

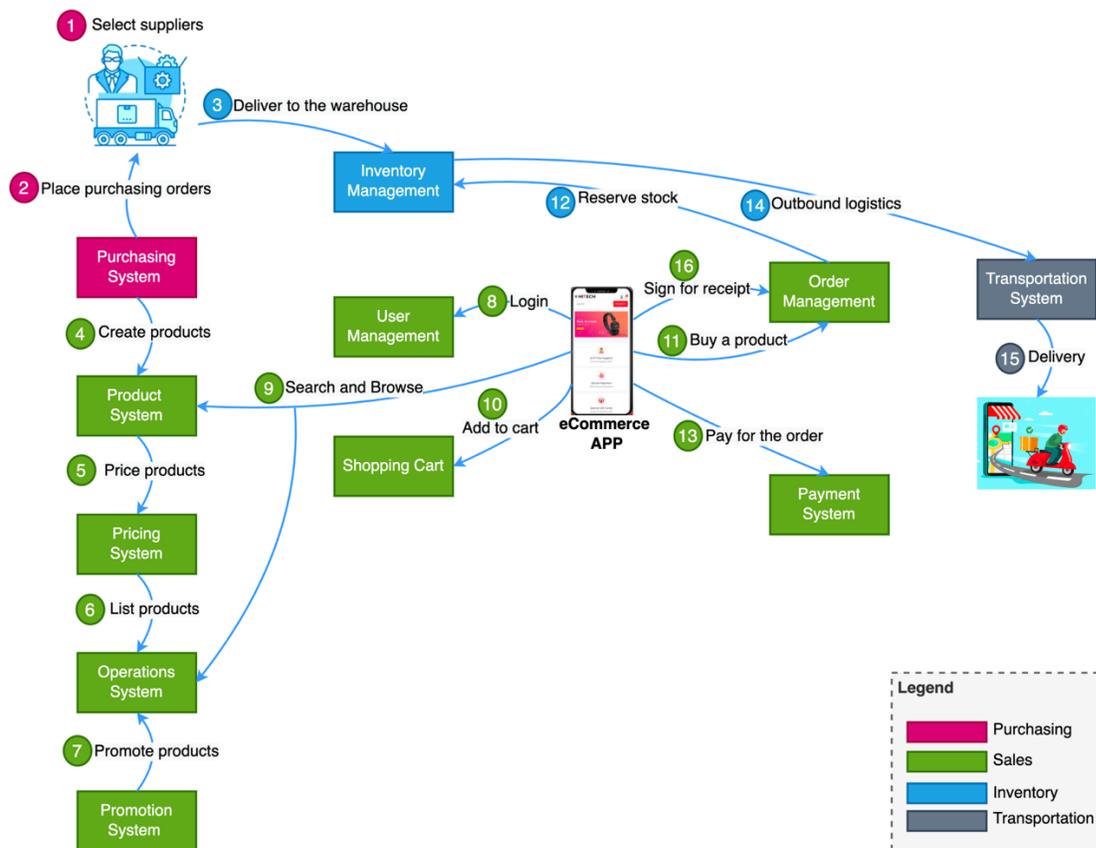


E-Commerce:

E-Commerce refers to the conduct of commercial transactions involving the exchange of goods, services, or information through electronic networks, primarily the Internet, enabling digital interaction between businesses, consumers, and other stakeholders.

E-Commerce Behind the Scenes Workflow

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Key Characteristics:

- Digital transactions
- Global reach
- 24/7 availability

Challenges:

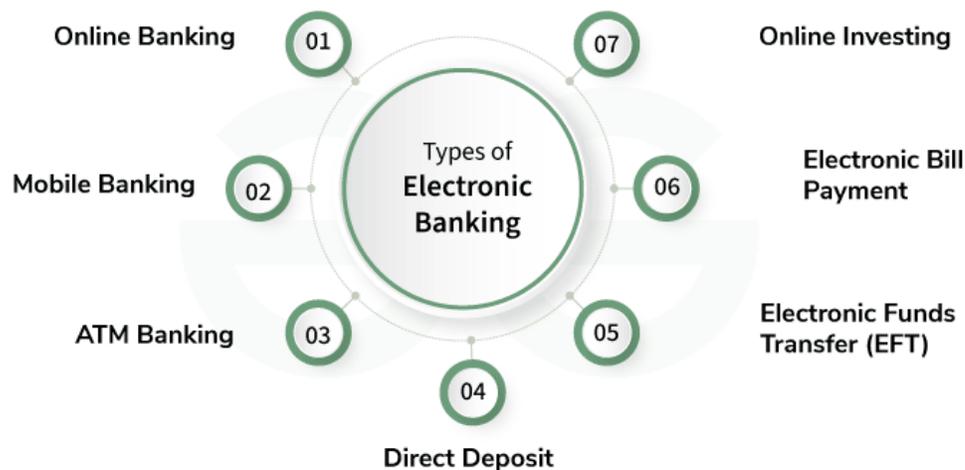
- Information security
- Privacy concerns
- Electronic fraud



- Reduced operational cost
- Fast execution of processes
- Digital trust

Introduction to Electronic Banking Services

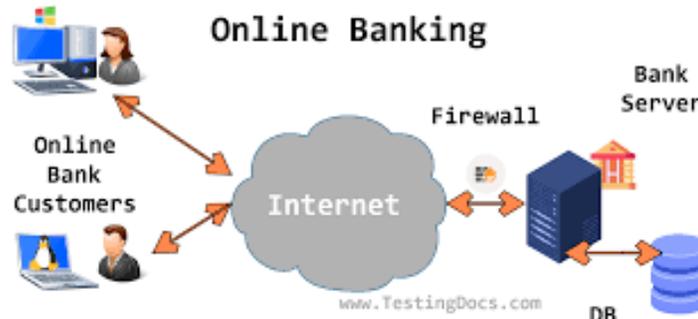
Electronic banking (or e-banking) is the use of electronic platforms to conduct financial transactions without needing to visit a physical bank branch. It is a core part of e-commerce because it provides the payment infrastructure that allows online shopping and business to happen.



1. E-Commerce Concepts: Electronic Banking Services

This topic covers the fundamental services that form the backbone of digital payments.

A. Online Banking (Internet Banking)



♣ What online Banking is?

A service that allows you to manage your bank accounts and perform transactions using the bank's website on your computer or smartphone.

♣ How online Banking works?

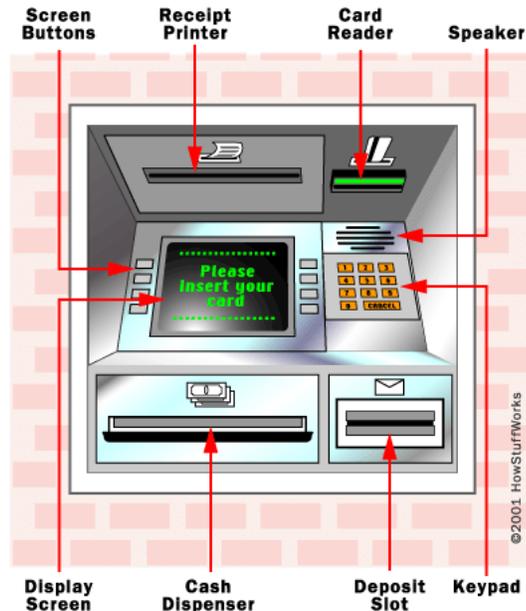
You log in to a secure website or official bank app using a username and password. For example: Sarah logs into her bank's app on her laptop and pays her university tuition fees online instead of going to the bank and standing in a queue.

♣ Key Features of online Banking:

1. View Account Balances: Check your savings and current account balances in real-time.
2. Transfer Money: Send money to other accounts in the same bank or different banks.
3. Pay Bills: Pay for utilities like electricity, water, and internet.
4. Manage Cards: Activate, block, or report a lost debit/credit card.
5. View Statements: Download your monthly account statements.



B. ATM (Automated Teller Machine)



- ♣ **What ATM is?** An electronic machine that acts as a mini-branch, available 24/7. Simple Example: Ahmed needs cash for a book. He goes to an ATM, inserts his card, enters his PIN, and withdraws the money in less than two minutes.
- ♣ **How ATM works?** You use a plastic card (ATM card/debit card) and a secret PIN (Personal Identification Number) to access your account.
- ♣ **Key Features of ATM?**
 1. Withdraw Cash: Get physical cash from your account.
 2. Deposit Cash or Checks: Some ATMs allow you to deposit money or checks directly.
 3. Check Balance: See how much money you have in your account.
 4. Change your PIN: Update your secret code for security.



C. Debit Card Services



♣ What Debit card service is?

A plastic card linked directly to your bank account. It allows you to spend the money you already have. Simple Example: Maria goes to a café and pays for her coffee by tapping her debit card on the payment machine. The cost of the coffee is instantly taken from her bank account.

♣ How Debit card service works?

When you pay with a debit card, the amount is immediately deducted from your account balance.

♣ Where Debit card service is used?

- Point-of-Sale (POS) Terminals: In shops, supermarkets, and restaurants (by swiping, inserting the chip, or tapping for contactless payment).
- Online Payments: To pay for goods and services on e-commerce websites like Amazon.
- ATMs: To withdraw cash, as mentioned above.

2. E-Commerce (Continued): Modern Banking Channels

This topic builds on the previous one, focusing on more accessible and immediate banking methods, especially through mobile phones.



A. Phone Banking

➤ What phone banking is?

A service that lets you perform banking transactions over a phone call.

➤ How phone banking works?

You call a special number provided by your bank. You can speak to a customer service representative or use an Interactive Voice Response (IVR) system by pressing numbers on your keypad. Simple Example: Omar's debit card is missing. He immediately calls his bank's 24/7 phone banking number and follows the automated instructions to block his card, preventing anyone from using it.

➤ Key Features of phone banking:

1. Check account balance.
2. Get a mini-statement of recent transactions.
3. Block a lost card.
4. Request a cheque book.





B. SMS Banking

➤ What SMS banking is?

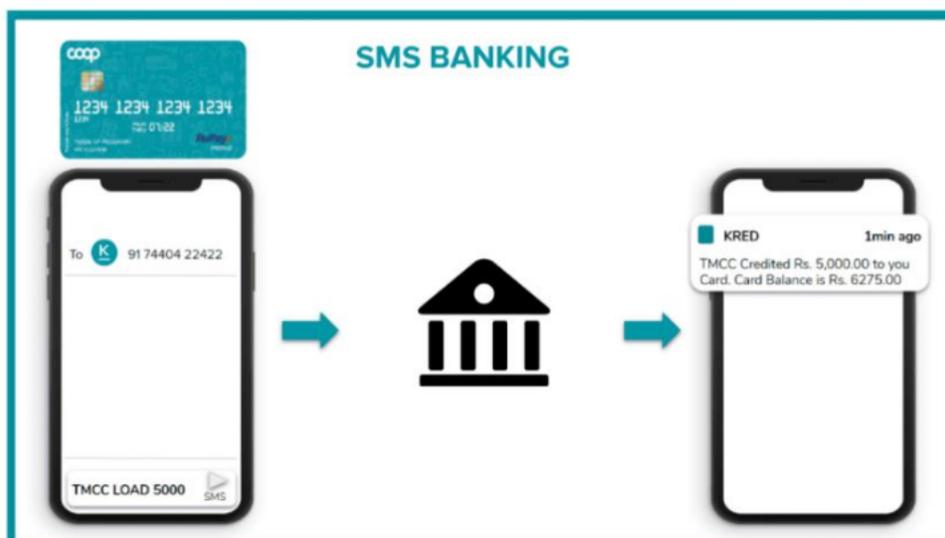
Getting bank account information or alerts via text messages (SMS) on your mobile phone.

➤ How SMS banking works?

The bank automatically sends you updates. You can also send a specific SMS code to a number to request information. Simple Example: Fatima receives an SMS alert every time a transaction is made with her card. This helps her monitor her account for any unauthorized activity.

➤ Key Features:

1. Alerts: Receive instant notifications for transactions (e.g., "Alert: 100 AED spent on your card at Supermarket XYZ").
2. Balance Inquiry: Text "BAL" to a specific number to get your account balance via SMS.
3. Mini-Statement: Request a list of your last few transactions.





C. Electronic Alert

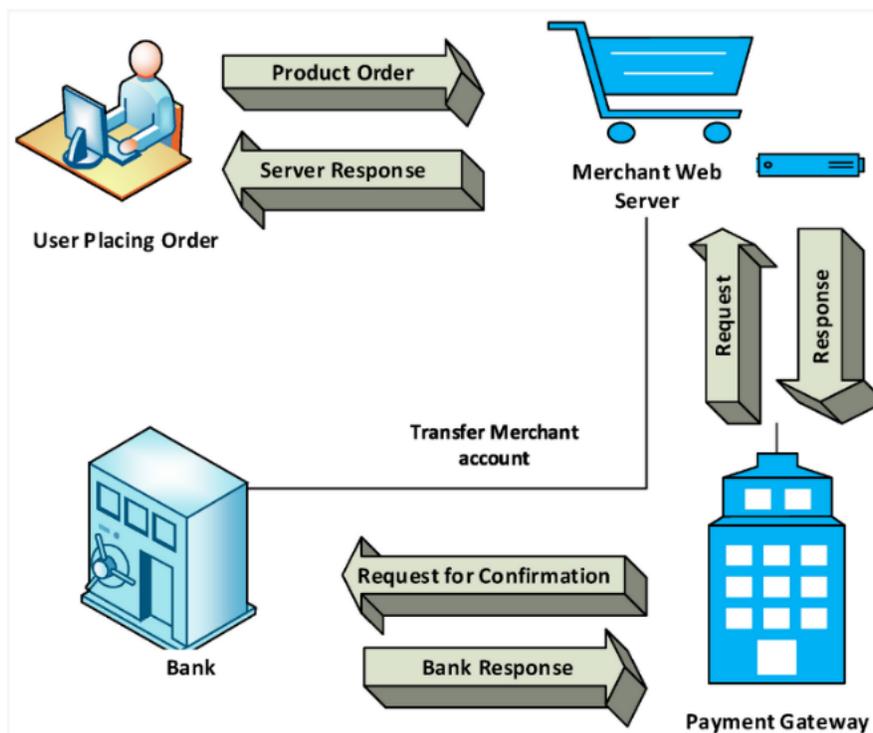
➤ **What electronic alert is?**

A broader term for automatic notifications sent by the bank about your account activity. SMS alerts are one type of electronic alert.

➤ **How electronic alert works:** You can usually choose what kind of alerts you want to receive and how (SMS, Email, or through the banking app). Simple Example: Khalid sets up an electronic alert via email to notify him when his salary is deposited into his account each month.

➤ **Types of electronic Alerts:**

- ✓ Large withdrawal or deposit alerts.
- ✓ Bill payment due date reminders.
- ✓ Low balance warnings.
- ✓ Online login alerts (if someone logs into your account).





D. Mobile Banking

➤ What Mobile banking is?

This is the most comprehensive form of e-banking. It uses a dedicated application (app) on your smartphone to perform almost all banking tasks.

➤ How mobile banking works?

You download your bank's official app, log in, and access a wide range of services. Simple Example: Layla is splitting a restaurant bill with friends. She uses her mobile banking app to instantly transfer her share of the money to her friend's account right at the table.

➤ Key Features (Includes everything from online banking, plus more):

- ✓ Mobile Check Deposit: Take a photo of a check with your phone's camera to deposit it.
- ✓ Fund Transfers: Send money to contacts using just their phone number or email (e.g., Apple Pay, Google Pay, Samsung Pay).
- ✓ QR Code Payments: Scan a code to pay at stores.
- ✓ Cardless Cash Withdrawal: Use the app to get a code that allows you to withdraw cash from an ATM without your physical card.

