller Machine (ATM) was introduced in the year 1967 by BNarclays Bank in Enfield Town in North London. At that time a few would have anticipated excess in ATMs. Then many years after, the aim was to shift people off the teller lines thus lowering a banks distribution costs and increase efficiency. But in the 1980s, it was notified that people continued to visit branches, though not as frequently, so that with the costs of ATMs, overall distribution costs were actually rising.

Then, in the 1990s, came surcharges, which fuelled the proliferation of off-premises ATMs, which led in turn to the current overcapacity. There was a slowdown in ATM transactions, partially because of the consumer's reaction to the imposition of purchase.

## **ATM – REVOLUTION IN BANKING INDUSTRY**

As is often the case with inventions, many inventors contribute to the history of an invention. In the case of the ATM, Don Wetzel invented the first successful and modern ATM in the USA, however he was not first inventor to create an ATM. In 1939, Luther George Simjian started patenting an earlier and not-so-successful version of an ATM.

- **Cash Technologies Inc. Introduces New Transaction Processing System to Revolutionize the Traditional ATM**

According to ATM developer and DocuTel employee Don Wetzel, “we never did see the ATM as just a cash dispenser. We thought it had to be a machine that did most of the functions of a teller including transferring money, taking payments and issuing cash advances. But, nearly 30 years later, the ATM is still not much more than a cash dispenser. In fact, out of the nearly 220000 ATMs installed in the U.S., research shows nearly half provide only cash dispensing transactions. And, only five percent of the remaining ATMs do anything more than the original, basic bank account functions—even though consumers are demanding more twenty-four hour services from their local bank.

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## **Company Profile**

The evolution of State Bank of India can be traced back to the first decade of the 19th century. It began with the establishment of the Bank of Calcutta in Calcutta, on 2 June 1806. The bank was redesigned as the Bank of Bengal, three years later, on 2 January 1809. It was the first ever joint-stock bank of the British India, established under the sponsorship of the Government of Bengal. Subsequently, the Bank of Bombay (established on 15 April 1840) and the Bank of Madras (established on 1 July 1843) followed the Bank of Bengal. These three banks dominated the modern banking scenario in India, until when they were amalgamated to form the Imperial Bank of India, on 27 January 1921.

The All India Rural Credit Survey Committee proposed the takeover of the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. Subsequently, an Act was passed in the Parliament of India in May 1955. As a result, the State Bank of India (SBI) was established on 1 July 1955. This resulted in making the State Bank of India more powerful, because as much as a quarter of the resources of the Indian banking system were controlled directly by the State.

## **Research Methodology**

Research methodology is an important part of every project because it helps in knowing how to select the representative sample from the world or the general population. The right research tools and techniques to complete the research. The study of the consumer behavior is important because he is the king. The research process is based upon survey method, so in order we go to service provider and services user which is the customers.

**The research involves the following steps;**

### **PROBLEM DEFINATION**

Now a days ATM is very essential. The technological advancement need to be adopted by every human being to match a with the current technological surrounding. So there is need to facilitated each an every person an ease in accessing the ATM services world wide. This study will analysis the following aspects:

## **Developing the research plan**

The second stage of the research methodology is to develop a research plan. The research plan designed to take the decision on the data sources, research approaches, research instruments, sampling plan and contact methods.

## **Research Instruments**

The use of an effective research instrument is very important because through this instrument we collect data in this project through observations and personal interview were conducted.

## **Research Methodology**

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## **Objective of the study**

- To study the present ATM facilities provided by SBI.
- To study the factors affecting the choice of ATM.
- To study the impact of ATM on customer satisfaction by appraising the problems faced by the customer
- To study the post purchase behavior of customers regarding the different banks under study

## **Hypothesis**

- The level of perception is independent of the gender of the respondents.
- The level of perception is independent of the age of the respondents.
- The level of perception is independent of the educational qualification of the respondents.

## SCOPE OF THE STUDY

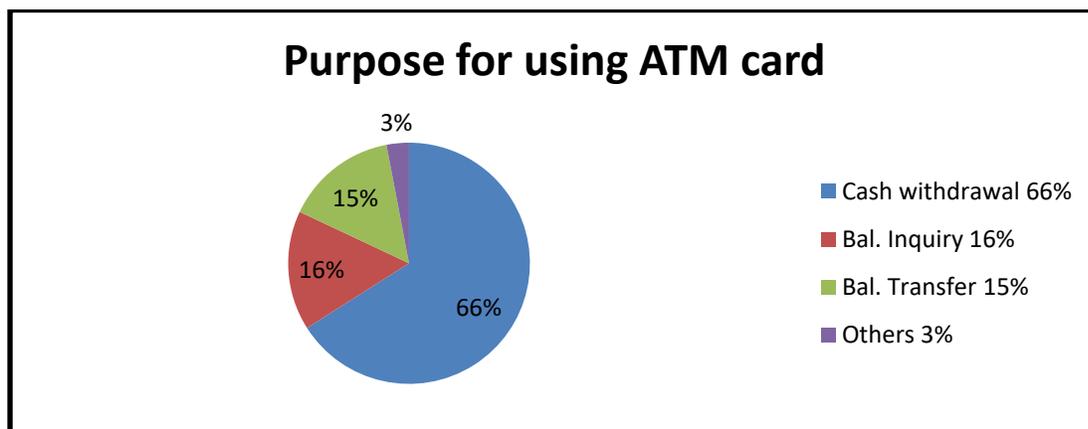
- The study has been undertaken mainly to highlight the features of ATM services offered by bank.
- All kinds of borrowers like businessman, agriculture, professionals, government employees, private employees and self employed people have been included in this study.

## LIMITATION OF THE STUDY

- The study is limited due to time.
- . The study is limited due to sample size

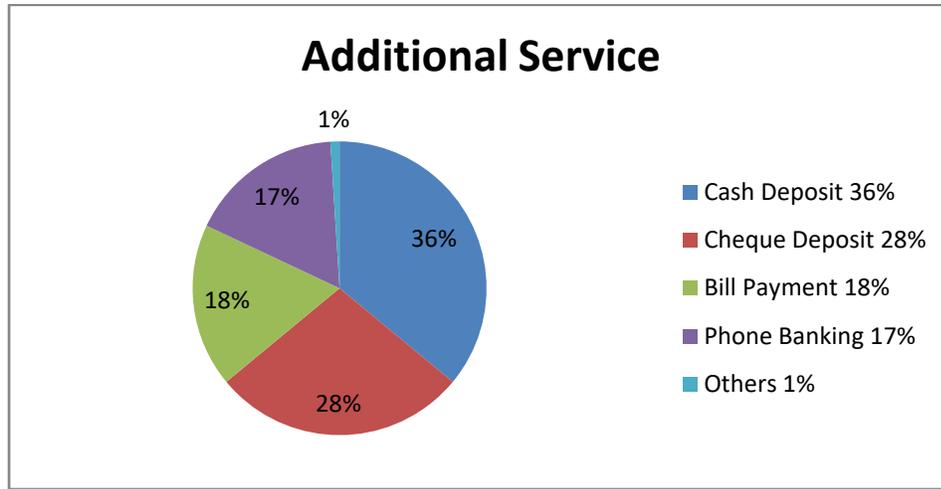
## DATA ANALYSIS AND INTREPRETATION

### Q.1 Purpose for using ATM card



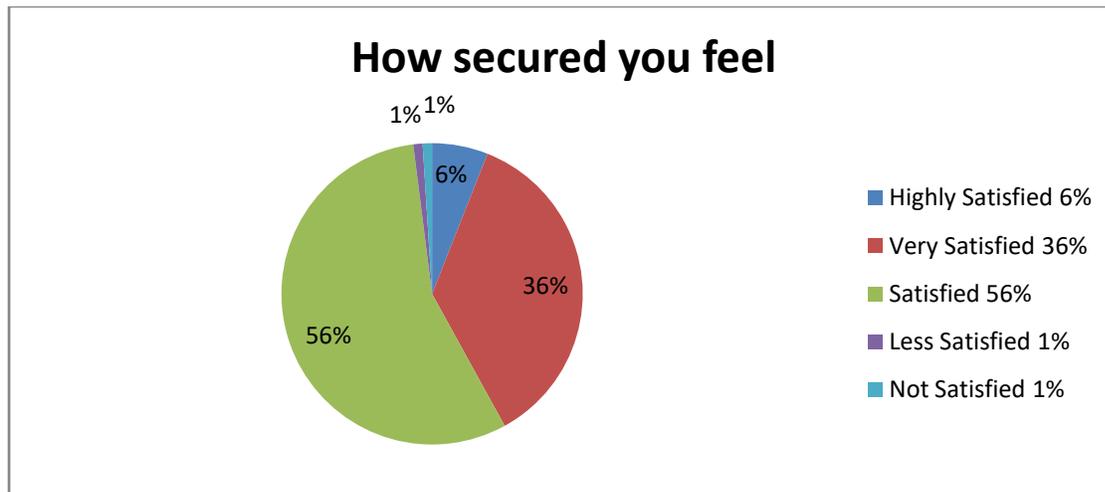
**Interpretation** :- 66 out of the 100 respondents' ie.66% of respondents use the card mainly for cash withdrawal.16% of the respondents use the card for balance inquiry. Out of 100 respondents 22 customers use their ATM card for balance transfer ie.22% of the respondents.

## Q.2 Additional services provided by ATM Centre



**Interpretation** :- 36% of the respondents recognize the cash deposit service at their ATM centre deposit service at their ATM centre. 18% of respondents recognize bill payment and 17% recognize phone banking service at their ATM centre. 28% says cheque deposite services.

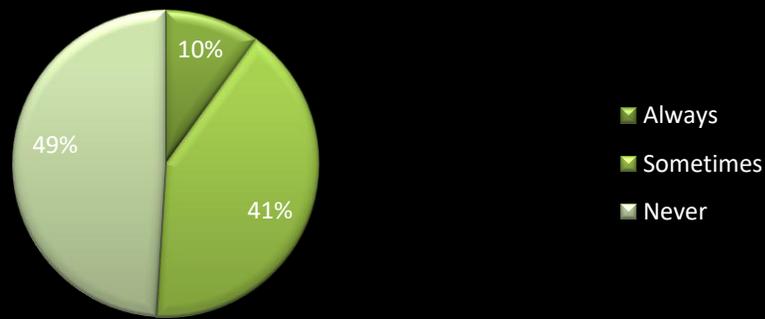
## Q3. Measurement of the secured feeling how secured you feel



**Interpretation** :- From the graph and the table it was evident that largest share of respondents were satisfied with the services of ATM. While people who were highly satisfied were 36% and highly satisfied were a 6%. However the number of respondents who were less satisfied and not satisfied was 15 respectively.

## Q4 . Do the ATM centers run out of cash frequency

## Do the ATM's run out of cash frequently



**Interpretation:-** The table and the graph suggest that a whopping 49% respondents say ATM never runs out of cash, while 41% say it sometimes run out of cash compared to that only a meager 10% say it runs out of cash always.

### Q5 . Cash withdrawal \* how much satisfied cross

How secured you feel						
Cash withdrawal		Highly Satisfied	Very Satisfied	Satisfied	Less Satisfied	Total
	Yes	11	38	41	7	97
	No		1	2		3
Total		11	39	43	7	100

**Interpretation :-** Out of 22 respondents who use balance inquiry facility are 8 satisfied and are 12 very satisfied with ATM service; however 2 respondents are less satisfied with ATM service.

People want the ATM centers to be very close to their houses or place of work.

### FINDING

People want that they should not be made to wait in queues in front of ATM centers.

If possible the banks should improve the software they use and reduce the time required by the customers.

ATM centers do not provide additional services like cash deposits, cheques deposits, bill payments, etc, at all its centers, which many people want but they don't get it and leads to their dissatisfaction and wherever it is available it is charged.

I have also found in this survey that many of the respondents felt that they were feeling secured using the ATM card, services and this has led to increased satisfaction level of these respondents which is a good sign.

I also found from this survey that the almost 70% people are satisfied with the number and location of the ATM centers. But they still insisted that the number should be increased to give enhanced service and satisfaction to its customers.

People were happy to say that the ATM centers provides the currency in the denomination they want and this was as good as dealing with the cashier of the bank where you can tell him which denomination you want.

## **CONCLUSION**

From the analysis part it can be conclude that customers have a good respond towards SBIATM. SBI is in 1<sup>st</sup> position having large number of customers & providing ATM services to them. The bank has a wide customer base, so the bank should concentrate on this to retain these customers.

In present scenario SBI is the largest advance product issuer in India. Within a very short period of time the achievement made by SBI is excellent, what a normal bank cannot expect, but it is being done by SBI. It happens due to employee dedication towards the organization, fastest growing Indian economy, & brand image.

## **SUGGESTION**

Bank should increase the number of ATM centers and at strategic positions.

Software used by the bank should be updated and fast so that people are not made to wait in the queue.

Bank can bring all its services on the ATM machines.

Facilities like cash deposit should also start at the ATM centers.

To increase the customer base and the customer satisfaction the ATM facility should be made as secured and safe as possible. ICICI ATM is one of the safest but still there is scope for improvement.

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