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THE STUDY ON THE IMPACT OF THE BANK UTAMA (M) BHD E-BANKING SERVICES

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ABSTRACT

The Bank Utama (M) Bhd E-Banking Services was officially on 1st November, 2001 and it was only 8 months old when this study was conducted. It is provided for the bank customers to pay their utility bills over the Bank Branch counters (E-Collection) and the Internet (EBPP). The cost of implementing the E-Banking Services is rather expensive and the return cannot be seen very fast. Therefore, this study is to identify the impact of the introduction of the Bank E-Banking Services. Since there is no research being done on this area, and it is something very new and different, the researcher decided to use the Exploratory Research Design for the study. The findings indicate that the impact enables the Bank to collect additional revenues for its Retail Banking Businesses and also increases its current Bank's customer base. In addition, the services also create convenience for the Bank customers and potential Bank customers to pay their utility bills over the Bank Branch counters and over the Internet. The benefits obtained from embarking into E-Banking services can be substantial if more efforts are being done to enhance its customer services. Nowadays, bank customers are now demanding from banks faster, safer and more convenient services that can be accessed anytime, anywhere. Banks are now trying to understand customer relation management solutions to further enhance their effectiveness.

CHAPTER ONE

1.1 Introduction

1.1.2 Background and Scope of Study

Bank Utama (M) Bhd on the 1st November,2001 officially launched its E-Banking Services at Crown Plaza Hotel , Kuching and it was declared open by the Chief Minister of Sarawak Datuk Patinggi Tan Sri Abdul Taib Mahmud. The E-Banking Services provided by the Bank is for its customers to pay their Utility Bills over the Bank Branch Counters and over the Internet. These two services are commercially known as the

- E-Collection (Over-The-Counter), and
- EBPP (Electronic Bill Presentment and Payment)

EBPP project was jointly conducted on a strategic alliance with SiliconNet Technologies Sdn Bhd (SNT) . Back in 1998, SNT which was a subsidiary of Sarawak Information Services Berhad, a wholly owned Sarawak government corporation responsible for the IT development in Sarawak presented their proposal to Bank Utama on the EBPP services. Their proposal was approved in August 1999 and it is considered part of the overall e-commerce project comprising of the Bank Utama Website, Internet Mail and EBPP.