CHAPTER 8       FINDINGS, SUGGESTIONS AND CONCLUSIONS

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8.1 FINDINGS

- ICICI bank is largest private sector bank in India; recently it has acquired the position of universal bank. Universal bank with extensive network of branches that provide many different financial services and are principally engaged in commercial banking, investment banking, securities and even insurance.

- ICICI bank offers innovative services to customers.

- ICICI bank believes in technological up gradation in distribution of its services.

- Customers of ICICI bank are satisfied with various services offered by ICICI bank.

- SBI also one of the successful private sector banks in India. It is the bank that has pioneered many services first time in India. SBI was the first to offer a product called one view by which customers are able to view their accounts in six banks on one page on their website. SBI Bank also the pioneer, in introducing a product called Net safe, which makes online shopping on net using debit card, making it safer.

- Housing Loan, which is SBI’s domain, will no longer remain the same because; ICICI bank is slowly capturing the housing loan market. In fact both the banks do not have very significant difference in terms of marketing its products to customers and also in terms of customer satisfaction.
• **OPERATING MARGIN**

A ratio used to measure a company's pricing strategy and operating efficiency. Operating margin is a measurement of what proportion of a company's revenue is left over after paying for variable costs of production such as wages, raw materials, etc. A healthy operating margin is required for a company to be able to pay for its fixed costs, such as interest on debt. It is also known as "operating profit margin." It shows that operating efficiency of SBI is better than ICICI. While operating efficiency of ICICI is lower than SBI.

• A financial metric used to assess a firm's financial health by revealing the proportion of money left over from revenues after accounting for the cost of goods sold. Gross profit margin serves as the source for paying additional expenses and future savings. It is also known as "gross margin".

This ratio shows financial position of company. Here, financial position of SBI is better than ICICI.

• **NET PROFIT MARGIN**

For a business to survive in the long term it must generate profit. Therefore the net profit margin ratio is one of the key performance indicators for your business. The net profit margin ratio indicates profit levels of a business after all costs have been taken into account. It is worth analyzing the ratio over time. A variation in the ratio from year to year may be due to abnormal conditions or expenses. Variations may also indicate cost blowouts which need to be addressed.

A decline in the ratio over time may indicate a margin squeeze suggesting that productivity improvements may need to be initiated. In some cases, the costs of such improvements may lead to a further drop in the ratio or even losses before increased profitability is achieved.

This ratio is key performance indicators for business. Key performance means the profit level of company we can say that performance of SBI is better than ICICI.
Suggestions regarding HRD in banks:

- The staff of SBI and ICICI bank has to be courteous and polite.
- The banks required hiring right kind of people, with adequate knowledge of banking especially at banks call centers.
- Training programmes should be devised for all staff including call centre and Staff of Direct Sales Associates or Associates of these banks. More importance should be given to upgrade product knowledge and communication skills in such training programmes.
- There is a need for banking staff to have training in the areas of technology and interactive skills.
- The marketing personnel selected by direct sales associates of ICICI bank and SBI should be more qualified, in terms of education, product knowledge, communication skills etc.
- In the bank the customer has his first introduction with bank at front desk. The person who is presenting the services to the customers is identified with the services offered so the banker or the professional who is offering the banking services to the customers should be good in his appearance, his attitude which should be appealing to the customers. Proper dress code, perfect surroundings, attractive interiors, ambience and courteous staff at the counters are must to attract the customers. The personnel at front desk also need to be developed to deliver service quality.
- The bank should attract best talent and retain that talent by right kind of policies in respect of salary, incentives, etc.
- Develop service oriented internal processes.
- Include employees in the banks vision.
- Right kind of reward to be provided to strong service provider.

Both the banks need to adopt customer oriented service delivery.
8.3 CONCLUSIONS

The study concludes to be valuable to ICICI bank and SBI as it is based on the opinion of customers and bank employees (marketing staff). It is useful for other private sector and Public sector banks also in formulating their policies regarding launch of new banking product, in order to reach the level of success achieved by these two banks. It also point out reasons for dissatisfaction among bank customers and provide meaningful solution to their problems. The study conducted will help the private Sector Banks and Public Sector Banks in addressing the marketing problems and difficulties faced by these banks while marketing their services to customers. The study also helps in solving the problems faced by the customers and the effective implementation of marketing strategies of private sector and Public sector banks.

8.4 LIMITATIONS OF THE STUDY

The study involves field study of customers of ICICI bank and Customers of SBI to find out about the satisfaction from the services of above bank and the reason for dissatisfaction. For this purpose the questionnaire was administered to the customers of ICICI bank and SBI Bank. One limitation of this study comes from the fact that the field study was conducted only in Bombay. A more extended geographical sample may show greater differences among perception. The area of study is of branches located in Bombay. An ideal effort would have been study of nationwide survey converging the customers of ICICI bank and SBI. But since this was individual attempt to study the satisfaction level among the customers of ICICI bank and SBI. It was not viable to carry out nationwide survey of customers because of time, cost and other resources constraints. Consequently it had to be limited to sample account holders and bank branches of ICICI bank and SBI in Bombay. It is noticed that the banks under study are more active in urban and metropolitan markets. Efforts have been made to collect significant data and
information from all possible way and sources, there had been some dithering on
the part of the official of the recognized organization and institutions in giving out
their experiences and providing required data. Similar restrictions were observed
on the part of the officials of the recognized organization and institutions in giving
out their experiences and providing required data. Similar restrictions were
observed on the part of the customers while giving information relating to
satisfaction, cost, income, and aspects. Their personal inhibition and short memory
were observed to be the shortcomings, as they could not give or information.

Another limitation of this study comes from the fact that the Indian financial
market could not be termed as a mature market in terms of acceptance of
electronic banking as compared with other western countries. There is chance for
easy generalization because of this fact. The research tool applied for comparing
satisfaction could improve by adding more variable capturing non financial
banking services and the profile of customers.

8.4 DIRECTION FOR FUTURE RESEARCH

The present study is related to finding out the customer satisfaction of
banking services and marketing of services. The findings and conclusions of the
present study are useful to ICICI bank and SBI. It would be interesting for future
researchers to correlate the perception of service in terms of customer satisfaction
in relation to other private and public sector banks.