

DIGITAL SKILLS AND RESEARCH METHODS

BMSW4003

► UNIVERSITY OF WALES
TRINITY SAINT DAVID

IMPACTS OF MODERN TECHNOLOGY



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BACKGROUND OF BARCLAYS



- ❖ **Founded: 17 Nov,1690**
- ❖ **BARCLAYS PLC**
- ❖ **TWO DIVISIONS**
- ❖ **TOTAL ASSESTS**

BY SADAF NAQVI

TECHNOLOGIES USED IN EARLY AGES (Until 1960's)



- ☐ ACCOUNTING MACHINES
- ☐ ELECTRONIC BOOKKEEPING
- ☐ COMPUTER CENTRE
- ☐ ELECTRONIC MONEY
- ☐ CASH MACHINE



THE 'BURROUGHS'
MACHINE, BRANCH
BOOKKEPPING IN 1960'S

CHALLENGES BEFORE INTRODUCING THE TECHNOLOGY



1960-1970

- ❖ Marketing products and service.
- ❖ Sales of products and services.
- ❖ Reaching customers and suppliers.
- ❖ Struggles.

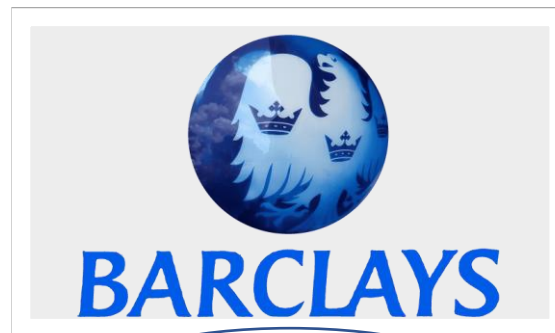


1968-1970



1970-1999

BY GLENNY RODRIGUEZ



1999-2022



2002-NOW

Sales of products and services. Reaching customers and suppliers

Use conventional marketing efforts. I believe we should revert to the earlier marketing and public relations approaches. These can include standard PR strategies like phoning newspapers and making phone calls.



Leaflet was the connection with the population.



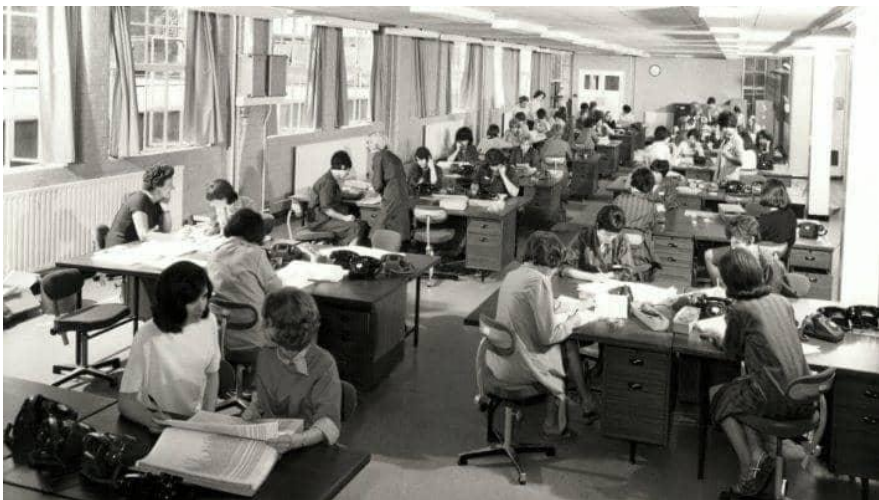
Conferences are the actual, real-time versions of hashtags and connected groups.

► Attend Conferences



Struggles

**Introduction of a new
TECHNOLOGY methods**



**Pass the first cashier to work
24 hours a day**

Debit card on 1987





BY NARGIS MAHMOOD

INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED

- Contactless payments
- CCTV camera
- Computer's
- Email's (Communication technology)
- Tablets
- Cash machine
- Messages (Communication technology)
- Mobile Banking

Mobile Banking



- ❖ Its secure to login
- ❖ Has various feature's
- ❖ Can make contactless payments

Communication Technology



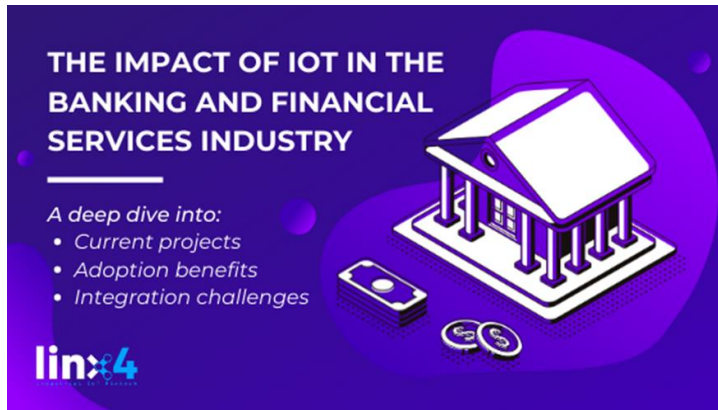
- ☐ E-Mails
- ☐ Letters
- ☐ Online Chat
- ☐ Telephones



IMPACT OF MODERN TECHNOLOGY ON BARCLAYS

By Natasha Sushich

- ❖ How customers are benefited by the technology
- ❖ How the employees are benefited by the technology
- ❖ How the suppliers are benefited by the technology
 - ❖ Opportunities received by the company
- ❖ Threats faced by the company using the technology



THE IMPACT OF MODERN TECHNOLOGY

- From innovative payment systems to digital firsts in mobile banking
- Discretionary annual bonus, life assurance and income protection cover
- Accounts with a free monthly fee
- To solve problems for customers and clients.



Rewards and benefits

Share plans

Flexible working

Learning and development

Recognition

Job sharing



Professional networking and expanding your contacts can create new **opportunities** for **business**, career advancement, personal growth, or simply new knowledge.

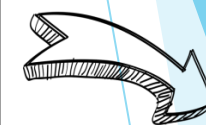


LESSONS LEARNED FROM THIS CASE STUDY

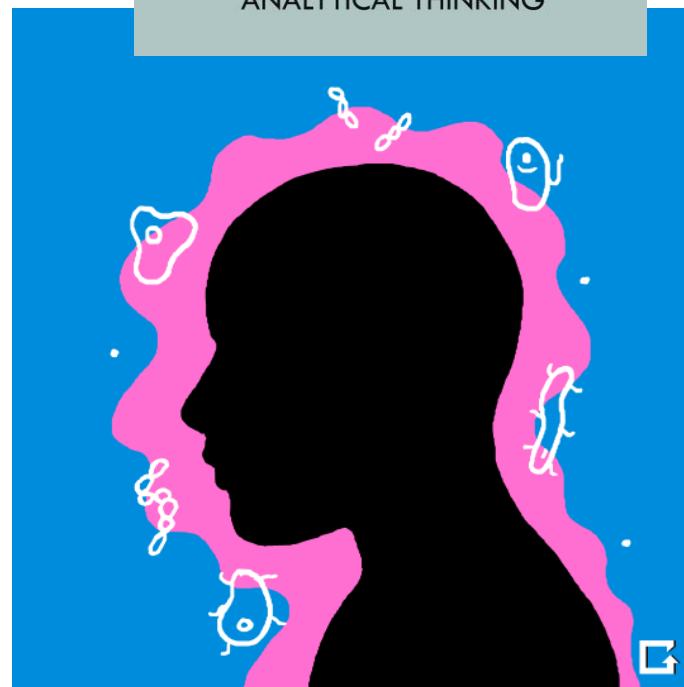


LESSONS LEARNED

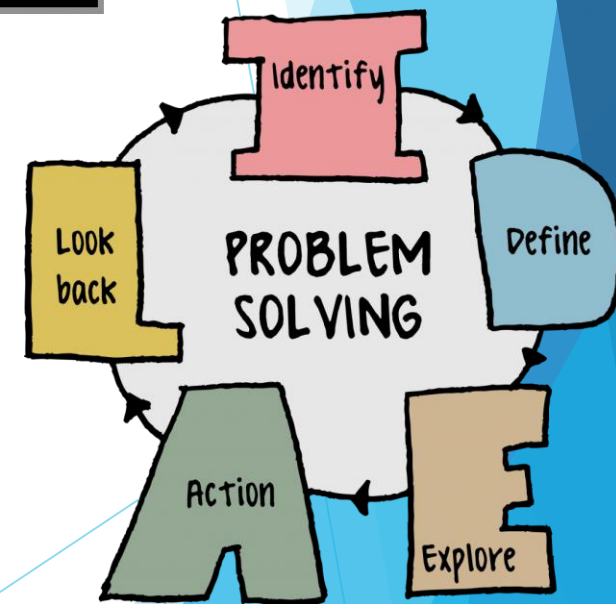
IGNACIO TAMERLAN PEREZ BLANCO



ANALYTICAL THINKING



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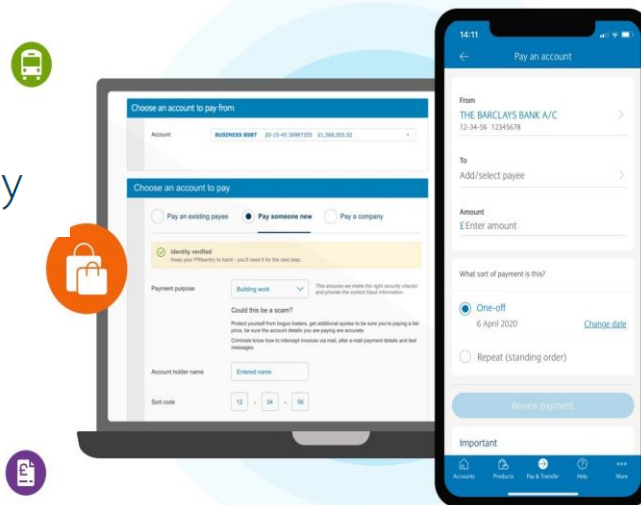


Payments

Cards



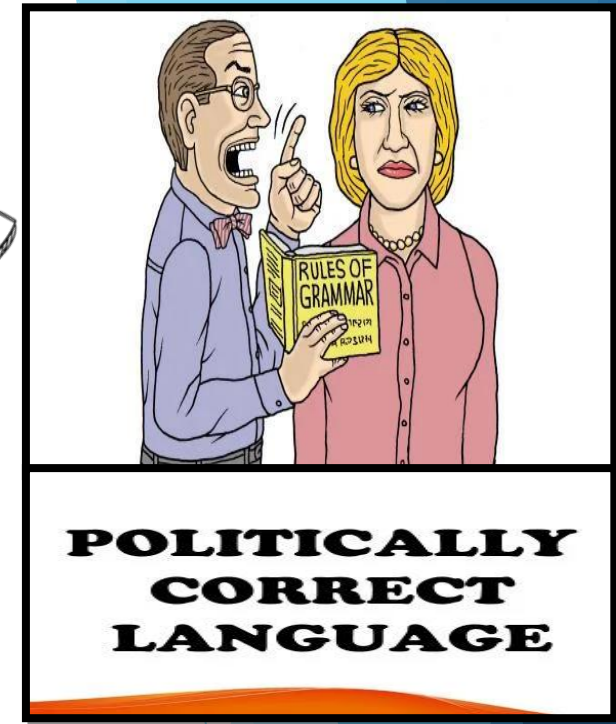
Take control of your money



IGNACIO TAMERLAN PEREZ BLANCO

What type challenges you faced when you complete this task ?





Referencing

- Searched in :
- **History of Barclays** <https://www.barclays.co.uk/>
- **Reference of financial skills** <https://www.indeed.com/career-advice/finding-a-job/finance-skills/>
- **Reference of Financial skill** . <https://www.lovemoney.com/>
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- **Mobile banking and app** . <https://www.Barclays.co.uk/ways-to-bank/mobile-banking-app/>
- **Technology used in early ages:** <https://home.barclays/news/2022/03/From-the-archives-paving-the-way-in-tech-innovation/>

