PREFACE

Banking sector world over is witnessing fierce competition for resources and quality assets. The need of the hour, therefore, is to build up effective business management systems to meet these emerging challenges. One effective way of meeting these challenges is to offer innovative value-added services. Today, banking industry in India is in its most challenging phase. The number of financial intermediaries is poised to increase, generating more competition for business. Some domestic players may opt for a strategic tie up with banks abroad to have the benefit of a global presence, better credit rating and risk management systems. But the cutting edge in the service industry like banking industry will be the capabilities and competencies to provide superior value to the customers. Banking is, and for the long time to come will remain a customer oriented business; customer is the business. Gaining and keeping customer loyalty through customer satisfaction efforts is the ‘mantra’ of today’s bankers. Improving external-customer’s satisfaction by improving the satisfaction of internal-customers (i.e. staff), is the strategy, all banks are focusing now. There must be a commitment to excellence and a willingness to put the ‘customers’ first. With this scenario, it is of paramount importance to ascertain customer satisfaction level in banks. The present study is an attempt in this direction to study customer satisfaction level for various products and services in major banks with special reference to Uttarakhand state.
The thesis has been divided into eight chapters; the first Chapter is an introduction to this study, here in firstly, an brief account of changes in business scenario and the need to focus on augmenting customer satisfaction is covered; followed by definition of problem, justification, research objectives, variables of study, limitations of study.

The second chapter deals with an overview of Indian banking system covering origin and evolution of banking in India, commercial banks in India, various socio-economical schemes and systems undertaken by them. The third chapter deals with 'customer service', which include handling customers' grievances, study on customer service in banks, customer awareness, various committees, panels, and acts governing customer service in India. The fourth chapter gives a brief account of demographic and socio-economic, financial data of Uttarakhand state. The fifth chapter deals with review of literature covering various studies made in different categories; broadly in three heads; (i) customer service in general,(ii)customer service in service organizations, (iii) customer service in banking industry. The sixth chapter focuses on research methodology. This chapter covers problem definition, research gap, research design, objectives of study, and limitations of study, hypotheses, sample and sampling techniques. This chapter also covers details of various tools used in this research, their construction, testing and validity. The seventh chapter deals with data collection and analysis and interpretation of data. The eighth chapter deals with findings, conclusions and recommendations. The perceptions of customers, staff and top
management of banks as interpreted from the analysis of data (in previous chapter) are given in 'findings'. The specific findings in respect of the stated hypotheses and their comparison with available research material; are given in 'conclusions'. This chapter also states limitations of current study and some suggestive areas in which further research can be done. The latter is furnished in the sub heading 'recommendations'. I would like to emphasize that in this study an attempt is being made to understand the real issues concerning customer’s expectations & grievances and compliance by banks in a totally different perspective.

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