MARKETING STRATEGIES AND CUSTOMER SATISFACTION IN PUBLIC SECTOR BANKS - A STUDY IN ERODE DISTRICT, TAMIL NADU.

QUESTIONNAIRE TO BANKERS AND CUSTOMERS

I Product Strategy

i) Which of the following deposits do you feel, are essential for successful banking (Rank in the order of importance as 1, 2, 3... 10)

1. Current Account
2. Savings Bank Account
3. Fixed Deposits
4. Recurring Deposits
5. Daily savings schemes
6. Marriage/ Educational savings Plan
7. Housing Deposit Schemes
8. Minors' savings schemes
9. Stock Invest
10. Other Deposit schemes

Which of the following services do you feel, are important for successful banking:–

(Rank in the order of importance as 1, 2, 3, ..... 10)

1. Collection of negotiable instruments (cheques, bills etc.)
2. Carrying out standing instructions of Depositors
3. Safe deposit Vaults
4. Collection of interest on securities debentures and dividend on shares
5. Remittance of funds
6. Credit cards
7. Travellers Cheques
8. Gift cheques
9. Portfolio Management of customers
10. Acting as executor, trustee and administrator
iii) Which of the following credit schemes do you feel, are essential for successful banking

(Rank in the order of importance as 1, 2, 3, ... 10)

1. Term Loans
2. Cash Credit
3. Overdraft
4. Discounting of Bills
5. Letters of Credit
6. Personal loans
7. Loans to farmers
8. Loans to small scale Industry
9. Loans to self-employed persons
10. Educational Loans

II. PRICING STRATEGY

In your opinion, uniformity in interest rates and service charges should be maintained by all nationalised banks on.

| Deposits | Yes | No |
| Loans    |     |    |
| Service Charges |     |    |

III PLACE STRATEGY

i) In your opinion the number of branches of the nationalised banks in Erode District are

| Urban Branches | Sufficient | Not Sufficient |
| Semi-Urban Branches |     |    |
| Rural Branches |     |    |

ii) Amenities in the bank are

| Sufficient | Not Sufficient |

IV PROMOTION STRATEGY

In your opinion which is the most effective technique in promoting bank’s schemes and services.

(Rank in the order of importance as 1,2,3,......5)
1. Personal canvassing
2. Mass Media Advertisements
3. Distribution of Booklets and Pamphlets
4. Customers meet
5. Awareness camp for Potential customers

V PEOPLE STRATEGY

Which of the following qualities do you consider essential for the bank staff for successful banking.

(Rank in the order of importance as 1, 2, 3, .......... 8)

1. Customer attention irrespective of customer status
2. Well trained in bank operations
3. Promptness in rendering service
4. Kindness and courtesy
5. Good interpersonal communication
6. Discipline among bank employees
7. Proper guidance as to all services of the bank
8. Personal relations and involvement of bank employees with customers

VI PROCEDURE STRATEGY

In your opinion bank operations can be made more convenient and simple by

(Rank in the order of importance as 1, 2, 3, ....... 5)

1. Mechanisation of operations (Computerisation, ATM etc.)
2. Appointing more staff to reduce delay in operations
3. Simplifying the procedures
4. Changing banking hours
5. Opening more extension counters

VII OVERALL STRATEGY

In your opinion customer satisfaction in nationalised banks can be improved by

(Rank in the order of importance as 1, 2, 3, ............. 10.)
1. Greater Customer orientation on the part of bank staff
2. Simplifying cumbersome procedures
3. Quick transaction of business
4. Creating awareness of banking schemes and services
5. Improving amenities in the bank
6. Introducing flexibility in rules in genuine cases
7. Innovative Banking
8. Competitive interest rates as in Private Banks
9. Incentives in cash or kind
10. Easy access to manager and efficient handling of queries