

E-Banking ensures customers satisfaction in Bangladesh:An Analysis

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Abstract:

Customer satisfaction is required for the banking sector to raise profitability,business growth and success. Customer perception is very important to add value of the banking services and products.E-banking can provide speedier, faster, reliable services to the customers for which they are relatively happy.The study has been undertaken to evaluate the customer services through arranging e-banking.The study period is up to November,2009.Author observes that e-banking ensures customer services with the help of information and communication technology through arranging diversified financial services and products to the customers.As such banking services can be transformed to synergistic approach.She observed that infrastructural development is needed to provide customers with better services for arranging electronic banking and to reduce the transaction cost.

Key words:E-banking,customer satisfaction,infrastructural development

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