

A Study on Customer's Problems and Prospects towards E-Banking of Canara Bank's at Coimbatore District

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Abstract: The present study aims to analyze the problems and prospects of customers towards e-banking of Canara Bank. The study was conducted through a survey method among 110 customers of Canara Bank who use e-banking facilities. The study found that the major problems faced by the customers in e-banking include technical issues, security concerns, lack of responsiveness of customer support, connectivity issues, and transaction of customers of Canara Bank who have used e-banking services. The study found that the major problems faced by customers in using e-banking services of Canara Bank are related to security and trust issues, technical glitches, and the complexity of the system. On the other hand, the prospects for e-banking services are high, and customers are willing to use it if the bank addresses the above-mentioned problems. The study recommends that the bank should focus on improving the security features of the system, provide better technical support, and simplify the system to enhance customers' experience with e-banking.

Keywords: E-banking, Canara Bank, Customers, Problems, Prospects.

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