

A Study on Problems faced by Customers Regarding Banking Services in Ramanathapuram District

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ARTICLE DETAILS

Article History

Published Online: 03 Oct 2018

Keywords

Rendering service, grievance cell, attitude among the staff

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ABSTRACT

For the development of the country, mobilizing resources whether these are and canalizing them towards productive persons. New strategies have to be involved for industrial development, both in small-scale and large-scale sectors and, rather than confining to the traditional way of strong and distribution finance of a short nature, developmental finance and term lending have to be taken up by commercial Banks. Similarly opening of branches in Rural and Urban area efficient customer services have assumed great importance.

1. Introduction

Now-a-days, the bankers have to deal with many matters. They serve as custodians of stocks and shares and other valuables. Imports into and exports out of a country are financed by banks and documents relating to the goods so imported and exported, at one time or another, pass through the hands of the bankers. They have to deal not only with bills of exchange, but also with bill of lading, railway receipts, warehouse warrants and receipts, marine insurance policies and various other documents. As bankers, they advance money on securities, and issue letters of credit, travelers cheque, credit cards and circular notes to customers wishing to travel abroad, as also to effect purchases and shipment of goods.

As a result need to study the customer satisfaction and the level of satisfaction of customers becomes inevitable as these factors affect the working of the industry in rendering fruitful and quality services and also for the up-liftment of the industry in general.

2. Review of Literature:

According to gupta all customers expected the bankers to be public, courteous, helpful and understanding. they also expected to be treated as important individuals and would be satisfied if prompt, accurate and speedy attention was given to their work and banking problems. he conducted that customer services were made up several aspects like technicality, efficiency, advisory and behaviour after sales service and customers amenities.

ArvindBrahme in this study demonstrated that customer compliant was an universal phenomenon, and the banking industry was no exception. The handling of complaints was the core activity for the banks successfully development. He found

68 percent of the customers were lost due to shortcomings in customer service. He had concluded that there was need for awareness and positive attitude among the staff to win the customer and to curb growing complaints.

Avasthi, G and Meera Sharma, had suggested that the potential new risk to customers are theft off cards, threat to privacy manipulation of security systems on the internet with an intention to commit fraud, bankruptcy of the issue of e-money, large-scale breakdown of electronic systems and use off information generated by transactions without the customer consent.

Robert Hall had stated that the workforce is the primary factor in influencing customer behaviour. This trend is bound to be welcome on the one hand by the customers and to improve the efficiency of performances by bank employees on the other. However the "Command and control" approach of headquarters, acts as a potent demotivator for the front line workforce.

Rawani, A.M and Gupta, M.P had empirically studied to find out the role of information systems (IS) in public and private sector banks operating in India. It was concluded that IS played a supportive role in public sector banks, a strategic role in private and foreign sector banks and the future impact of IS does not vary significantly with the banking groups.

3. Objectives of Study:

This paper to analyse the problems of customers regarding banking services in public sector banks in Ramanathapuram District.

4. Scope of the Study

In any service organization the quality of rendering service is considered as an every bank is trying to retain its customer

and are striving to provide all such services expected or required for their customers. Only when customers are satisfied they can be retained. Hence the quality of service rendered by the banks and the level of satisfaction has to be measured certainly using proper instrument. The researcher focused attention to identify the various problems of banking services and its impact on customer services rendered and customer loyalty important element in order to meet the specific requirements of the customer.

5. Limitations Of The Study

The present study is limited to analyse the problems of customer regarding in public sector banks in Ramanathapuram District only. The sample size of 100 each, from public sector bank may be small when compared to the total population of bank customers in Ramanathapuram district.

6. Methodology of the Study

The present study is based on secondary data. The required secondary data were collection through books, magazine, unpublished thesis and websites

7. Customers Regarding to Problems of Banking Services

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. Customer problems and complaints are part of the business life of any corporate entity. Likewise banks services are essential not only to attract new customers, but also to retain existing ones.

So regarding this services the customers were asked to respond on three ways 'yes' 'no' and 'no opinion' on the following twenty statements framed for the purpose of this study.

TABLE 1
Response to Customers on the Statements

S.No	Statement	Yes	No	No opinion	Total
1.	Procedure problems of opening account	52 (52%)	26 (26%)	22 (22%)	100
2.	Problems of depositing cash	68 (68%)	20 (20%)	12 (12%)	100
3.	Problems of withdrawal	45 (45%)	35 (35%)	20 (20%)	100
4.	Problems of getting loan	60 (60%)	20 (20%)	20 (20%)	100
5	Inconvenient about the working hours	55 (55%)	30 (30%)	15 (15%)	100
6.	Long distance of the bank	60 (60%)	25 (25%)	15 (15%)	100
7.	Conduct customer meet periodically	75 (75%)	12 (12%)	13 (13%)	100
8.	Suggestion /views taken for consideration	65 (65%)	15 (15%)	20 (20%)	100
9.	Problems inn using advanced services	68 (68%)	12 (12%)	20 (20%)	100
10.	There is partiality of bank employees	55 (55%)	26 (26%)	19 (19%)	100
11	Crowd problem at the counter	60 (60%)	30 (30%)	10 (10%)	100
12	Problem at the time of ATM operation	72 (72%)	18 (18%)	10 (10%)	100
13	Problem in the transfer of fund	32 (32%)	65 (65%)	03 (3%)	100
14	Absence of grievance cell	65 (65%)	15 (15%)	20 (20%)	100
15	Problem of infrastructure facility in the bank	62 (62%)	32 (32%)	06 (6%)	100
16	Display the interest rate on the notice board	45 (45%)	50 (50%)	05 (5%)	100
17	Problem of explaining modern / new services from the bank	60 (60%)	20 (20%)	20 (20%)	100
18	Problem of filling Chelan /clip in the bank	55 (55%)	25 (25%)	20 (20%)	100
19	Non- co-operation of employee	60 (60%)	30 (30%)	10 (10%)	100
20	Display the service charges on the notice board	68 (68%)	14 (14%)	18 (18%)	100

Source: Computed from primary Data, figures in parentheses indicate total score

It is inferred from table 1 that on the twenty statements framed for this study, 'yes' response of customers ranged from 32 per cent to 75, 'No' response ranged from 12 per cent to 65 and 'No Opinion' response ranged from 3 per cent to 20. In order to know whether there is any significant difference in the response of bank officials on each statement.

8. Conclusion

In the cutting edge competition and liberalization world, those companies will survive who continuously work upon and maintain their service quality. As per the present study, this is a problem to the public players as it has pre dominance in reliability, assurance and wide network. Private players are trying to overcome it by providing accessibility through internet smart phones and high end up-to-date technology, greater degree of tangibility, effective & appealing promotional campaign, online services, more personalized & innovative services, etc. The product customization is good but accessibility and branch/ATM network is less as compared to private sector banks. The bank has to give emphasis on

expanding the market coverage. Rewards, incentives and adequate publicity for exemplary conduct, work and innovations should be awarded frequently.

9. Suggestions

1. Public sector banks should improve the banking services to help the customers for payments of electrical bill and recharging mobiles.
2. Attitude of bank staff and cooperation of bank staff with customers are comparatively lower in public sector banks as compared to the private sector banks. Hence, there is need to focus on these two aspects by the public sector banks management.
3. Public sector banks should take essential steps to expedite the customer's inquiries.
4. Public sector banks need to improve some services like queries resolution and grievances handling.
5. In comparison with public sector banks, private sector banks have to focus on their customer care, bank charges, and maintenance of confidentiality.

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