Suggestions & Recommendations
establishment of complaint handling and management system and customer grievance cell in improving CRM.

SUGGESTIONS AND RECOMMENDATIONS

- Today, Customers have lost the faith in Co-operative Banks the reason is many cooperative banks have been closed during last five years viz., The Visnagar cooperative Bank; Global Trust Bank etc. in fictitious advances so we recommends that cooperative sector strictly have to follow norms of RBI to win the faith of customers.

- Now a days life becomes very fast and Customers found very little time for banking transaction so banking transaction, it should be recommended that banking transaction have to be easy loan, easy documentation and less paper work.

- Most of the banks who have adopted CBS have making norms of minimum balance in Saving Bank Account and Current Bank Account up to Rs. 5000 this limit is very high, even Honorable Finance Minister also recommended that 'Banks have to open Saving Bank Account with Zero Balance.

- The technology advantages enjoyed by Mega Cities, like Electronics Clearing System (ELS), now this system have to be establish in majority centers and Clearing of cheque have to be at a same day.

- There must be a provision of Behavioral Training for Bank Staff. Who in turn able to absorb them and are able to develop their capabilities and skills to use them in their day-to-day work situation can serve well and win heart of the customers.

- There is a need of facility of Cold Mineral Water in a summer season and Mineral water in other season for customers in bank

- Every counter of the bank must be with proper Signboard, which guides customers to finish their transaction timely.
- Banks have to win confidence and trust of customer by providing safety through insurance of deposits.
- Bank have to put restriction on bad and doubtful advances
- It is the technology that is enabling banks to provide these flexible distribution channels. Such technology innovations have resulted in a win-win situation for both - the customers, who are getting quality customer service and saving on their precious time and the Banks with reduced transaction costs.
- Internet has become an increasingly powerful tool for banks to serve existing customers and access new customers. But it has led to decreasing customer loyalty and customer relationship. Greater choice of services and increased information is encouraging customers to change their banks more frequently. The growth of Internet-based e-finance is a strong trend in India which is expected to continue in the next few years.
- There must be a Customer Grievance Cell (CGC) or Customer Care Department in Bank Immediately to solve customer complaint and query quickly and to provide full satisfaction to customers.
- The Bank should not be bank of a rich people only. There must be equality in service for the people of every sector of the society.
- It should be compulsory for branch of the bank to put Suggestion box in bank with piece of paper and pen.
- Bank’s staff must be helping hand for customer
- Market research must for identification of current and potential needs of the customers. It helps in planning and designing the architecture of the products.
- Low interest home loan have to sanction for poor people
- Well define system for redress of customer complaint/grievances
- Bank account operation charges have to abolish
- There is need to arrange seminar for customer to educate them with new banking technology.
- Banks have to provide information of e-banking at college and educational institution.
- Banks have to arrange short time training programme to educate college students about bank operation system.
- There is a need to set up Banking Portals in Bank hall allowing their customers to access facilities like obtaining information, querying on their accounts by himself of customers.
- Make some call center for small services
- Resolve the complaint with in shortest possible time
- Slow and pleasant music is require for pleasant environment
- Bank staff have to helpful to take crucial financial investment decision
- Best services at lower cost is needed
- Special relationship officer for customer have to appoint for the guidance of customers in banking formalities and transactions
- Banks Fixed deposit and Recurring account have a flexibility of withdraw of cash once in a month.
- Consolidation of ATMs of all banks is necessary to save cost individually and more facility for customers
- Provide free accident insurance policy to all account holder of the bank.
- Believe in “customer are profits and all other are over draft”
- Every customer of the Bank is valuable, put yourself in customer’s shoes.
- Provide Toll Free Phone number of higher bank authority for complaint
- Compensate customers for delay in credit of cheque in account by bank
- Procedure of opening of new bank account have to complete very quickly
- Senior citizen have to provide preference and priority in banking services
- Good sanitary facilities have to available for customers in the premises of the branch of bank.
- Banks have to open ATMs center near Railway station and Bus station and at a public place.
- Bank have to make efforts to satisfy its Customer fully with qualitative banking services
- Decide a realistic competitive bank charges acceptable to the customers and profitable to the bank.
- Banks have to provide a special business development loan to businessmen.
- There is need to inform Bank customer about new launching of product or services at a regular interval of time.
- Higher authority of Bank have to look out that Customer Care Department of the bank serve free home services to senior citizens.
- The products are to be christened and given a unique attractive generic name.
- Banks have to be open 365 days in year and 16 hours in a day.
- Bank’s higher authority have to meet customer for solution of their query and getting suggestions.
- Make use of Fiber Optic Network for ATMs.
- Clean and neat bank always attracts customers.
- Other Banking Services must includes, payments of telephone bills, LIC premiums, Electricity bill, House tax etc.
- There must be need of Gold account for transactions of Gold like share Demat account.