

Countermeasures and suggestions for the Development of Electronic Banking Business

Tingting Wu

Chinese Graduate School, Panyapiwat Institute of Management

Abstract: The development of the world has entered the Internet era. In order to follow the trend of the times and catch up with the development of the times, various traditional industries in our country have carried out positive reforms, and the electronic banking business has also changed. ^[1]. In the process of reform, electronic banking business actively seize the opportunity, reform and innovation consciousness, actively explore broad market prospects, strengthen market research, actively establish a talent training mechanism, and strive to have its own place in the market. In the process of rapid development, positive achievements have been made, but some problems have inevitably appeared. These problems have a great impact on the development of electronic banking, so we should pay more attention to it. Although electronic banking has the advantages of convenience, rapidity and low cost, but due to the sustainable development of economy and society, its business competition is becoming more and more fierce, and its business development is becoming more and more serious, and it is facing severe challenges.

Keywords: Electronic Banking; Services; Market; Countermeasures; Internet; Suggestions

The meaning of Electronic Banking

Electronic banking is a virtual banking counter set up on the Internet by using the trend of "Internet +". It has actively adapted to the social market and followed the trend of social development, and it can use the role of bank financial institutions to open to the public, and can provide banking services for specific objects of a new type of public network. It can make full use of the traditional banking system for people to carry out reasonable and professional network services.

The significance of developing Electronic Banking Business

The rapid development of information in our country has promoted the emergence and development of electronic banking, laid the foundation for its sustainable development, so that it can fully meet the reasonable needs of users as a new thing, so as to enhance its own competitiveness and promote its development ^[2]. With the development of electronic banking business, people's life is more convenient. It can not only make people carry out convenient account management anytime and anywhere, but also provide different service items for different customers, such as enterprise personnel, housewives, old, weak women and children and so on. In addition, electronic banking extends counter services so that it can solve customers' various financial problems and answer their doubts anytime and anywhere. This practice has not only had a profound impact and changes on people's lives, but also laid a solid mass foundation for the development of electronic banking. At the same time, the development of electronic banking can greatly save the investment costs of banks and quickly improve work efficiency ^[3]. Electronic banking can not only reduce the bank rental funds, personnel wages, business costs, maintenance costs and other miscellaneous expenses, but also actively and effectively improve the rate of return of shareholders and enhance the investment confidence of shareholders. Although the development of electronic banking has improved in recent years, it has also made good achievements

in development and market possession, but there are still many difficulties in the process of its development.

The present situation of the Development of Electronic Banking Business in China

With the sustainable development of economy and technology in our country, information technology and electronic commerce have been developed rapidly, which has not only made positive changes to people's way of life and work, but also put forward the corresponding requirements for the development of electronic banking ^[4]. In the period of rapid development of society and the strong promotion of market economy, the electronic bank of our country has been developed rapidly, which has laid a certain market foundation for its sustainable development, and the proportion of its market share has become larger and larger.

1.Improvement of management mode

With the development of society, the business of banks is expanding, the quality and benefit of each banks have been obviously improved, the positioning of products has been gradually clarified, the marketing intensity has been gradually increased, and the marketing service system has been constantly improved, which makes the contribution rate of electronic banks to economic development increasing. In addition, electronic banking has generally adopted a centralized and unified management model, which has greatly promoted the marketing of electronic banking products and increased its market share ^[5].

2.Continuous enhancement of service function

With the development of economy, electronic banking has continuously entered people's daily life. With its extensive business content and convenient business attributes, its development future is bright, and its influence in the market is also increasing, and the breadth of the market will inevitably lead to the difficulties of the diverse needs of users. In order to meet the different needs of different users, e-bank has to reform its inappropriate service function, invests a lot of manpower, material resources and financial resources to explore its unique business services, but also increases efforts to enhance its market share.

3.The speed of development is obviously accelerated.

To a certain extent, electronic banking has changed the traditional customer group model, actively using multi-level, omni-directional marketing to attract more users for in-depth experience, so that all kinds of users can join the ranks of electronic banking customers ^[6]. This method makes the development of electronic banking business accelerate obviously, and the ability in the market competition continues to expand.

4.Internal management is becoming more and more mature

The traditional banking service has the problem of safety and smooth flow. At the same time, because of the short listing time, the enterprise structure is not perfect, and it is difficult to achieve the standardized effect, and the emergence of electronic banking can improve this phenomenon. In addition, while carrying out standardized management one after another, each bank has also strengthened management in an all-round way, and has also taken the initiative to update the risk prevention system in order to win the top spot in management.

Defects in the development of electronic banking in China

1.The ideological understanding is vague and the management work is weak.

Electronic banking can add bricks and tiles to the development of banks, improve the economic

benefits of banks and speed up the efficiency of work, but there are still some shortcomings in the actual work. For example, some banks still regard traditional banks as the main body, have low enthusiasm for the development of electronic banking business, lack of awareness of actively building and promoting electronic banks, and weaken the advantages of electronic banking ^[27]. The business of electronic banking is more extensive, and most of them are scattered in various departments. Banks do not have institutions that can centrally regulate and control them, and can not carry on unified planning and guidance to them, which leads to the emergence of weak management.

2.The marketing mechanism is loose, the customer structure is poor.

Because the electronic bank has just been listed, the construction organization is not perfect enough, and it is short of propaganda and marketing at present. In terms of practicability observation, the electronic bank's propaganda material is extremely scarce, the staff cannot carry on the detailed introduction and the marketing to it because of the lack of product knowledge, at the same time also lacks the initiative marketing consciousness and the action, cannot carry on the introduction for the customer in time ^[8]. In addition, the customer structure of electronic banking also has some defects, the customer structure is not only not optimistic, but also not ideal. Due to the different level of economic development, there are also great differences in the cognitive level and acceptance ability of electronic banking, which leads that it has more high-end customers, but a smaller proportion of middle-and low-end customers.

3.The propaganda is low and the market recognition is weak.

People know less about the newly released e-banking, not to mention that it is related to people's money, and even some people have not even heard of the e-banking business, which will greatly reduce people's desire to try. In order to dispel people's concerns, banks should carry out extensive publicity on electronic banking products, increase publicity channels, change publicity methods and step up publicity. However, the development of electronic banking business is facing this problem, but the solution is not up to the expected level, that is to say, the lack of publicity leads to its low market awareness, making it difficult to be trusted and adopted by customers.

4.Lack of function, key products are not prominent

Although electronic banking has been vigorously developed, there are still many shortcomings in its operation. For example, the business characteristics are not enough to attract people's attention, and the operation procedures are relatively tedious, the procedures are more complex, and the customer needs to wait for a long time. In addition, the voice broadcast time too long in the manual service will consume a lot of customer telephone charges, and will have a certain impact on the mood of customers, thus affecting their enthusiasm for use. Although the computer has gradually spread to thousands of households, there are still few customers who can use the computer skillfully, which will lead to the loss of some customers, and will have an impact on its promotion and popularization. The exploration of boxing products is weak, so that the types of boxing products are less, do not have their own characteristics, not enough to have greater attraction.

5.The after-sales service is not in place, and the ability of market cultivation is poor.

After-sales service plays a vital role in the development of products. After-sales service is the key to retain fixed customers. In the process of the development of electronic banking, it is difficult to get timely feedback on the opinions put forward by its customers, so it can not solve this problem in time, which brings inconvenience to customers and is difficult to be improved at the same time. In addition, the after-sale tracking service and after-sales service system also play a positive role ^[9]. If when the customer are in the process of initial use of difficulties and need timely help but can not get effective

help, this will greatly damage their enthusiasm, resulting in the loss of customers. In addition, The ability to cultivate the market is also lacking. When the customer's concept of e-banking is not clear and can not get timely help when they need, they will still choose to enjoy face-to-face counter service rather than e-banking.

6.The training chain is short and there are fewer professionals.

The development of electronic banking needs professional staff, and some banks do not pay attention to the training of professional high-tech talents in the process of development. When the electronic banking business develops to various outlets, the staff gradually increases, but the development of electronic banking does not pay attention to the realization of training work, which leads to the weak knowledge of employees and the small proportion ^[10]. In addition, most have adopted indoctrination training, which makes it difficult for employees to improve overall. There are also some problems in the construction of professional talents, some employees lack computer and Internet knowledge, cannot skillfully use knowledge to achieve the desired training results. At the same time, the construction of the professional team is also relatively backward, not only the stability of the team is poor, the grass-roots business of the staff is not familiar, and the technical backbone is also insufficient ^[20].

7.Security needs to be strengthened and technology needs to be improved

Nowadays, network security is questioned, security is one of the most concerned topics, of course, the development of electronic banking can not be separated from the improvement of its security measures. The improvement of electronic banking security measures can promote the safety of its operation, so as to achieve scientific and sustainable development. However, at present, network hidden dangers emerge in endlessly, hackers invade, fake websites, telephone fraud and so on make the security of online transactions low, most people dare not use the network to pay, storage and so on ^[11]. Because the security construction is not perfect, people dare not rashly use e-banking, moreover, e-bank registration needs more private information from customers, which leads to the extreme loss of users' sense of security and dare not fill in their own key information, which has a negative impact on the business development of e-banking ^[19].

Suggestions on promoting the Development of Electronic Banking Business

1.Step up publicity and enhance social confidence in e-banking business

Due to the small publicity of electronic banking business, residents do not have its knowledge, which leads to the phenomenon of low awareness of electronic banking products. In order to change this phenomenon, electronic banking has taken corresponding measures ^[12]. First, we should make every effort to carry out the public opinion propaganda of electronic banking business, let the majority of residents know that electronic banking is the inevitable trend of banking development, deepen people's understanding of electronic banking business knowledge, especially make use of the convenience, rapidity and accuracy of the media to strengthen the publicity of electronic banking products, introduce it in detail and accurately, convey its advantages to customers accurately, and let them know the benefits brought by it. Let the customer be willing to accept and take the initiative to use it, only if the customer deepens his understanding and is willing to accept it, will the electronic banking business develop smoothly. Second, the banking sector need to strengthen services, focus on good after-sales service this article, electronic banking products are like other products, the key is to do a good job of after-sales service, from registration to installation, and then to use, which involves all aspects and many complex links, a little carelessness may cause trouble. Therefore, once the bank

product marketing is successful, more and more heavy tasks are still in the future, in order to satisfy customers, give full play to the advantages of electronic banking products, we have to smooth the network, give customers convenient use, which requires the banking department to pay attention to service improvement, strengthen the training of employees, and carry out door-to-door visit guidance projects, and timely troubleshoot, and so on, as long as bank services keep up with each other, customers feel comfortable, the advantages of e-banking products have also been shown, then the rapid development of e-banking business will become a smooth chapter.

2.Strengthen Management to ensure the smooth and Rapid Development of Electronic Banking Business

In view of some weak links in the current electronic banking business management, the banking department should work hard in the management. First, the upper and lower management should be unified, from the head office to provincial branches, municipal branches, to the grass-roots county (city) banks to form a line of vertical management of electronic banking business, clear departmental management responsibilities, which is conducive to the unity of business, publicity and service. It will also play a positive role in promoting electronic banking ^[13]. Second, it is necessary to clarify the management functions as soon as possible. In view of the particularity of the electronic banking business and the departments involved, we should divide the scope of responsibilities and define the management functions according to each department, which is conducive to the development of the grass-roots level. In particular, it is conducive to strengthening the ex post facto supervision and inspection of electronic banking business, so as to lay a solid foundation for ensuring the smooth development of electronic banking business ^[14]. Third, we should refine our responsibilities. In accordance with the current measures for the Management of Electronic Banking of the Agricultural Bank of China issued by the Agricultural Bank of China, banks at all levels should formulate corresponding detailed responsibilities, especially, at the grass-roots county (city) branch level should according to the actual situation of each region and bank formulate corresponding regulations and measures, so that grass-roots banks have evidence to follow and rules to follow ^[15].

3.Strengthen supervision and strictly guard against all kinds of risks that may arise in electronic banking business

In view of the possible risk points of electronic banking business, banks should add supervision and focus on the risk prevention of electronic banking business. First, we should strictly guard against the risk of data and prevent the practice of seeking quantity and not quality. We should strengthen the custody of all kinds of data in electronic banking business, strictly audit and examine, and the personal data documents of customers must be complete, so as to put an end to the phenomenon that bank staff take care of everything for customers in order to complete their tasks, serve as agency business, fill in data on behalf of them, and sign on behalf of customers. When customers handle online banking business, telephone banks and mobile banks they must sign in person. The electronic banking business information should be included in the accounting archives and included in the permanent custody and be applied to unified management after archiving ^[16]. The second is to prevent the risk caused by customers due to lack of common sense. In view of the fact that customers generally lack common sense of electronic banking at present, the banking department should do a good job of training and tutoring, strengthen the common sense education of electronic banking business. For customers who go to the bank to handle electronic banking products, no matter what kind of products the customer chooses, once the customer opens the business, the bank must explain to the customer the pros and cons of the product, the risks that may arise, the problems to be paid attention to, and the methods to be

used correctly, especially for the online banking business, how to operate, certificate management, password management and matters needing attention, to prevent the risk caused by the lack of common sense of the customer^[17]. Third, strictly guard against internal management risks. The internal management risk of electronic banking business is particularly important, the banking department should do a good job in the prevention of internal management risk, the online banking registration must adhere to the double people operation system, customer certificates and secret transfer must be registered and signed in accordance with the regulations. Bank staff are strictly prohibited to obtain online banking certificates and secret custody on behalf of customers^[18]. After the bank personnel help the customer install the net silver use operation, should inform the customer in time to change the secret, as far as possible does not carry on the network silver operation in the public place, once the operation must delete the operation material as soon as possible, the internal personnel operation should restrict each other, supervise each other, lest because of the internal management improper and forms the internal personnel to commit the crime, produces the risk^[21].

4. Increase the Utilization rate and speeding up the Development of Electronic Banking Business

In view of the fact that the general utilization rate of electronic banking products is not high at present, the banking department should strengthen the contact with the customers who have opened the electronic banking products, use the easy-to-understand language and the customer's personal statement^[22], dispel the customers' doubts about the electronic banking products, especially strengthen the business communication with the enterprise boss and the financial personnel, inculcate the benefits of the electronic banking products to the customers in time, so that the customers can use them as soon as possible. At the same time, those customers who have already applied for a electronic banking product bussiness but do not use them for a variety of reasons, after dealing with their problem but they still not use it, should be cleaned up in a time^[23].

Conclusion

In the gold world with the rapid development of the times, in order to keep up with the development of the times, the electronic banking industry has to better provide products to meet people's needs and provide satisfactory services. This paper expounds a series of setbacks encountered in the development of electronic banking from the aspects of the present situation of the development of electronic banking, the problems encountered and the solutions, and expounds a series of setbacks encountered in its development, and has made innovative development and progress for the electronic banking business of our country^[24].

References

- [1] Zhang Min. Online banking [M]. Beijing: ethnic Publishing House, 2001.
- [2] Chen Jin, Fu Qiang. Online banking service [M]. Beijing: Tsinghua University Press, 2001.
- [3] Li Hong. Research on Security Strategy of Electronic Banking [J]. Economic Forum, No. 20, 2004.
- [4] Yang Hua, Research on enhancing the Competitiveness of Electronic Banking in China [J]. Financial Theory and practice, No. 10, 2004.
- [5] Hao Qianqian. Electronic banking, a modern banking model [J]. Theoretical Exploration, No. 6, 2004.
- [6] Don Yanfeng, the present situation and problems of Electronic Banking Development in China [J]. Economist, No. 1, 2005.

- [7] Liu Yuan. Problems and Countermeasures in the Development of Electronic Banking obligations [J]. China Credit Card, No. 1, 2005.
- [8]Liu Yanhong, on the perfection of Electronic Banking Supervision rules in China [J]. Science and Technology Information, No. 12, 2006.
- [9] Chen Jin. Development trend and Development Strategy of Electronic Banking [J]. China reports No. 8, 2006.
- [10] Wang Wei. The Way to E - Banking Development [J]. Bankers, No.8,2006.
- [11] Guo Chang. An empirical analysis of the influencing factors of the performance of commercial banks in China [D]. Nanjing University of Science and Technology, 2009
- [12] Li Hui. A study on the Measurement of the effectiveness and efficiency of Electronic Banking on Bank performance [D]. Hunan University, 2014
- [13]Zheng Luojun, Cao Tingqiu. An empirical analysis of the efficiency of commercial banks in China and its influencing factors [J]. Financial Research, 2005 (1): 91 -101
- [14] Allen N . Berger , David B. Humphrey.Efficiency of financial institutions: International survey and directions for future research [J].European Journal of Operational Research1997(98): 175~212
- [15] Research on the influence of Electronic Banking on the Development and layout of physical Banks: progress and Enlightenment [J]. Liu Jia, Yan Feng. Enterprise economy 2016 (06)
- [16] Reflections on strengthening the Construction of Electronic Banking system [J]. Sun Baiyang, Straits Science and Technology and Industry. 2016 (08)
- [17] Research on security problems and risk prevention measures faced by electronic banks in China [J]. Shi Yinsu, Chen Yingying. Financial economy 2015 (14)
- [18] some thoughts on strengthening the Construction of Electronic Banking [J]. Guan Zheng. Scientific and technological Innovation and Application 2014 (04)
- [19] the Ninth Annual meeting of China Electronic Bank was held, and many banks won the prize [J]. The editorial department of this magazine. Financial Science and Technology era. 2014 (01)
- [20] Discussion on the Development of Electronic Banking under Internet Finance [J]. Sun Hui, Ningbo, China Market. 2014 (21)
- [21] An Analysis of the Security Problems of Electronic Banks in China [J]. Guo Dani. Shang.2014(14).
- [22] On the technical risk of electronic banking and its prevention [J]. Liu Wei. Science and Technology Vision 2013 (33)
- [23] CCB Electronic Banking Channel made a new appearance [J]. The era of financial science and technology. 2013 (08)
- [24] Problems and Strategies in the Development of Rural Electronic Banking [J]. Liu Jiaji. Commercial economy. 2013 (15)