



## THE DEVELOPMENT OF BANKING AND COMMUNICAITON MEDIUM

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### ABSTRACT:

Banking Industry is the life blood of trade, commerce, and industry. A development of any country mainly depends on the services provided by the banks. The government of India has taken various initiatives to bring mechanization in Indian Banking Sector through social media platforms. As it is evident that majority of the people spend much of their time on social media and this is an opportunity to the banking industries to approach the customers. This study analyses the banking industry Advertisements, customer education and awareness, data security and customer satisfaction through social media.

### OBJECTIVES :-

1. To study the recent development in banking system and communication system in India.
2. To understand the need for development of banking and communication medium.
3. To take the overview of banking and communication medium.

**KEY WORDS :-** *Banking system, communication system, Modern payment systems, recent development of banking medium.*

### INTRODUCTION :-

Social media is one of the latest platforms for marketing or advertising the products and services. In present scenario 9 of 10 businesses are using Social Media Marketing (SMM) to spread the brand awareness and to turn into the customer attention very easily as most of the people spend much of their leisure time in social media. The changes in the marketing trend and also increased customer convenience level have made banks to identify new way of reaching their users. Several years back banks were struggling as they couldn't reach their customer when they require and customers also visit, they require some service to be performed by the banks. With this regard the Government of India has been inquisitively finding a way to bring mechanical headways in the financial segment in India the empowerment of the banks made the customers to approach the banks either monthly, weekly or even day to day basis without even visiting the banks personally. The introduction of credit cards, debit cards, NEFT, RTGS, portable banking, we based banking and numerous other significant initiatives to upgrade the banking in India. With the use of social media, the banks can build the better relation by staying connected with the customers. Through social media banks are not only able to advertise their products and services but it also enables to increase the trust as banks can provide the industry insights and other valuable information.

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Online life is circulating around the web in the financial business, it is turning into a favoured decision for clients to contact and speak with banks hence banks are also effectively using these platforms to spread the awareness of their recent services. Social Media is a communication platform that facilitates communication via virtual networks. It is a virtual medium which is designed to aid people to share contents, pictures, videos, and views swiftly and in real-time through websites and applications. The ability to share photos, opinions, events, etc instantaneously has transformed the way we communicate and, also, the way we do business. It provides the facility of continuously communicating with a large number of people at a time. The revolution of Social media and its increasing impact has transformed its old conventional image of amusement to an opportunity to work and trade. This vibrant use of social media has affected almost every business sectors either positively or negatively. It has changed the way business was done and Marketing has taken a new shift after this. Social media offers different ways to promote business either through organic marketing (free) or by paid marketing. Web 2.0 technologies are the stage of Internet expansion where static web pages were converted to user generated content. The business communication is enhanced to a new height via online mode through Social media.

#### **METHODOLOGY:**

For this study, we used a secondary data-collection method.

#### **REVIEW OF LITERATURE :-**

Banking communication is gathering information from customers on a regular basis to establish complains, concerns, attitudes, perceptions and suggestion further involving conveying information by banks on a regular basis using variety of purpose for addressing customer suggestions. The conventional tools for banks to communicate with their customer include advertising, sales promotion, publicity, public relations and personal selling. Today's customers expect a more responsive, active and faster communication with a bank. The traditional one-way communication from banks with customers has been outdated so; bank needs to analyze on their communication mechanisms. E-mail, web forms, instant messaging, phone calls are the means through which bank communicate with customers. Communication in banking can be viewed keeping in touch with valued customers, providing trustworthy information and services and communicating proactively if any problem occurs. Banking communication provides a medium for customers to express their needs, perspectives and judgments on the services being provided by banks. If bank professionalized their communication then that would help customers in reduction of technological, operational, functional costs addressing their grievances faster. Likewise, cross selling of banking products can be novel area to attract the customers which would help to strengthen relation of bank and customers to another level.

**Importance of banking communication :-** Banking Business For better communication practices, bank should have free flow of information among all the stakeholders. Coelho & Hensler also observed that customization has positive impact on quality, loyalty, satisfaction and trust. In bank customers are major and important stakeholders for whom communication means satisfaction towards their bank. Still, customer information requirements are impacted by four processes which is characterized by ambiguity, process complexity, process interdependence and process. Despite of huge development in banking communication worldwide, Okoe & Boateng added that still major decision on CSR communication are based on the subjective.

#### **Banking and social media :-**

Banking sector is the backbone of any emerging economy. Banks are instrumental in implementing the economic reforms. Any revolution in the banking sector because of the acceptance of technology is bound to have a broad impact on an economy's growth. These days, banks are seeking unconventional ways to provide and differentiate amongst their various services. Customers now

demand a facility to conduct their banking activities at any time and place according to their convenience. Banking sector is the backbone of any emerging economy. Banks are instrumental in implementing the economic reforms. Any revolution in the banking sector because of the acceptance of technology is bound to have a broad impact on an economy's growth. These days, banks are seeking unconventional ways to provide and differentiate amongst their various services. Customers now demand a facility to conduct their banking activities at any time and place according to their convenience. Social media has changed the entire gamut of business and marketing and Banking Industry is no exception to this because here the Customer Interaction is a must. Today Social media is universal and pervasive, so banks can rely on it. Digital communication is becoming a strong communication medium between Banks and customers. This media is proving itself indispensable in connecting to the potential clients. By allowing transfer of money, getting credit and even simply opening a bank account, it has improved customer services which in turn are improving the customer relationship. Assessing people's sentiments is a very significant and staggering job, particularly in case of service industry. Social media has a unique ability to create and sustain associations with customers, creating better Customer relations. Hence banks need to consider social media as an integral part of their overall marketing strategy.

### Recent Banking Tools

1. Google Pay
2. Phone Pay
3. Amazon Pay
4. Whatsapp Payment
5. Paytm
6. UPI
7. BHEEM APP

### CONCLUSION :

This literature shows how communication is practiced in the banks and is likely to affect customer satisfaction. If banks do not follow proper communication strategies than it is more likely that customer gets dissatisfied and switches the bank. So, banks must adopt proper strategies and techniques for proper communication with the customers. Banks procedure on communicating with customers also depends on the structure, culture of the organization. Banks seems to be communicating well with the customers however, customers still seem to have problem on information flow on various matter by banks. Various initiatives seem to be taken by government by formulating policies, laws on the sector of communication for its promotion and implementation by organizations. Even the inclusion of communication and information technology development can be seen in sustainable development goals

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