



**CUSTOMER READINESS TOWARDS PAPERLESS
BANKING TECHNOLOGY ADVANCEMENTS
IN
SRI LANKAN COMMERCIAL BANKING SECTOR
A CASE STUDY BASED ON SAMPATH BANK PLC**

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Abstract

Banking is one of the industries that took advantage of the Information Communication Technology (ICT) advancements around the world from the early stages like 1950s. This makes banking a major advantage gainer when considered with other industries from these technological innovations. Sri Lankan banking sector has also adopted these technologies from around 1980, boldly uplifting the financial service standards of the Sri Lankan customer.

Major K'T advancements of the Sri Lankan banking industry were visible since the year 2000. The banking sector has transformed itself from a traditional outset towards a more advanced technology oriented industry during the past ten to fifteen years. In today's context there is a major concern within all the service providers including the banking sector in adopting paperless technologies in providing a better service towards the customer while preserving the nature green for the future generations. Although the market of financial services has seen the paperless financial products in action for the past five to ten years there is always a consideration on the acceptance levels among customers.

This research study attempts to go one step ahead with regard to adoption of new paperless banking technologies by considering situation of these technologies in Sri Lanka and the customer perspective towards accepting these technologies. In return the study would produce a set of policy and strategy recommendations towards adopting new paperless banking technologies, as a more viable banking solution towards the country. The study utilizes the Technology Readiness Index developed by Parasuraman in analyzing the customer readiness towards the paperless banking technologies. This would analyze the customers with respect to dimensions such as optimism, innovativeness, discomfort and insecurity towards new technologies with an added set of demographic factors.

Primary data for the study was gathered from Sampath Bank customers in the western province due to the time limitations. Findings of the study show that a



majority of the customers would grab the advantages of new paperless technologies. It also detail on customer segments according to demographic factors and technology readiness in producing recommendations to capture these market segments and maximize the advantages gained from these technologies to the customer as well as the banks.