ANNEXURE-II

Questionnaire for Bankers

1. From the business point of view, how do you consider the location of your Branch?
   (Excellent / Very good / Good / Satisfactory / Unsuitable)

2. How do you feel about the physical facilities of your bank / branch. Please rate them in the scale given below:
   a) Floor space □ Scale of Rating
   b) No. of employees □ More than adequate-5
   c) No. of computers □ Adequate-4
   d) No. of ATMs / Counters □ Comfortable-3
   e) Waiting space □ Just sufficient-2
   f) Basic amenities □ Inadequate / Congested-1
      (Ventilation, Lighting, Drinking water etc.)
   g) Air cooling / conditioning □

3. How would you rate the following in the rates given below?
   Excellent Poor
   7  6  5  4  3  2  1
   a) Present standard of Services rendered
   b) Attitude of the staff: Officers: □
      Others: □
   c) Types / Level of customers □
   d) Attracting / retaining customers □

4. Do you feel that the present level of services can be improved? Y / N □
   If yes, how? Please specify
   a)
   b)

5. Do you feel that improvement in services will improve business? Y / N □
If yes, how? Please specify
   a) 
   b)

6. What are the major problems / weaknesses of your bank? Please mention few of them.
   a) 
   b)

7. What kind of support you need / expect from your bank to improve the present level of service at your branch? Please specify:
   a) 
   b)

8. During the last three years what steps you have taken for improving Customer Services:
   a) 
   b)

9. i) Who are your competitors? Please Name.
    ii) What is the level of competition? Fierce Moderate Low.
    iii) During last two years, have you lost business? Y / N 
    iv) Do you feel handicapped because of competition? Y / N 
    v) What strategies you adopt to counter competition? Please specify
       a) 
       b)

10. Did your branch been given any target to achieve? Y / N 
    If yes, how do you plan to achieve it?
       a) 
       b)

11. What are your mode / method of attracting new business? (Please tick)
    a. Personal contact
    b. Personal attention to customer’s needs
    c. Door-to-door campaign
d. Aggressive sales promotion □
e. Distribution of information bulletin / literatures □
f. Improving service quality □
g. Motivating employees for better customer deals □
h. Any other (Please specify) □

12. In your opinion, is advertising essential in promoting banking services and attracting new business? Y / N □
If yes, please give reasons
a) 
b) 

13. In your opinion (Y / N)
   a. Is banking personnel in the front office important? □
   b. Are they discharging their duties properly? □
   c. Do they help in attracting / retaining customers? □
   d. Are they aware of the targets / objectives to be achieved? □
   e. Do they help in bringing new business? □
   f. Do they give special attention to selective customer? □

14. Do you conduct Banker-Customer meets? Y / N □
If yes, how frequently ______________.

15. Have you taken any specific steps for such frequent interaction? Y / N □
If yes, Please specify.
   a) 
   b) 

16. Did you get any suggestions, which were implemented by you in the last year? Y / N □

17. Do you feel the existing schemes / products of your bank are adequate to meet customer’s need? Y / N □
If no, what do you suggest?
   a) 
   b)
18. Perception of customers’ reason for satisfaction / dissatisfaction

Please put a number in the box.

Highly Satisfied-5, Satisfied-4, Neither satisfied/dissatisfied-3, Dissatisfied-2, Highly dissatisfied-1

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
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<tbody>
<tr>
<td>a)</td>
<td>Service charges</td>
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<td>b)</td>
<td>Time taken for opening of an account</td>
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<td>c)</td>
<td>Speed of withdrawals</td>
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<td>d)</td>
<td>Speed of depositing money</td>
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<td>e)</td>
<td>Decoration of the bank</td>
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<td>f)</td>
<td>Interest on savings / loan</td>
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<td>g)</td>
<td>Computerisation in the bank</td>
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<td>h)</td>
<td>Bank’s innovativeness in introducing new service</td>
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<tr>
<td>i)</td>
<td>Bank’s parking place</td>
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<td>j)</td>
<td>Atmosphere in the bank</td>
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<td>k)</td>
<td>Layout of the bank</td>
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<td>l)</td>
<td>Sitting facility in the bank</td>
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<td>m)</td>
<td>Bank’s publications regarding services and performances</td>
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<tr>
<td>n)</td>
<td>Banker- customer meet</td>
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<td>o)</td>
<td>Attitude of staff towards customers</td>
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<tr>
<td>p)</td>
<td>Location of the bank</td>
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<td>q)</td>
<td>Knowledge of the bank employees regarding bank services</td>
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<td>r)</td>
<td>Efficiency of the staff</td>
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<tr>
<td>s)</td>
<td>Availability of the staff at their respective counters</td>
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<tr>
<td>t)</td>
<td>Bank’s advertisement regarding services</td>
</tr>
</tbody>
</table>

19. Do you feel that you have achieved the social objectives of the banks? Y / N if no, what should be done? Give your suggestions.

a.

b.

20. Any thing else you want to suggest for improving your business in the future. Please state.

a.

b.
Tell us something about your branch:

Name of the Bank:
Size of the Branch:
Location of the Branch:
Volume of business (as on today): Deposits ______ Advances ______
Present post held:

250734