

EXECUTIVE SUMMARY

Digital banking incorporates current and developing technologies into the entire financial services business, efficiently providing customer service for personal relationships and changes in external companies.

This is a smooth end-to-end processing of commercial banking transactions. Started by the client. Secure the largest utility. To clients in terms of availability, usability, and cost. With 0 errors and costs.

This project gave me a vast knowledge exposure and I did the assignment for 6 weeks and I understood the customer perception and satisfaction towards the digital banking. In this report the first part includes vision, mission, industry and company related information, SWOT analysis and financial statement of company. Second part includes the background of the study and Literature review. Third part includes the Research Design. Fourth chapter deals with the interpretation and analysis. Final part includes Findings, Suggestions and Conclusions.

Through the study I came to know about the satisfaction level of customers towards the digital banking services. This project covers the topic of “Customer Satisfaction and Perception towards the digital banking services.