



CONESTOGA BANKING SERVICES



OBJECTIVE

OBJECTIVE

- **Name:** Conestoga Banking Services
- **Domain:** conestogabankingservices.com
- **Audience:** Millennial (People born between 1980-1994) and Generation Z (People born between 1995-2012) are the primary customer base of CBS. But our bank does not have restriction to any age group/generation.

EFFICIENCY

- Achieved by proper functioning.
- Works on borrowing and lending money principle.
- Works on 3-6-3 rule



The net interest rate is difference between the interest given and interest taken by the customers. Now a days banks are making margins over 4% and saving account holders are getting very low interest rates.

Fees need to be paid to bank for various purposes including Late payment fees, ATM charges, penalty fees, check bounce fees, Transaction fees etc. Bank makes a lot of money by collecting revenue from this.

Collects a huge revenue by the card swiping process. Generally, what happens is when a card is swiped the merchant needs to pay taxes to the bank which issues the credit or debit card to the customers. For credit cards the tax is higher as compared to the tax paid for a debit card swipe.

NET INTEREST RATE

FEES

SWIPIING CARD

EFFECTIVENESS

- Electronic Transfer within Canada.
- International Money Transfer.
- Promotions : Free I-pad and 10000 Scene point on opening CBS bank account.
- Partnership with Petro-Canada, save money on your fuel 3¢/litre by using your CBS credit card.

EFFICACY

- Can be obtained by proper implementation of the banking system from initial testing stages to final implementation stages.

Efficacy

Trail Run

Setting up and testing the functionality of the any feature before its actual implementation.

Practice Routines

Setting up the bank procedures according to the time zone of country i.e. opening and closing of banks in US or Canada.

Profit Trend

**Profit can be viewed as the quantity used to measure success of the business.
i.e. Software for sales statistics.**



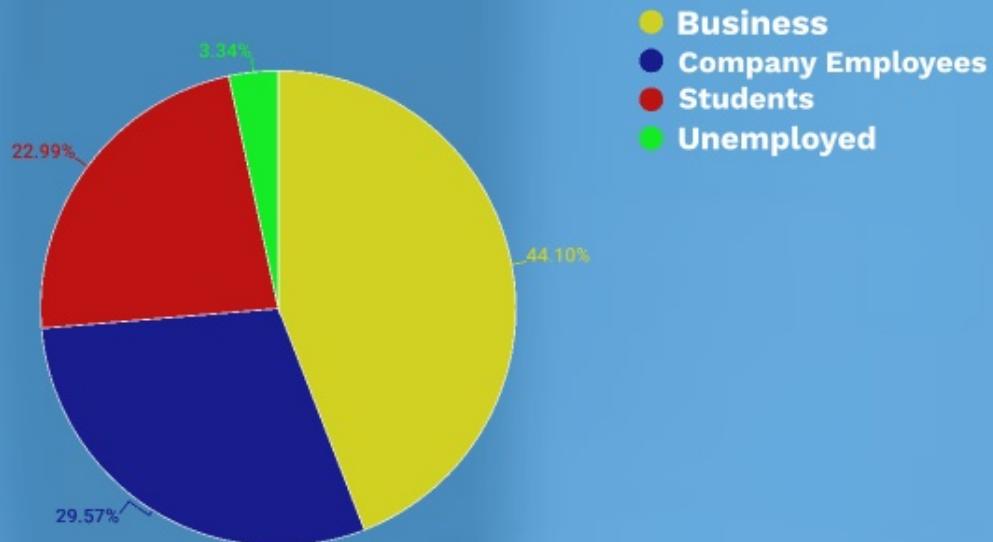
CONESTOGA BANKING SERVICES

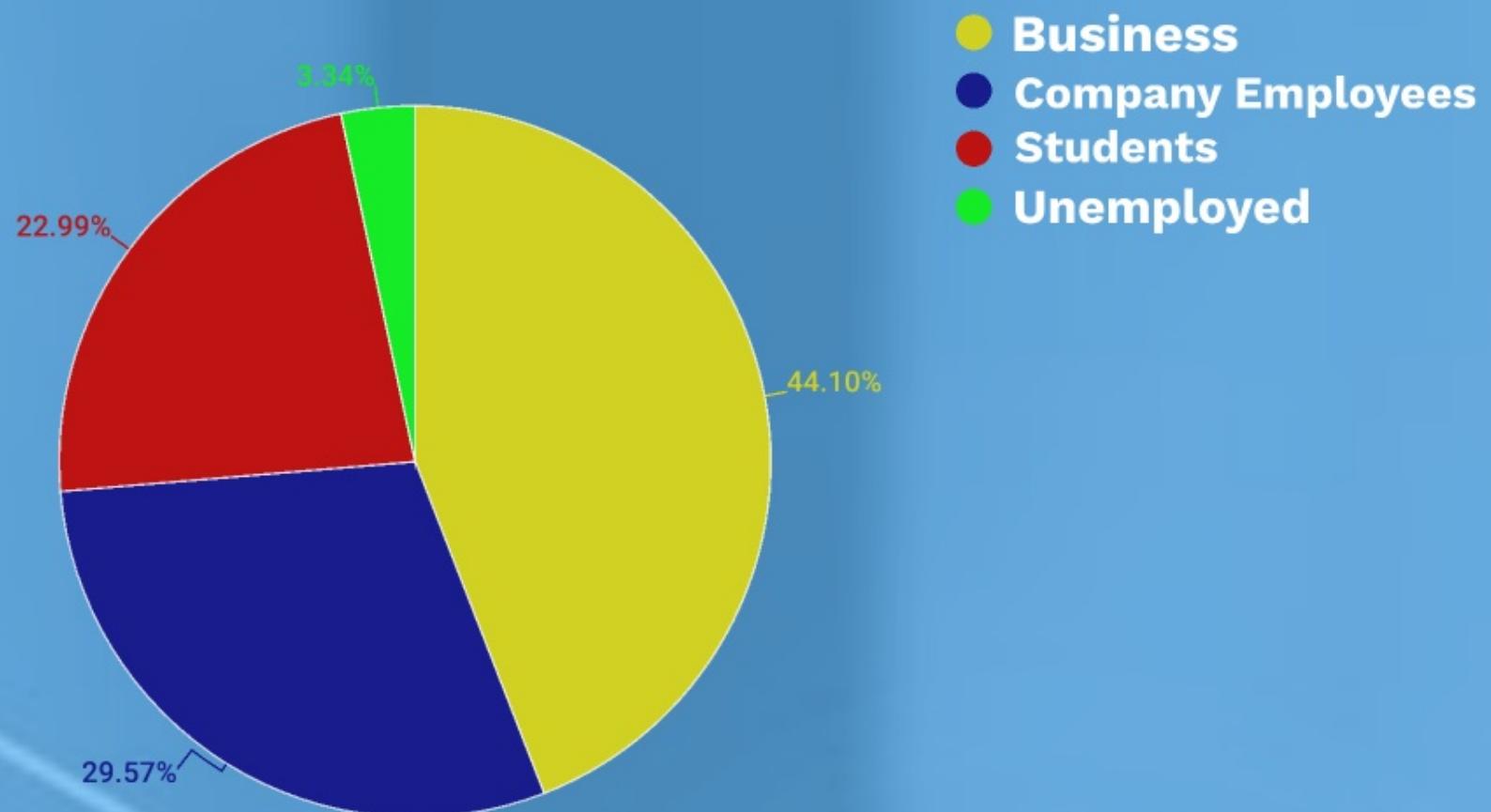


Other Banks providing same services

- There are other banks which are also providing internet and mobile banking to promote the cashless system. Mobile applications are another products which are provided which made accessing and handling the bank accounts without going anywhere.
- Other Banks also provides international money transfer platform.
- Bank which are offering same services in Canada are big fives i.e. CIBC, RBC, TD, Nova Scotia, BMO and there are also small banks which are in competition.

Audience







CONESTOGA BANKING SERVICES



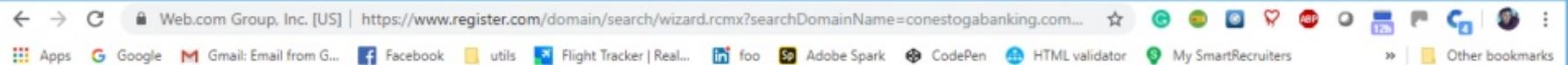
Aparna Tomar(7802150)
Chaitanya Uttarwar(8625296)
Amritpal Singh Kalsi(8630937)

World Map

OUR CBS IS LOCATED IN
US AND CANADA



Domain



All Products > Domains Websites Ecommerce Hosting & SSL Email Online Marketing

Enter your domain name here..

Search Domains

Congratulations, your domain is available!

conestogabankingservices.com.....

Added to Cart

Remove

We recommend you consider:

Add it to today's order

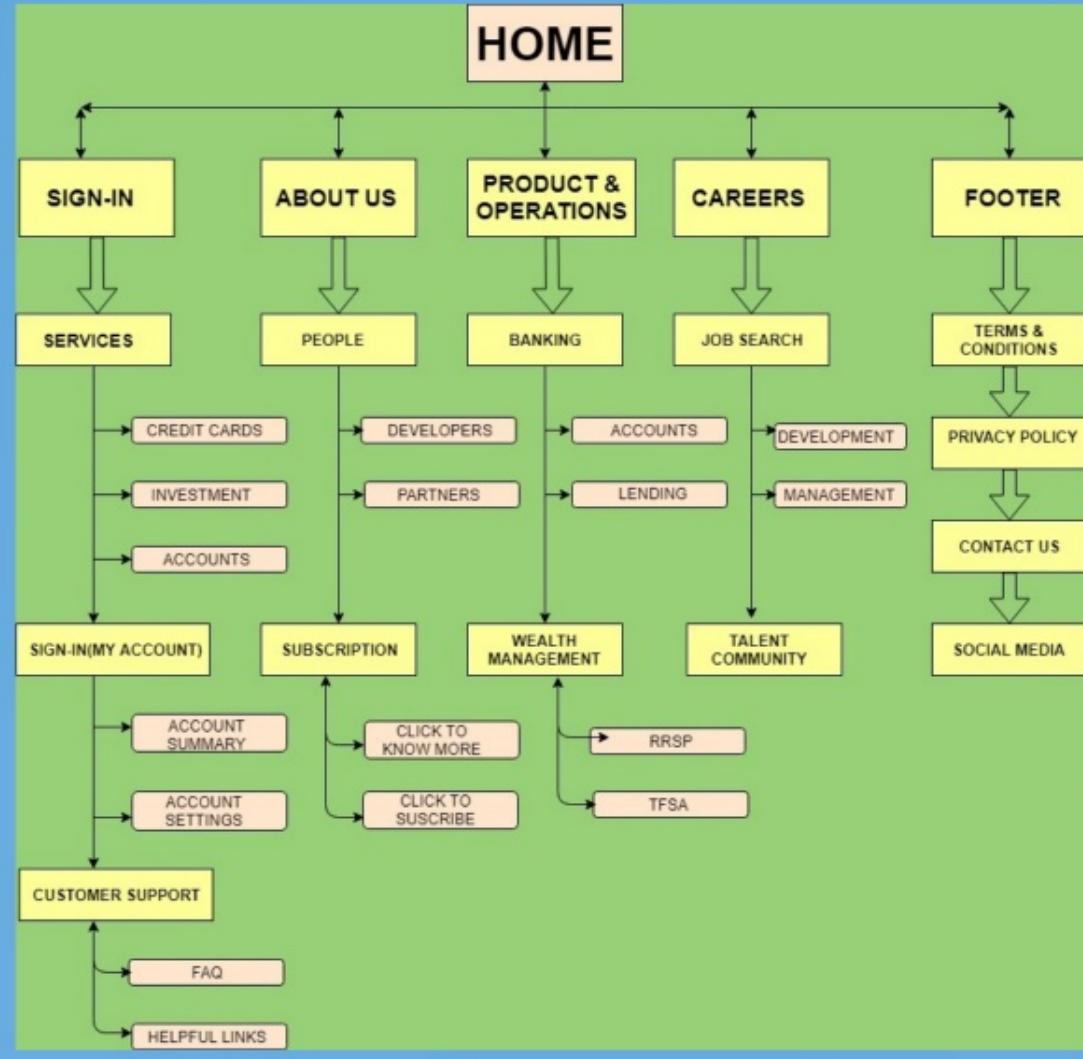
conestogabanking.services.....

Add to Cart

1 Domain in Cart

Continue

Site Map





CONESTOGA BANKING SERVICES



Prototype - Azure



Human-Computer Interaction

Human computer interaction can be described as the way of communication between the user and computer. user can interact with our website as follows

[https://atomar2150.wixsite.com/
conestogabanking](https://atomar2150.wixsite.com/conestogabanking)

Chat Window

This site was designed with the **WiX.com** website builder. Create your website today. [Start Now](#)

Find a Branch or ATM Near You Advisory Specialists Where We Operate

SEARCH BY POSTAL CODE

We provide financial advice and match financial products with customer needs and give professional assistance to all client needs, solve transnational issues of customers.
We maintain comprehensive knowledge of

CBS is quickly expanding its network across Ontario with over 50 branches in Ontario and Quebec. Located in Waterloo, Ontario, CBS offers a wide range of banking services and products. Diversity and inclusiveness are at the core of our values, it's our strength that we bring RBC's purpose to life.

Powered by **Ascend by WiX**

Type your message...



CONESTOGA BANKING SERVICES



Usability Testing

Usability testing is a process in which the evaluation of the product is done by testing the product with real users. In this process users are observed by the researchers to determine whether the product is easy to use or not.

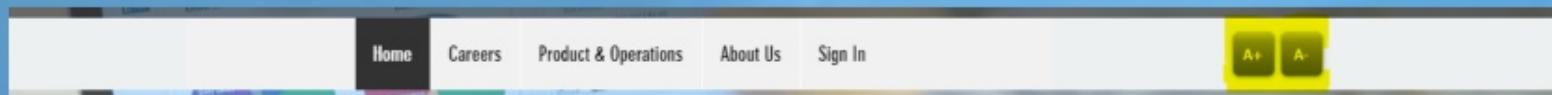
For Example:- CBS is in process of adding a new feature called MyAdvisor in our banking portal. Bank Employees would be scheduled to do training to get familiarity with this feature. Later when MyAdvisor would come in actual implementation, our bank will take a survey and collect the statistic for user experience.

Q: What MyAdvisor actually does???

Accessibility

By using Accessibility feature, people with disabilities can access our website without encountering any problem.

Website Rescaling: By using this accessibility feature of our website users with visual disabilities can access the site with ease.



Drive-Thru ATMs

- Drive thru ATMs are deployed all over the city to cater to customers with disabilities.
- These ATM provides ease of access to people with limited motor functioning.



Google ads

conestoga Banking services

All Images News Maps Videos More Settings Tools

About 351,000 results (0.58 seconds)

Conestoga Banking Services Waterloo, Ontario Banking
Ad https://www.conestogabankingservices.com/Home
Remember, you are making a valuable investment in your future and Student Financial Services can help you by providing you with options to finance your ...

Welcome to Student Financial Services | Conestoga College
https://www.conestogac.on.ca/financial-services/
Remember, you are making a valuable investment in your future and Student Financial Services can help you by providing you with options to finance your ...
Contact Us · OSAP · Awards, Bursaries · Release of OSAP Funding

Contact Us | Conestoga College
https://www.conestogac.on.ca/financial-services/contact
Student Financial Services is located in the Welcome Centre, Doon (Kitchener) Campus. Our office hours are Monday through Friday from 8:30 a.m. to 4:30 p.m.

Service Areas | Conestoga College
https://www.conestogac.on.ca/c4e/service.jsp
Service Areas. BMO Small Business Centre. Bank of Montreal. All Conestoga students, part-time and full-time, can tap into a wealth of experience and expert ...

Conestoga Banking Services
Commercial banking company

CBS

Conestoga Banking Services is a Canadian multinational bank. It is the third largest bank in Canada by deposits and market capitalization. [Wikipedia](#)

Customer service: 1 (800) 472-6842
Credit card support: 1 (800) 387-6466
Stock price: BNS (TSE) \$70.57 -0.03 (-0.04%)
May 27, 4:00 p.m. EDT · Disclaimer
Headquarters: Toronto
Subsidiaries: Tangerine, MORE

Profiles



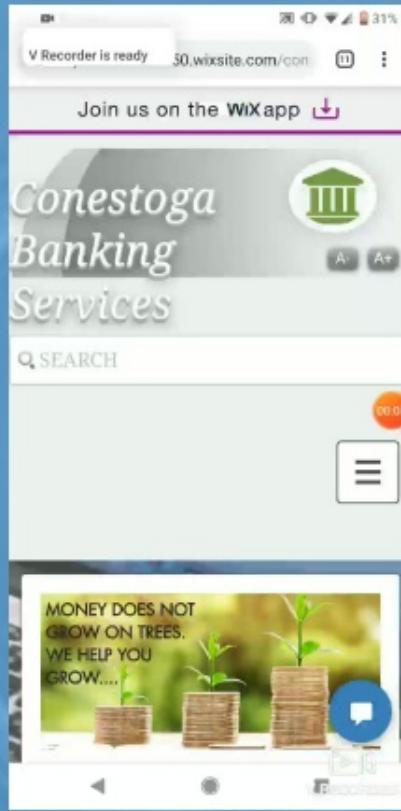
CONESTOGA BANKING SERVICES

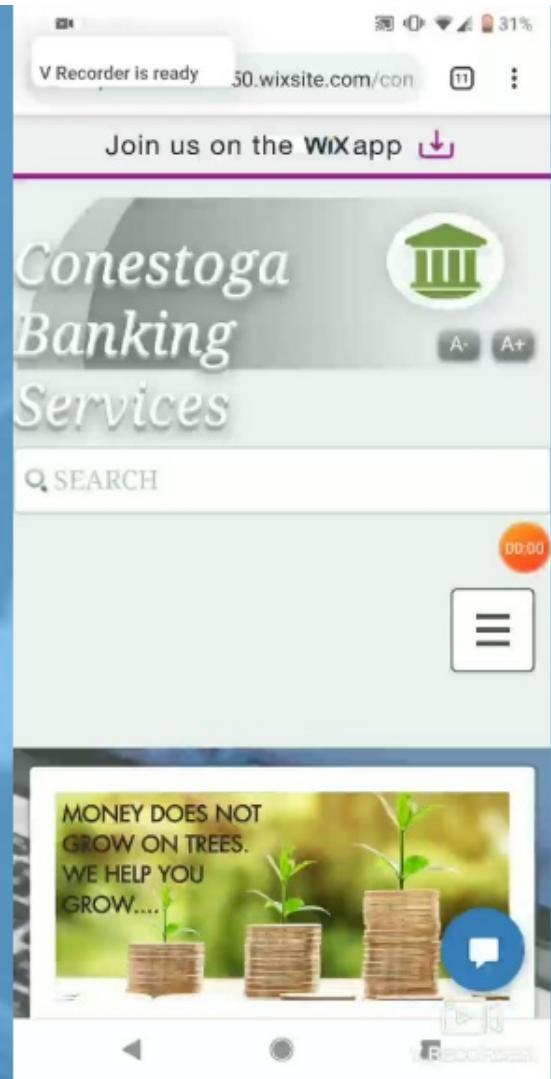


DEVELOPMENT(CORE)

<https://atomar2150.wixsite.com/conestogabanking>

Mobile View

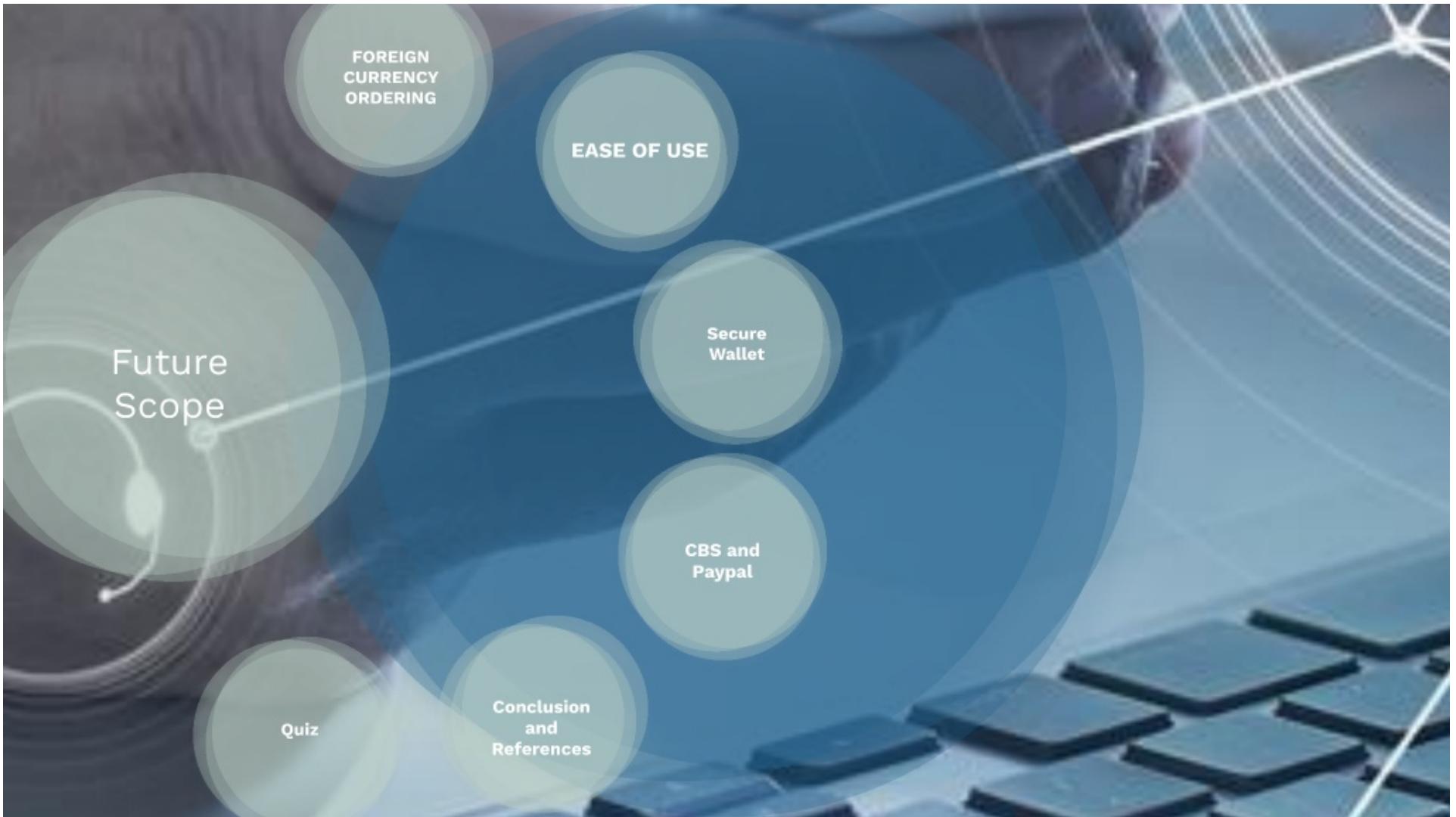






CONESTOGA BANKING SERVICES







There is a wide scope of this product because we all know banking services are essential for the proper handling of investments and deposits. some future scopes are as follows:

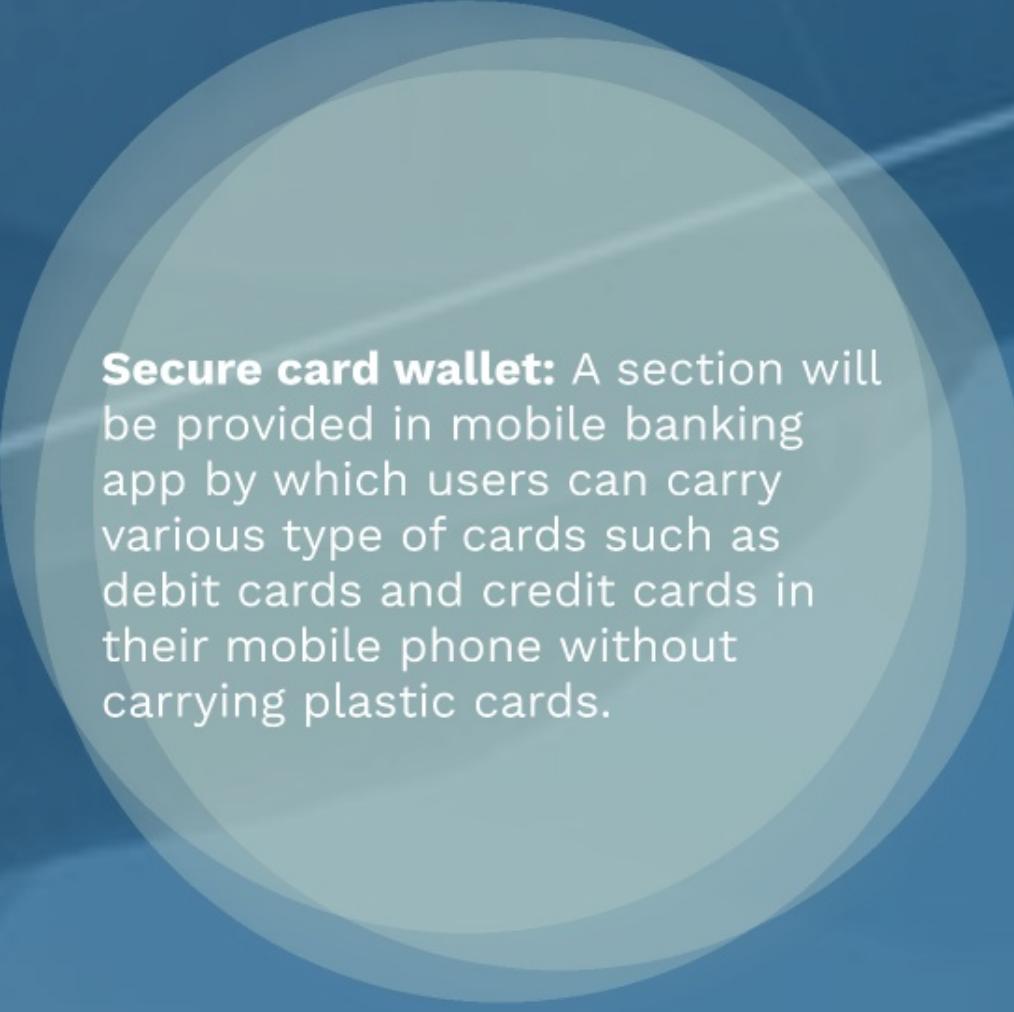


**ORDERING FOREIGN
CURRENCY WHILE
SITTING AT HOME ON
A SINGLE CLICK**

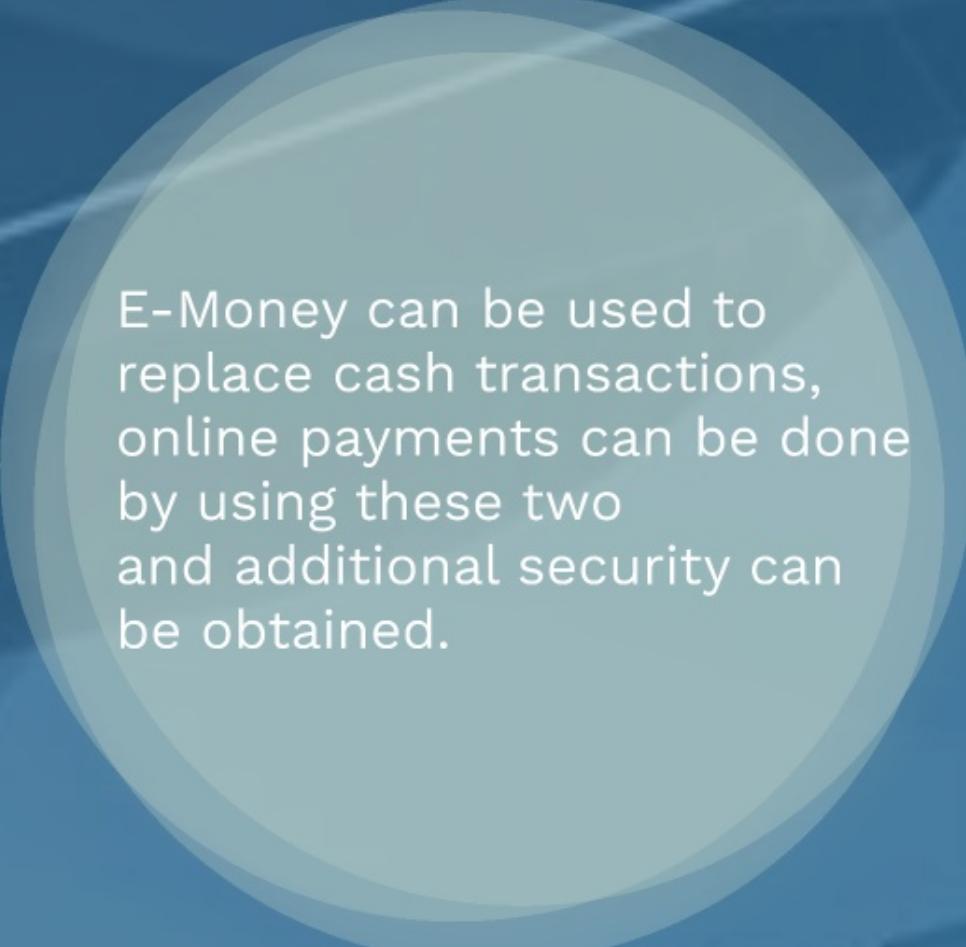


100% CUSTOMER SATISFACTION

By working collaboratively on making our customer satisfy with our product and services, ease of use in digital banking for old customers



Secure card wallet: A section will be provided in mobile banking app by which users can carry various type of cards such as debit cards and credit cards in their mobile phone without carrying plastic cards.



E-Money can be used to replace cash transactions, online payments can be done by using these two and additional security can be obtained.



We have successfully completed and implemented the study of user interface designing and we came to know how it is beneficial for our product as well as our future scope.

References

<https://www.rbc.com/about-rbc.html>

Banking Terms and Phrases, 2019. U.S. Department of Treasury. Retrieved on May 20th, 2019 from:
www.helpwithmybank.gov/dictionary/index-dictionary.html

Register.COM, 2019. Register for Your Domain. Retrieved on May 20th, 2019 from:
www.register.com/

Cocheo, S. The Financial Brand, 2019. Millennials, Gen Z Love Banking Brands. Retrieved on May 20th from:
www.thefinancialbrand.com/76614/millennials-gen-z-credit-report-score



**Time to test
your
knowledge.**

A background image showing a person from the side, wearing a virtual reality headset. The person is looking towards the right. The background is a soft, out-of-focus green.

Head to www.menti.com

<https://www.mentimeter.com/s/cd1a5c3010c6068995bf4db01c5b02f8/0e5a17a7ae89>



CONESTOGA BANKING SERVICES

