PREFACE

Indian Banking industry starting from its inception in 1770 has passed through several stages. Nationalisation of Indian banking and the liberalisation of the economy are two important milestones in the long history of Indian banking. During the era of nationalisation of Indian Banking Industry, most of the nationalised banks took advantage of the government's protectionist policy and started operating with a fixed set of procedures, which gradually undermined customer's expectations. Thus, banking became an unavoidable troublesome and time-taking activity for the majority of the customers.

In present business environment i.e., after liberalisation of Indian economy, the banking environment has become extremely competitive and organisational success depends on outperforming competitors in satisfying their consumers. Also, taking advantage of the liberalisation policy of the Government of India, a number of smart private banks came into existence and rapidly occupied leadership positions by providing radically improved customer service and constantly improving customer satisfaction level. The nationalised Indian banks have also realised this situation and are putting their efforts to redesign the business process for better customer satisfaction. Hence, I felt the need for a comprehensive study of the situation which would be very helpful in diagnosing solutions and which may lead to better use of national property.

With this idea in mind I started interacting with bank personnel of nationalised banks, academicians, research scholars and decided to carry out a research project with the topic "Business Process Re-Engineering as a driver of customer satisfaction - A study with reference to selected Indian Nationalised Banks".

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