

IMPACT OF ROBOTIC PROCESS AUTOMATION (RPA) ON OPERATIONS IN COMMERCIAL BANKS IN MUNICIPAL COUNCIL AREA, ANURADHAPURA

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ABSTRACT

This study aims to explore the extent to which Robotic Process Automation (RPA) has impacted operational workflows in commercial banks by assessing both its advantages and potential challenges. Additionally, this research provides insights into how RPA adoption influences employee roles, customer satisfaction, and overall business performance within banks operating in this specific geographical region. Many bankers are expected to invest in adopting and implementing the RPA. This study aims to understand the impact of RPA on commercial bank operations through the value of such investments. Sri Lanka consists of twenty-three licensed commercial banks and twenty-five licensed specialized banks. This study was limited to commercial banks in the Anuradhapura Municipal Council. Factors such as processing functions, audit and compliance, retail banking, and chatbots were considered under robotic process automation, whereas the operational workflows of selected commercial banks were considered dependent variables in the literature. A total of 103 responses from 21 banks were collected through convenience sampling. The collected data were tested for reliability and analyzed using correlation, regression, and descriptive analyses. The results show the positive effect of robotic process automation on bank operations. With this new technology, banks can improve operational efficiency, maximize employee productivity, and provide better services to customers by properly managing financial services. The results of this study indicate that the use of RPA for operational work is beneficial and has a positive impact on bank operations.

Keywords: Chatbot, operations, robotic process automation