

# Awareness and Satisfaction Level O Self-Service Machine Among Customer with Special Reference to CDM

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**Abstract-** *Today's advancement in technology banking sector provides so many self-services to customers like ATM, Cash Deposit Machine, cheque Deposit Machine, pass book update machine plays very important role in banking sectors. Cash Deposit Machine (CDM) service is one of the main services provide by the customers. Through this service so many people are getting benefited. This paper shows a study on awareness and satisfaction level of Cash Deposit Machine (CDM) among customers. The main objective of the paper is to understand the awareness level of CDM facility among customers and to know the satisfaction level of CDM among customers and also to analyze the influencing factors of using CDM among the customers etc.*

**Key words:** Cash Deposit Machine, Self-service, ATM

## I. INTRODUCTION

The Cash Deposit Machine (CDM) is a self-service terminal that lets customers make deposits and payment transactions by cash. All successful transactions are immediately credited and customers will be issued an advice slip confirming the transaction. Conventionally, depositing cash into customers bank account can be a tedious affair as it has to be done within the banking hours and customers have to fill up a deposit slip and stand in a queue. To make the cash deposit process more flexible and convenient, banks have introduced Cash Deposit Machines and are expanding their availability across different locations to encourage electronic cash deposit without the assistance of banking personnel. Automated cash deposit machines can offer significant benefits to both

banks and their depositors. The machines can enable depositors to deposit cash at more convenient times and places than during banking hours at branches. At the same time, by automating services that were previously completed manually, CDMs can reduce the costs of servicing some depositor demands. These potential benefits are multiplied when banks share their CDMs, allowing depositors of other banks to access their accounts through a bank's CDM. This paper aims to understand the awareness level of CDM facility among customers and to know the satisfaction level of CDM among customers and also to analyze the influencing factors of using CDM among the customers etc.

## II. MEANING OF CASH DEPOSIT MACHINE

A cash deposit machine is a self-service that allows individuals to deposit cash into their bank accounts without the need for a teller. The machine typically accepts cash in various denominations, verifies the amount deposited, and credits it to the user's account. It provides a convenient and efficient way for customers to deposit cash quickly and securely. All successful transactions are immediately credited and customers will be issued an advice slip confirming the transaction. To use the CDM, customers need to have either his / her Standard Chartered Bank Card (ATM or Credit Card) or know his / her card number (ATM or Credit Card). A cash deposit machine is a type of automated banking device that allows customers to deposit

cash directly into their bank accounts without the need for interacting with a bank teller. These machines are typically found in bank branches, ATMs, or other designated locations and provide a convenient and efficient way for individuals to make cash deposits. Users can insert cash into the machine, which then counts and verifies the amount deposited before crediting it to the user's account. Cash deposit machines help streamline the deposit process, reduce waiting times, and offer extended hours for making deposits outside of regular banking hours.

#### Scope of the study

The scope of the study on awareness and Satisfaction level of cash deposit machine users can encompass various aspects related to customers. The uses of cash deposit machine are growing in popularity. Banks are working to expand the quantity of cash deposit machines they have available. The customer can use the bank website to find the closest CDM. So it's important to study customer and satisfaction towards CDM service. The research contains elements that affect CDM use, issues that customers run into when utilizing CDM, and recommendations for enhancing awareness CDM service.

### III. REVIEW OF LITERATURE

Akashkumarguptha (2017) in his paper entitled on "Customer satisfaction of cash deposits machine of bank in Diva area". The mainly focus of the study the various incentive provided by bank in using of CDM and also to know the complaints against CDM. In this study 500 respondents are taken and selected 50 samples from them. The elimination done through selective sample plan. The major finding was the increase of queuing time decreasing the satisfaction of customers. Therefore, the study is suggested that banks are should provide convinced service to the customer.

Seetha and Naveena (2017) in their research paper entitled on "customer awareness and level of satisfaction towards deposit machine service". The purpose of the study is to examine what the factors are influencing while choosing the CDM and the problem faced by the customer on using of CDM. Main objective of this study that to know customer

awareness level about CDM and also check level of satisfaction of CDM. This study used freedmen ranking and factor analysis tools. The major finding of this study was 46% of the respondents were using CDM for business purpose, 26% of responders were using casual purpose and the study is suggested that the bank should frequently inspect CDM, it avoided breakdown of CDM.

N. Ramesh Kumar (2016) in his study on customer awareness and satisfaction level towards ATM services provided by private bank". This paper attempts to find out the Awareness and Satisfaction level of ICICI Customers using ATM Service in Coimbatore city.

For this purpose primary data was collected from 100 respondents of ICICI. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of the study. **ONCLUSION:** Most of the respondents are Satisfied the Overall Performance of using ATM. But many of them are not satisfied with the grievance settlement. So Bank should take necessary steps to avoid those grievances. ATM Centers should be open in many places like near hospitals, Bus stand etc., and also bank should take necessary steps to increase the amount of withdrawal and make cash deposit facility.

Ramesh Kumar N and Dr. J Shanmugaratnam Vadivel (2016) in their research paper entitled "A study on customer satisfaction and awareness level towards self-service providing machine in selected bank ". This paper attempt to find out the awareness and satisfaction level of selected bank on customer self-servicing providing machine in Coimbatore city. The main objective of the study was the customer awareness regarding varies service provide by self-service machine and also examine the satisfaction level of customer. This study was employed by well-structured questionnaire and They had used 300 sample size for the collection of data. The paper includes three private and three public banks for the effective study. In this paper, I survey the literature to describe the ways that CDM and ATMs have influenced these aspects of security, and conclude with suggestions for further research.

IV. OBJECTIVES OF THE STUDY

The study was conducted with the following objectives;

1. To understand the awareness level of CDM facility among customers.
2. To analyze the influencing factors of using CDM among the customers.
3. To know the satisfaction level of CDM customers among different gender and educational lqualification etc.

FEATURES OF CASH DEPOSITS MACHINE

- Accepts stacks of up to 200 mixed denomination notes.
- Quickly counts, validates, and denominates deposited currency.
- Displays deposit details on screen for customer verification.
- Cash is held in secure area and returned if customer rejects transaction.
- Notes are deposited to specified cassettes.
- Itemized deposit details may be printed on customer receipt.
- Fake currencies are detected.

CUSTOMER SERVICE BY CDM

- Improved levels of convenience and security
- Improved speed of deposit and ease of use
- Reduced queuing time, increased customer satisfaction
- Unique receipt slip issued after each deposit made
- Revenue generating opportunities, created by re-deploying staff to more profitableactivities
- Flexibility to process cash at a convenient time or to outsource task
- Speed of transaction minimizes customer exposure to risk of attack
- Enhancedmanagement information.

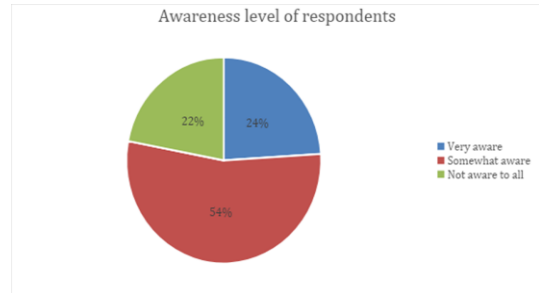
V. ANALYSIS AND INTERPRETATIONS

AWARENESS LEVEL OF RESPONDENTS

Awareness level	Number Of Respondents	Percentage
Very aware	12	24

Somewhat aware	37	54
Not aware to all	11	22
Total	60	100

Source: Primary data

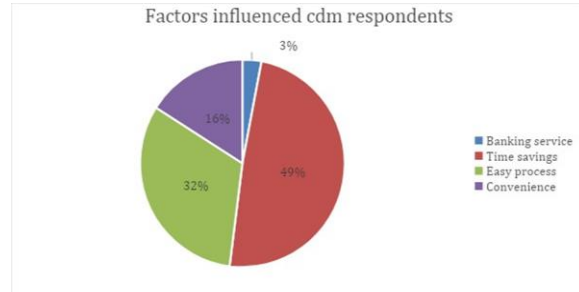


The table shows that the awareness level of cdm facility, 54 % of respondents belongs to somewhat aware, 24% of respondents belongs to very aware and 22% of respondents belongsto not aware to all.

FACTORS INFLUENCED CDM OF RESPONDENTS

Factors	Number of Respondent	Percentage
Banking service	2	3
Time savings	27	49
Easy process	19	32
Convenience	12	16
Total	60	100

Source: primary data

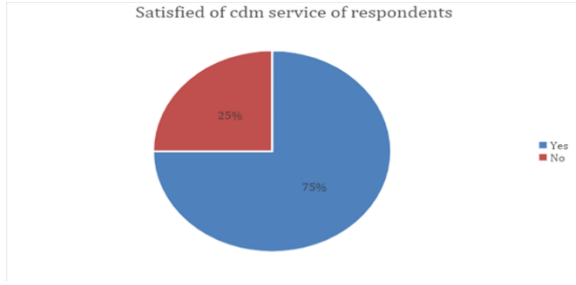


The table reveals that factors influenced cdm of respondents, 49% of respondents are more influenced of time savings, 32% of respondents influenced easy process, 16% of respondents influenced convenience and only 3% of respondents influenced in bankingservice.

SATISFIDE OF CDM SERVICE OF RESPONDENTS

	Number Of Respondents	Percentage
Yes	45	75
No	15	25

Source: Primary data



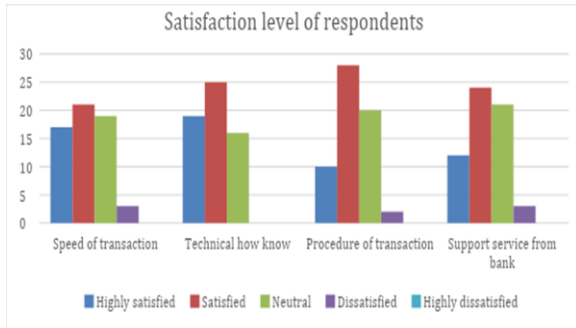
The table is to check the satisfaction level of cash deposit machine service. The 75% of respondents are satisfied and with 25% of respondents are not satisfied.

**SATISFACTION LEVEL OF RESPONDENTS**

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Speed of transaction	17	21	19	3	0
Technical how know	19	25	16	0	0
Procedure of transaction	10	28	20	2	0
Support from service bank	12	24	21	3	0

Source: Primary data

**SATISFACTION LEVEL OF RESPONDENTS**



The graph reveals that satisfaction level of respondents. The first graph shows that speed of transaction to 21 respondents are satisfied. The second graph reveals that technical how know 25 respondents are satisfied. The third graph shows that procedure of transaction to 28 respondents are satisfied. And last graph reveals that support service from bank 24 respondents are satisfied.

**V. FINDINGS**

1. Out of total respondents 48% respondents are using SBI CDM.
2. Most of the respondents have savings account and that is 55%.
3. Reveals that 54% of respondents belongs to somewhat awareness.
4. Majority of respondents are using CDM occasionally.

5. Respondents are considering customer service is the mainly using for personelpurpose.
6. Out of total respondents 49% respondents are using influenced cdm of time savings.
7. Majority of respondents are cash deposit machine 75% of respondents are satisfied.
8. It was founded that 21 respondents are satisfied to speed of transaction, 25 respondents are satisfied to technical how now,28 respondents are satisfied to procedure of transaction,24 respondents are satisfied to support service from bank in satisfaction level of cash deposit machine.
9. It was founded that 28 respondents are agree to safety,24 respondents are agree to lack of security,21 respondents are strongly agree to lack of awareness,22 respondents are agree to technical failures, and 22 respondents are neutral to accuracy in the problems of cash deposit machine.
10. Respondents of gender category 58% of male.
11. Most of respondents belongs to the age group of 20-30.
12. 52% of respondents are qualified degree.

**VI. SUGGESTION**

- Bank should maintain proper security at night Cash Deposit Machine.
- The bank official can conduct an awareness

programme about functioning and usefulness of Cash deposit machine.

- Bank should take immediate action if fraud raised using debit card.
- Take reduce the service charge while using Cash Deposit Machine transaction.
- Bank should take immediate solution for the technical problems of Cash Deposit machine.
- Introduce new Cash Deposit Machine facility in rural and urban area for better accessibility.

## VII. CONCLUSION

It was a study on the topic “Awareness and satisfaction level of self-service machine among customer with special reference to CDM” It is concluded that more over all users of CDM are aware about the facilities of CDM. They use CDM for both deposit and withdrawal of cash. More over all users are satisfied with the facilities given by the CDM. In this paper no respondents respond their negative satisfaction towards the facilities of CDM.

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