

# BANKING SERVIS: KONCEPTUALNI PRISTUP

## BANKING SERVICE AND BANKING SERVICES: A CONCEPTUAL APPROACH

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### Summary

In terms of the information network economy, any expansion of banking activities, primarily requires him to improve service system that is more rapid introduction of so-called multi-channel service providing service operations, offering and selling of products. Service can be considered only as an instrument that provides an opportunity to improve the quality of banking service. Loyalty to this approach is confirmed by the fact that in recent decades widely implemented innovation - technological ways of offering banking products and services, operations, particularly in the light of traditional cash management services for households, taking into account individual financial and technological capabilities of the client («home banking», «wap-banking», ATMs with advanced features, «internet banking», etc.). As a result, according to the National Bank of Ukraine for three quarters of 2013 increased the number of ATMs and terminals. Banks established almost 39 thousand ATMs and about 195 thousand terminals (as of 1 January 2013 the Bank was established over 36 thousand ATMs and nearly 163 thousand terminals). The greatest number of active cards and infrastructure for their service as of October 1, 2013 with Kiev (including Kiev), Dnipropetrovsk, Donetsk, Kharkiv and Odesa. The number of banks - members of the payment card systems is 143 banks. According to statistics from the National Bank of Ukraine at the end of 2013 in Ukraine registered 183 banks and banking outlets retail products - 19.5 thousand units. According to the European financial experts, the best Ukrainian bank in 2013 became a Privat, which entered the top of the best banks in the ranking of Swat «Bank of the Year 2013» leading financial magazine industriyi «The Banker» (belonging to the group «The Financial Times»). It is appropriate that the experts of the magazine each year is determined, the bank among financial-credit organizations of 150 countries. In 2013 the prestigious prize claimed more than 530 banks in the world, which were evaluated by a group of criteria, including as qualitative (profitability, quality of assets and financial stability) as well and quantitative (involving capital; Agreement "M & A"; introduction of new technologies, products and business-directions). Thus, «The Banker» noted that orientation to modern technologies give the possibility for Private bank during last year to double the number of transactions for customers through the Internet Banking system, and become a leader in the region by popularity services for the payment smartfoniv. So for success, retention and expansion of customer base, banks must respond quickly not only to fluctuations of financial markets, and in some degree - for quick needs of existing and potential customers, which serve an important segment of households.

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The demand for banking products, services, operations formed the basis of the needs of customers (in our study - households) that form its financial behavior presented in three levels: consumer, savings and service areas. Thus, customer needs can be grouped into three main categories:

- the need for consumption items (like cash, so products that can be purchased by cash);
- need cash in savings in order to maintain and / or enhancement;
- the need to ensure quality of cash circulation.

Then, the definition of «retail banking service», can be represented as follows: «retail banking service - is banking that provides a high level of supply of banking services, transactions, products to meet customer demand by households, savings, consumer needs and requirements, related to the circulation of money, the ultimate goal of making a profit».

Most of the sources on banking, particularly overseas, is always present analogue definition definition «banking service» as «banking services». Explain this statement in two directions.

On the one hand, the retail banking service in the translation from English means «service». Thus, such an activity that addresses the needs of anyone called service. This category as «banking services» market information and service households is more appropriate in the present, so that includes:

- First, the use of information resources, including:
  - Customer database;
  - A database of documents for various transactions;
  - A set of networks, which provide the opportunity to work with a variety of information objects;
- Secondly, the reverse exchange of information with customers through both personal and interactive communication;
- Third, a variety of information processing in the automatic mode, the so-called «service support» in the next stage after the sale.

The proof of this statement is to sell the product line features of the online service technology is defined set of services, products that can be used through the operation of software and hardware self-service (ATM, terminals, self-service stalls, etc.) and other forms of E-banking. However, these products are, of course, can not cover all types of banking service, and mostly contain simple banking transactions that are supported by the provision of timely information. You can also give an example of the use of so-called extended service in a personal approach with regard to retail banking services program «privat banking», and so on.

On the other hand, is an appropriate approach to account for differences that are able to distinguish between the definition of «customer service» at such angles as «banking services» and «banking service». This justifies the logic of differentiation of concepts: process and result. Regarding the process, of course, it belongs to the quality and efficiency of banking services on the results, respectively - the quality and efficiency of banking services, which involves the sale of a banking product, providing banking services, conducting banking transactions. That is, from the point of view of the client during the banking process («banking services»), he gets a certain set of values, including the satisfaction of consumer characteristics and quality of bank products, transactions and services. However, the final stage of its relations with banks is to obtain some material benefit from the resulting set of proposed banking products and technologies, in other words from common banking service, which appears as a set of services, and this is the result of this process.

«Banking services» - an activity that provides:

- reduce the length of service;
  - efficiency in decision-making;
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- continuity of operations;
- forms of convenience foods;
- the quality of the product range;
- no hidden information and compliance with financial security.

Thus, the «banking services», which includes specific activities to support the product line developed in the context of direct provision of specific services, the sale of a particular product, the implementation of the specific transaction concept is narrower than «banking service», which provides all system activities, providing service in the bank for all kinds of services, banking products, transaction and results from previously executed process, or their combination.

In the final case, the money banks and intermediation functions inherent in modern banking service, which appears in the form of the integration of all service functions and features create the means of payment, the result of which performance in terms of information network economy is an innovative approach to creation a system of relationships between the client and bank, where the bank's value for the customer is presented in three main complementary perspectives: as a production system, as a service company, as a system of banking service.

**Keywords:** banking service, support, ATM, terminal, cash

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