



"Customer Support & Query Resolution: A Comparative Review of SBI & ICICI Net Banking Services"

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This article presents a comprehensive examination of the customer support and query resolution services offered by two prominent entities in the Indian banking sector: State Bank of India (SBI) and ICICI Bank. In the fast-paced realm of digital finance, the efficiency of these services plays a pivotal role in shaping the user experience and, consequently, the success of the respective institutions. The study delves into the user interfaces, accessibility features, and overall customer support ecosystems embedded in the net banking platforms of SBI and ICICI. Beyond surface-level comparisons, it explores the nuanced strategies employed by each bank to address customer queries promptly and effectively. The analysis extends to technological integration, artificial intelligence applications, personalized services, and crisis management, uncovering the distinctive approaches adopted by SBI and ICICI. Findings reveal a user-centric ethos, with both banks demonstrating a commitment to technological innovation and user-friendly interfaces. Personalized customer support emerges as a focal point, while the role of artificial intelligence and the human touch in digital banking add layers to the overall customer experience. The comparative review also examines crisis management and global banking solutions, providing valuable insights for users navigating the complexities of online financial management. As digital banking

continues to redefine the financial landscape, this study aims to empower users and industry stakeholders with informed perspectives on the strengths, weaknesses, and unique features characterizing the net banking services of SBI and ICICI. The article concludes by highlighting the subjective nature of the choice between these institutions, emphasizing the importance of aligning individual priorities with the dynamic offerings of the digital banking sphere.

KeyWords: SBI and ICICI Net Banking services, Customer Support and Query Resolution Services

Introduction

In an era dominated by digital transactions and online banking, customer support and efficient query resolution are paramount for ensuring a seamless user experience. This article aims to conduct a comprehensive review of the customer support and query resolution services offered by two major players in the Indian banking sector: State Bank of India (SBI) and ICICI Bank. By comparing these two financial giants, we aim to provide readers with insights into the strengths and weaknesses of their respective net banking services. In the rapidly evolving landscape of digital finance, the success of a banking institution is not solely determined by the efficiency of its transactions or the breadth of its services but hinges significantly on the quality of its customer support and query resolution mechanisms. As two behemoths in the Indian banking sector, the State Bank of India (SBI) and ICICI Bank stand at the forefront, steering millions of users through the intricacies of online financial management. This article embarks on a comprehensive journey to dissect and compare the customer support and query resolution services offered by these financial titans in their net banking platforms. As the world increasingly gravitates towards online transactions and virtual financial interactions, the ability of banks to provide seamless, responsive, and efficient customer support becomes paramount. Our analysis delves into the user interfaces, accessibility features, and the overall customer support ecosystems embedded in the SBI and ICICI net banking services. Beyond the surface-level comparison, we aim to explore the nuances that distinguish these services, examining the innovative approaches each bank employs to address customer queries promptly and effectively. In an era where digital experiences often define customer loyalty, understanding how SBI and ICICI navigate the realms of technology, artificial intelligence, and personalized services becomes crucial. Through this

exploration, readers will gain valuable insights into the strengths, weaknesses, and distinctive features that characterize the customer support and query resolution frameworks of SBI and ICICI net banking services.

User Interface and Accessibility: Begin by examining the user interface and accessibility features of both SBI and ICICI net banking platforms. Evaluate how user-friendly each interface is, including the ease of navigation, clarity of menus, and overall accessibility for users with varying levels of technological proficiency.

Customer Support Channels: Explore the customer support channels provided by SBI and ICICI, such as helplines, chat support, and email services. Analyze the responsiveness and effectiveness of each channel in addressing customer queries and concerns. Consider the availability of 24/7 support and the convenience of reaching customer service representatives.

Query Resolution Turnaround Time: Assess the efficiency of query resolution by comparing the turnaround time for resolving common customer issues. This could include password resets, transaction disputes, and account-related concerns. Evaluate how promptly and effectively each bank addresses and resolves customer queries.

Security Measures: Discuss the security measures implemented by both SBI and ICICI to protect user information and transactions. Examine the multi-factor authentication systems, encryption protocols, and any additional security features in place to ensure the safety of customer data.

Innovation and Additional Features: Explore any innovative features or value-added services offered by SBI and ICICI in their net banking platforms. This could include personal finance management tools, integration with third-party services, or any unique features that enhance the overall customer experience.

Customer Feedback and Reviews: Incorporate customer feedback and reviews into the analysis. Utilize online forums, social media platforms, and customer review websites to gather insights into the real-life experiences of users with SBI and ICICI net banking services.

Literature Review

1. Dr. Rajasekhar M. & Narahai T. (2022), "Analysis Of Customer Satisfaction In Indian Banking Sector: A Study of SBI And ICICI Banks In Ysr Kadapa District Of Andhra Pradesh" The purpose of this research was to analyse how the quality of banking services in the YSR Kadapa district in Andhra Pradesh relates to the level of satisfaction felt by local residents. The study employed a five-point Likert scale to assess customer satisfaction through five queries. Results showed that customer satisfaction significantly predicted service quality, with a correlation of 0.827% for SBI Bank and 0.724% for ICICI Bank. The study identified customer service, communication, and completion time as key factors influencing customer satisfaction, alongside the controlling construct CS1 and regulatory construct CS2. These findings suggest that banks need to prioritize delivering high-quality services and building strong customer relationships to enhance their customers' overall banking experience.
2. Patra N. & Ray N. (2020), "Customer Perception of the Quality of Online Banking Services (with Special Reference to SBI and ICICI): A Study on Chaos and a Complexity Perspective" Digitization has been introduced as a modern approach to globalization in this new era. It has a revolutionary impact on global, social, and economic aspects. With the same vision, India has taken part in this journey to transform India into a digitally empowered society. The present study aimed to find out customer perceptions of online/digital banking services provided by the State Bank of India (SBI; a public sector bank) and the Industrial Credit and Investment Corporation of India (ICICI; a private sector bank). The study focused mainly on the aspects of understanding, relationships, and customer values. It also illustrated game-changing strategies used by the banks to handle the current chaotic situation, which occurred due to a certain change in the existing conventional schema and the interference of complexity and chaos theory in a customer service satisfaction study. Here, five dimensions were considered for fulfillment of the study: reliability, empathy, responsiveness, securities and services, and assurance. Primary data were collected in restructured questionnaires from 200 respondents of different ages, genders, professions, and incomes through e-mail, a field survey, personal contacts, and social media. This study showed the factors involved in customer ratings of SBI and ICICI, various challenges faced by consumers in different segments, acceptance of digital banking among consumers, and diverse challenges faced by banks in implementing a digitally based banking system.

3. Selvakumar M., Sathyalakshmi V., Mariappan M., & Mohammed A.S.R.,(2018), “Comparison of Customer Satisfaction in SBI and ICICI- Application of Mann-Whitney Rank Sum U-Test” Customers have become the lifeblood of any organization. Without customers, organizations would not exist let alone survive in this competitive global environment. Banks depend on sufficient and sustaining profitability to survive in the global business world. Customers are the source of banks' profitability. By satisfying the customer, the bank is able to retain the customer and reap maximum benefits from the relationship, which ultimately leads to higher profitability. Customer satisfaction has therefore evolved as a strategic business initiative, which banks cannot ignore, and retention of the bank customer has become one of the most important objectives of the overall marketing strategy of any bank. Customer satisfaction has been one of the main concerns of banks of late. This has been necessitated by the stiff competition in the banking industry. Banks are striving hard to offer quality services and products in a bid to maintain existing customers and woo new ones as well. Customers on the hand want the best value for their money so they are always coming around to get the best services.

Objectives

- 1) To evaluate the average response time for customer queries & Compare the efficiency of customer support on both SBI and ICICI Net Banking platforms.
- 2) To examine the availability and effectiveness of various support channels and determine the user-friendliness and accessibility of those channels.
- 3) To identify and analyze the most common issues reported by customers, evaluate the effectiveness of each bank in addressing and resolving these common issues on both platforms.
- 4) To identify areas where either bank excels or falls behind industry benchmarks
- 5) To Evaluate the measures taken by SBI and ICICI to ensure the security and privacy of customer information during the query resolution process,
- 6) To compare the security features implemented by each bank.

Conclusion

Summarize the comparative review, highlighting the key findings regarding customer support and query resolution in SBI and ICICI net banking services. Conclude with recommendations for users based on their specific preferences and priorities, considering factors such as user interface, customer support, query resolution efficiency, and overall security. Both SBI and ICICI exhibit a commitment to technological innovation, ensuring their net banking platforms are equipped with user-friendly interfaces and robust accessibility features. The user-centric approach is evident in the efforts to personalize customer support, tailoring services to individual needs and preferences. In conclusion, the choice between SBI and ICICI for net banking services ultimately depends on individual priorities, preferences, and specific banking needs. While SBI may excel in certain areas, ICICI may stand out in others, making this a subjective decision influenced by factors such as technological preferences, the importance of personalized services, and the weight assigned to various features. This comparative review serves as a guide for users navigating the digital banking landscape, offering valuable insights into the strengths and considerations associated with the net banking services of SBI and ICICI. As these financial institutions continue to evolve and innovate, users are encouraged to stay vigilant, adapting their choices to align with the ever-changing dynamics of the digital financial realm.

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