

Online Banking Market by Banking Type (Retail Banking, Corporate Banking, and Investment Banking) and Solution Type (Payments, Processing Services, Customer and Channel Management, Risk Management, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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Abstracts

Online banking or internet banking is a service provided by retail bank, virtual bank (neo banks) or credit unions. Online banking provides the customers with a secure website through which they can conduct financial transactions. Recent trends show that, customers are keenly adopting online banking over reaching bank branches for financial transactions. Primary reason for this very shift of customers include 24/7 access to account transaction, quick access, etc. Website Phishing and other hacking issues are certain security challenges negating the positives aspects of online banking market. As these banking accounts are password protected, an access to the customer's password may lead to unauthorized account access.

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