Security has been a universal desire right from the earliest civilization. This quest for security has led to the concept of insurance. Insurance is a contract in which a sum of money is paid to the assured as consideration of insurer’s incurring the risk of paying a large sum upon a given contingency. In the past, the people were not well aware about life insurance and the benefits from investments in it. Companies were also not aware about the customers because of less competition in the market. But as the time has passed out, the scenario has been changed.

In the year 2000, the insurance sector was opened for the private players. Several international leaders in the insurance sector are trying to venture into the Indian insurance industry and create a competitive market. Competition has been increased day by day. In today's business world, insurance companies must compete in order to remain profitable. Today, with the increasing recognition of the importance of customer retention and loyalty, companies now understand the importance of service. The idea is that to understand the needs of customers as well as the changes in their needs over time, would allow insurance companies to become more customer-focused and hence remain profitable over the time. It is a big question for insurance companies to have loyal customers. In today's competitive market customer satisfaction is a key element of business.

Through present research study, the researcher wanted to measure, customers’ satisfaction with the services of life insurance companies in Surat district.

This research work is based on primary data. Information has been collected by structured questionnaire from 1000 respondents of Surat district. Secondary data has been collected from the external sources like annual reports, books, articles, journals and websites. This research work analysed with the help of SPSS (Statistical Package for Social Science) for statistical analysis.

This research work has been divided into six chapters. Chapter one presents the background of the study, statement of the problem, objectives, significance of the study as well as scenario of Life Insurance Sector, role of insurance industry in the Indian economy and chapter plan. Chapter two deals with the literature review.
regarding customers’ satisfaction/dissatisfaction in Life Insurance companies and in other sectors. Chapter three deals with theoretical framework. In the fourth chapter research methodology has been discussed. The analysis of the collected data from the respondents has been covered in fifth chapter and chapter six deals with summary of findings, conclusions and suggestions.

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