

Periodic Research

An Analyzing the Problems Faced by Fresh Acquisitions of the ICICI Bank, HDFC Bank PNB Bank and SBI Bank

Abstract

The Indian banking can be broadly categorized into nationalized (Government owned), private banks and specialized banking institutions. The Reserve Bank of India acts a centralized body monitoring any discrepancy and shortcomings in the system. Since the nationalization of banks 1969, the public sector banks or the nationalized banks have acquired a place of prominence and has since then seen tremendous progress. The need to become highly customers focused has forced the slow-moving public sector banks to adopt a fast track approach. The Indian banking has come along from a long way from being a sleepy business institution to a highly proactive and dynamic entity. This transformational has been largely brought about by the large dose of liberalization and economic reforms that allowed banks to explore new business opportunities rather than gathering revenues from conventional streams (i.e. borrowing and lending). This research helps in fulfilling the grievances of the customer the banks who have made their new relationship with banks and also try to find out customer perception towards Government and Private Banks.



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Introduction

The Indian banking can be broadly categorized into nationalized (Government owned), private banks and specialized banking institutions. The Reserve Bank of India acts a centralized body monitoring any discrepancy and shortcomings in the system. Since the nationalization of banks 1969, the public sector banks or the nationalized banks have acquired a place of prominence and has since then seen tremendous progress. The need to become highly customers focused has forced the slow-moving public sector banks to adopt a fast track approach. The unleashing of products and services through the net has galvanized players at the level of the banking and financial institutions market grid to look a new at their existing portfolio offering. Conservative banking practices allowed Indian banks to be insulated partially from the Asian currency crises. Indian banks are now quoting all higher valuation when compared to banks in other Asian countries (viz. Hong Cong, Singapore, Philippines etc) that have major problems linked to huge non performing assets and payment defaults. Co-operative banks are nimble footed in approach and armed with efficient branch networks focus primarily on the 'high revenue' niche retail segment.

The Indian banking has finally worked up to the competitive dynamics of the 'new' Indian market and is addressing the relevant issues to take on the multifarious challenges of globalization. Bank that employ IT solutions are perceived to be 'futuristic' and proactive players capable of meeting the multifarious requirements of the large customer base. Private banks have been fast on the uptake and are reorienting their strategies using the Internet as a medium. The Internet has emerged new ideas and challenging frontier of marketing with the conventional physical world tenets being just as applicable like in any order marketing medium.

The "Banking Industry's" marketing environment faced a resurgent Govt. policy and geared up for a huge overhaul involving up-gradation (improved equipment/facilities, structure) and modernization of its branches. The last year being the decade-end after dismantling of nationalization and deregulation of the sector, has been a year of consolidation for the bank.

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The bank developed its own marketing strategy and went for a massive expansion exercise.

The Indian banking has come along from a long way from being a sleepy business institution to a highly proactive and dynamic entity. This transformational has been largely brought about by the large dose of liberalization and economic reforms that allowed banks to explore new business opportunities rather than gathering revenues from conventional streams (i.e. borrowing and lending). The banking in India is highly fragmented with 30 banking units contributing to almost 50% of deposits and 60% of advances. Indian nationalized banks (banks owned by the government) continue to be the major lenders in the economy due to their sheer size and penetrative networks which assures them high deposit mobilization. The Indian banking can be broadly categorized into nationalized, private banks and specialized banking institutions

Pillars of Bank

It is the aim of every Businessman to look at business from stakeholders' perspective and to find areas where their agendas overlap. This means listening to and working with stakeholders across the globe and being very clear about stakeholders' intentions and priorities.

Below describe are some specific groups with whom every bank are seeking to broaden relationships and dialogue.

Socially Responsible Investment Analyst ,Professional Bodies ,**Bank employees** , Existing and Potential Shareholders ,Customers ,Business partners and suppliers , Government

Non-government organizations (NGO).

About ICICI BANK

ICICI Bank is India's second-largest bank with total assets of about Rs. 2,513.89 bn (US\$ 56.3 bn) at March 31, 2006 and profit after tax of Rs. 25.40 bn (US\$ 569 mn) for the year ended March 31, 2006 (Rs. 20.05 bn (US\$ 449 mn) for the year ended March 31, 2005). ICICI Bank has a network of about 614 branches and extension counters and over 2,200 ATMs. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management. ICICI Bank set up its international banking group in fiscal 2002 to cater to the cross border needs of clients and leverage on its domestic banking strengths to offer products internationally. ICICI Bank currently has subsidiaries in the United Kingdom, Russia and Canada, branches in Singapore, Bahrain, Hong Kong, Sri Lanka and Dubai International Finance Center and representative offices in the United States, United Arab Emirates, China, South Africa and Bangladesh. Our UK subsidiary has established a branch in Belgium. ICICI Bank is the most valuable bank in India in terms of market capitalization.

ICICI Bank's equity shares are listed in India on the Bombay Stock Exchange and the National Stock Exchange of India Limited and its American

Depository Receipts (ADRs) are listed on the New York Stock Exchange (NYSE).

After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for the ICICI group's universal banking strategy. The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market share in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries. In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly owned retail finance subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI and ICICI Bank in January 2002, by the High Court of Gujarat at Ahmedabad in March 2002, and by the High Court of Judicature at Mumbai and the Reserve Bank of India in April 2002. Consequent to the merger, the ICICI group's financing and banking operations, both wholesale and retail, have been integrated in a single entity.

Product Portfolio

Saving Account

Savings Account holders on maintenance of a quarterly average balance of more than Rs.10, 000 in the savings account in a quarter. The interest rate in saving account is 3.50%

Fixed Deposit

Fixed Deposit allows you just that - deposits can be opened for periods ranging from 15 days to 10 years. This facility entitles the account holder to withdraw or deposit cash upto a limit of Rs.50, 000 across.

Features

Easy Deposit

The depositors shall be provided with a Debit Card for transacting in fixed deposit. Transactions that are allowed are

- Part withdrawal of fixed deposit
- Full withdrawal of fixed deposit
- Generation of mini statement

Easy Withdrawal:

- Under this option fixed deposit shall be linked to the debit card directly
- The debit card can be used to withdraw money from the ATM, by breaking the FD, as and when required or depositor can use the debit card to shop.

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- If the deposits are prematurely withdrawn, the interest rate for the period for which deposit was with the **ICICI Bank** prevailing on date of deposit made, shall be payable

Insurance Plan

A unique, single premium market-linked investment-cum-insurance solution that enables you to extract the maximum from your investment. It provides total security to your family, at a very affordable cost.

About HDFC BANK

Profile

Incorporated in August 1994 as HDFC Bank Limited, as of December 31, 2006, the bank had an India network of 583 branches in 263 cities in India and over 1471 ATM's.

Awards

Our single-minded focus on product quality and service excellence has helped us garner the appreciation of both national and international organizations.

Financial Information

All the facts and figures highlighting the rapid growth of HDFC Bank over the last nine years.

Careers

Join the workforce of India's leading private sector bank that has won accolades from top national and international magazines, and explore a world of opportunities.

Corporate Governance

HDFC Bank's Corporate Governance Policy has been adopted keeping in mind the importance of attaining fairness for all stakeholders, as well as achieving organizational efficiency.

Product Portfolio

Saving Account

This Account is primarily meant to inculcate a sense of saving for the future, accumulating funds over a period of time. Open an account in your name or register for one jointly with a family member today.

Current Account

In today's fast-paced world, your business regularly requires you to receive and send funds to various cities in the country. HDFC Bank Plus Current Account gives you the power of inter-city banking with a single account and access to more than 220 cities.

Fixed Deposit

Get upto 8.50% on HDFC Bank Fixed Deposit with an additional 0.25% for Senior Citizens. Flexibility, Security and High Returns all bundled into one offering.

About PNB

Punjab National Bank has its Corporate Office at New Delhi and 26 Zonal Offices which in turn supervise 45 Regional Offices under which the branches function. The delegation of powers is decentralized up to the branch level to facilitate quick decision-making.

A subsidiary of Punjab National Bank that was amongst the first ones to get the licence for undertaking activities in the Government Security market, as a primary dealer in 1996. The company received ISO 9002 certification from British Standard

Institution, making it as the first primary dealer in India to achieve this certification for its quality systems and procedures. This certificate has been granted to the company as a whole including its corporate and branch offices.

This is a wholly owned subsidiary of Punjab National Bank, is engaged in providing housing loans for purchase, construction and up gradation of a dwelling unit. The company offers Loans for construction or for purchase of house/flat from development authorities and also from private builders/ group housing societies as well as for renovation/ repairs. Companies also provide finance for construction of residential projects. Loans to NRIs are also provided for purchase/ construction of house/ flat along with a resident/ non-resident co-borrower.

Product Profile

Saving Account

These accounts are designed to help the individuals (personal customers) to inculcate the habit of saving money and to meet their future requirement of money. The amounts can be deposited/withdrawn from these accounts by way of cheques/withdrawal slips. It helps the customers to keep minimum cash at home besides earning interests. Savings Bank accounts are very popular. These accounts can be opened by eligible person/s and certain organization/agencies (as approved by the Reserve Bank of India (RBI)).

Current Account

Current Accounts can be opened by individuals, partnership firms, private and public limited companies, HUFs/specified associates, societies, trusts, etc. As required by law, while opening this account, we will satisfy ourselves about the identity, including verification of address, of a person/s seeking to open an account, to assist in protecting the prospective customer/s, members of the public and ourselves against fraud and other misuses of the banking system.

Fixed Deposit

Features

- ❖ Depending upon your choice, the scheme offers regular income to you by the way of payment of interest on monthly or quarterly basis.
- ❖ Interest is credited regularly. However, the original amount of fixed deposit remains intact and paid at the time of maturity.
- ❖ Minimum deposit of Rs.1000/- or any higher amount is accepted under the Scheme for any period from 12 months to 120 months.
- ❖ Facility of automatic renewal of deposit on maturity is available.

About Sbi Bank

The Bank is actively involved since 1973 in non-profit activity called Community Services Banking. All our branches and administrative offices throughout the country sponsor and participate in large number of welfare activities and social causes. Our business is more than banking because we touch the lives of people anywhere in many ways.

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Evolution

The origin of the State Bank of India goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. Three years later the bank received its charter and was re-designed as the Bank of Bengal (2 January 1809). A unique institution, it was the first joint-stock bank of British India sponsored by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras (1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the Imperial Bank of India on 27 January 1921.

Primarily Anglo-Indian creations, the three presidency banks came into existence either as a result of the compulsions of imperial finance or by the felt needs of local European commerce and were not imposed from outside in an arbitrary manner to modernize India's economy. Their evolution was, however, shaped by ideas culled from similar developments in Europe and England, and was influenced by changes occurring in the structure of both the local trading environment and those in the relations of the Indian economy to the economy of Europe and the global economic framework.

Establishment

The establishment of the Bank of Bengal marked the advent of limited liability, joint stock banking in India. So was the associated innovation in banking, viz. the decision to allow the Bank of Bengal to issue notes, which would be accepted for payment of public revenues within a restricted geographical area. This right of note issue was very valuable not only for the Bank of Bengal but also its two siblings, the Banks of Bombay and Madras. It meant an accretion to the capital of the banks, a capital on which the proprietors did not have to pay any interest. The concept of deposit banking was also an innovation because the practice of accepting money for safekeeping (and in some cases, even investment on behalf of the clients) by the indigenous bankers had not spread as a general habit in most parts of India. But, for a long time, and especially upto the time that the three presidency banks had a right of note issue, bank notes and government balances made up the bulk of the investible resources of the banks.

The three banks were governed by royal charters, which were revised from time to time. Each charter provided for a share capital, four-fifth of which were privately subscribed and the rest owned by the provincial government. The members of the board of directors, which managed the affairs of each bank, were mostly proprietary directors representing the large European managing agency houses in India. The rest were government nominees, invariably civil servants, one of whom was elected as the president of the board.

Product Portfolio

Saving Account

SBI Savings Bank Account helps you to plan and save for your future financial requirements. Your

savings remain liquid, safe and earn moderate interest.

Benefits

• Card Convenience

Get your Free ATM cum Debit Card and have access to the widest network of over 5500 ATMs across the country to withdraw cash, enquire about your balance, etc. Moreover, your card enables you to shop at more than 23,000 Merchant Establishments in India. You can also avail yourself of our International ATM-cum-Debit Card, which can be used within as well as outside India, at a nominal fee.

• Easy And Wide Accessibility

You can also withdraw cash from Maestro endorsed ATMs and from ATMs of HDFC Bank, UTI Bank, Andhra Bank, Punjab National Bank, Corporation Bank, etc., at a nominal fee.

• Monitoring Your Account

➤ Monitor and control your funds through SBI Internet Banking or/ and through Passbook/ statement of account facility.

➤ Alternatively, access your account by downloading Instant SBI on your computer

• Moderate Earning

SBI Savings Bank Account earns you an interest at the rate of 3.5% p.a., compounded half yearly.

Current Account

Benefits

Card Convenience:

Get your Free ATM cum Debit Card and have access to the widest network of over 5400 ATMs across the country to withdraw cash, enquire about your balance, etc. Moreover, your card enables you to shop at more than 23,000 Merchant Establishments in India. You can also avail yourself of our International ATM-cum-Debit Card that can be used within as well as outside India, at a nominal fee.

Easy And Wide Accessibility:

Transact at your convenience, saving time and cost through SBI Internet Banking. You can also withdraw cash from Maestro endorsed ATMs and from ATMs of HDFC Bank, UTI Bank, Andhra Bank, Punjab National Bank, Corporation Bank, etc., at a nominal fee.

Easy Transaction:

- Unlimited number of payments
- Make payments by giving us standing instructions
- Remit funds from any part of the country to your account.
- Upcountry Cheque Collection facility.

Other Benefits

- Overdraft facility.
- Transfer of accounts between our wide network of branches without any charge.
- Nomination Facility - Available.
- Low minimum balance requirements

Term Deposit

- Flexibility in period of term deposit from 7 days to 10 years.
- Affordable Low Minimum Deposit Amount: You can open a term deposit with SBI for a nominal amount of Rs.1000/- only.

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- Flexibility in choosing the amount you wish to invest and the maturity period.
- Interest to be charged on premature withdrawal of term deposits at 0.5% below the rate applicable for the period deposit has remained with the Bank.
- Transfer of Term Deposits between our wide networks of branches without any charge.
- Interest accrues in account and gets compounded quarterly.
- Tax Deductible at Source, if the interest paid/payable on deposit exceeds Rs.5000/- per customer, per year, per branch.

Automatic Renewal

There is no need for you to keep track of the maturity of your deposits. Your deposits with us will be renewed automatically, post maturity and you continue to earn interest for same period as that of your matured deposit, at the interest rate prevailing at the time of maturity. Automatic renewals take place where there are no standing instructions for renewal

Objective of the Study

- ❖ To find out the customer preferences towards service provide by banks.
- ❖ To find out the reason of choosing particular Bank.
- ❖ To find out the problem faced by customer while making relationship with bank.
- ❖ To find out the problem faced by customers with respect to the services provided by banks.
- ❖ To find out the satisfaction level of the customers regarding the attitude/behavior/skills of the staff of different banks.
- ❖ To find out the reason why customers move towards private banks.
- ❖ To evaluate the reason of declining customer satisfaction levels.

Scope of the Study

To suggest marketing schemes to upgrade services and delivery process of the different govt. and private banks and also to recommend suitable schemes to increase customer's satisfaction level.

It is known fact that an industry makes most of money not by selling products but by servicing them and it is very essential to have an excellent servicing facility with good infrastructure to attract as many customers as possible

This project helps in fulfilling the grievances of the customer the banks who have made their new relationship with banks and also try to find out customer perception towards Government and Private Banks.

The scope of the study was limited to the customers of govt and private banks of Panchkula , Mohali , And Chandigarh (India) . In view of the above policy statement, this project assumes importance and involves a real life experience in case tackling and the most burning issues of the banks presently. It involves a good mix of theory and ground realities. This field-oriented project would provide a rich learning experience and an opportunity of implementation.

Research Design

Data Collection

Primary Data

The instrument used to collect information

- Questionnaire
- Observations

Secondary Data

The Universe

In accordance with the research objective, the population to be interviewed/observed was the customers of different banks who have made relationship with bank.

The Sample

The questionnaire was administered personally to 120 customers of ICICI Bank, HDFC Bank, PNB bank, SBI Bank.

Sample size : 120
City : Panchkula, Mohali, and Chandigarh (india).

Special attention was given to note down their responses and adequate time was spent with each customer to extract genuine, unbiased responses. The diversity of this sample helped to make the survey analysis as accurate as possible.

The Response Rate

The entire respondent sincerely answered to the question. To facilitate better survey on an average 45 minutes to an hour was spent on every counted heads; every aspect of services provided by banks was more or less discussed during the survey.

Limitations

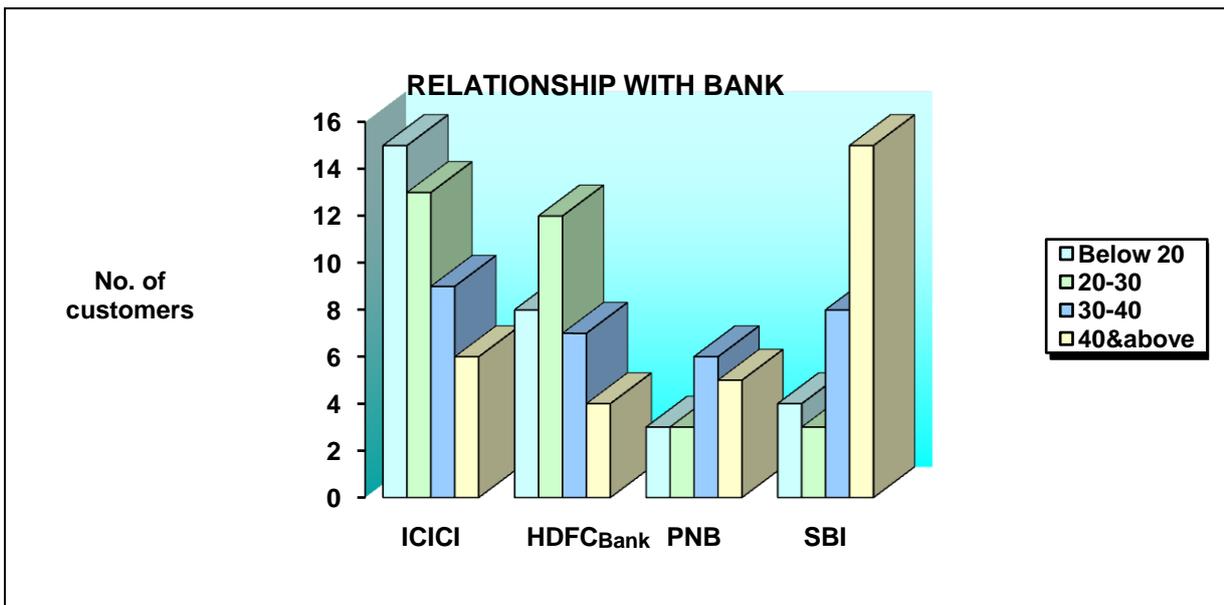
- ❖ Timely response is not provided to the customers.
- ❖ Difficult to collect information about various Banks.
- ❖ All the benefits or features of the product are not defined to the customers by the executives.
- ❖ Customers have no sufficient time to fill the questionnaire.
- ❖ 120-sample size will be taken because more examples means more cost and time.
- ❖ Services provided to the customers are bit slowly.
- ❖ Biasness in filling questionnaire.

Exhibit 1

Do you have any relationship with Bank?

Bank/Age	Below 20	20-30	30-40	40&above	Total
ICICI	15	13	9	6	43
HDFC	8	12	7	4	31
PNB	3	3	6	5	16
SBI	4	3	8	15	30
Total	30	30	30	30	120

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Analysis

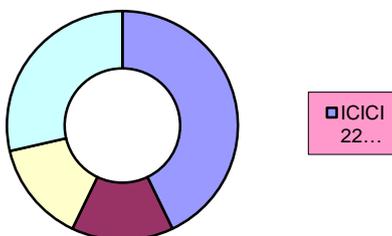
- ❖ The project considered only of and for the customers of ICICI, HDFC, PNB, SBI Bank who have relationship with Bank.
- ❖ It is analyzed from above data that most of the customer of age below 30 have relation with private banks and a small percentage of customers which are of above 30 years have their relation with Government bank.
- ❖ Around 65% of customers have relationship with private banks and rest with government banks

Exhibit 2

Which product/services are you currently using?

Product/Bank	ICICI	HDFC	PNB	SBI	Total	%age
Saving A/C	22	14	6	11	53	37
Current A/c	12	9	4	7	32	22
Fixed Deposit	6	7	9	17	39	28
Life Ins.	7	4	1	—	12	8
Any other	3	1	1	2	7	5
Total	50	35	21	37	143	100

PRODUCT PARAMETERS



Analysis

Since 37% of customers prefer Saving A/c because customer considered for project are mostly salaried people and due to different schemes on Saving account as compare to other accounts and remaining 22% prefer current account, 28% prefer fixed deposit and very less percent of customer prefer life insurance through banks.

If we analyzed from different banks point of view, in all banks customers of saving account are more preferred in private banks and fixed deposit in government banks then other account and insurance.

Exhibit 3

Did you receive the Cheque book/ Debit Card/ Pin No. In stipulated time?

Service/Bank	ICI	HDFC	PNB	SBI	Total	%age
Yes	38	20	10	16	84	70
No	5	11	6	14	36	30
Total	43	31	16	30	120	100

Analysis

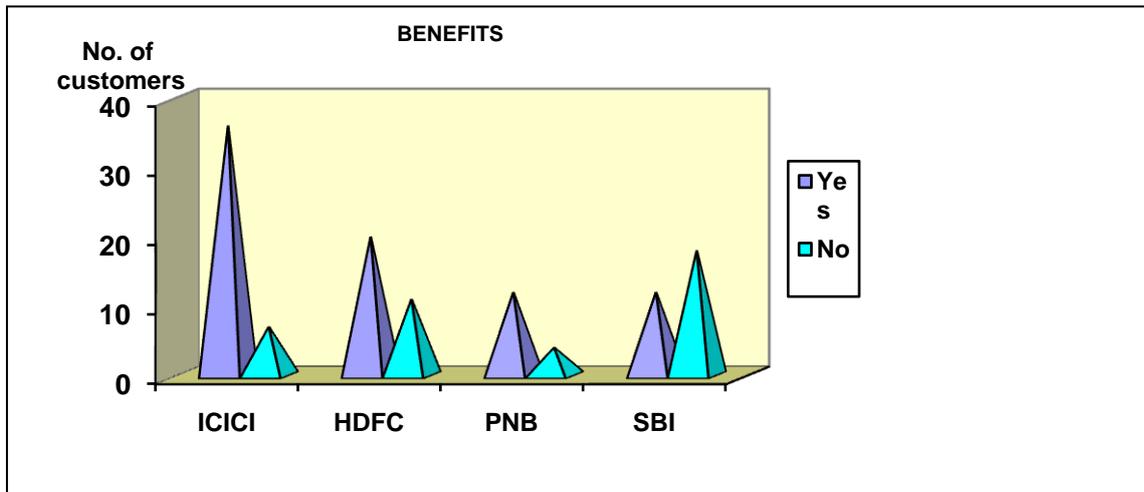
It is analyzed from above data that services provided by all Banks are good but services of private banks are better then government banks. Government banks take lot of time to provide any service. If we see from different banks point of view services of SBI banks are poor then other banks.

Exhibit 4

At the time of acquisition, what all benefits/feature/charges dispose to You?

Benefits/Bank	ICICI	HDFC	PNB	SBI	Total	%age
Yes	36	20	12	12	80	77
No	7	11	4	18	40	33
Total	43	31	16	30	120	100

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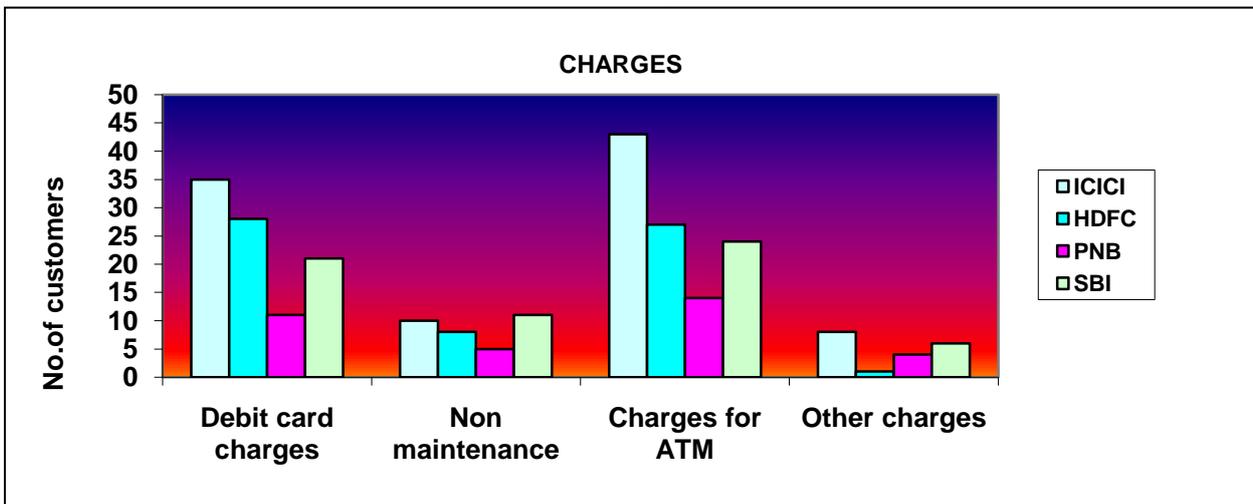


ANALYSIS:

From above data, it is analyzed that all the benefits that were disposed to customers at the time of acquisitions will not be received at time. Some of the customers face many problems in getting those benefits. Mostly customers of SBI bank suffer from this problem.

Exhibit 5: Did all the charges dispose to you at the time of acquisition?

Charges/Bank	ICICI	HDFC	PNB	SBI	Total
Debit card charges	35	28	11	21	95
Non maintenance	10	8	5	11	28
Charges for ATM	43	27	14	24	108
Other charges	8	1	4	6	19
Total	96	58	34	62	250



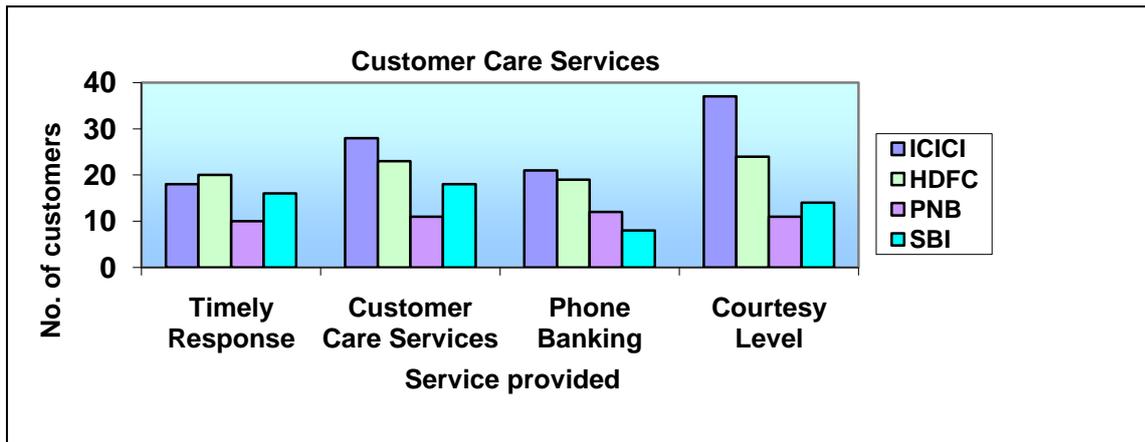
Services/Bank	ICICI	HDFC	PNB	SBI	Total
Timely Response	18	20	10	16	64
Customer Care Services	28	23	11	18	80
Phone Banking	21	19	12	8	60
Courtesy Level	37	24	11	14	86
Total	104	86	44	56	290

Analysis

From above data, it is analyzed that all charges were not disposed to customers at the time of acquisition.

Exhibit 6: Do you find any of the following lacking in the Bank staff approach towards customers?

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Analysis

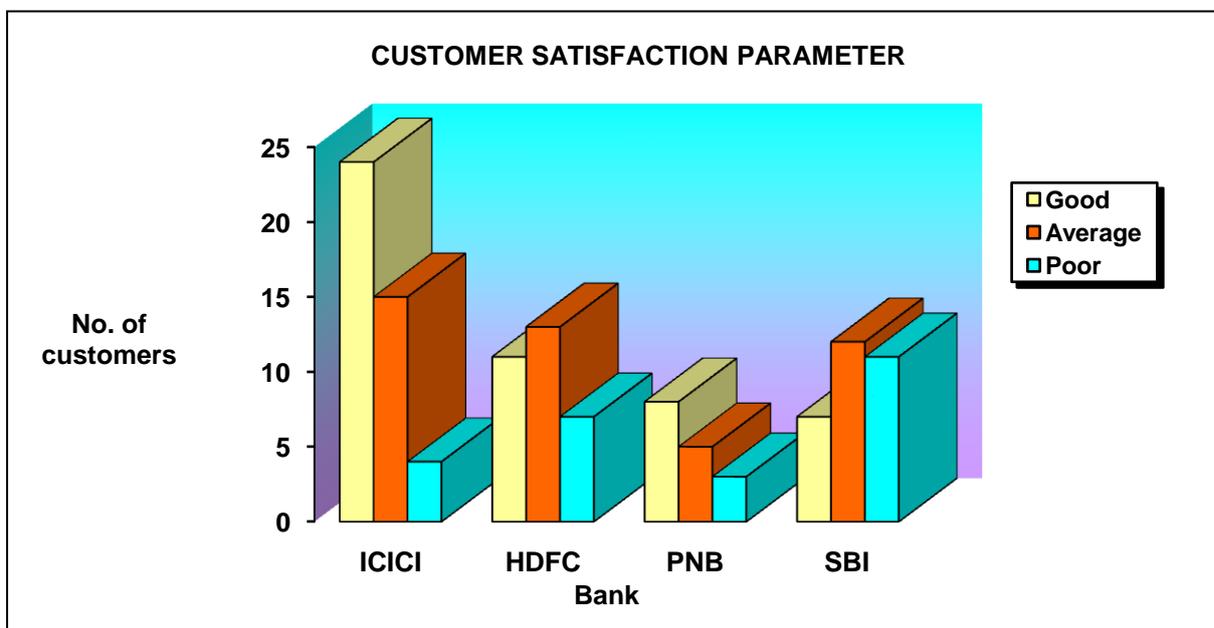
- ❖ Timely response is given to the customers and 53% of customers are agreed with this statement. All the documents related to their account sent to their destination and the account no. and account details are given by the executive personally to whom the customer had opened his account and the customer need not to come to the branch for collecting these documents but they feel that these services are very slow and all document take much more time to reach their destination.
- ❖ The survey was done from the new customers of the bank and as yet they need not feel necessary to use the customer care services that have used are satisfied with it.

- ❖ The customers are not much satisfied with phone banking and mostly the customers of government bank are not satisfied, so the bank should try to rectify this situation.
- ❖ Most of the customers of private bank are satisfied with the courtesy level of the branch staff as they are qualified, solve the quarries of the customers and behave well with them so the bank need not to improve this parameter.

Exhibit 7

Services rendered by the bank are satisfactory?

Satisfaction/Ban k	ICIC I	HDF C	PN B	SB I	Tota l
Good	24	11	8	7	50
Average	15	13	5	12	45
Poor	4	7	3	11	25
Total	43	31	16	30	120



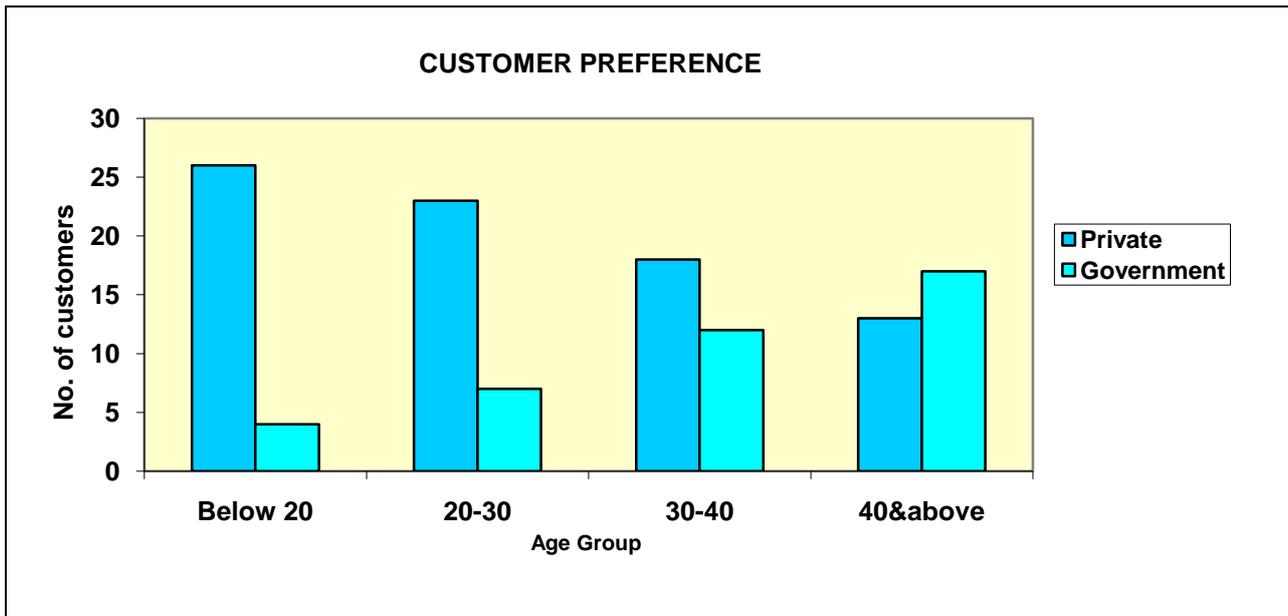
Analysis

- ❖ The satisfaction level is more over good of *ICICI and PNB bank*. Around 55% of the customers are satisfied with the services provided by the bank that may be after sale services.

- ❖ The satisfaction level of *HDFC and SBI bank* are average that means customers are not as much satisfied with the services as they want or expected that might happen for the non awareness of some charges or from not getting timely response from banks.

Exhibit 8
Customer preference toward Banks?

Bank/Age	Below 20	20-30	30-40	40&above	Total
Private	26	23	18	13	80
Government	4	7	12	17	40
Total	30	30	30	30	120



Analysis

- ❖ It is analyzed from the above data that 72% of customers prefer private banking rather than government bank.
- ❖ Mostly the customer of young generation whose age is below 30 having relationship with private banks

Result of The Survey

Most of the customers of the banks from whom survey has been done give their response in favor of the Private banks as compare to Government banks. Customers of the government banks suffered from more problems at the time of making relationship with bank and services of the banks are also slow as compare to private banks.

Findings

- Customers of private banks preferred saving account more than any other account and insurance because customer considered for the project are salaried people but the customers of government bank give preference to fixed deposit because of long maturity period and high rate of interest..
- Services provided by private banks are better than government banks because govt bank takes lot of time to provide any service.
- Private banks give more benefit to the customers and provide various schemes time to time as compare to govt bank but sometime

customers also suffered problem in private bank to get all benefits at stipulated time.

- All the charges were not disclosed to customers at the time of making new relationship with bank. Customers of both private and government banks are suffered from this problem.
- Customer of the government banks are more suffered with the problem of customer care services or timely response of the banks

Recommendation

- ❖ An estimate of charges should be given before product is sold.
- ❖ Details of the products in the form of brochures should be kept inside the bank and service charges, days and time of the branch where the customer can see with ease.
- ❖ The sales executives who are appointed should give proper time to their customer so as to attend to their grievances.
- ❖ Proper coordination and transfer of customers form should be takes place so as to avoid latter confusion.
- ❖ Separate partitions should be made for different counters so that the dealings in one counter are not disturbed by the others dealing.
- ❖ A special box should install in the Bank where the customer can mention their grievances and put in that box.

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- ❖ Bank should make efforts towards developing more and more ATM and extension counters to facilitate better and fast service.
- ❖ Time-to-Time information should be given to customers about new schemes and services.
- ❖ A distinctive advertising campaign has to be developed to reposition the brands in potential customer's mind.
- ❖ Charges should be nominal so as to compete in this corporate world and to attract more customers.
- ❖ Loan service should also provide to their respective customers.
- ❖ The document should reach to the customer's destination in stipulated time.

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- Economic Times, Business Line, Financial Express
- Magazines, Business Today, Business World

Internet Site

- ❖ www.icicibank.com
- ❖ www.hdfcbank.com
- ❖ www.pnbindia.com
- ❖ www.sbiindia.com

Unpublished Data:

ICICI, HDFC, PNB, SBI Banks

QUESTIONNAIRE

- 1) Name _____
- 2) Age Group
 - a) Below 20 yrs
 - b) 20-30 yrs
 - c) 30-40 yrs
 - d) 40 & above
- 3) Do you have any relationship with Bank?

Yes No
- 4) If yes, with which bank
 - a) ICICI Bank
 - b) HDFC Bank
 - c) PNB Bank
 - d) SBI Bank
- 5) Which service/products are you currently using?
 - a) Saving A/c
 - b) Current A/c
 - c) Fixed Deposit
 - d) Life Insurance
 - e) Any other: _____
- 6) Did you face any problem while making relationship with Bank?

Yes No

If Yes, _____
- 7) Did you receive checque book/debit card/pin no. in stipulated time?

Yes No
- 8) Do you find the any of the following lacking in the Bank staff towards customers?

• Timely Response	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• Customer Care Services	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• Phone Banking	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• Courtesy Level	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• If other, Specify _____		
- 9) Service rendered by the Bank are satisfactory

Yes No

If No, what are the basic reasons?

- 10) Which one you Prefer?

Private Banks Government Banks