

"The role of internet and mobile banking and its impact on customer satisfaction which enhance customer loyalty of Askari Bank Pakistan"



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Abstract

In this age of Information Technology all the fields of life are being affected by new inventions and innovations. Almost all kind of organizations are stepping into the field of IT, in an effort to increase their productivity and expand their customer. Same goes for the Banking Sector. Today all the banks of the world are adopting the tool of On-Line Banking. Since it is the easiest way of banking yet lesser time consuming, the world has gone for it.

This concept emerged as an essential for successful banking techniques. Although foreign banks were pioneers of bringing this concept to South-Asia but they have yet to commence On-Line banking in Pakistan. In chapter 1 discuss the detail history of banking and internet and mobile banking. And also discuss the impact of this technology on customer. In chapter 2 see the previous research on this topic and find the gaps of these studies. In chapter 3 discuss the methodology how to collect the data and how to measure it. In chapter 4 analysis the data and discuss the respective outcomes. In last chapter conclude the whole thesis and provide the recommendation to Askari bank for enhancing their performance. Seeing brighter future prospects, ASKARI Bank has taken the lead and stepped into this arena. Seeing their performance the group intends to look into this field to explore the pros and cons of this

system of banking and how this setup can enhance overall nation's productivity. The research will prove that when customers are more satisfied than they are more loyal with the organization and its impact came in form of returns.

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