E-Commerce:

Electronic commerce, or e-commerce, is the buying and selling of goods and services over the internet. E-commerce can be conducted on computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is now available through e-commerce. e-commerce is the process of buying and selling products and services online. But it involves more than simply a buyer and a seller, relying on a vast, often invisible, infrastructure to keep it running.

E-commerce has helped companies (especially those with a narrow reach, like small, local businesses) gain access to a wider market by providing cheaper and more efficient sales and distribution channels for their products or services.

While some businesses exist entirely online, others straddle the real and virtual worlds. Target (TGT), for example, is one of many giant retailers that has supplemented its brick-and-mortar presence with an online store that allows customers to purchase everything from clothes and coffeemakers to toothpaste and action figures without leaving their homes.

At the other end of the scale spectrum, individual sellers increasingly engage in e-commerce transactions via their own personal websites. And digital marketplaces like eBay and Etsy serve as exchanges where multitudes of buyers and sellers can come together and do business.

History of E-commerce

E-commerce actually goes back to the 1960s, when companies used an electronic system called the Electronic Data Interchange to facilitate the transfer of documents. It wasn't until 1994 that the very first transaction took place. This involved the sale of a CD between friends through an online retail website called NetMarket.

Advantages and Disadvantages of E-commerce

Advantages

E-commerce offers buyers and sellers a number of advantages:

- **Convenience**: E-commerce can happen 24 hours a day, seven days a week. Consumers can buy at their convenience, and business owners can make sales while they sleep.
- **Increased selection**: Many stores offer a wider array of products online than they could ever carry in their brick-and-mortar counterparts. And many stores that solely exist online offer consumers exclusive inventory that is unavailable elsewhere.
- **Potentially lower start-up costs**: E-commerce companies may require a warehouse or manufacturing site, but they usually don't need a physical storefront. The cost to operate digitally is often less expensive than needing to pay rent, insurance, building maintenance, and property taxes.
- **International sales**: As long as an e-commerce store can find a way to ship its products to its customers, it can sell to anyone in the world and isn't limited by physical geography.

Disadvantages

There are also some drawbacks that come with e-commerce. Those can include:

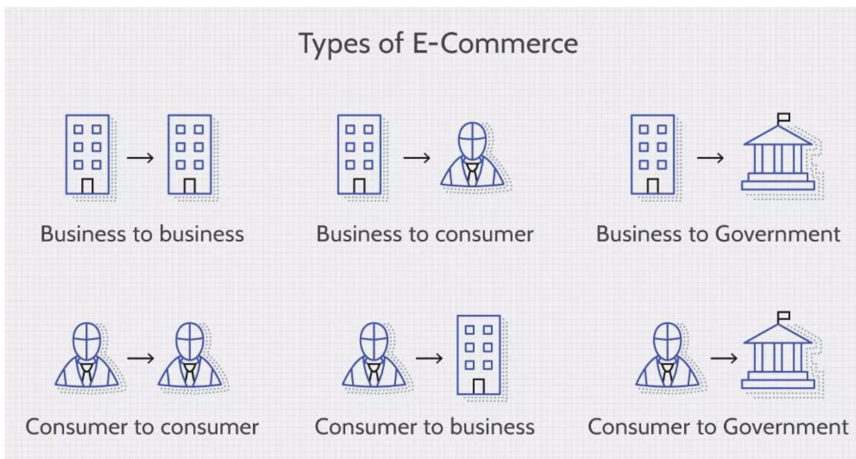
- **Limited customer service**: If you shop online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member, that is not a typical practice. A disadvantage for shoppers, this can also be a money-saver for retailers.
- **Lack of instant gratification**: When you buy an item online, you must wait for it to be shipped to your home or office.
- **Inability to touch products**: Online images do not necessarily convey the whole story about an item, and e-commerce purchases can be disappointing when the items don't live up to the buyer's expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.
- **Dependence on technology**: If a website crashes or must be temporarily taken down for any reason, the business is effectively closed until things return to normal.
- **Greater competition**: Although the low cost of starting an e-commerce business can be an advantage, it also means means competitors can just as easily enter the market.

Types of E-commerce

E-commerce companies can operate using several different business models.

1. **Business-to-Consumer (B2C):** B2C e-commerce companies sell directly to the product's end-user instead of distributing goods through an intermediary such as another retailer.

2. **Business-to-Business (B2B):** Similar to B2C, an e-commerce business can sell goods to another company.
3. **Business-to-Government (B2G): Some** e-commerce businesses serve as government contractors, providing goods or services to government agencies and other entities.
4. **Consumer-to-Consumer (C2C):** Individuals can sell things to other individuals on their individual websites or through e-commerce platforms that facilitate the process. Examples of the latter include Craigslist, eBay, Etsy, and many others.
5. **Consumer-to-Business (C2B): Some** platforms allow individuals to more easily engage with companies and offer their services, especially related to short-term contracts, gigs, or freelance opportunities. Upwork is one example.
6. **Consumer-to-Government (C2G):** Although not an e-commerce relationship in the traditional sense, C2G is a way for individuals to interact with government. For example, uploading your federal tax return to the Internal Revenue Service (IRS) website can be considered an e-commerce transaction as it involves an exchange of information. Taxpayers can also pay what they owe or request a refund for the amount they may have overpaid.



ATM and debit card services

An ATM card allows you to withdraw cash from these machines up to certain ATM withdrawal limits and transfer money between bank accounts.

However, the card has limited functionality. You cannot use it to make in-person or online purchases like you can with a debit card.

How Do ATM Cards Work?

A bank links your ATM card to your account. When you use your ATM card at a machine, you enter your four-digit personal identification number (PIN) to access your account.

You can then use the ATM to view your account balance, withdraw cash, review recent transactions, and move money from one account to another. If you withdraw cash, you may have to pay a small ATM fee, depending on your bank and the machine you use.

What Is a Debit Card?

Like an ATM card, your debit card links to your bank account and allows for cash withdrawal and checking account management. However, debit cards have higher withdrawal limits, meaning you can access more cash every day than with an ATM card. Generally, banks give debit cards to customers who have checking accounts.

A debit card is also a payment card. In other words, you can use your debit card at physical storefronts and shops to purchase goods and services. Likewise, your card enables you to make online purchases.

However, debit cards have purchase limits, meaning you can only conduct so many dollars' worth of transactions per day. Usually, purchase limits range from a couple of hundred dollars to a few thousand dollars. Your limit depends on the bank or credit union that holds your account.

How Do Debit Cards Work?

At an ATM, a debit card works identically to an ATM card: You enter your credit card PIN to manage and withdraw funds from your bank account. However, debit cards also allow you to forgo using cash. Instead, you can skip the ATM, go to the store, and use your debit card to make the purchase.

Your debit card will use your checking account to pay, making the transaction cashless. For security, you must use your PIN to complete a purchase.

By the same token, you can use a debit card online by entering your details when making a purchase on a website. This feature allows for electronic transactions where giving or receiving cash isn't possible.

Phone banking

Telephone banking is a service feature offered by many banking institutions. The process involves using the keypad on a touch-tone telephone to perform a variety of banking functions. Along with traditional banks, phone banking is also utilized extensively by online banking institutions, including banks that conduct business primarily with the use of telephone technology.

The concept of telephone banking has been around for several decades. Initially, the process required manual intervention by a bank employee. Customers would call into the bank, answer questions to verify their identities, and submit queries to the service representative. While somewhat labor intensive, this approach did make it possible to conduct a number of banking transactions from the comfort of home

There are several ways that a telephone banking service may be configured. Some function off a validation process that includes voice recognition before access to the customer accounts is granted. Other systems make use of login credentials such as user names and passcodes that must be entered using the telephone keypad. Once the customers enters the correct data, the automated system makes it possible to perform a wide range of functions in relation to the accounts connected with the login credentials.

The typical bank telephone customer can access his or her accounts to perform a variety of functions. Balances can be checked and the latest activity can be reviewed. The customer can also transfer funds between accounts using telephone banking, as well as order more checks, make loan payments, or request information on other services the bank offers.

Telephone banking, also known as telebanking, involves using a phone to perform various banking tasks. Examples of telephone banking services include:

- Cash withdrawals and deposits
- Account balance information and transaction history
- Electronic bill payments

- Funds transfers between accounts
- Loan applications
- Chequebook orders
- Debit card replacements

In addition, volunteers often engage in phone banking during political campaigns, calling voters to remind them of upcoming elections and following a provided script

SMS banking

SMS banking is a form of **mobile banking.** It is a facility used by some banks or other financial institutions to send messages (also called notifications or alerts) to customers' mobile phones using SMS messaging, or a service provided by them which enables customers to perform some financial transactions.

SMS Banking allows individuals or corporate bodies to manage their bank accounts, check their account balances, perform check requests, money transfers, pay some bills, and perform other banking transactions using their mobile phones via **short message service** (SMS).

SMS banking is a service that connects your mobile phone to your bank account, enabling you to receive and send SMS directly from your phone. You can check your account balance, transfer funds across accounts, and make payments. SMS is a quick and effective way to get in touch with customers. It is a fantastic method for banks to give their consumers a seamless user experience.

The concept underlying messaging services is that banks must be capable of interacting with their clients at any time, from any location, and by any channel they choose – email, SMS messages, or social media platforms. Customers can choose their preferred means of communication with the company when they have many options for receiving information.

Som Uses of SMS In Banking and Finance

1. Notifications Of Payment Status :People need to know that their money has been sent and received safely or that money they’re expecting has been deposited into their account.
2. Payment Confirmation :Any reputable bank or financial institution would like to always check with the customer if a payment appears suspicious . Most financial institutions and banks use short message services (SMS) to minimize fraud and provide consumers with real-time notifications about any suspicious activity, all in real-time.

3. Status Updates :Customers want to know the status of their mortgage application or insurance claim. In the digital age, speed is the benchmark. Timely information regarding bank transactions, address changes, etc., is of utmost importance.
4. Renewal Reminders:A simple SMS draws their attention when it's time to update a policy plan or make a payment.
5. Authentication Of Users:Do you need to verify a customer's identity to make sure they are whom they claim to be? A simple and secure way to allow access is to issue them with a unique authentication code or a one-time password.
6. Surveys For Feedback : to acquire greater feedback, insights, and customer understanding.
7. Updating Personal Details:The use of text messages (SMS) helps speed up the process of providing customer service.
8. Special Offers & Discounts:Banks and financial organizations use SMS to inform and retain potential consumers interested in new schemes, goods, and services, sometimes offering a direct link to the relevant page.

electronic alert

Alerts keep you informed about your account and your card (s) without logging in to Online Banking or the Commerce Bank Mobile App. Set up Alerts in Online Banking or in the mobile app, to receive account notifications by text or email

Many businesses are relying on technology tools to reach customers. For example, banks notify customers of unusual activity on their account, airlines alert passengers to delays or gate changes, and retail stores send sale reminders to frequent shoppers.

These communications are called electronic notifications.

Applications for Electronic Notifications

Here are some examples of how different industries use automated electronic notifications to streamline communications and data analysis.

1. Financial

Credit-card companies can send instant fraud alerts to their clients at the first sign of irregular card use or large purchases. Banks can notify clients when their account is close to being overdrawn. Investment banks can send an e-mail reminder when a client's CD is due to mature.

2. Marketing

Marketing firms can reach a larger audience by surveying customers across different platforms. They can track promotion campaigns to analyze their effectiveness.

3. Education

Students and professors can receive instant class cancellation alerts. In case of severe weather or a campus emergency, crucial warnings can be sent to all faculty, staff and students across all available platforms simultaneously.

4. Travel and Hospitality

Airlines can send customers instant flight-delay notifications or important travel warnings. Frequent flyers can receive special flight promotion e-mails.

An electronic notification is any automated communication received by e-mail, phone, text message or fax. Electronic notifications have thousands of applications for businesses, governments, schools and individuals. Some of the simplest and most common electronic notifications include:

- News and weather alerts received as text messages on your cell phone
- Travel offers received as e-mail as part of a frequent flyer program
- Automated political surveys conducted by phone
- Targeted marketing campaigns sent via fax

Mobile banking

Mobile banking (m-banking) refers to the use of a mobile device to access banking and financial services offered by banks. It enables customers to check their bank account balance, conduct online transactions, transfer funds, pay bills, etc., without visiting banks.

M-banking Advantages and Disadvantages

Like every other technology, m-banking can be advantageous as well as disadvantageous to customers. Therefore, one must know its pros and cons to stay safe.

Advantages

- Offers 24-hour accessibility to banking
- Saves time
- Provides a convenient way of making fund transfers and payments
- Enables easy tracking and monitoring of bank accounts
- Facilitates quick reporting of any illegal transaction or fraudulent activity
- Allows swift redressal of consumer complaints
- Increase request processing speed
- Makes online shopping possible
- Allows trouble-free management of investments
- Sends notification of bill or loan payments
- Encourages customers to stay indoors during a pandemic
- Eliminates the need to carry cash all the time
- Reduces chances of theft

Disadvantages

- Causes inconvenience for less tech-savvy account holders
- Removes human touch from banking
- Raises security concerns and online fraud
- Results in delays or losses in transactions due to mistakes
- Gives rise to comprehension issues due to the complex app interface
- Makes follow up on fraud reports difficult
- Delays service requests in case of internet issues