

# Digital Skills and Research Methods

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# INTRODUCTION

- ▶ Digital Skills involves the ability and knowledge of individual person in order to determine the information, requires for digital technology sources. It is an ability of people to find, utilise, evaluate, create as well as share content applying within information technologies. Another way, it will be examined that digital skills include efficient literature searching, data management, communication and other kind of collaboration. It is being able to learn, manage and reflect with the help of digital technologies.

# Background of the organisation

- ▶ HSBC is one of the British multi-national investment bank and financial services holding organisation. It is based on the largest bank in Europe with its total assets of \$2.715 trillion. This type of banking trace its origin to Hong in British, but established for business in London by Shanghai banking corporation. It may act the new group of holding enterprise in 1991.
- ▶ HSBC has been established 3,900 physical offices in 65 different nations such as North America, South America, Africa and Oceania etc (Al-Tarawneh, 2017). it was becoming consider 6<sup>th</sup> largest public organisation, according to its current measurement by magazine of Forbes. It is becoming considered as systematic way to handle various kind of business of financial tasks in proper manner.

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- ▶ HSBC servers an excellent services to their potential consumers such as retail banking, wealth management, commercial and global banking or markets. In this way, company offers a wide range of product as well as service to their resident, non-resident peoples.
- ▶ It means that giving a better option in order to corporate clients. Sometimes, including services such as business accounts, global liquidity, and cash management solution, trade services etc. these are basically considered as great advancement in which borrowing a solution

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- ▶ On the other hand, global banking and markets business which provides a financial products or service in term of corporate or institutional clients. Sometimes, it includes transaction banking, investment, capital markets and other kind of derivatives. HSBC has been already prepared for economic recession, where it has been announced that will be facing as much \$300 million in legal as well as re-location fees, its plan to 1,000 staff members from London to pairs.

# Challenges before the introduction of modern technology

- In today scenario, banking sector is the fastest growing sector, which continue to re-shape industries both within enterprise and externally. Here, an executive overview of different challenges face by organization and pressure or imperative for change required by organization.

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Here are the key challenges face by HSBC before implementing modern technology within organization.

- ▶ Adopting a new technology just because it's new- there are lot of new technology useful, while some of it is just designed to sell in marketplace (LEGESSE, 2020). HSBC has been faced the problem when they are doing all work on paper-based which means that increases a lot of risk, threats of mis-management. In this way, it would be increasing a lot of problem for staff members, those are working in HSBC.

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- ▶ Not implementing the right systems and procedures- Nowadays, it has been examined the complex situation or condition of market because of Covid-19. At sometimes, it has been associated the cost with compliance management. It is just one of the challenge for HSBC, forcing financial institution to change the way as they do business. Because of Covid-19, it has been increasingly the cost of capital combined with sustained low interest rates, decreasing return on equity or decrease trading as putting a lot of pressure on traditional source of HSBC banking.

# Insight to the modern technology introduced

- ▶ In order to examine the certain kind of problem or issue in banking operations and functions. So as, HSBC is continuously evolving and adapting the services in order to meet all banking need or requirement. It has been introduced HSBC as mobile banking application for potential consumers. This is basically designed with new look, more user-friendly interface.
- ▶ Mobile banking App makes mobile banking with HSBC provide an easy experience (Wentz and Tressler, 2017). It is one of the new digital secure key that allows for generating a security codes, directly from mobile phone or tablet. HSBC mobile banking app is basically activated and unlock a simpler or seamless way to log on. Therefore, all kind of activities are performed in step by step manner.

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- The mobile banking app of HBC keeps safe or protect secure information. it plays an important role in the handle the process while increasing newer, faster, better ways to banks. Company pledges to continue putting some efforts in order to maintain high level of security for its potential consumers. However, critically way to play important role and record personal information protected in proper manner. it is the best way to handle the large amount of sensitive information or data. On regular basis, HSBC staff members are tracking or monitoring the activities of every consumers.

# The impact of technology introduced

- ▶ As per analysis, it has been identified that HSBC launch a new mobile banking app for potential consumers in marketplace. Bank has been designed app with a new look and become more user-friendly interface. This type of app, which make mobile banking within HSBC become excellent experience for users. Nowadays, it has been already increasing the demand of modern technology which means that inspire or motivate HSBC to launch app. Therefore, this type of innovation will support for enterprise in order to increase overall business productivity as well as profitability in marketplace.

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Here are some of significant impact of mobile banking app on the user's experience.

- ▶ Get immediate access to the bank account with the help of online or mobile banking, the potential consumer can easily login, check the details of bank accounts at anywhere, checking an accounts which means that enable to see current balance and other kind of pending transaction at a glance.
- ▶ In this way, mobile banking app as technology introduced by HSBC, which is directly impact on the positive experience of consumers. Moreover, each and every consumers are satisfied with modern techniques. Sometimes, it has been setup account alters to notify account activity, quickly address any kind suspicious transactions.

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- ▶ On the other hand, the effectiveness of mobile banking app, which is helping to measure all kind of security measurement. in order to create an enhance personalization and improved timely updates, associated with satisfaction to mobile banking. Mobile banking app will encourage the consumers at the time of covid-19, where they can easily influenced to manage or control their transaction processes.

# CONCLUSION

- From above discussion, it has concluded that Digital Skills plays important role an individual people, who has an ability to handle any kind of complexity in proper manner. As per analysis. It has been focused on the HSBC, as one of the leading banking enterprise which may provide the various kind of investment, loan and other services to their potential client. The organization has been implemented the modern technology such as introducing HSBC mobile banking technology in order to provide the best facilities and services. in this report, it can be analysed the background information of HSBC. Identify the various kind of challenges in order to face by organization in current scenario. Furthermore, it can be understood the insight view of modern technology and its impact on the entire business performance or efficiency.

# REFERENCES

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