

STRATEGIC RESPONSES ADOPTED BY KENYA COMMERCIAL BANK LTD TO DIGITIZE CUSTOMERS SERVICE AND OPERATIONS IN NAIROBI COUNTY

SIMON KIOKO

ABSTRACT

This paper is a research work on Strategic responses adopted by commercial banks to digitize customers' service and operations. Banks and other Financial Organizations are moving through the transition and establishing structures that accommodate the use of digitized customer services and operations, in order to increase the level of organizational performance in these firms. The strategic responses adopted include online goods or service trading, online catalogs, online collaborative work, online digital content delivery, online accounts settlement, online sourcing, online public procurement, online customer support, online post-sales service, E-inventory management and Emanufacturing management. This transaction and operation platform supported by the innovation of the internet, as opposed to the traditional bank branches, has enabled banks to reach a wider customer base without physical limitations and to provide better services at a relatively lower cost. These electronic delivery channels have the ability to communicate and disseminate information in a digital format. These channels can also provide straight through processing. Since information is captured in digital format, banking transaction information can be easily stored, analyzed and disseminated quickly. The general objective of the study is to establish the strategic responses adopted by Commercial banks to digitize their operations. The investigation aimed to bring out the effects of adoption of the strategic responses to the general performance of the commercial banks. The researcher undertook a research study to find answers to fundamental questions that are of essence in digitizing customer service and operations. The research was undertaken within a framework of a set of philosophies (approaches). It

used procedures, methods and techniques that have been tested for their validity and reliability, designed to be unbiased and objective. Research was conducted via quantitative or qualitative methods. Quantitative methods were useful when a researcher seeks to study large-scale patterns of systems, while qualitative methods were more effective when dealing with interactions. The researcher was aiming to achieve solutions and approaches which local commercial banks could adopt to digitize operations as most of the factors encouraging digitization process were identified. Constraints were also identified and way followed established. Recommendations were also made to improve the same approaches.