

**“A COMPARATIVE STUDY OF IMPACT OF IT ON  
CUSTOMER SATISFACTION IN STATE AND PRIVATE  
BANKING SECTOR, SPECIAL REFERENCE TO THE  
BATTICALOA DISTRICT”**

BY  
MR. THIRUNAVUKKARASU- BASKAR  
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**MR. THIRUNAVUKKARASU- BASKAR**  
**INDEX NO: MS 433**  
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**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
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## ABSTRACT

Customer satisfaction surveys are usually conducted by companies that provide some type of services to a group of customer, Banks are vitally interested in the opinion of their customer because long run profitability of the depends on heavily customer loyalty and retention of the customer which is depended on satisfaction of the customers.

So, I have started to do a research study on "a comparative study of impact of IT on customer satisfaction in state and private banking sector, special reference to the Batticaloa District.

This research study consist six chapters each of it has its own importance.

**The First Chapter is The Introduction;** this has mainly the problem in the research, objectives of the study, methodology, conceptualization, assumptions and limitations.

**The Second Chapter is Review of Literature;** it deals mainly the general overview of the information technology, customer satisfaction and service marketing.

**The Third Chapter is Methodology;** it deals with mainly introduction about methodology, sampling, data analysis, and evaluation.

The fourth Chapter is Data Presentation and Data Analysis; **this deals presentation of data and evaluation of impact of IT on customer satisfaction through questionnaires, relating to the services of state and private banking sector in Batticaloa District.**

**The Fifth Chapter is Discussion;** it deals with the discussion of evaluation.

**The Sixth Chapter is Conclusion and Recommendation;** it concerns what are changes should be made by the banking sector to improve customer satisfaction.

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