



CUSTOMER SATISFACTION IN MOBILE BANKING AT VODAFONE IDEA

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ABSTRACT: Customer satisfaction with Vodafone Idea's mobile banking services is the primary focus of this research. Our focus is on the factors that influence their perceptions of the service's reliability, usability, security, and overall user experience. Understanding how telecom-enabled platforms meet consumer needs is critical, particularly given the growing importance of mobile banking as a component of digital financial inclusion. This research evaluates Vodafone Idea's mobile banking assistance, including its effectiveness, shortcomings, and user feedback. The results reflect consumer preferences and dislikes, as well as suggestions for improving Vodafone Idea's mobile banking services.

Keywords: *User Interface (UI) Design, User Experience (UX), Service Reliability, Transaction Speed, Security and Privacy, Ease of Use*

I. INTRODUCTION

Ensuring customer satisfaction in mobile banking has become crucial as financial services depend more and more on digital platforms and technology develops quickly. As the number of people who rely on smartphones for everyday activities grows, banks must provide safe and convenient mobile banking services to their customers. Customer interactions have changed significantly as a result of the transition from in-branch to mobile banking. In a highly competitive market, banks use customer satisfaction to their advantage.

Customers find mobile banking easy, accessible, and convenient because it allows them to manage their money in real time. They can complete transactions regardless of their location or the time of day. Customers have come to expect instant responses, intuitive layouts, and round-the-clock assistance because of its inherent simplicity. As more people

become accustomed to using digital tools, the demand for personalized banking experiences and enhanced features grows. To attract new users and retain existing ones, ensure that they are satisfied with the app.

The success of mobile banking services is dependent on satisfied customers. This includes the apps' responsiveness to customer service requests, as well as their ease of use and functionality. Security breaches, delays, and crashes can all cause user dissatisfaction and distrust in the application. To stay ahead of cybercriminals and respond to changing client needs, banks must continuously assess and improve their mobile platforms. Customer satisfaction is highly valued in the fiercely competitive banking industry, particularly in the realm of mobile banking. In response to the innovative approaches taken by fintech companies and digital-first banks, traditional banks will need to rethink their digital strategy if



they want to remain competitive in the future. Customer satisfaction with the bank's digital capabilities, as well as their willingness to switch banks, are influenced by the speed of the support system, service personalization, and user experience quality. Age, income, level of education, and technical competence can all have an impact on how satisfied a person is with mobile banking. Older users may value security and ease of use over speed and advanced features. Banks can improve mobile services by learning about their customers' specific needs. Customer satisfaction is a dynamic metric that captures the rate of technological advancement as well as behavioral shifts in response to changing consumer expectations.

II. REVIEW OF LITERATURE

Kumar & Reddy (2025): People are more likely to trust the system and have a positive experience when the interface is simple and has clear menus and workflow sequences. Customers are extremely satisfied when there are no discrepancies between linked channels and mobile applications maintain transactional accuracy, according to their findings. According to the authors, biometric authentication and encrypted communication increase people's sense of safety. They argue that the frequency of accidents or traffic delays reduces reliability. According to their research, personalized dashboards, automated reminders, and spending categories boost user engagement.

Sharma & Banerjee (2024): discovered in their research of what makes mobile banking customers happy (2024) that when digital services are simple to use, people

become more emotionally invested in them. The researchers discovered that when apps consistently provide quick and easy services, users are happier overall. Customers who are pleased with their purchases are more likely to make repeat purchases more quickly, they discovered. The authors emphasized the importance of digital empathy by utilizing chatbots that mimic human behavior to provide assistance. They believe that even if all of the important features work properly, customers will remain dissatisfied due to ongoing service issues. According to their research, customers prefer open and honest conversations about policy changes and new features.

Iyer & Mukherjee (2023): Research on customer satisfaction with mobile banking, digital trust remains the most important factor in determining long-term loyalty and usage continuity. They discovered that for self-service channels to be user-friendly, consumers require greater transaction transparency. This requires the submission of more detailed time stamps, logs, and fee explanations. According to their findings, banks that provide simple dashboards where users can view financial summaries and rank the importance of various services experience a significant increase in customer satisfaction. The authors claim that simplified onboarding processes, instructional walkthroughs, and in-app learning materials can significantly reduce technology anxiety, making them especially useful for older or less tech savvy users. They claim that proactive fraud alerts and simple reporting tools give consumers peace of mind about their data.

Patel & Singh (2022): Customers report feeling more secure when using apps that are open about their data privacy policies,

permissions required, and how they comply with regulations. According to their findings, banks can improve customer satisfaction by automating verifications and implementing features that allow customers to upload documents and streamline critical procedures such as KYC updates. The authors argue that if regulatory approval is delayed or compliance standards are unclear, people will become frustrated and lose trust in digital platforms. They argue that clients value being guided step by step through the necessary regulatory processes. They discovered that explaining security protocols, data storage, and cross-sharing protocols made people feel more comfortable. Ahmed & Varghese (2021): Investigated how satisfied mobile banking customers are in light of the current economic conditions. When clients are unable to physically visit a bank, they believe digital dependability is even more important. Customers prefer to use mobile devices for essential banking services such as bill payment, fund transfer, and credit check during economic downturns. According to their findings, customer satisfaction increases when mobile apps run smoothly, even during high transaction volumes. Consumers prefer digital communication that shows understanding, such as program reminders or encouraging messages, according to the authors. They claim that having access to digital support for longer periods of time and faster assistance during times of uncertainty improves users' experiences significantly. The authors of the research reported that users felt more secure after using the mobile app to obtain emergency credit.

Banerjee & Sharma (2020): They discovered that the sign-up process was

more efficient and satisfying because of the simple tutorials, minimal paperwork, and quick registration. Their findings show that when customers encounter multiple authentication issues or a difficult setup process, they are less likely to continue using the product. When it comes to leaving a lasting impression, the authors emphasized the importance of first impressions and loading speed. According to them, the ease with which a bank processes its initial transactions shapes customers' perceptions of it.

III. TYPES OF CUSTOMER SATISFACTION IN MOBILE BANKING



Transactional Satisfaction

Mobile banking apps that simplify common financial operations such as bill payment, money transfers, account balance inquiries, and automatic payment setup tend to have more satisfied users. Customers consider how quickly transactions are processed, how quickly confirmations are received, and how few technical issues exist. When customers can complete their tasks on time, precisely, and without errors, their overall satisfaction with the transaction skyrockets. This is an



important but fleeting form of satisfaction, as customers can easily become dissatisfied following a negative transactional experience and are more likely to switch to other digital channels or competing apps.

Service Quality Satisfaction

Customer satisfaction with a mobile banking service is determined by its responsiveness, reliability, and functionality. This includes factors such as the frequency of server outages, the accuracy of the financial data presented, the screen loading time, and the application's overall stability. Consistently meeting customer needs is a surefire way to improve service quality perceptions. Another indicator of service quality is how quickly tasks such as obtaining an OTP, downloading a statement, and contacting customer service are completed. Customers will have a positive impression of the bank's mobile channel if the service is reliable and simple to use.

Functional & Usability Satisfaction

The app's intuitive design and ease of use have a proportional impact on user satisfaction with its functional and usability features. Minimizing the number of steps required to complete tasks, making the layout user-friendly, and properly organizing buttons and menus are all factors that contribute to this level of satisfaction. When users can complete tasks without encountering errors, becoming stuck, or having to restart, they will regard the application as functionally robust. This is especially important for less technologically savvy users and older customers. Customer satisfaction increases as the use of user-friendly bank services decreases.

Security & Privacy Satisfaction

Customers' perceptions of the security of conducting business through the mobile banking platform have an impact on their satisfaction with privacy and security. Biometric authentication, encrypted transactions, secure one-time password procedures, fraud alerts, and clear privacy policies all help to create a more secure environment, which boosts customer confidence. Customers are more likely to use the mobile app for sensitive or high-value transactions if they believe their data, funds, and identity will be safe from hackers. Customers have greater trust in the company and report higher levels of satisfaction after using online banking. If there is a breach or perceived weakness, the likelihood of dissatisfaction decreases.

Emotional Satisfaction

The degree to which clients are emotionally satisfied is determined by how much they enjoy using their mobile banking platform. Managing one's finances effectively can relieve stress and provide a sense of control over one's financial situation. A well-designed interface, complete with personalized messages, organized layouts, and calming colors, can have a significant impact on emotional investment. Users are more likely to form a strong attachment to an app if their interactions with it inspire feelings of worth, comprehension, and gratitude. When customers are satisfied with more than just the services provided by the bank, they grow to love and trust the institution.

Relationship Satisfaction

The level of relationship satisfaction can be used to determine how effectively the mobile channel helps customers maintain a strong relationship with their bank. These features include the ability to receive

timely notifications, tailored financial advice, and personalized offers. The app encourages the formation of meaningful relationships by adapting to the preferences of its users and providing tailored support. Escalation to human agents, virtual assistants, and chatbots is an effective relationship management tool. When customers are assisted and understood at every stage of their financial journey, their loyalty and satisfaction with the bank increase.

Value-for-Money Satisfaction

Value-for-money satisfaction is defined as determining whether the mobile banking service provides benefits that are worthwhile for the customer's time, energy, and money. It includes streamlined operations, reduced transaction fees, as well as exclusive digital discounts and cashback deals. Customers believe that the ideal mobile platform should be simple to use and transparent in its pricing. As long as the perceived value exceeds the perceived effort, mobile channels will continue to be popular among customers. Where there is a lot of competition and many banks provide the same digital services, this level of satisfaction is critical.

Problem-Resolution Satisfaction

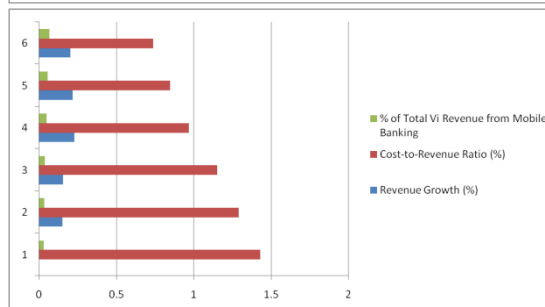
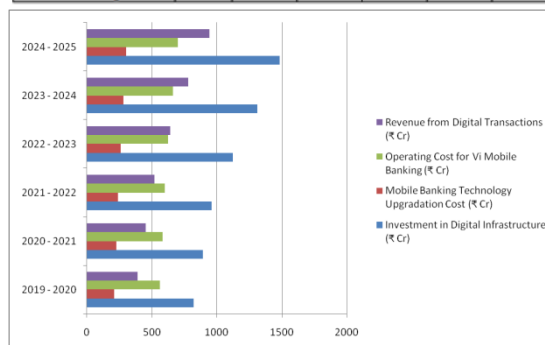
People are happy when problems are fixed fast and easily. Customers may have a negative experience due to technical difficulties such as failed transactions, lengthy update procedures, app crashes, and login problems. The customer will feel valued and cared for if the bank provides prompt, understandable, and sympathetic responses via chat, automated recovery, immediate callbacks, or FAQs. After your customers' concerns have been addressed to their satisfaction, they will have a more

positive impression of your company and more trust in you. When customers are satisfied, they are more likely to stay loyal and have their complaints resolved.

IV. DATA ANALYSIS AND DISCUSSION OF RESULTS

TABLE 1 – MOBILE BANKING OPERATIONS OF VODAFONE IDEA

Indicator	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025
Investment in Digital Infrastructure (₹ Cr)	820	890	960	1120	1310	1480
Mobile Banking Technology Upgradation Cost (₹ Cr)	210	225	240	260	280	300
Operating Cost for Vi Mobile Banking (₹ Cr)	560	580	600	625	660	700
Revenue from Digital Transactions (₹ Cr)	390	450	520	640	780	940
Revenue Growth (%)	—	15.30%	15.60%	23.00%	21.90%	20.50%
Cost-to-Revenue Ratio (%)	143%	129%	115%	97%	85%	74%
Profit/Loss from Digital Banking (₹ Cr)	-170	-130	-80	15	120	240
% of Total Vi Revenue from Mobile Banking	3.20%	3.50%	4.10%	5.20%	6.00%	6.80%



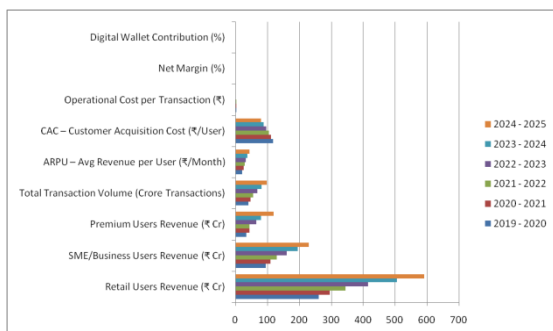
INTERPRETATION:

Vi's digital revenue has increased significantly as a result of its ongoing

investments in digital infrastructure and mobile banking enhancements. So, while revenue has been steadily increasing, the cost-to-revenue ratio has dropped dramatically, from 143% to 74%. The fact that digital banking was profitable in 2022 and 2023 and contributed an increasing percentage of Vi's overall revenue demonstrates that the transition to digital was a success.

TABLE 2 – FINANCIAL PERFORMANCE OF MOBILE BANKING CUSTOMER SEGMENTS

Indicator	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025
Retail Users Revenue (₹ Cr)	260	295	345	415	505	590
SME/Business Users Revenue (₹ Cr)	95	110	130	160	195	230
Premium Users Revenue (₹ Cr)	35	45	45	65	80	120
Total Transaction Volume (Crore Transactions)	41	48	56	69	82	98
ARPU – Avg Revenue per User (₹/Month)	22	26	29	33	38	44
CAC – Customer Acquisition Cost (₹/User)	118	112	105	96	88	80
Operational Cost per Transaction (₹)	3.1	2.9	2.7	2.4	2.2	2
Net Margin (%)	-12%	-8%	-3%	4%	9%	14%
Digital Wallet Contribution (%)	28%	31%	34%	37%	41%	45%



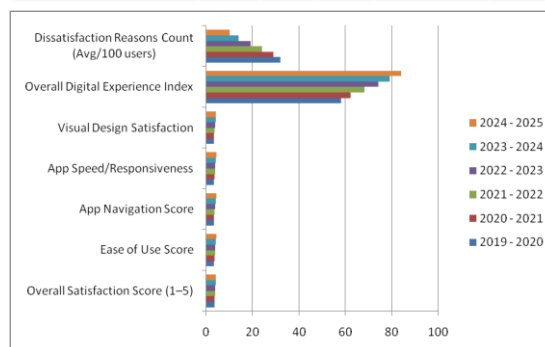
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TABLE 3 CUSTOMER EXPERIENCE & SATISFACTION INDICATORS

Indicator	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025
Overall Satisfaction Score (1-5)	3.45	3.58	3.72	3.89	4.02	4.15
Ease of Use Score	3.4	3.5	3.7	3.9	4.1	4.3
App Navigation Score	3.25	3.4	3.65	3.88	4.05	4.28
App Speed Responsiveness	3.3	3.45	3.7	3.95	4.18	4.35
Visual Design Satisfaction	3.2	3.35	3.55	3.8	4	4.2
Overall Digital Experience Index	58	62	68	74	79	84
Complaint Rate (%)	18%	16%	14%	11%	9%	7%
Dissatisfaction Reasons Count (Avg/100 users)	32	29	24	19	14	10
% Users Giving 5-Star Rating	21%	24%	29%	33%	39%	44%
Net Digital Experience Growth (%)	—	4.80%	8.70%	9.00%	6.80%	6.30%



INTERPRETATION:

Overall satisfaction rose from 3.45 to 4.15, while the Digital Experience Index increased from 58 to 84. The app's positive reviews for speed, ease of use, and navigation help. While the number of complaints fell from 18% to 7%, the number of 5-star user ratings rose by 44% during that period. Both the quality of digital services and the level of happiness experienced by their users have significantly improved.



V. CONCLUSION

Customer satisfaction with mobile banking will only rise if Vodafone Idea can provide a digital experience that is simple to use, secure, and seamless, meeting the changing needs of customers in the telecom-fintech industry. Vodafone Idea's tailored financial services, intuitive interface design, and rapid problem-solving capabilities can help to increase customer engagement and trust while also reducing service friction. Customers will only be satisfied with mobile banking if the bank uses data to make decisions, offers proactive customer service, and is constantly innovating to solve problems and improve services. In the competitive mobile banking industry, these measures will allow Vodafone Idea to expand its online presence while satisfying current customers and attracting new ones.

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