Customer Service in Banks: Search for a New Paradigm

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Abstract

The Indian banking industry has undergone radical changes due to liberalization and globalization measures undertaken since 1991. Today, Indian banking industry is one of the largest in the world. There has been a great surge in efficient customer services. A highly satisfied and delighted customer is a very vital non-financial asset for the banks in the emerging IT era. The service after working hours, transaction time, e-channels, accuracy & speed are like a crown factors for a bank. Based on the responses of 1200 customers of public sector bank, Indian private sector bank & Foreign bank (each one from these groups) operating in Amritsar district of Punjab have been taken into consideration. It may be inferred that there is significant difference among three bank groups with customer perceptions. The e-banks are more efficient in regard to time factor. This is the very important factor of shifting of potential customers in e-banks. The survey was conducted in Amritsar district of Punjab in the month of October 2019. Chi-Square test is used to check the level of significance difference in the perceptions of various bank groups.

Keywords: [Quality of Banking Services, Issues and Responsibilities of Bank]

Introduction

The term 'marketing' is not only specific to the corporate industrial sector only. It is much relevant to the service industries. Such as banking, transport, insurance etc. The concept of 'bank marketing' is extensively used in the developed countries. But in a country like India, 'bank marketing' is of recent origin. It has gained significance in India these days because of the growth of industry, money market, increased in the services provided by banks and acute competition amongst them. The following are the aspects of bank marketing:

- Product i.e. the services provided by the banks.
- Price i.e. the rate of interest and charges for different services provided by them to customers and also the rate of interest paid by them on different kinds of deposits.
- Promotion i.e. methods adopted by banks to promote their business.
- Place i.e. identifying the place or segments where banking services need to be provided.

Thus, the four P's of the marketing mix,which are applied to the corporate industrial world, are very much relevant to the banking industry. Of the different aspects of bank marketing mentioned above, the first two i.e. the products and price, are regulated by the Reserve Bank of India. Thus, in order to promote their business, the banks have to rely on the other two aspects i.e. promotion and distribution of their services. While performing these functions of marketing, banks have to focus their attention on their customers, who are the focus of bank marketing. So, the customer satisfaction becomes the central theme in bank marketing, which is in accordance with the modern concept of marketing.

Customer service in banks means satisfying the needs of customers at the right time and in the right manner. Accuracy, reliability, high service speed, security and enquiry facility of the efficient customer service. The excellent and managing customer relationship is the future of any business or everybody's business. Customer focusing is not be viewed as just a business strategy but should become a corporate mission (Shankar, A.G, 2004, p.5). Once good service is extended to a customer, a loyal customer will work as an Ambassador to the bank and facilitate growth of business (Bhaskar, P.V., 2004, p.9). For delivering quality service, it is imperative to have customer orientation as a culture in the bank. The customer orientation builds long term relationships resulting in customer satisfaction and cash flows to the banks (Swaroop, K.S., 2004, p.17). Today, the rural customers do not have any any idea as to how much time is required for any type of banking services. The rural customers are not aware for what purpose the loans are available and how they can be availed (Hasanbanu, S., 2004, p.21). The level of customer service and satisfaction is determined by branch location and design, variety of

services, rates and charges, systems and procedures, delegation and decentralization, mechanization and computerization, competitive efficiency, complaint redressal and very importantly staff skills, attitudes and responses (Singh, S., 2004, p.30). A good customer service in banks should have three basic tenets – courtesy, accuracy and speed (Ganesh, C & Varghese, M.E., 2003, p.14). The customer care has been enjoying the attention of the government, the RBI and the banks themselves. Various committees have gone into the problem in great detail and made recommendations, many of which have been implemented. Despite so many measures initiated at various levels to improve the standard of customer service, the level of satisfaction perceived by various segments of customers has been low. It is in this context that customer service has to be analyzed and appropriate strategies drawn up, not only to attract new customers, but also to retain existing ones.

Objectives, Research Methodology and Database

Objectives
- To study and analyze the quality of customer services in Indian banks
- To suggest measures to improve customer services in banks

Hypothesis
There is no difference in the perceptions of bank customers of public sector banks, Indian private sector banks & Foreign banks with regard to the quality of banking services.
Database
Survey conducted in Amritsar (Punjab), October, 2019.

Research Methodology
Public sector banks, Old private sector banks, New private sector banks & Foreign banks operating in Punjab form the universe of the study. The present study covers bank branches for those bank groups working in the Amritsar district only. Almost, all the major banks have branches in this district.
As it was felt that it would useful to attempt a comparative study among Public sector banks, Indian private sector banks & Foreign banks (One Public, One Private & One Foreign bank) having the largest network of branches in the district were identified.
The 1200 customers of all bank groups have been contacted at random for collecting the data needed for the study. The required data were collected from the respondents by means of a structured questionnaire.

Socio-economic background of respondents, reason for holding account, extent of facilities, services after working hours, time taken in minutes and in days, awareness regarding e-channels, extent of satisfaction. t-test is used to know the significant difference among bank groups regarding the quality of banking services.

Results and Discussion
The respondents were asked to give their opinion regarding the reason for holding account in three bank groups, awareness regarding e-channels, services after working hours, time taken in minutes and in days, extent of satisfaction & facility provided by bank groups.

Socio-Economic Background of the Respondents
The socio-economic background of the respondents affects their perception to a large extent. The results in table 1 reveals that out of 1200 respondents, 39.67 pc belongs to age group of 25-35 years of the remaining are either less than 25 years or above 36 years, the maximum customers are either service class or business class. 37 pc customers' post-graduates & 34 pc customers are graduates.

Table 1: Socio-Economic Background of the Respondents (Per cent)
Reason for Holding Account

Group /Sub Group	Number	%age
Bank Groups		
G-1	400	33.33
G-2	400	33.33
G-3	400	33.33
Age Groups		
Below 25	296	24.67
25-35	476	39.67
36-45	220	18.33
46-55	168	14.00
Above 55	40	3.33
Occupation		
Service	380	31.67
Business	304	25.33
Professional	272	22.67
Industrialist	16	1.33
Agriculture	16	1.33
Others	212	17.67
Educational Level		
Matriculate	116	9.67
Graduate	408	34.00
Post Grad.	444	37.00
Professional	232	19.33
All Data	1200	100.00

There are many factors which a customer may consider before opening an account in a particular bank. The respondents were asked to mention the most important reason which motivated them to open an account in the respective bank. Table 2 shows the responses of the respondents from three bank groups. It is evident from the table that customers of all groups considered availability of more products services, better customer relation, convenient location of the banks, courteous behavior of employees and availability of appropriate e-channels most important factors to open an account in a particular bank. Group wise Indian private sector bank customers gave more preference to the availability of more products/ services, courteous behavior of the employees to open an account in the bank.

Chi-square test shows that the difference in the responses of the respondents of three banks are statistically significant.

A comparison of the Weighted Average Scores of the different reasons in G-I, G-II and G-III reveals that WAS for all the reasons, except G-I (appropriate e-channels) is more than 1, which indicates that respondents are in favour of availability of more products/services, better customer relation, convenient location, courteous behavior, more and appropriate e-channels.

Extent of Facilities

Due to the increasing competition among the banks they are providing the maximum facilities to the customers

Table 2: Reasons for Holding Account

Reasons	Bank Group	M.U.Imp		UnImp		UnDecided		Imp		M.Imp		Chi^	WAS
		N (%		N	%	N	%	N	%	N	%		
More uct/Services	G-I	-	-	-	-	12	3.00	148	37.00	240	60.00	22.23**	1.57
	G-II	-	-	4	1.00	-	-	128	32.00	268	67.00		1.65
	G-III	-	-	-	-	8	2.00	136	34.00	256	64.00		1.62
	Overall	-	-	4	0.33	20	1.67	412	34.33	764	63.67		1.61
Better Customer Relation	G-I	-	-	4	1.00	8	2.00	148	37.00	240	60.00	19.01**	1.56
	G-II	-	-	-	-	12	3.00	156	39.00	232	58.00		1.55
	G-III	-	-	-	-	12	3.00	116	29.00	272	68.00		1.65
	Overall	-	-	4	0.33	32	2.67	420	35.00	744	62.00		1.59
Convenient Location	G-I	-	-	20	5.00	36	9.00	168	42.00	176	44.00	28.78**	1.25
	G-II	8	2.00	12	3.00	16	4.00	216	54.00	148	37.00		1.21
	G-III	8	2.00	12	3.00	20	5.00	192	48.00	168	42.00		1.25
	Overall	16	1.33	44	3.67	72	6.00	576	48.00	492	41.00		1.24
Courteous behavior	G-I	4	1.00	20	5.00	12	3.00	160	40.00	204	51.00	21.54**	1.35
	G-II	-	-	8	2.00	4	1.00	176	44.00	212	53.00		1.48
	G-III	-	-	8	2.00	12	3.00	172	43.00	208	52.00		1.45
	Overall	4	0.33	36	3.00	28	2.33	508	42.33	624	52.00		1.43
More & appropriate e-channels	G-I	12 3.00		76 19.00		44	11.00	132	33.00	136	34.00	37.82**	0.76
	G-II	4	1.00	56	4.00	24	6.00	148	37.00	168	42.00		1.05
	G-III	12	3.00	52	13.00	12	3.00	140	35.00	184	46.00		1.08
	Overall	28	2.33	184	6.67	80	6.67	420	35.00	488	40.67		0.96

Source: Survey Results

like locker facility, e-bill payments, online shopping, payment of insurance premium, consultancy services. The extent of these facilities differs in the different bank groups. Locker facility is provided the maximum in all the bank groups, but on the other hand, e-bill payments, online shopping, payments of insurance premium and consultancy services are provided to some extended.

Chi-square test shows that the differences in the responses of the respondents of three banks are statistically significant.

A comparison of the Weighted Average Scores of the different transaction reveals that WAS for all the transaction except locker facility is more than 1, but on the other hand WAS is less than 1, which indicates low level of facility in all the bank groups.

Services after working hours

Although, banks are under no obligation to provide services to their customers after the working hours. But generally the current account holder feels that they should be provided such facilities when such a need arises. If such a facility is provided to the customers, it will add to their satisfaction and will improve the image of the bank. The respondents were asked to state how often they get such facilities for various transactions. An analysis of table 4 reveals that G-II always provide the more services after working hours than other bank groups. All bank groups always provide the service of accept cash more than other services after working hours and they never provide the service of inter-account transfer 46 per cent.

Chi-square test shows that the differences in the responses of the respondents of three banks are statistically significant.

Table 3: Extent of Facilities from

Transaction	Bank Group	V.Little		Little		Undecided		Some		Large		Chi^	WAS
		N	%	N	%	N	%	N	%	N	%		
Locker Facility	G-I	20	5.00	12	3.00	28	7.00	108	27.00	232	58.00	19.68*	1.30
	G-II	16	4.00	32	8.00	16	4.00	84	21.00	252	63.00		1.31
	G-III	12	3.00	20	5.00	20	5.00	108	27.00	240	60.00		1.36
	Overall	48	4.00	64	5.33	64	5.33	300	25.00	724	60.33		1.32
E-bill Payments	G-I	36	9.00	8	2.00	96	24.00	152	38.00	108	27.00	89.25**	0.72
	G-II	64	16.00	40	10.00	44	11.00	188	47.00	64	16.00		0.37
	G-III	36	9.00	12	3.00	92	23.00	140	35.00	120	30.00		0.74
	Overall	136	11.33	60	5.00	232	19.33	480	40.00	292	24.33		0.61
Online Shopping	G-I	92	23.00	48	12.00	60	15.00	120	30.00	80	20.00	49.35**	0.12
	G-II	104	26.00	52	13.00	96	24.00	112	28.00	36	9.00		-0.19
	G-III	104	26.00	68	17.00	44	11.00	100	25.00	84	21.00		-0.02
	Overall	300	25.00	168	14.00	200	16.67	332	27.67	200	16.67		-0.03
Payments of Insurance Premium	G-I	48	12.00	40	10.00	52	13.00	156	39.00	104	26.00	34.76**	0.57
	G-II	56	14.00	60	15.00	64	16.00	104	26.00	116	29.00		0.41
	G-III	48	12.00	72	18.00	40	10.00	104	26.00	136	34.00		0.52
	Overall	152	12.67	172	14.33	156	13.00	364	30.33	356	29.67		0.50
Consultancy Services	G-I	64	16.00	64	16.00	80	20.00	132	33.00	60	15.00	79.47**	0.15
	G-II	84	21.00	68	17.00	48	12.00	84	21.00	116	29.00		0.20
	G-III	24	6.00	76	19.00	56	14.00	116	29.00	128	32.00		0.62
	Overall	172	14.33	208	17.33	184	15.33	332	27.67	304	25.33		0.32

Source: Same as Table 1

Table 4: Services after working hours

Transaction	Bank Group	Always		Often		Sometime		Never		Chi^
		N	%	N	%	N	%	N	%	
Accept Cash	G-I	146	37.00	56	14.00	80	20.00	116	29.00	50.50**
	G-II	176	44.00	32	8.00	100	25.00	92	23.00	
	G-III	160	40.00	20	5.00	60	15.00	160	40.00	
	Overall	484	40.33	108	9.00	240	20.00	368	30.63	
Accept Cheque for clearance	G-I	92	23.00	160	40.0	68	17.00	80	20.00	47.20**
	G-II	112	28.00	156	39.00	60	15.00	72	18.00	
	G-III	40	10.00	200	50.00	88	22.00	72	18.00	
	Overall	244	20.33	516	43.0	216	18.0	224	18.67	
Withdrawl of cash	G-I	88	22.00	80	20.00	56	14.00	176	44.00	81.39**
	G-II	136	34.00	60	15.00	104	26.00	100	25.00	
	G-III	80	20.00	108	27.00	48	12.00	164	41.00	
	Overall	304	25.33	248	20.67	208	17.33	440	36.67	
Inter Account Transfer	G-I	76	19.00	84	21.00	88	22.00	152	38.00	72.51**
	G-II	76	19.00	60	15.00	108	27.00	156	39.00	
	G-III	48	12.00	68	17.00	40	10.00	244	61.00	
	Overall	200	16.67	212	17.67	236	19.67	552	46.00	

Source: Same as Table 1

Time Taken (in Minutes) by Banks

Although times norms have been laid down for completing various transactions, but generally the banks take comparatively more time. The respondents were asked to specify the time generally taken by the respective banks in completing various transactions. Table 5 indicates that encash bank draft and deposit cash transactions are near about 30 per cent completed within 10-20 minutes in all bank groups. An analysis of this table reveals that purchase a bank draft transaction is completed in 5-10 minutes in all bank groups. Overall 25.67 per cent access the locker transaction completed in above 30 minutes. This transaction takes more time than other transactions.

Time Taken (In Days) by Banks

Similarly table 5, the all bank groups specify the times for completing various transactions. Table 6 indicates that credit of the outstation cheques are mostly completed within two days in all bank groups. An analysis of this table

reveals that overall 64 per cent credit the local cheque transaction is completed in same day and processing of loan applications are mostly completing within above three days.

Chi-square test shows that the differences in the responses of the respondents of three banks are statistically

Table 5: Time Taken (In Days) by Banks

Transaction	Bank Group	Below 5 N	Below 5 %	5-10 N	5-10 %	10-20 N	10-20 %	20-30 N	20-30 %	Above 30 N	Above 30 %	No Response N	No Response %
Demand for Cash	G-I	156	39.00	96	24.00	120	30.00	16	4.00	12	3.00	-	-
	G-II	176	44.00	164	41.00	48	12.00	-	-	12	3.00	-	-
	G-III	176	42.33	100	25.00	48	12.00	32	8.00	44	11.00	-	-
	Overall	508	42.33	360	30.00	216	18.00	48	4.00	68	5.67	-	-
Encash Bank Draft	G-I	84	21.00	92	23.00	148	37.00	24	6.00	52	13.00	-	-
	G-II	76	19.00	156	39.00	104	26.00	32	8.00	32	8.00	-	-
	G-III	120	30.00	84	21.00	124	31.00	4	1.00	68	17.00	-	-
	Overall	280	23.33	332	27.67	376	31.33	60	5.00	152	12.67	-	-
Deposit Cash	G-I	72	18.00	116	29.00	180	45.00	20	5.00	12	3.00	-	-
	G-II	84	21.00	204	51.00	96	24.00	-	-	16	4.00	-	-
	G-III	168	42.00	100	25.00	64	16.00	44	11.00	24	6.00	-	-
	Overall	324	27.00	420	35.00	340	28.33	64	5.33	52	4.33	-	-
To purchase a bank draft	G-I	56	14.00	96	24.00	80	20.00	64	16.00	100	25.00	4	1.00
	G-II	88	22.00	72	18.00	96	24.00	80	20.00	64	16.00	-	-
	G-III	68	17.00	100	25.00	76	19.00	116	29.00	40	10.00	-	-
	Overall	212	17.67	268	22.33	252	21.00	260	21.67	204	17.00	4	0.33
Accessing lockers	G-I	44	11.00	88	22.00	104	26.00	60	15.00	100	25.00	4	1.00
	G-II	56	14.00	108	27.00	60	15.00	64	16.00	100	25.00	12	3.00
	G-III	84	21.00	72	18.00	52	13.00	84	21.00	108	27.00	-	-
	Overall	184	15.33	268	22.33	216	18.00	208	17.33	308	25.67	16	1.33

Source: Same as Table 1

Table 6: Time Taken (In Days) by Banks

Transaction	Bank Group	Same Day N	Same Day %	Two days N	Two days %	Three days N	Three days %	>Three days N	>Three days %	No Responses N	No Responses %	Chi^
Credit the Local Cheques	G-I	208	52.00	128	32.00	36	9.00	20	5.00	8	2.00	
	G-II	264	66.00	100	25.00	28	7.00	4	1.00	4	1.00	76.27**
	G-III	296	74.00	92	23.00	4	1.00	-	-	8	2.00	
	Overall	768	64.00	320	26.67	68	5.67	24	2.00	20	1.67	
Credit the Outstation Cheques	G-I	72	18.00	116	29.00	80	20.00	116	29.00	16	4.00	
	G-II	88	22.00	112	28.00	68	17.00	124	31.00	8	2.00	15.05
	G-III	80	20.00	132	33.00	68	22.0	92	23.00	8	2.00	
	Overall	240	20.00	360	30.00	236	19.67	332	27.67	32	2.67	
Processing of Loans application	G-I	52	13.00	64	16.00	76	19.00	136	34.00	72	18.00	
	G-II	100	25.00	32	8.00	44	11.00	176	44.00	48	12.00	48.99**
	G-III	96	24.00	44	11.00	60	15.00	152	38.00	48	12.00	
	Overall	248	20.67	140	11.67	180	15.00	464	38.67	168	14.00	

Source: Same as Table 1

Awareness Regarding E-Channels

In the age of information technology, e-channels are most important in day to day transactions. The people are more aware of ATMs among the other e-channels. Overall 80.33 per cent responded to large awareness regarding ATMs, but among the three groups respondents of Indian private sector banks responded large awareness are regarding e-channels. Regarding E-payments, M-banking, Tele-banking the customers are somewhat aware of these e-channels. Overall awareness regarding e-channels is less in all the bank groups.

Chi-square test shows that the differences in the responses of the respondents of three banks are statistically significant.

WAS reveals high awareness regarding ATMs but on the other hand WAS is less than 1, which indicates low level of awareness regarding these e-channels.

Table 7: Awareness regarding e-channels

Transaction	Bank Group	V.Little N	V.Little %	Little N	Little %	Undecided N	Undecided %	Some N	Some %	Large N	Large %	Chi^	WAS
ATMs	G-I	4	1.00	28	7.00	28	7.00	56	14.00	284	71.00		1.47
	G-II	-	-	-	-	-	-	40	10.00	360	90.00	105.50**	1.90
	G-III	-	-	16	4.00	-	-	64	16.00	320	80.00		1.72
	Overall	4	0.33	44	3.67	28	2.33	160	13.33	964	80.33		1.70
E-payments	G-I	16	4.00	44	11.00	68	17.00	188	47.00	84	21.00		0.70
	G-II	20	5.00	36	9.00	24	6.00	244	61.00	76	19.00	66.92**	0.80
	G-III	44	11.00	12	3.00	44	11.00	204	51.00	96	24.00		0.74
	Overall	80	6.67	92	7.67	136	11.33	636	53.00	256	21.33		0.75
M-Banking	G-I	16	4.00	76	19.00	76	19.00	156	39.00	76	19.00		0.50
	G-II	24	6.00	76	19.00	24	6.00	216	54.00	60	15.00	52.62**	0.53
	G-III	28	7.00	80	20.00	36	9.00	168	42.00	88	22.00		0.52
	Overall	68	5.67	232	19.33	136	11.33	540	45.00	224	18.67		0.52
Tele-Banking	G-I	28	7.00	108	27.00	68	17.00	140	35.00	56	14.00		0.22
	G-II	52	13.00	84	21.00	40	10.00	168	42.00	56	14.00	28.47**	0.23
	G-III	64	16.00	88	22.00	48	12.00	148	37.00	52	13.00		0.09
	Overall	144	12.00	280	23.33	156	13.00	456	38.00	164	13.67		0.18
All e-channels	G-I	24	6.00	56	14.00	124	31.00	132	33.00	64	16.00		0.39
	G-II	16	4.00	64	16.00	68	17.00	204	51.00	48	12.00	69.69**	0.51
	G-III	24	6.00	76	19.00	44	11.00	204	51.00	52	13.00		0.46
	Overall	64	5.33	196	16.33	236	19.67	540	45.00	164	13.67		0.45

Source: Same as Table 1

Extent of Satisfaction

The banks should provide reliability, accuracy, high service speed, security and enquiry facility to the customers. Table 8 reveals the satisfaction level for these services. Regarding these services mostly all the bank groups customer has shown satisfactory level. In G-II 58.00 per cent customers are satisfied from the reliability factor. Similarly, in case of public sector banks 59.00 per cent customers are satisfied from the accuracy and 60 per cent customers are satisfied from the security aspects. Chi-square test shows that the differences in the responses of the respondents of three banks are statistically significant

A comparison of the WAS of the different factors is greater than 1 for reliability and accuracy, which indicates that respondents are satisfied with these factors. But WAS is less than in all bank groups in case of enquiry facility and it reveals dissatisfaction of the customers.

The analysis shows quality of the services is the prime factor for the development of the banks. Indian private sector bank and foreign banks are providing quality services to the customers and public sector banks are always following them.

Table 8 :Extent of Satisfaction

Transaction	Bank Group	H.Dissatisf.		Dissatisf.		Undecided		Satisfied		H.Satisf.		Chi^	WAS
		N	%	N	%	N	%	N	%	N	%		
Reliability	G-I	-	-	12	3.00	12	3.00	196	49.00	180	45.00	63.02 **	1.36
	G-II	-	-	-	-	-	-	232	58.00	168	42.00		1.42
	G-III	12	3.00	-	-	8	2.00	204	51.00	176	44.00		1.33
	Overall	12	1.00	12	1.00	20	1.67	632	52.67	524	43.67		1.37
Accuracy	G-I	-	-	8	2.00	32	8.00	236	59.00	124	31.00	28.99 **	1.19
	G-II	-	-	8	2.00	28	7.00	212	53.00	152	38.00		1.27
	G-III	4	1.00	8	2.00	20	5.00	184	46.00	184	46.00		1.34
	Overall	4	0.33	24	2.00	80	6.67	632	52.67	460	38.33		1.21
Service Speed	G-I	-	-	56	14.00	72	18.00	204	51.00	68	17.00	171.12**	0.71
	G-II	8	2.00	24	6.00	36	9.00	236	59.00	96	24.00		0.97
	G-III	36	9.00	36	9.00	60	15.00	104	26.00	164	41.00		0.81
	Overall	44	3.67	116	9.67	168	14.00	544	45.33	328	27.33		0.83
Security	G-I	12	3.00	44	11.00	48	12.00	240	60.00	56	14.00	103.05**	0.71
	G-II	-	-	24	6.00	48	12.00	224	56.00	104	26.00		1.02
	G-III	-	-	24	6.00	24	6.00	188	47.00	164	41.00		1.23
	Overall	12	1.00	92	7.67	120	10.00	652	54.33	324	27.00		0.99
Enquiry Facility	G-I	8	2.00	88	22.00	48	12.00	200	50.00	56	14.00	29.87 **	0.52
	G-II	12	3.00	88	22.00	36	9.00	196	49.00	68	17.00		0.55
	G-III	24	6.00	48	12.00	36	9.00	220	55.00	72	18.00		0.67
	Overall	44	3.67	224	18.67	120	10.00	616	51.33	196	16.33		0.58

Source: Same as Table 1

Emerging Issues in Banking Sector

The following issues are emerging in IT era
- Awareness regarding New Technology in Banks
- High cost in e-banks
- Customers Confidence in e-channels
- Hesitant aspect to use e-channels
- To acquaint the bank customers with global bank technology
- Capturing rural & semi urban population
- Marketing with e-channels
- Changing customer profile
- Proper location of ATMs, mobile ATMs
- Lack of IT experts.
- Creation of proper IT related infrastructure.

Responsibilities of Banks in Highly Emerging Competition and Its Era

- Bank should give demo regarding the use of e-channels
- e-banking facilities by all the banks
- Fee charges should be transparent
- Win customers confidence
- Capture rural & semi urban bank customers
- Software in regional language
- Spread facility of mobile banks
- Efficient and expert IT staff in banks

- Maximum marketing with e-channels
- Increase in expenditure on R & D
- Banking with smiling face
- Spread Customer Relations Management
- Spread social relationship marketing

Implications

The major implication of the present study is that quality services counts too in banks also. Every bank should try to improve the customer service to delight the customers. This qualitative wave of services will helpful to win the new potential customers and retain the old customers.

Limitations

The present study is only concerned with Punjab State and sample of 1200 bank customers of only three bank branches of Public sector, Indian private and Foreign banks. It is only due to the shortage of the time and funds.

Future Area of Intensive Research

- Quality of services in partially IT and fully IT oriented banks
- e-banks & utility services
- Occupation wise, age wise use of e-channels
- e-channels & per transaction cost
- Extent of acceptance of e-channels

Conclusion

In the emerging competitive environment and IT era, with little or no distinction in the product offerings, it is the speed of rendering service that sets apart one bank from another. Prompt service is equated with quality service. Time is a major factor which affects the quality & reputation of the bank. E-banks are providing quick service & that is why they are becoming more popular. Hence, it is very essential that all bank groups should put in place the right kind of systems to further cut down on service time and render instantaneous services to the customer. Only such banks will tend to survive in the rat race for market shares in the days to come. Those banks will out of the race whose services are poor and customers are dissatisfied.

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