

EXECUTIVE SUMMARY

An organization study was undertaken in customer perception on SBI ATM services taking the time of four weeks. It gives me a knowledge to learn about the different behaviour of customers. The project is done with the help of the online and helps to understand and using tools like SWOT analysis, porter's five forces model which helps in better understanding of an organization. ATM is created to minimize the inner banking services to the customer and improve the banking features it is run with the process of aid of using the plastic card with unique services.

It is changing cheque customer private attendance . the banking timings regulations and totally verification primarily on paper based. ATMs allow to do some financial functions like the function of taking flight coins from ones account and it is also move from one to another account. The use of magnetic strip card identity of private quantity issued with the solution of using the monetary institutions.