

## A Study of Customer Satisfaction in Yes Bank

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### ABSTRACT

The banking organization like many other financial facilities organization is facing a rapidly development and changing market environment. viz new, good as well as economic technologies, economic uncertainties, fierce competition, plus especially more demanding customers etc and the changing climate has presented an unprecedented set of challenges. Customer facility is the very important aspect of banking sector and it nearly defines future of any banking sector organization. From a very comfortable plus peaceful environment, the banking in India is now struggling challenges concerning customer base, performance and technological up-gradation. Major changes took place in the functioning of banks in India only after liberalization, globalization and privatisation. Private Banks in India have their history dating back to 1921. There are many facilities provided by private banks in India like accounts, loans, insurances etc. Every bank in India is keen in providing facilities with the best of benefits to its customers with corresponding lower interest rates to offset the prevailing high competition in the banking. Service quality, customer-satisfaction, retention of customer base, customer-loyalty and happiness are some of the major challenges gripping the banking sector. The success or failure of business depends upon bank's relationship with customers. Hence, it becomes important to study the customer's satisfaction prevailing in private banks.

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### 1. Introduction

Yes Bank has been known among the uppermost as well as highest increasing banks in a variety of Indian banking union boards by important medium houses as well as international recommended firms plus has acquired numerous national plus global honours for a variety of businesses with the company's savings banking, transaction banking, treasury plus the sustainable exercises during accountable banking. Bank is progressively developing as Professionals' Bank of the country through long term duty of "Building the Finest Quality Bank of the World in India"

In year 2004, Rana Kapoor plus Late Ashok Kapur were included by Yes bank, in the current period private banking system. As a foundation, Yes Bank is a "Full Service Commercial Bank" that has progressively made company plus organizational banking, economic markets, savings banking, commercial business, branch banking, trade plus transaction banking, as well as prosperity organization trade lines crosswise India plus is well equipped to present a variety of goods plus facilities to company as well as retail clients or customers.

Bank presents a full range of services of the consumer-aimed commercial banking facilities with functioning funds business, dedicated commercial business, buy and sell plus transactional services, treasury hazard organization services, savings banking solutions as well as liquidity organization solutions between others to a aimed customers base. As division of a separated policy, bank has had the strong central point in enlargement banking, as is marked from the cutting-edge work that the bank has completed in the region of groceries plus farming business, microfinance, infrastructure, plus sustainability which has been primary of its type in the

country. This bank has joined through a variety of industries for delivering excellence goods plus facilities called Cash Technology, Cisco Systems, Gartner, Intel, I-flex, Reuters, Wipro, VSNL, De La Rue, Wincor Nixdorf Sanovi plus Murex. In year 2004 established by Rana Kapoor, this bank is India's 5<sup>th</sup> major private bank. Bank has Greenfield bank licence awarded by the RBI of India. Bank is a "Full Service Commercial Bank" plus has progressively made a business, retail as well as SMEs (little plus medium industries) banking franchise, economic marketing, branch banking, investment banking, company finance, the business plus the transaction banking, as well as prosperity administration business lines crosswise India.

### Customer Satisfaction

Yes bank provides personal banking system, corporate banking system plus online banking system services together with accounts, deposits, debit cards, credit cards, home loans plus personal loans. Internet banking system contains many services to give comfort at fingertips, these contain economic services, informational services, service demand plus many other services. Economic services move fund among the accounts, or else any other party accounts held with Yes bank or else any other banks. Facility to structure standing orders for moving fixed quantity automatically at particular, after some gaps. Recurring deposits, Net booking of fixed deposits as well as objective based savings. Give customer bills, internet for utilities like subscription payments, electricity, telephone bills, charity, etc. redeem existing units, buy new mutual fund units. Informational services, observation of customers account balance, account activity, account statement as well as account information, modernized on real-time basis. Observation of the information of all customers fixed deposits plus recurring deposits through Yes bank internet plus even

examination of the TDS (Tax deducted at source) information for interests produced on fixed deposits. Vision of the position of the cheques that customers have issued, vision of every customer's investments, present portfolio worth, etc. with MF (Mutual fund) Online. View customer's regular periodical balance, programme of charges as well as contact information of connection executive. Service appeal for account statement, cheque books as well as debit card, modernize customer's PAN plus nominee registration information, flexi-frequency e-statements, registration for combined, as well as fixed deposit e-advice, download deposit slip. Retail online banking system in Yes bank gives state-of-the-art online banking system services that permit customers to bring banking business on internet using customer's personal computer opportunely as well as contentedly from customer's house or else office. YES bank's variety of services as well as quality contains.

Immediate registration through debit cards, credit cards as well as PIN view account information for savings account, fixed deposit current account, recurring deposit as well as mutual fund. Sweep in capability for controlling customer funds professionally. Management of customer hopes through target based savings. Internet bill payment benefits such as all electricity bill, all telephone bill, and all subscription payments along with charity as well as all donations. The sum gist of our endeavour finally boils down to customer satisfaction and to this end, businesses must leave no stone unturned. A satisfied customer is an asset that cannot and should not be let gone. Retention of customer is the watch word for any organisation to thrive and take an unassailable lead over compatriots. This is the secret that could lead to a monopoly in the existing global market.

## 2. Review Literature

Sinha ,Pankaj., Taneja,Varundeep Singh and Gothi,Vineet .(2010) examined Evaluation of Riskiness of Indian Banks and Probability of Book Value Insolvency. Recently, a lot of questions were raised about the financial health of commercial banks in India. This paper analyzes the Indian banks' risk-factor and the probability of book value insolvency under the framework developed by Hannan and Hanweck (1988). A risk index, known as Z score, for Global Trust Bank that became insolvent in 2004 suggests that the framework developed by Hannan and Hanweck (1988) is also relevant in the Indian context. For a random sample of 15 Indian Banks (public & private sector),the riskiness/probability of book value insolvency over the years was evaluated and also a relative comparison between public and private sector banks in India was carried out. Results obtained in the study show that the probability of book value insolvency of Indian Banks has reduced over years and the probability of book value insolvency is lower in case of public sector banks in comparison to private sector banks.

Khatri ,Puja & Ahuja, Yukti .(2010) in their work, examined on the topic Comparative Study of Customer Satisfaction in Public Sector and Private Sector Banks , With the advent of liberalization policy and RBI's easy norms several private and foreign banks have entered in Indian banking sector which has given birth to cut throat competition amongst banks for acquiring a larger customer base and a deeper market share.

Banks have to deal with many customers and render various types of services to their customers and if the customers are not satisfied with the services provided by the banks then they will defect which will impact economy as a whole since banking system plays an important role in the economy of a country .Also it is very costly and difficult to recover a dissatisfied customer. Since the competition has grown manifold in the recent times it has become a Herculean task for organizations to build loyalty, the reason being that the customer of today is spoilt for choice. It has become imperative for both public and private sector banks to perform to the best of their abilities to retain its customer-base by catering to their explicit as well as implicit needs. Many a times it happens that the banks fail to satisfy their customer which can cause huge losses for banks and therefore the need of this study arises. The purpose of this study is to compare the public sector banks and private sector banks in terms of customer satisfaction and to study the various variables of service quality using SERVQUAL model. The work has been carried out with the objective of understanding the reasons of customer dissatisfaction and what are the opportunity areas wherein these banks need to focus and strengthen their Customer Relationship Management practices. The research work uses both the sources of information, i.e. Primary and Secondary sources, and thereafter SERVQUAL model has been used to identify the discrepancy in the service delivery system.

Chaudhary, Kajal and Sharma, Monika. (2011) examined Performance of Indian Public Sector Banks and Private Sector Banks: A Comparative Study. The economic reforms in India started in early nineties, but their outcome is visible now. Major changes took place in the functioning of Banks in India only after liberalization, globalisation and privatisation. It has become mandatory to study and to make a comparative analysis of services of Public sector Banks and Private Sector banks. Increased competition, new information technologies and thereby declining processing costs, the erosion of product and geographic boundaries, and less restrictive governmental regulations have all played a major role for Public Sector Banks in India to forcefully compete with private and foreign banks and to reveal how efficiently Public and Private sector banks have been managing NPA.

Thangam,Dr.D.Mahila Vasanthi and K . T,Salini. (2016) in their Profitability Analysis of Selected Public and Private Banks in India have shed light on this aspect. This paper is aimed at examining the profitability and productivity of Indian banks in relation to each other. The objective is to study the profitability and to evaluate the productivity of commercial banks with special reference to selected five banks, viz, Bank of Baroda, Allahabad Bank, Central Bank of India, Union Bank of India and Axis Bank the samples were selected through random sampling technique and data were collected from secondary sources. The tools are Correlation and T test. This study examines the relationship among the profitability and productivity of Indian commercial banks both public and private sector. Analysing the banks overall profitability and productivity indices reveal that both public and private sector banks are running profitably. With increasing competition in the banking sector, profitability and productivity have become the greatest challenge to Indian commercial banks. It has become

incumbent for banks to explore every possibility means of effecting improvement all around and thereby increase the profitability.

Shakdwipee, Pushpkant and Masuma, Mehta.(2017) examined Impact of Basel III on Indian Banks, The banking industry is the lifeline of any economy. It is one of the most important pillars of the financial sector. Development of any country is highly dependent on the performance of the banking industry. For an economy to remain healthy and going, it is important that the banking system grows fast and yet be stable. Due to the importance of the financial stability of a country, banks are highly regulated in most of the countries. The collapse of financial institution in one country can also lead to sequential collapse of financial institutions in other countries, warranting that global minimum prudential levels be implemented. More so, cross-country discrepancies in financial regulation have significant ramifications for the competitiveness of financial firms.

**3. Objectives of Study**

1. To study the development and growth of YES bank in India.
2. To examine and evaluate customer satisfaction in YES bank on the basis of various parameters taken in the study.

**4. Research Methodology**

The study is entirely based on primary data. The primary data has been collected through a predesigned questionnaire. A sample size of 100 customers of the YES bank has been taken to examine the customer's satisfaction. Likert scale questions have been used to analyse the satisfaction level of customers. In this study the customer's satisfaction has been analysed on the basis of parameters i.e. Age Composition, Gender Composition, Occupation Structure of Customers and Relationship with Bank.

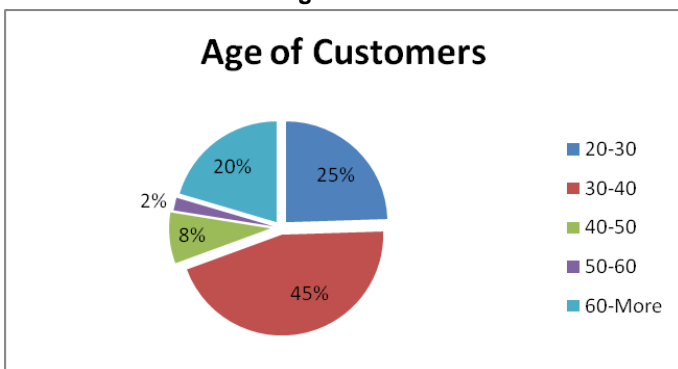
**5. Data Analysis**

The analysis of data is done on the basis of the data collected through questionnaire, filled by the customers of YES bank.

**YES Banks**

**a) Age Composition**

**Figure No1**



**Table No1**

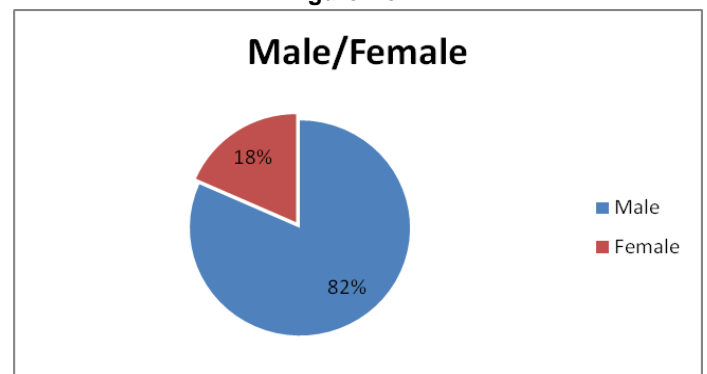
Particulars	Percentage of Customers
20-30	25
30-40	45
40-50	8
50-60	2
60-More	20

**Analysis and Interpretation**

From the above result we come to know that out of 100 customers. 25% customers are age of 20-30 years, 45% customers are age of 30-40 years, 8% customers are age of 40-50 years, 2 %customers are age of 50-60 years and 20% customers are age of 60-more years. This shows that majority of young customers between ages of 30-40 years.

**b) Gender Composition**

**Figure No2**



**Table No2**

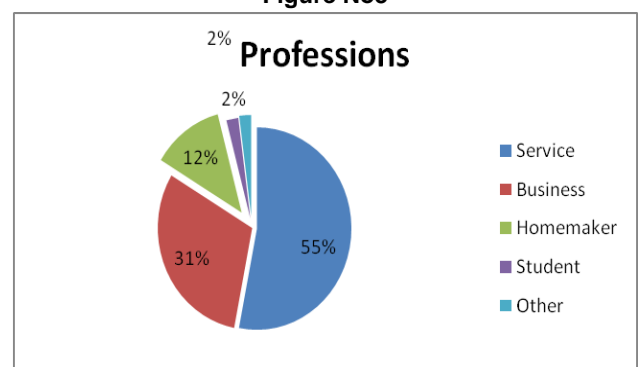
Particulars	Percentage of Customers
Male	82
Female	18

**Analysis and Interpretation**

From the above result it can be inferred that the majority of customers are male, male customers are 82% as compared to 18% females in the total of 100 customers.

**c) Occupation Structure of Customers**

**Figure No3**



**Table No3**

Particulars	Percentage of Customers
Service	55

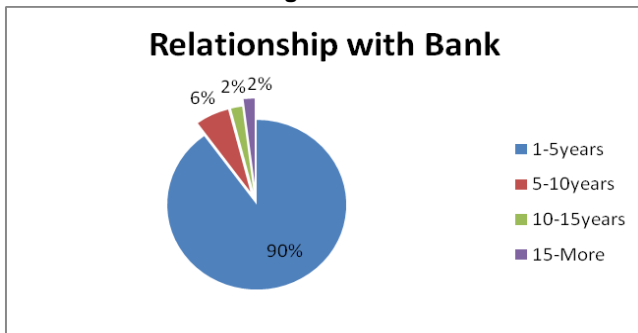
Business	31
Homemaker	12
Student	2
Other	2

**Analysis and Interpretation**

Form the above results 55% customers are service class, 31% customers are doing business, 12% customers are homemakers, 2 % customers are student and 2% are others. This shows majority of customers are service class and less numbers of customers are student and other.

**d) Relationship with Bank**

**Figure No4**



**Table No4**

Particulars	Percentage of Customers
1-5years	90
5-10years	6
10-15years	2
15-more	2

**Analysis and Interpretation**

From the above results 90% customers are 1-5years, 6% customers are 5-10years, 2 %customers are 10-15years and 2% customers are 15 years or more than 15 years. This shows majority of customers relationship are 1-5 years.

**6. Findings**

In this study , there are18% females and 82% males. It has been seen that only 2% of the customers surveyed have a relation with the bank for more than 15yrs. Maximum number of customers , 90% have a relationship with the bank between 1 to 5 yrs . Age wise, customers between the age of 20-30 are 25%, those 30-40 are 45%,those 40-50 are 8%, between 50-60 are 2%, those more than 60years are 20% in YES bank. In the study of profession, service class customers are 55%, business class are 31%, home maker customers are 12 % and others are a mere 2%. In this study, the satisfaction level of young customers is very high in YES Bank.

**7. Conclusion**

It is seen that mostly customers are satisfied with the varied services provided by banks. This shows that banks need to improve further develop their marketing strategies to attract more customers. It has been seen that majority of customers are satisfied with the services provided by the bank, but still as we can see, there are yet some customers, who are dissatisfied by the services and financial product provided by the bank. .This shows that there is a scope for improvement in the service provided by the bank to customers. Hence the YES bank need to focus on 90% accuracy rate to improve level of its the service. In this competitive world where there are challenges ahead for the banks, there is a likelihood of them losing customers to competitors, an eventuality that needs to be closely monitored.

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