

## APPENDICES

- I Sample Profile – Branch wise
- II Sample Profile – Territory wise and Branch wise / Territory wise
- III Details of Branches Sampled.
- IV Staff Profile – Age
- V Staff Profile – Sex
- VI Staff Profile – Educational Level – Academic
- VII Staff Profile – Educational Level – Banking
- VIII Staff Profile – Number of years service in the present cadre
- IX Staff Profile – Department attached to
- XA-XD Product knowledge – Clerical
- XIA-XID. Product knowledge – Asst. Manager / Deputy Manager
- XIIA-XIID Product knowledge – Manager / Senior Manager
- XIII Staff – Reasons for Product knowledge
- XIV Staff – Sources of Product knowledge
- XV Staff – Perception about Product Range
- XVI Staff – Perception about quality of Customer Service by self
- XVII Staff – Perception about quality of Customer Service by Branch
- XVIII Staff – Reasons for the Service quality of the branch
- XIX Staff – Level of Team Approval to Marketing and Customer Service
- XX Staff – Attitude for imparting Product knowledge
- XXI Customer --Type of Account
- XXII Customer – Sex, Age
- XXIII Customer – Education
- XXIV Customer – Occupation, Income
- XXVA Type of Account Profile with regard to Income of Customers
- XXVB Type of Account Profile with regard to Income of Customers



XXVIA to	Product knowledge of Customers
XXVID	
XXVII	Customer – Reasons for Product knowledge
XXVIII	Customer – Sources of Awareness about promotional measures
XXIX	Customer – Need Satisfaction level
XXX	Customers – Perception about quality of Customer Service by the bank
XXXI	Customers – Perception about quality of customer service by the bank <i>vis a vis</i> competitors
XXXII	Customer – Reasons for the Service Quality
XXXIII	Customer – level of Team Approach to Marketing and Customer Service
XXXIV	Customer –Number of years maintaining account and reasons for maintaining the account and interaction level with the Staff.
XXXV	Customer – Level of Personal Selling by staff
XXXVI	Customer – Reasons for continuing the custom inspite of dissatisfaction
XXXVII	Price sensitivity of the Customers
XXXVIII	Covering Letter
XXXIX	Questionnaire – Staff
XXXX	Questionnaire – Customer