Abstract:

In the present competitive environment Quality management and Quality improvement are imperative for the success of service sector industries. Further in service industries, it is not enough if the product meets the functional requirements of the customer, but the employee behavior must also meet customer’s expectations. Banking sector is a major segment of the services sector which is playing a leading role in the economic growth of a country. But, in recent years banking institutions are facing challenges like intense competition on account of globalization, advances in technology, managing customer relationship, observance to world prudential norms and changes in government regulations. Banks carry on business with public money and therefore customers expect better service from them. Quality of bank Services are more variable and whatever may be the degree of involvement of equipment, the involvement of human element is equally significant in designing and delivering the quality banking services to the customers. There is greater need to develop the skills and talents of people element in the services delivery process. All persons from security to the manager level should have skills and knowledge. In many countries several quality initiatives are introduced in financial services sector to improve business performance including TQM, customer care, corporate culture, change programs, service quality, and Business Process Reengineering (BPR). Each of these quality control initiatives contributed to the efficiency and quality of organizational processes. TQM is of late receiving considerable attention not only in manufacturing sector but also in the services sector in which banking is an important segment. There is a grave need for new ideas, approaches and techniques for attaining competitive edge. TQM is one such technique which helps in having quality human power in Banking Sector. Customers in the service industry are more sensitive to service quality and service delivery. They are now a new watch word in the Indian banking scene. To survive and prosper in this volatile competitive environment
Banks have to improve the quality of services they provide to their customers. The need for the present study is to understand how banks can perform components of TQM in a better way. It is presumed that the results of the present study will be of great value to the TQM practicing banks to enhance the Quality of service. The outcome of the study would also help the banks to formulate suitable programs and use appropriate methods to improve the Economic Performance of the banks.