ABSTRACT

The primary study of the research inspires to carry research on the customer satisfaction in Bank of Maharashtra. The research study suggests variety of solutions particularly for the tribal area/village area customers. The study is based on Descriptive Statistical methods and One Way Anova method. A study conducted to understand the customer satisfaction at public sector bank. According to the primary response from the customers, about 74% of customers and highly dissatisfied with services, about 9% of customers have no problem with banks, about 6% of customers are satisfied and about 11% of customers have suggested many changes for the improvement in services of bank. Basically banks are financial institutions who accept deposits and providing loans.

Today Indian banking sector are at its high competition level, many private banks are playing dynamic roles and playing various roles and functions for the customers. In this competitive stage, the only way to satisfy customers are quick services delivery to them, therefore in this sector services counts the customer satisfaction and its level and also carry the image of bank with customers. The study was done for finding out the level of satisfaction about the services of the banks at public sector bank with special reference to selected branches of bank of Maharashtra in Pune city, the finding of the questionnaire inspires to conduct the research on the same.

Bank of Maharashtra has a good past of activity which was commercial since long time cause of the fact that it is strategically located in sub continent of India and its ample amount of easily available natural resources. Maharashtra is developing state and its progress effects that the banking related activities was also started in this area quite early if you compared with other states.

In service industry like bank, customer expects at least not to get dissatisfaction. The focus of the research study is given to the needs and expectations of the customers of bank of Maharashtra. Most of the customers expect need to change in the services even though there are customers who are completely satisfied about the banking with the bank. The banking scenario of 90s and after globalization, many measurable changes is to be count. Today industry which is dealing with banking operations like many other services industries related to
finance is getting a market which changes in rapid way, advance techniques, continuous changes in economy, huge competitors and increase in demands of customers variety of customers with mass numbers, and the continuous change in climatic conditions has created a list of challenges. Today banking is the industry dealing with services which is highly customer oriented, so, the focus on customer and service to customer is highly important factors.

Moreover customer’s demand also rising up for various kinds of functions and services from banks. The attitude of customers has changed completely in way of accepting services due to modernization of the sector. According to Ray Miller in his article “Customer expectation vs. customer needs” he has presented various models for study towards satisfaction and needs. Creating value of customer and trust usually happens when customers expectations is about to fulfill. Benjamin Schneider and David E. Bowen written a research proposal or article called "Understanding Customer Delight and Outrage".

The present study on the customer satisfaction at public sector banks focuses on Bank of Maharashtra, Pune – branches. This study covers all branches located at Pune and nearby locations, i.e. Thergaon, Shivaji Nagar, Pimple Saudagar, Indrayani Nagar etc. This study is done on the basis of applied statistical analysis of the primary data which is collected by visiting various branches for generating live customer responds for the study.

The major statistical tool like one way ANOVA, and other standard statistics helped researcher to quote for more accurate results of an analysis. Researcher has attempted to apply one WAY ANOVA methodology to finding out the major outcomes and relevance to the study. The working of the data which is primary has become very important when it analyze individually to finding out the responds in any particular circumstances. It covers Integrated Analysis of overall data, On the basis of Age Group, Education and Qualification, Service/Student or Business Professionals etc.

Today banking sector is very dynamic where many national and international bank players from the world are playing role in post privatization of the sector. Most of the banks are providing variety of services to the customers including internet banking, online banking, ATM’s, mobile banking, and many others to increase customer satisfaction level as well to
manage large group of customers. Here customer satisfaction become prime factor where higher number of customers managed by systematic approach of satisfaction and this part is able to generate and increase brand and image of the bank.

Those customers who are highly satisfied are using most of the services online including the deposits and transfer of funds. For immediate withdrawal they use ATM facility provided by the bank. This shows the higher level of the loyalty factor in the customer and enjoying the world class services. It is also found that these all customers are utilizing almost all the latest facilities provided by the Bank of Maharashtra. In the second category “Satisfied” the numbers of customers are comparatively those who have their salary account or small savings accounts with the bank. These customers are literate and also use ATM facility for the purpose of cash withdrawals.

The need factor is also found high according to the availability of the bank in the nearby area. In the last category as “Dissatisfied” covers large numbers of customers who utilize direct banking for every purpose.

The literacy levels of the bank customers are very less and the awareness of online banking is almost none. Out of the 74% of dissatisfied customers, are village customers and use bank visit for every purpose including cash withdrawals.

Most of non satisfied customers have complained about the long queue and long time investment in the bank even for the small kind of work with the bank. It becomes the big challenge for the bank to handle the large number of customers who are even afraid to utilize the ATM facility for the withdrawal of cash. This research study is focus on the customer’s expectation and its level, satisfaction of the customers from the bank facilities and its all possible remedies. The concluded solutions and outcomes of the study are as under:

Multi-dimensional approach shows the banking industries in India are going through the maturity and getting stabilize in the business. The study reveals that most of dissatisfied customers belong to village area or illiterate customers or account holders. Nevertheless, the age group also making changes in the degree of overall dissatisfaction.
The personal recruitments taking place should be proper and the person selected after interview for a particular position should be a prospective candidate for that position. Consumer satisfaction is valuable and improving in becoming a goal of corporate as more organization demands for good type of quality features in their required products and services. Public sector banks saw a 13% increase in complaints to 48,180 from 42,724 in the previous year, while complaints against both private and foreign banks reduced compared with 2010-11. The study done is on one of Indian public sector bank, Bank of Maharashtra. Indian system of banking was scored like some of the big systems of banking which remained none impacted by the crisis of 2008 which was related to the global finance. Meanwhile there is a great improvement is require to be happen to become it a big class sector in the world. For a successful bank, the service delivery method depends on the products and services not only to be good in number, but also to be good in quality. The qualitative improvement provides the push that banks need in today’s era of stick in cut-throat competition. The entry of many private players has transformed the arena into a much more competitive zone, hence increasing the quantity of products the banks offer, however, the quality is deteriorating. In an age where customers are interested in the way they can benefit from the bank, it is necessary for banks to differentiate their products and services.

The study resulted in outcomes which are based on various interpretations and separation of departments. Some of outcomes prescribed hereunder:

1. **Account Opening Process:**
   Account opening process should be made in such a manner that a customer feels safe and secure to open up an account in any bank. It should not be conducted in a manner in which customer gets confused with the opening up of an account. It should be note that KYC should be made of a customer which is known as know your customer in an appropriate manner. Account opening process should be made using several technological features and easily understandable for the betterment of the customer.

2. **Response to Queries**
   It means response should be given to any problems been faced by the customers anytime, anywhere and special treatment should be given to toll free numbers as many customer bound to lost their ATM cards. So a security should be granted to them so that they have a
trust in the banks as of now currently banks are losing their market share because they don’t provide enough security measures to their customers.

3. **Cooperation of bank**

There should be cooperation of banks when it comes to transactions and when a customer visits the banks. It should be noted that banks should try to understand what their customers wants from them and what the important things they need to address are. The transactions should be supportive and customers should be managed properly.

4. **Employees relationship**

The relationship of the customer and the employee should be friendly in a sense that both of them get benefitted from them. Customers should have their doubts cleared from the employees any time they want and thus they should have a cordial relationship with each other. It has been seen in a public sector banks the relationships of a customer and an employee needs to be better than the prevailing relationships they have with each other. Bank employ plays very important role in day to day banking activities and while considering the overall customer satisfactions, the bank employee deserves huge role playing and the only that really makes good or bad print in customer’s mind. Well manner bank employees always create good banking impression.

**Multidimensional Approach** – The Indian banking industry are about to maturity and getting stabilize in the business. The study reveals that most of dissatisfied customers belong to village area or illiterate. Nevertheless, the age group also making changes in the degree of overall dissatisfaction.

As compared with private sector banks the public sector banks have usually recorded a greater share of end customer complaints. When compared with the number of complaints registered with private sector banks. During 2010-11, the Public sector received 68,332 complaints. Mostly Complaints which are in relation with card products such as credit cards, ATM and debit cards contributed 24 percent of the customer complaints got after card products mainly related to unsolicited credit cards, premium charges charged recovery, unsolicited insurance policies, annual fee charge in opposite of being get as 'free' card, authorization of
desired loans on phone, disputes over faulty billing, unwanted calls, more unexpected charges, foolish debits to account.

The most problem which is handled by customers in get in touch with the card issuing banks from different parts of country where a individual will be handling the card or unfortunately have forget / stolen / misplaced the card. After that, customer problems related to credit card are work given to the call centres. The people working at these call centres are not good at the card products of the bank or the customers of the bank. As such, the decision given by the people of the call centres is not good in solving customer problems in true sense.

Modern technology is the backbone of any organization in 21st century. All growing organizations are today earning profit because of adequate technology. It helps to increase the efficiency of people working in the organization. And it should be updated from time to time. These problems can be solved easily as there are private sector banks which are working effectively and efficiently and earning profits because of proper management system and satisfied customers.

What public sector banks should do in this case is educate customers in terms of technology like using ATM cards and net banking. As this will increase the satisfaction level and the queues will be short. The standard of services should be increased and satisfactory in terms of customer satisfaction like adequate number of ATM and bank branches. This will attract the urban population also towards the public banks.

Peoples who assist the customer should be well educated and should be well trained to deal with such customers who are not much educated. Researcher has attempted the best for the usefulness of the research study.

The research study mainly focused on the how the happiness of the customers achieved through the various techniques and process with the banking sector because now days the bank account holders of bank of Maharashtra are preferring other banks such as HDFC, ICICI and many more because they are giving more good and user-friendly facilities to the end customer. The various measures found to achieve the happiness of the end customers which we see in details in this research work done.