

COMPARATIVE STUDY ON CUSTOMER
SATISFACTION ON BANKING SERVICES BETWEEN
PEOPLES BANK AND BANK OF CEYLON IN THE
ERAVUR PATTU DIVISIONAL SECRETARIATE
DIVISION



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ABSTRACT

World wide is able to see the influence exerted by the economies which are powerful today. The world banks play a deceive role as exterminators in world politics. Encouraging the saving habits of the people help to raise their living standards and the growth of economy as well. The national Banks too contribute a great measure for the development of the Nation. Bank is development on its customers and giving a satisfying services it also grows to reach the goal set upon.

The Bank to achieve its target is dependent on deposits of the customers and a trusted party building their confidence while maintaining the same fulfilling their expectation to a larger extent. At the most, a satisfactory service is expected from the Bank.

My research study is concerned with the customers of the state commercial Bank of Eravur pattu divisional secreatariate division to study the level of satisfaction the Bank has created on them.

Here again many factors that are inconsistent influence customer's satisfaction, In spite of it the following factors like quick services,new services, Employees behavior, the basic requirements of the Bank, New techniques, are all taken in to consideration in assessing the customers satisfaction level.

The research resultant is obtained by choosing 200 customers of random and with the help of a tabulated questionnaire the data are got.

The data collected under each factor helps to tabulate and assess individually. The analysis show an unsatisfactory result in most of the factors.

The types of actions the Bank must adopt to satisfy its customers,are explained in the foregoing chapter.

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