Assessment On Impact of Customer Information for Improved Business Operation in Banking Organization in Nigeria

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Abstract

Customer Information systems have become an important aspect of every corporate organization, especially the banking industry in improving business operations, planning process and the prospect of achieving organizational goals and objectives. The enormous number of customers making planning and executing their needs time consuming thereby leading to inefficiency. In order to tackle this challenge, it becomes imperative to introduce customer information systems into the management of the organization so as to meet customer's needs. This study uses field survey responses from residents of Damaturu to empirically examine the relationship of customer information systems in customer's satisfaction. Simple percentage and Chi-square statistical method were used to analyze the data. However, the result of the study clearly indicated that customer's information systems is a better strategic approach in improving business operations; hence the management of every organization is embracing customer information system. The study recommended that customer information system is largely of good use in the banking industry as well as other industries, therefore other organizations should work on incorporating it into their operations. Furthermore, the users of electronic systems are newly trained as well as potential users of mother tools. Hence the sector has to increase and modify it service.

Key words: *Customer information, Banking Organization, Business Operation, Nigeria*

1. Introduction

The detail about the banking client are kept in a documented place where the company is referring to it whenever these biographical data include customer's addresses, purchase attitudes etc. More details on banking clients are obtainable from above mention source whenever the company needs to have more about any clients.

Lack of confidence by the clients about the capacity of the firm to keep their information becomes a problem on getting more details about client attitude as regard to purchasing. Therefore, the banking industry in the Country creates an avenue to improve the client's confidence on the banking operation system.

Most of the Bank clients are informed on the competitive chances they have as the number of banks are increasingly growing. It is the purpose of this research work title "An assessment of the Impact of Customer Information for Improved Business Operation in Banking Organization in Nigeria" it will not become closely related to the previous state of the sector. The sector is now focusing on providing a lasting solution on the company clients' interactions that yielding good fruit. At end of this research, the banking sector is expected to have good interpersonal behaviors with their clients. While implementing this research work one will conclude that the sector will be able to identify the ways come out with a good interpersonal interaction with their clients. Above clients banks intermingling will lead to provision of maximum revenue as well as expand the diversification opportunities of the sector (Qatawneh, 2015).

The research work viewed client's details as well as the variable that determine the client's understanding about appropriate service delivery and the expected outcome the country's banking system provided to satisfy the client's needs. This research work visited numerous and latest works I the sector so as to come out with realistic solution to the sector.

Wu (2014) viewed that the tasks ahead of this sector those not limited to only having idea collecting clients details but also understand the way of tailoring the client interest that yield satisfaction among them as early as possible.

Delivering good service to client concerned with provision of desired service that enhances client's need that will yield good return to the company. By so doing, but current and potential customers moral will increase which in turn improve the standard the country economically. (Anyanwaokoro, 1999).

The aim of this research work is to assess the ways in which banking industry contribute to the growth of Nigerian economic through the use of clients details. While it specific objectives includes:

a. To examine how importance of Information Technology improves clients' needs.
b. To assess the significance of information Technology to clients satisfaction
c. To examine the negative of impact of information science in running banking services.

The researcher formulated the following research questions

a. Does Information Technology improve clients need?
b. What is the importance of Information Technology to client's needs satisfaction?
d. What are the negative impacts of information science in running banking services?

The research hypotheses are:

a. H_{O1}: client's need and want is not improved by information and technology.

b. **H$_{O2}$:** Information Technology has no any importance in satisfying client's needs.

c. **Ho$_3$:** There are no negative impacts of information science in running banking services.

Recently the sector has experience many differences when comparing with previous years. It is notice that there is rapid improvement in banking system in the country that leads to formation of many bank rivals. But numerous clients are still remain unchanged as regard to accurate banking service delivery. Many banks are not aware about the ways of attracting clients, maintain and improve relationship that provide better reward to the bank. Most of the companies in the industry unable to know the relevant or actual requirement of the clients hence there are unable to provide a services that will satisfy the client's needs profitably.

2. Literature Review

Commercial services help in numerous ways by the means of improving science and Technology. Investing in Information and communication technology is not only to encourage to attained management objectives yet also to meet clients' needs (Ayana 2014). Information and communication technology is usually helping the businesses therefore, they are supposed to be encourage to attain their demand. (Barnett &McIlroy 2000). Clients activities is concerned with the taking available chances to be exploit (Bhaskar and TewdrosSisay 2011).

Client management style has to do with sourcing of client's information which assist workers of the company to decide on clients details. Been serves as a source of information customer management system provides more details about clients' attitudes toward banking system. Which assist in taking appropriate action about the clients? Moreover, the flexibleness of clients' data management as well as greater work needs that be young workers preference may cause to

poor out in sector. In order to do away with the matter, staffs development workshops should be organized to improve their workers performance as viewed by (Driga and Isac, 2014).

Conceptualization of Variables:

Client Data Management (CDM):
Client Data management (CDM) concerned with ability of maintaining clients details in the company. This aspect relate to retrieving and storing different forms information about clients. Client's record file contains all relevant information about clients buying behaviors (Edet, 2008).

Client Data Management (CDM):
Is concern with the data and management process adopted to manipulate client's record to the benefit of both customer and the company that assist evaluating current or future businesses.
Furthermore, CDM is the act of finding lots of abandon information on clients as well as controlling them to the interest of the organization.
Client Data Management (CDM) usually carried out throughout the organization. Example when professional is asked to come out with client's overall details for management decision. While carrying out this job an employee may concentrate on finding client's details on the company data base or any other sources where details about the client will be obtainable. (Hunt, 1977).
Finally, the main aim of CDM is to generate the overall data the company have pertaining the client in it record. By spilling it in to smaller folders the company may have more how about it clients.
Task Productivity:
Productivity is the key element in any organization to which it inspires to. Rather

productivity is need to clarified vividly because of its importance to the sector. It is misled by many Authors because the term was under mind where it was not explain in details. Productivity is concerned with the improvement of the overall increment in total output. (Jamieson, 1994).

According to Joseph (2005) the term productivity is referred to as a situation that has all the potential to generate valuable return. Profitable return is occur as a result of cordial relationship that exist among the customer. Customer relation management is the significant aspect of the sector that need proper regulation. (Kannen and Leischner, 2003). Evaluation of clients' performance in taking care about the responsibilities that may significant to output. (Kotler, 2006).

Customer Satisfaction:

Customer attainment highly significant to improve responsibility as regard to which need to treated thoroughly to avoid any misappropriate act that may affects overall organizational performance. As viewed by Kothari (2004) the company is facing numbers of undesirable conditions that serve as bottleneck to firm output as well as customer need fulfillment. As opined by Linck & Wiedemann (2006), customer acceptance is an importance variable that greatly contribute to the level of company output. Therefore, the firm and it workers most work toward customer satisfaction that relate to continuous improvement of the firm output.

Need for Information Systems:

Mostly in an organization the key officers regarded financial asset as the most valuable elements of the firm neglecting customer details which plays greater role in company growth and development. Therefore, for an organization to growth and expand rapidly it must to pay more attention to customer data base where customer details will be obtained for further processes (Lowenstein 1995)

The Competing Business Environment:

For decades information management system plays significant role in the field of banking and finance but only banks were taken this chance due to lack of knowledge about the impact of information technology on banking system. Computer information system is partly used by only educational institutions where they used computer information as vital to the sector. Today office machinery become common in every business organization. The tasks ahead of the organization is to trained their work force to acclimatized with the changing world of technical devices of numerous functions to the firm to take and exploit the opportunities available in the sector and to compete with rivals (Mackey, 2005).

Emergence of the Global Economy:

The world is becoming a global village in which an activity performed in one part will significantly affect another part. Today the world is interconnected throughout with the help of science and technology. A productivity of one region significantly affects the economic wellbeing of other parts. For example, a product that produced in France, Germany, and UK etc. is obtainable in Nigeria, Niger, and Ghana etc. The globalization of the world economic make it possible for business organization to adopt the modern system of the globalization of economic many business opportunities has emanate. Science and technology plays vital role in generating customer data for organizational usage. As a result of this change many jobs been created and some have changed form from traditional to modern businesses. Hence science and technology have significantly contribute toward globalization of economic which served as a means of improving standard of living of

the people. (Rowley 2000). The world economic greatly improved by science and engineering this is because it is very vital to know how to properly utilize customer details to the interest of the organization as well as the customer need satisfaction. (Maxwell, 1996).

Transformation of Industrial Economies:
According to Mintesnot (2018) the economic system practice globally is been affected by customer's information which is the major component in improving economic standard of any Nation. Science and technology has change traditional way of doing businesses to modern form where many traditional tools are replaced with modern technologies which leads to loss of many jobs and created more than the numbers of jobs lost. For example, traditional transportation system been eliminated by modern transportation devices like cars, lorry, buses, ships plane etc while manufacturing system is also replaced by modern techniques of processing. Customer information management system have importantly contribute to the smooth operation of banking system this because the details about customer buying behaviors and other relevant attitude that firm may require about the customer is highly obtainable at the customer data base of the organization and many other sources. The customer information are use in the modern business opportunities which competitive in nature. Therefore, to transform industrial economic from one stage to another one must make a proper use of customer information or details appropriately. Information science have significantly affected many industries in Nigeria ranging from farming, rearing, manufacturing, service, transportation and communication industries (Panurach, 1996). Organization can take the opportunities emanate as result of transforming the global economic through science and technology thereby improving

quality service delivery to customers which in turn resulting high profit making (Michael, 2000).

Transformation of the Business Enterprise:
As the industrial economic is been transformed by the emerging of science and technology, the business enterprises most also change. Business enterprises most ship from traditional mode of operation to modern business techniques which incorporated technological tools in finding details about customers which are very vital to the organization. On a daily basis one can hear about the number of jobs lost by many people which was happen as a result of non-adaptation of current offspring of science and technology (Mohammed 2014). Information science and engineering has greatly improves enterprise ability to adopt the modern technology in carrying out their internal function as regard to production and rendering of services to their customers as well customer retention management system. (Scott and Deirdre, 2009).

3. Research Methodology
Research Design:
This research work adopts survey method in gathering relevant data used for conducting the research which surveys the workers and clients of First bank Damaturu branch. The required information were gather to assess the magnitude of the merits and demerits of the impact information science on enterprises outcome of banking operation in the Country in relation to quality service delivery by banking organizations. In order to ascertain the stated goals of the research, firsthand information was used. The firsthand information was collected through the means of questionnaires given the First Bank Damaturu Branch's staffs and clients. The population of this research is makeup of the clients and staffs of First Bank Damaturu branch Yobe State Nigeria. To make accurate and

realistic the researcher selected 140 respondents randomly and given questionnaire to respond. The researcher adopt stratified random sampling procedure in choosing the respondents for investigation. The researcher used closed ended format in designing the questionnaire where options is given for any question asked. Likert scale was used where the respondent will accept, reject or remain neutral on each question ask in the questionnaire. Statistical packages for social science (SPSS) were adopted by the researcher to get realistic outcome from the study. Chi-square was used in testing the hypothesis. Regression and ANOVA was adopted to test the relationship as well as linearity the performance of the bank and increase in customer needs satisfaction by industry in the country.

Population of the study:

Hypothesis 1

Ho$_1$: client's need and want is not improved by information and technology.

H$_{A1}$: client's need and want is improved by information and technology.

The population of this research work is make of the customers and workers of first bank Damaturu branch Yobe State, Nigeria. The three levels of management of the bank and their customers are the target population for this study.

4. Tests of Hypotheses

Chi-square (X^2) is the statistical tool used for testing the hypotheses of this research work for the First information. The formula for calculating chi-square (X^2) is stated as follows:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where O is the observed frequency, E is the expected frequency.

Table 1: Test of Hypothesis 1

Respondent view	Observed O	Expected E	Residual O – E	(O – E)²	(O – E)² E
Strongly Agree	85	28.00	57.00	3,249.00	116.036
Agree	44	28.00	16.00	256.00	5.818
Neutral	7	28.00	- 21.00	441.00	15.750
Disagree	4	28.00	- 24.00	576.00	20.571
Strongly Disagree	-	28.00	- 28.00	784.00	28.00
Total	**140**	**140.00**			**186.175**

Source: Computed from data, 2023.

Calculated Chi-square (X^2) = 186.175 Degree of freedom (d.o.f) = n - 1 Therefore, d.o.f = 5 - 1 = 4
Tabulated (X^2) at 0.05% level of significance for 4 degrees of freedom is 9.488.

Decision: Since the calculated Chi–square is greater than the tabulated, the null hypothesis (H_0) is rejected and the alternative (H_1) is accepted. Consequently, this indicated that Information and communication Technology does enhance bank performance.

Hypothesis 2
Ho$_2$: Information Technology has no any importance in satisfying client's needs.
H$_{A2}$: Information Technology is very important in satisfying client's needs.

Table 2: Test of Hypothesis 2

Respondent View	Observed O	Expected E	Residual O – E	$(O – E)^2$	$(O – E)^2$ E
Strongly Agree	87	28.00	59.00	34.81.00	124.321
Agree	40	28.00	12.00	144.00	5.143
Neutral	11	28.00	- 17.00	289.00	10.321
Disagree	2	28.00	- 26.00	676.00	24.143
Strongly Disagree	-	28.00	- 28.00	784.00	28.000
Total	140	140.0			191.728

Source: Computed from data, 2023.

Calculated Chi-square (X^2) = 191.928 Degree of freedom (d.o.f) = n - 1
Where n is number of rows Therefore, d.o.f = 5 - 1 = 4
Tabulated X at 0.05% level of significance for 4 degrees of freedom is 9.488

Decision: Since the calculated Chi-Square is greater than the tabulated, the null hypothesis (H_0) is rejected and the alternative (H_1) is accepted. Thus, this indicates that Information and communication technology enhances bank customer satisfaction.

5. Conclusion

Following are the findings of this research work.

- The researcher concluded that client's data management is very important in satisfying client's needs.

- The study revealed the rate of client's satisfaction of the electronic approach to banking by customers.
- The use of electronic information systems by banks provides swift performance and easy access to needed services by customers.

6. Recommendations

At the end of the study following recommendation were made:

- In the work, customer information system is largely of good use in the banking industry as well as other

industries, therefore other organizations should work on incorporating it into their operations and.

- The users of electronic systems is new to most of the country's enterprises and many banks. Therefore banks should adopt electronic system in managing their customers.

- Banks that are already using the customer information system should work on improving upon it, as there are new updates that would make the operation easier and faster.

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