INTRODUCTION

Union Bank of India is serving the nation since 1919. Even though it is 97 years old, we understand the requirements of the youngsters in addition to other customers. Bank has developed technology enabled Digital Banking products in addition to its traditional banking products for the customers to shoulder on Bank.

ACQUIRING CUSTOMERS USING DIGITAL PRODUCTS

- **Union Selfie**: First such application by any PSB in India, is a mobile based SB account opening application which makes the account opening process quick, convenient and comfortable for the prospective customer.

- **Online account opening**: Union Bank offers online application portal for SB and Retail loans. Customer can apply for account opening through any internet enabled system, thereby reducing the TAT for enhancing Customer satisfaction. Customer can apply for SB account, vehicle loan, Home loan, Mortgage loan, Agriculture and MSE loan online.

- **Tabulous Banking**: Provides convenience of account opening by sitting at home. Union Bank is the 1st PSB to launch this tablet based Savings Bank account opening under its initiative for ease of account opening. Customer is contacted by the bank representative at their choice of time and can complete the formalities at home, thereby eliminating the requirement for visiting branch.

- **E-KYC**: Bank uses e-KYC for opening SB account based on Aadhaar number using biometric authentication.

MOBILE BASED PRODUCTS

- **Digi Purse**: Union Bank is the 1st PSB after SBI to introduce this mobile wallet application to the customers and non-customers. This wallet is for bill payments, recharges, shopping or even to send money. Money can be added from Credit Card, debit card, internet banking and IMPS into Digi Purse wallet to get started. One app for all utility payments, DTH, mobile recharge, post-paid bills, gas bills etc. Other feature include payments from one wallet to another wallet, to other bank account through IMPS or NEFT. DigiPurse wallet gives user a linked virtual Visa card which enables users to transact on any website for ecommerce transaction. **This virtual visa card in a wallet is the 1st in the Industry.**
- **M Passbook (Mobile passbook):** Digital passbook enables Bank's customer to view all his/her account statement through mobile. The M Passbook is available at all mobile app store viz., android, ios, blackberry, windows etc. Customer has to simply download the M Passbook and start operating it. He/she can retrieve statements of all his/her accounts on his/her mobile for a period of 1 year.

- **Mobile Banking:** Union Bank is the 1st PSB to launch mobile banking product, UMOBILE- a milestone in banking field provides the customers a secure and convenient means of banking and commerce from anywhere anytime. Customers can check their account balances, take a mini-statement, transfer money to Union Bank accounts, other banks, make temple donation, KVS fee payments, stop cheques, know cheque status, know branch/ATM locations and even request bank for cheque books, all this on press of button on mobile. The services are available both on SMS and GPRS. UMobile is a secured payment channel since the customer does not compromise with information like the debit card number or pin.

- **Call Centre:** The Call Centre, being one of the delivery channels, will offer banking facilities through Interactive Voice Response (IVR) as well as through a human interface by connecting the customer to the Call Centre executive. Calls can be taken by the IVR in 7 Regional languages (Malayalam, Marathi, Guajarati, Bengali, Kannada, Tamil, Telugu) besides Hindi and English. The IVR will provide certain banking services e.g. Account Information, Current Balance, last five transactions etc to those customers who have registered with a PIN, without requiring them to speak to an agent. The IVR also facilitates the customer in hot listing their debit cards, generate new pin for debit card, seeding their Aadhar number, Stop payment of cheque etc. without speaking to the customer care executive. At any point of time during the call, the caller can switch to an agent for any information on Banks products and services, for placing any service requests or to lodge any complaint.

- **SMS Based Value Added Services:** Value added services like getting balance outstanding of the account through SMS on making a miss call, Blocking the debit card, ATM locator, Branch locator based on SMS sent, Enabling/disabling the internet banking as optional through SMS sent from the registered mobile number are the various Value added services.

- **U Control App:** Union Bank became the 1st PSB to launch a comprehensive app for the controlling credit card. U Control app gives the complete control of credit card to user using the app. Customer can switch off/on his card anytime. App gives the freedom to user to reduce/increase limit as per users requirement within the sanctioned limit. User can enable/disable individual type of transaction such as online transactions, POs transactions, Cash with drawl transactions and Foreign Transactions anytime using the app.

- **UPI:** Union Bank was among the first banks to launch the UPI app on the launch date. Customer can add any participating bank account with Union Bank UPI app. Facilities include creation of virtual address for linked accounts and generating QR for them. Customer can also transfer money using scan and pay option of using Account number & IFSC code.

- **USSD:** Customer of Union Bank can dial *99# and avail the facilities provided by NPCI. This helps the customer to use mobile based banking transaction facility without internet and using a basic/featured mobile phone.

**WEB BASED PRODUCTS**

- **Internet Banking:** Individual customers (Retail) possessing ATM cum debit card may create internet banking user id and passwords through our Self User Creation module on Bank’s
website. This is a very convenient, easy, and quick method. Union Bank is the 1st Bank to introduce this Self User Creation. Now this facility is extended to the individual customers, who are not having ATM card also. In case of corporate customer facilities like account statement, fund transfer, salary upload, Bulk NEFT/ RTGS, etc. Union Bank also provides customer the facility of resetting the password online.

- **Online Loan application:** Bank has put in use online loan applications to make the application process for the prospects as easy in case of Retail, Agriculture and MSE advances.

### CARD BASED PRODUCTS

- **Debit Card:** Bank issues domestic as well as international debit cards with 4 variants ie Classic, Silver, Gold and Platinum. Bank also launched Business Debit Card, to meet the higher cash withdrawal and spending limit requirements of the business establishments. **Union Bank is the 1st Bank to launch Rupay debit card** as a co-branded card through its RRB, Kasi Gomti Gramin Bank. Bank also issues Rupay Platinum Debit cards.

- **Credit Card:** Bank issues personalized Vis credit cards as Classic, Silver, Gold and Platinum with different spending limits. Bank also introduced credit card against term deposits with Bank (Usecure Credit card) and credit card for the HNIs (Signature Credit Card).

- **Gift Card:** Union Bank Gift cards give the recipients the flexibility to make purchases of their choice at their favorite stores.

- **Payroll Card:** Bank issues Payroll Card which is a stored-value card offered by some companies to their employees as an alternative to payroll checks or direct deposit. Payroll cards are similar to debit cards and can be used to make purchases or withdraw cash at ATMs. Payroll card or disbursement card is generally used by the corporate customers/large firms to give to their employees who go on tour for payment of incentives to staff, wages to workers etc.

- **IRCTC Union Bank Prepaid card:** Union Bank in association with IRCTC, issues IRCTC Union Bank Prepaid Card, which is as available both as physical and virtual cards. **Union Bank is the 1st Bank to launch this card.**

### PAYMENT INFRASTRUCTURE

Creation of the payment infrastructure is important to acquire the transactions. The Bank provides following payment infrastructure.

- **Point of Sale:** PoS or Swipe Machine to Merchant Establishments (ME) to carry out the sale of goods or services to customers in a cashless environment. **Union Bank is the 1st bank to get approval from RBI for Cash @ PoS (Union Instant Cash)** and it was launched to facilitate the withdrawal of cash from Bank’s PoS upto Rs1,000/- per day by the card holders of the Bank.

- **ATM:** Union Bank ATM card holder can perform banking transactions round the clock. Additionally, Union Bank ATMs accept all VISA / Master / Rupay / EMV Debit/Credit Cards. Bank’s ATMs allows Debit Card holders to perform different functions like Cash Withdrawal, Balance Enquiry, Mini Statement, Change of PIN, Transfer of funds to other Union Bank accounts linked to the card, Registration for mobile banking, Payment of utility bills, Request for Cheque books and Account Statements, Inter-Bank Card to Card fund transfer, NEFT and
IMPS, Mutual Fund Payments, Aadhar Seeding, Pay taxes, and many more. Hence the ATM is called as Sampurna ATM.

- **Talking ATM**: Union Bank of India’s Accessible and Talking ATM is one such example of technology innovation and careful consideration in bringing financial independence to persons with disabilities. Bank’s Talking ATM solution has set a benchmark on accessible banking in India and provided financial access to blind persons in getting cash on their own anytime. Talking ATM also provides greater banking usability for the low vision, illiterate and aged population.

On June 6th, 2012, Bank launched a “Truly Accessible Talking ATM” at Blind People’s Association, Vastrapur, Ahmedabad. The advent of Bank’s Truly Accessible ATM made persons with disabilities independent in respect of personal financial matters. It provides complete accessibility to a wheelchair as well as to a visually challenged ATM user.

- **Kisan ATM**: As technology is spreading its wings across the length and breadth of the country, a need was felt by Bank to provide its customers in rural areas with an ATM which is easy to operate, does not warrant high level of literacy, remembering PINs and can read out instructions on screen to get cash or services. As a solution to this Bank has deployed Kisan ATMs in rural areas to serve the customers of Bank’s remote rural branches.

**OTHERS**

- **Union Bank Of India Tie-up for E-filing of I-T Returns with ClearTax**: The Bank has entered into an agreement with Clearsharp Technology Pvt. Ltd., an E-Filing service provider, to provide the facility of E-Filing of IT Returns. E-Filing with ClearTax is Simple, Easy, Secure and helps E-File Annual IT Returns. The alliance with ClearTax is part of Bank’s goal to be a one stop financial super market and to meet the needs of the customers to facilitate convenience banking.

- **Cashless Campus Project** : Union Bank has implemented a unique and innovative service christened as “Cashless Campus Project” for educational institutes /Universities. This service leverages technology for streamlining the payment system, and enables educational institutes /Universities to move all fee payments and sundry collections to the Online mode. Bank offers the following services under Cashless Campus Project:
  - Internet Banking Payment Gateway
  - Payment Gateway for credit / debit cards
  - Any Branch Payment

- **Loyalty Programme - Union Rewardz**: The very own loyalty program initiated by Union Bank of India for Debit and Credit Card holders. Customers enjoy the privilege of accruing reward points on all transactions made through Debit & Credit Cards at POS and E-Commerce outlets. These points then can be redeemed against thousands of merchandise items, movie, bus & air tickets, gift vouchers & more.

- **Union e-Remit**: Union e-Remit is an online facility offered to NRIs. This web based remittance product enables NRIs in UK to send money directly from their bank account in UK to any beneficiary in India. It is a fast easy and secured way of sending money to the loved ones in India. The money is directly credited to the beneficiary account.

- **Tax payment**: Payment of Income tax is simplified through various channels like ATM, and Internet Banking for the tax payers.
Aadhar Seeding: Bank provides Aadhar Seeding facility to the customers through various channels like ATM, Internet Banking, Mobile Banking & by sending SMS.

Overdraft facility in PMJDY: Bank informs the eligible PMJDY account holders, through SMS about the eligibility to avail overdraft. The customer can send the request SMS for overdraft or can use ATM for request and the sanctioned amount will be intimated by the Bank through SMS. Customer can withdraw through any channel.

Union Connect: In today’s world of social media, Union Bank has its own twitter handle “Union Bank tweets” and Official Facebook page “Union Bank Official” which is informing customers with the latest about products of bank and also helping customer to get solutions for their grievances faster.

SECURITY
The Bank improves confidence of the users by promoting integrity of systems, security of operations and customer protection. The Bank has well laid IT security policy, which is reviewed every year to take care of the security aspects of the digital banking and to build and improve confidence of the users on digital products. Bank also has Integrated Case Management Tool (ICMT) to manage the customer complaints received from various channels to resolve the issues with committed turn around time (TAT). Bank is migrating card to EMV Chip and PIN and is replacing the ATMs to ATMs with EMV card processing capabilities.

AWARDS & RECOGNITION
Bank’s digital excellence is recognized by the following awards during 2014-15.

- Bank is winner of IBA Banking Technology Awards 2015 in all six categories, under Medium Banks.
  1. Technology Bank of the year
  2. Enhance Customer Experience
  3. Best Use of Digital and Channels Technology
  4. Best Payment Initiatives
  5. Best Financial Inclusion Initiatives
  6. Best Fraud and Risk Management Initiative
- Excellence in Innovation Award 2015 for implementation of M Passbook from Financial Insights, International Data Corporation (IDC).
- “ICT4 Development Awards 2015” from ASSOCHAM in the areas of Green IT (Tabulous Banking, eKYC application and M Passbook application.
- “elets Awards 2015” for “Multi Channel Payment Solution (IMPS)” from elets Technomedia Pvt. Ltd.
- SKOCH order of Merit Awards 2015 for:
  1. eKYC implementation
  2. Financial Inclusion Technology
  3. Kendriya Vidyalaya Fee Collection
- NPCI Awards under:
  1. Special category for implementation of IMPS through branches 2015
  2. Recognition Award 2015 in issuance of Rupay cards
  3. Winner in Large Bank Category in recognition in excellent performance in Rupay 2016
- IBA Banking technology award 2016
  1. Winner in Financial Inclusion Technology
  2. Best Technology bank of the year (Runner)
• Golden Peacock National Training Award for the Best Training System in the Country, 7 times and National Award for Innovative Training Practices (second prize for 2014-15) by the Indian Society for Training & Development (ISTD)

CONCLUSION

Union Bank is front runner in enabling the NPCI’s products and making the NPCI’s infrastructure useable to its customers. Banks abilities in enabling these products, facing the challenge of educating customers against the cyber threats and cyber frauds will make the journey towards cashless society successful.

REFERENCES

2. www.unionbankofindia.co.in