



Attitude of Customer's Towards Services Rendered by State Bank of India and ICICI Bank in Mumbai City (with special reference to Mulund area)

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KEYWORDS :

INTRODUCTION

Customer satisfaction towards the services in banks is a significant concept. The competition among banks makes them to provide best services to the customers. In a competitive environment, it assumes not only greater importance to win the new customers, but to retain the existing customer base also. It is much more profitable and cost effective to retain the customers rather than getting new customers. A successful bank in future will be the one that excel in customer services, provides the customers a range of services and products and does continuous exercise in providing better service.

ICICI Banks and State Bank of India banks cannot exist without customers. The banks exist to serve customers and not vice-versa. A customer looks for certain values like product quality, reliability, superior service, state-of-the-art technology, low-cost, a premium image and the like while purchasing anything. In a service sector like bank, customer service is not only a critical function, but a way of life

STATEMENT OF THE PROBLEM

ICICI banks and SBI banks have universally been emphasizing the need for corrective steps like observance of time discipline in the matter of encashment of cheques, collection of outstation cheques, appraisal of credit proposals such as the endeavors, however, appear to be principally restricted to over-the-counter service and time-denominated activities. Beyond a pale of doubt, these are important and they hit the customers immediately and adversely, if these services are not for their satisfaction.

ICICI Bank's which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' and so on and similar expressions or variations of such expressions may constitute 'forward looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from these suggestions by the forward-looking statements. These risks and uncertainties include, but are not limited to its ability to successfully implement our strategy, future levels of non-performing loans, its growth and expansion in business, the impact of any acquisitions, the adequacy of its allowance for credit losses, technological implementation and changes, the actual growth in demand for banking products and services, investment income, cash flow projections, its exposure to market risks as well as other risks detailed in the reports filed by us with the united states securities and exchange commission. ICICI bank undertakes the obligation to update forward-looking statements to reflect events or circumstances after the data thereof.

As the regime of directed policies for ICICI and SBI banks will come to an end in near future, they have to gear themselves the market fundamentals, be it for fixing interest rates for depositing and lending or for offering various banking and non-banking services for their customers. Perhaps one of the major determinants SBI banks operation will be the quality of services they can provide to its customers. Like other nationalized and private banks, SBI banks have also to take necessary steps to improve the services to the customers. The challenge before the ICICI bank and SBI banks in India is to generate a high degree of customer satisfaction and sustain it. To achieve this success, focus must shift from internal operations and from business

to customer satisfaction and the external environment.

To bring about such transformation a massive effort is called for with this view, it was felt that collection of the views of customers of ICICI bank and SBI banks in Mumbai city would be helpful to indicate the directions towards the ICICI Bank. SBI banks should move in reorienting itself to move with time.

SCOPE OF THE STUDY

The study covers the ICICI bank and State Bank of India in Mumbai city. The customer satisfaction towards the services rendered by the bank is analyzed with reference to the customer services. The study covers the transactions made by customers who are directly related with bank in depositing cash, en-cashing a cheque and receiving loans.

METHODOLOGY

The study is based on the data collected through personal contacts and discussions with customers in the Mumbai city ICICI bank and State Bank of India. The study also includes information collected through an interview schedule, personally collected by the researcher from the customers of the Mumbai city ICICI bank and State Bank of India in Mulund Area.

SAMPLING DESIGN

Since the study aims to examine customer's satisfaction towards the services and facilities provided by the Mumbai city ICICI bank and State Bank of India, the customers were selected purposively by the researcher for administering interview schedule. A sample of 60 customers of ICICI bank and 60 customers of State Bank of India were selected by the simple random sampling method.

TOOLS FOR ANALYSES

All the variables were interpreted with the help of mean and standard deviations and framed hypothesis were tested with the help of Chi-square test.

TABLE 1
Opinion on Customers Satisfaction with ICICI Bank

Sl.No.	Statement	H.S.	S.	N.O.	D.S.	H.D.S.
1.	The Bank provides services needed by the customers	39	19	2	--	--
2.	In the case of urgency personal cheque is encashed even after business hours	19	20	18	3	--
3.	Charges levied for bank services are high	11	18	29	1	1
4.	In sanctioning loan, bank follows the policy of "First Come First Served"	26	13	18	3	--
5.	I have no chance to complain about the poor services of the Bank	14	22	18	3	3
6.	There is personal involvement of employees whenever approached by customers for help	17	15	22	6	--
7.	Rate of Interest on loan is reasonable	21	17	19	2	1

8.	The administration of this bank is effective	22	20	16	2	--
9.	Working hours is convenient to the customers	14	25	15	5	1
10.	The Bank services are upto the satisfaction of the customers	23	20	14	3	--
11.	Problem of the customers are quickly solved	21	23	12	4	--
12.	Suggestion of the customer about the services given to its customer	16	18	20	3	3
13.	Adequate safety and security services given to its customer	13	24	19	3	1
14.	New services offered by the bank to its customers	23	18	18	--	1
15.	The customers satisfaction in it entries made by it in the pass book	20	23	17	--	--

Source: Primary Data

TABLE 2
Opinion of Customers on Satisfaction with State Bank of India

Sl.No.	Statement	H.S.	S.	N.O.	D.S.	H.D.S.
1.	The bank provides services needed by the customers	37	16	7	--	--
2.	In the case of urgency personal cheque is en cashed even after business hours	19	33	8	-	--
3.	Charges levied for bank services are high	14	18	27	--	1
4.	In sanctioning loan, bank follows the policy of "First Come First Serviced"	26	17	11	6	--
5.	I have no chance to complaint about the poor services of the bank	24	20	12	2	2
6.	There is personal involvement of employees whenever approached by customers for help	19	20	14	7	--
7.	Rate of Interest on loan is reasonable	22	26	11	1	--
8.	The administration of this bank is effective	21	22	12	5	--
9.	Working hours is convenient to the customers	18	22	13	5	2
10.	The bank services are up to the satisfaction of the customers	16	27	14	2	1
11.	Problem of the customers are quickly solved	19	15	19	7	--
12.	Suggestion of the customer about the services given to its customer	18	13	19	7	--
13.	Adequate safety and security services given to its customer	15	24	13	7	1
14.	New services offered by the bank to its customers	20	18	15	4	3
15.	The customers satisfaction in it entries made by it in the pass book	20	19	15	2	4

Source: Primary Data

Findings:

The following are the major findings of the study.

It is found that majority of the customers are satisfied with services provided by Bankers.

It is analysed that Loan sanctioning methods are properly followed by Bankers by scoring 26 points.

It is inferred that majority of the customers are satisfied with methods of solving customer grievances.

It is noted that many of the customers are of opinion that working hours are convenient.

It is opined by the customers that many of Novel schemes are to be

introduced by the Bankers.

Suggestions:

The following suggestions are offered based on the findings of the study:

Time taken should be minimized in handling transactions regarding depositing cash and withdrawal of cash.

The bank should take steps to make the customers to easily understand banking transactions and have adequate banking knowledge.

A system of reward should be introduced in order to motivate the employees of the bank.

Conclusion:

The present Banking Scenario to be extended to all areas ir-respective of Rural or Urban areas. There is a need adopt specific marketing strategies to compete with global standard.

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