



BMSW4003

Digital Skills and Research Methods DSR

University of Wales - Trinity Saint David

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Table of Contents

➤ Introduction.....	4
➤ Barclays bank bank background..... (Silvana kalaj)	5
➤ Challenge before the introduction of home Banking..... (Silvana kalaj)	7
➤ Insights on home banking..... (Sofia Maria Gasdali)	8
➤ The impacts of home banking..... (Tzvetana Dobрева Gashi)	11
➤ Lessons drawn from this case of study (Rabi Midi Gamaine)	
➤ Conclusion and References.....	15
➤ Q&A	

Introduction



The goal of this presentation is to talk about online banking and how it has adapted and evolved to suit the needs of both the bank and the customers.



Specifically, we will be looking at how Barclays Bank has used this technology and how it has aided the progression of the bank into being such an established company.

Barclays Bank Background: The Origin

- Barclays traces its origin back on 17 November 1690
- After amalgamating with other banks, it changed its name in Barclays Bank Limited
- Its logo was later updated to not be confused with other emblems
- During the two World Wars, the bank assisted to an important increase of women who worked in banks
- In the future followed a continued increase of popularity

(Ackrill and Hannah, 2008)



Barclays bank background: Innovations introduced

- The first British banking computer introduced, in 1959.
- The first cash machine (ATM), in 1967.
- Credit cards, first launched in 1960s.
- Online banking, launched in 1999.
- Contactless payments and mobile banking, launched respectively in 2008 and 2012.

(Connelly, 2019)



Challenges Barclays had to face before introducing online banking

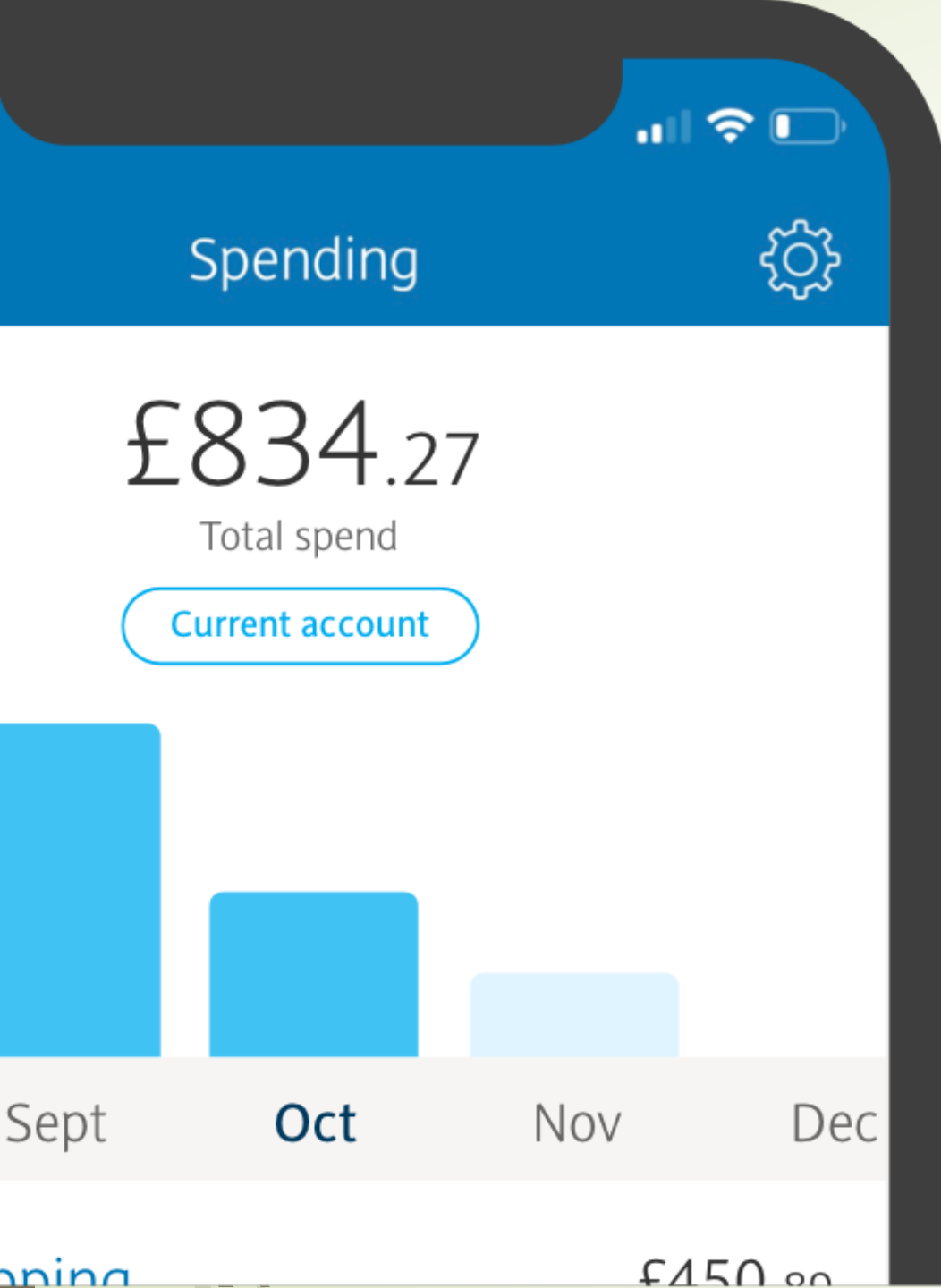
- Long queues inside the branch
- Impossibility to keep the branch open and functional 24/7
- Slowness of the whole process of banking
- Having to physically handle the money between the bank and the customer



Insights to Barclays Bank Technology

- Barclays Bank is the first UK bank which had invested in innovation. More than 800,000 customers regularly use Barclay online banking.
- Barclays have taken this into consideration that the internet is growing extremely and created Online Banking which is now one of the biggest success of humanity.
- Barclays is the UK's first credit card and contactless payment to the world's first ATM. Barclays is constantly evolving to improve customers experiences via mobile banking.



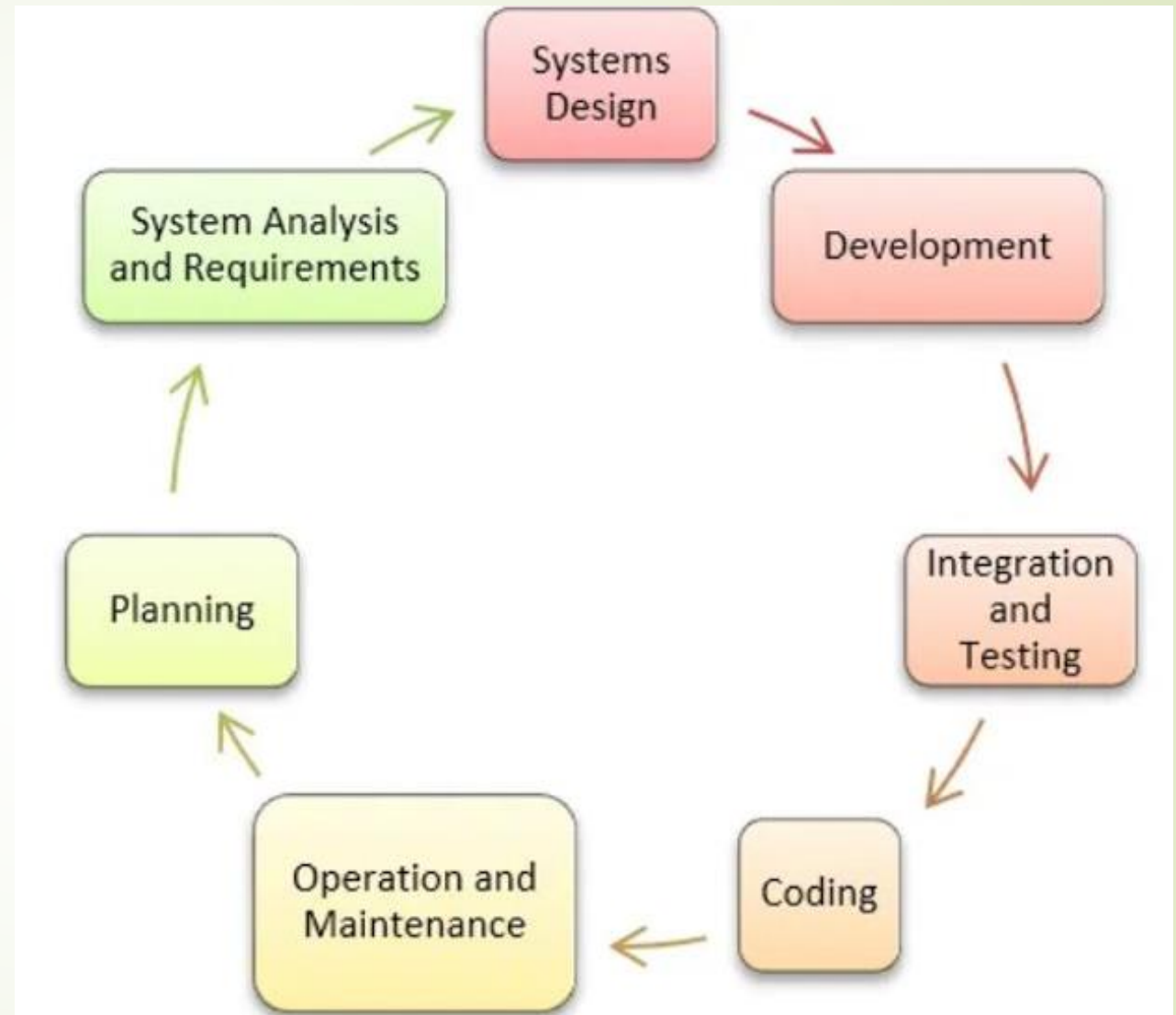


- Barclays home banking is convenience for 24 hours a day from the comfort of your home.
- They charge a 0% transfer costing fee.
- Online banking is really fast.
- Barclays is one of the most secured and protected home banking app.
- They use advanced security to keep your details safe, such as PIN entry, this enables more protection and full banking services 24/7.

Technologies in Barclays

Technologies used by Barclays are:

- Card Machines/Readers
- ATM Machines



Online Banking



The impact of new technology



Efficient and flexible



No endless queues, no more waiting



Less errors / Better data protection

(Aljawarneh, 2016)

CASH FREE

- No need to carry cash
- Transfer from one account to another
- Make payments - account balance
- Easy and quickly, it saves so much time
- From home, office, street etc.
- Convenient 24/7 access anytime
- You can operate with your money from everywhere
- Manage your business / book your holiday



Features

- Viewing account balance
- Viewing recent transactions
- Viewing images of paid cheques
- Download bank statements
- Ordering cheque books
- Pay bills
- Transaction approval process
- Download periodic account statements



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Customer friendly/ Environmental friendly

- No more unmanageable and needless amount of paperwork.
- The need of labour and paper has reduced.
- Environmentally safe.





Conclusions

To sum up, online banking:

- is a way to allow customers to access their bank accounts at home;
- has made the process of banking easier for both banks and customers;
- has helped the bank to face problems like the long queues;
- is faster and more secure;
- is better for the environment.

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