

ARTIFICIAL INTELLIGENCE PERFORMANCE - A CASE STUDY IN INVESTRUST BANK PLC, ZAMBIA

Dr. A. Ananda Kumar

Associate Professor, DMI - St. Eugene University,
Lusaka, Zambia.

E-mail: searchanandu@gmail.com

Dr. M. Prabhu

Assistant Professor, Department of Business Administration,
College of Administration and Economics,

Lebanese French University, Kurdistan Region, Iraq.

E-mail: bordauprabhu@gmail.com

Dr. A. Anbazhagan

Principal cum Professor, Department of Management Studies,
PSV College of Arts and Science, Puducherry, India.

E-mail: searchanbu@gmail.com

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Abstract

The research study deals to obtain the influences of the usage of Artificial Intelligence on Automated Teller Machine (ATM) performance system on satisfaction of customer. The paper carried the growing area of interest to use of Artificial Intelligence of banking. The study is also further offered to make sense of various positive and negative effects towards using of Artificial Intelligence and how it is direct influenced responses by gendered phenomena. It is to elicit the significant constructions of Artificial Intelligence and customer services offered by ATM points to account holders. The researcher understands the effectiveness of Artificial Intelligence services on account holders and the relationships between Artificial Intelligence services and customer satisfaction. The researcher achieved to identified a sample of 160 Artificial Intelligence users purposively selected from 10 branches of Investrust Bank Plc all located in the city of Lusaka. Data was analysed using Microsoft excel. The paper were announces the level of satisfaction by the services offered by the Artificial Intelligence while a significant number of customers called for effective management of ATMs to reduce on the downtime as most machines were temporarily out of order for a prolonged period of time.

Keywords : *Artificial Intelligence, banking, customer, performance, satisfaction.*

Introduction

The paper provides a general overview of the research project. You'll learn about the study's relevance to the research question, the assumptions that underpin the study's goals and methodology as well as how the study fits into a larger picture. Using the ATM as a case study, the researchers looked into how the use of Artificial Intelligence affects gendered phenomena, as well as the various positive and negative aspects of AI use that can be found in ATMs. Due to the importance placed on results, and as a result, the built-in awareness of customer services provided by ATM points to account holders has been enhanced. Artificial Intelligence services have a positive impact on customer satisfaction, according to a study by a researcher in this field. A sample of 160 ATM users from Investrust Bank Plc's 10 branches in the city of Lusaka was used for this purpose.