Abstract

India has the highest growth in young population who want a great banking service, tailored to their needs and in a time frame that works. The next generation wants to get banking facility "here, now and at an arm’s length” in a manner that is simpler, convenient and easy to access. The next generation banking has to provide customer-centric features, giving users an extremely personalized experience while at the same time providing increased intelligence and automation to help banks sell appropriate products and services to their customers. Banks are gradually moving towards a right mix of assisted and self-serviced channels to provide a rich unified and consistent banking experience. The present Research Study aims to assess the performance of State Bank of Travancore and Federal bank Ltd. with a view to make a comparison in the area of customer service. In order to provide satisfactory services to its customers a bank requires both physical infrastructure and psychic infrastructure and also proper customer care ability. The study proposes to analyze the present level of performance of bank in these areas. The study also highlights the expectations of customers with regard to customer service and the mechanism of the banks to gauge them on a concurrent basis. Multi-stage sampling technique is used in the study for collecting the requisite samples. For facilitating the application of this technique, the entire state of Kerala is divided into three regions since the attitude and other conditions of the respondents do not vary widely throughout the state. The regions are Southern, Central, and Northern regions from which primary data is collected. The variables used for analysis include Banking Habits, Physical Facilities at the Bank, Attitude of Staff, Customer Guidance, Customer Education, Savings Bank Account, Current Deposits, Term Deposits, N. R. E. Accounts, Remittances, Loans and Advances, Technology
based Services, Other Services, Customer Complaints and Customer Expectations. The tools used for analysis include mean, standard deviations, significant ‘t’ test, ‘z’ test and Percentage Techniques. A large number of valid findings are drawn on the basis of detailed analysis of the variables. Proper recommendations are suggested on the basis of the findings. The broad areas of doing further research are also suggested to facilitate further contributions of knowledge in the banking industry.