**A**

**PROJECT REPORT ON**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS The Federal Bank Ltd.**

**SUBMITTED BY:**

**INDERJYOT SINGH**

**306**

**BBA (B&I) (M) 3rd SEMESTER**

**UNDER THE GUIDENCE OF:**

PROFESSOR

DEPT. OF BUSINESS ADMINISTRATION



**MAHARAJA SURAJMAL INSTITUTE**

**(Affiliated to Guru Gobind Singh Indraprastha University)**

**(Recognized by UGC U/S2 (F))**

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**CERTIFICATE**

This is to certify that **INDERJYOT SINGH of BBA (B&I) (M) 3rd SEMESTER** has accomplished the project report title **‘A STUDY ON CUSTOMER SATISFACTION TOWARDS FEDERAL BANK’** under my guidance and provision.

He has submitted this project in the partial fulfillment of requirement as per the **GURU GOBIND SINGH INDTRAPRASTHA UNIVERSITY**.

I further certify that this is an original work. All sources of information and help have been duly mentioned and acknowledged.

Dr. JASBEER

PROFESSOR

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**DECLARATION**

I **INDERJYOT SINGH** student of **BBA (B&I) (M) 3RD SEM**

hereby declared that I have completed the project on **A STUDY ON CUSTOMER SATISFACTION TOWARDS The Federal Bank Ltd.**

The information submitted is true and original to the best of my knowledge.

Date: Signature,

Place: ---------------------

**ACKNOWLEDGEMENT**

This project has been possible through the direct and indirect cooperation of various people who bear the imprints of their efforts for my work. I take this opportunity to acknowledge the invaluable assistance of the people who helped me in the completion of this project report.

I humbly convey my sincerest gratitude to my internal guide **Dr. JASBEER**  for his guidance, suggestions and unintended support, without which the project would not have been possible. I would also like to thank the faculty members who provided me all the necessary information in the completion of the project report.

Last but not the least; I would like to place a word of thanks for all those who directly or indirectly helped me in the successful completion of the project.

**INDERJYOT SINGH**

**306**

**BBA (B&I) (M) 3rd Semester**

**PREFACE**

**The project work entitled “A study on role of technology in banking and Customer Satisfaction of FEDERAL BANK, . Analysis shows the financial soundness of the Bank.**

**The study has been carried out for 8 months in FEDERAL BANK. It shows the major roles of technology in banking that it helps to increase the productivity of the banks and satisfy the customers.**

**The purpose of the study is to know about the effectiveness of technology in field of banking and whether the Bank is provide their customers such technologies effectively or not.**

**EXECUTIVE SUMMARY**

###### The banking sector is an integral part of any advancing economy and in India too its inceptions dates back to more than 100 years. Since its formal inception, banking in India, has evolved in various phases: post independence, post nationalization and post liberalization. With the era of Information Technology, emerging in Indian and the deregulation of financial markets post 1991, there has been a marked difference in the way banking is managed in India.

###### Like most core sectors of the economy, banking to has been majorly affected or rather upgraded, through the use if hi-tech gadgets in transactions and processing, the introduction of concepts like Tele-banking, PC banking, net banking etc much to the advantage of the customer. Moreover, with the arrival of many new and competitive banks it has become very important for the respective banks to attract and retain its customers. In light of these event, the summer assignment taken up dealt with two objectives.

###### One being, the objective of gauging the customer knowledge and awareness about the banking products & services being offered and simultaneously educating him in areas in which the customer lacked knowledge about them. The second objective of the study was to enhance the customer position in the bank by introducing a whole new concept of Private Banking to the esteem clients of the bank, which promised to provide exclusivity and convenience to the former. Hence, the study was tried out to identify and map the customers who could be a part of the Privileged Club or Private Banking.

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**1.1 General Information**

Without a sound and effective banking system in India it cannot have a healthy economy. The banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external and internal factors. For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country.

This is one of the main reasons of India's growth process. The government's regular policy for Indian bank since 1969 has paid rich dividends with the nationalization of 14 major private banks of India. Not long ago, an account holder had to wait for hours at the bank counters forgetting a draft or for withdrawing his own money. Today, he has a choice. Gone are days when the most efficient bank transferred money from one branch to other in two days. Now it is simple as instant messaging or dials a pizza. Money has become the order of the day. The first bank in India, though conservative, was established in 1786. From1786 till today, the journey of Indian Banking System can be segregated into three distinct phases.

They are as mentioned below early phase from 1786 to 1969 of Indian Banks Nationalization of Indian Banks and up to 1991 prior to Indian banking sector Reforms. New phase of Indian Banking System with the advent of Indian Financial &Banking Sector Reforms after 1991

**1.2 Bank Profile**

Name of the Bank : The Federal Bank Ltd.

Chairman : Prof. Abraham Koshy

Managing Director : Mr. Nilesh Shivji Vikramsey

Accounting Year 1st April to 31stMarch

E-mail Address : Ophead@federalbank.co.on

Website : www.federalbank.co.in

**1.3 History of federal bank**

The history of Federal Bank dates back to the pre-independence era. Though initially it was known as the Travancore Federal Bank, it gradually transformed into a full-fledged bank under the table leadership of its Founder, Mr. K P Hormis. The name Federal Bank Limited was officially announced in the year 1947 with its headquarters nestled on the banks of the river Perilya. Since then there has been no looking back and the bank has become one of the strongest and most stable banks in the country.

These three banks were amalgamated in 1920 and Imperial Bank of India was established which started as private shareholders banks, mostly Europeans shareholders. In 1865 Allahabad Bank was established and first time exclusively by Indians, Punjab National Bank Ltd. was set up in 1894 with headquarters at Lahore. Between 1906 and 1913, Bank of India,



# Our Founder

Kulangara Paulo Hormis, the visionary Banker was born on 18th October, 1917 at Mookkannoor; a small village in the suburbs of Greater Cochin, in a middle class agricultural family.

Educated as a lawyer, Shri Hormis began his career as an Advocate in the Courts of Perumbavoor. But the path breaker soon gravitated to commercial banking and took up the reins of Federal Bank in 1945 as its Chief Executive. Fired by a passion for institution building Shri Hormis built out of a One-Branch-Small-Time Bank, a nationwide institution of 285 branches in the 34 years that he remained at the helm.    
The quintessential banker that he was, a structure for extending finance to agriculture and the weaker sections of society was laid by him much before these areas came into national focus.

Social Banking was his passion and the strength of the Bank today in terms of national presence, diversified clientele, skilled and dedicated manpower and profitable operations, owes a great deal to the vision of this great man. The personality of Shri Hormis was multidimensional and there was no field of activity he was associated with where he did not leave his indelible imprint.

### Our Mission & Vision

**Vision**

* Be a "customer-centric" organization setting standards for customer experience.
* Be the ‘trusted' partner of choice for target (SME, Retail, NRI) customers.
* Become the numero uno bank in Kerala and a leading player in our chosen segments/markets.
* Offer innovative yet simple products supported by state-of-the art technology.
* Have a dynamic and energised workforce with a strong sense of belonging.
* Deliver top tier financial performance and superior value to stakeholders.
* Be a role model for corporate governance and social responsibility.

**Mission**

**Shareholders:**

Achieve a consistent annual post-tax return of at least 20% on net worth.

**Employees:**

Develop in every employee a high degree of pride and loyalty in serving the Bank.

**Customers:**

Meet and even exceed expectations of target customers by delivering appropriate products and services, employing, as far as feasible, the single-window and 24-hour-seven-day-week concepts, leveraging strengthened branch infrastructure, ATMs, and other alternative distribution channels, cross-selling a range of products and services to meet customer needs varying over time, and ensuring the highest standards of service at all times.

**1.4 Structure of Indian banking System**

**2.1 Opportunity of Indian banking Industry**

The Indian banking sector continues to face some structural challenges. We have a relatively large number of banks, some of which are sub-optimal in size and scale of operations. On the regulatory front, alignment with global developments in banking supervision is a focus area for both regulators and banks. The new international capital norms require a high level of sophistication in risk management, information systems, and technology which would pose a challenge for many participants in the Indian banking sector.

The deep and often painful process of restructuring in the Indian economy and Indian industry has resulted in asset quality issues for the banking sector; while significant progress is being made in this area, a great deal of work towards resolution of these legacy issues still needs to be done. The Indian banking sector is thus at an exciting point in its evolution. The opportunities are immense – to enter new businesses and new markets, to develop new ways of working, to improve efficiency, and to deliver higher levels of customer service. The process of change and restructuring that must be undergone to capitalize on these opportunities poses a challenge for many banks.

**2.2 Overview Of world Market**

While the growing power of emerging markets is a long-term structural phenomenon, it has accelerated in the banking industry thanks as much to the relative decline of the west as to expansion in the east. There has been a pronounced shift from west to east – and, to some extent, from north to south – in the wake of the crisis. Banks on both sides of the Atlantic are expected to have written down more than $2.1trn of assets by the end of 2010, according to the International Monetary Fund.

The equivalent figure for Asian banks is just $115bn.1 Banks in emerging markets are now well capitalized and well funded and big enough to be able to compete directly against their western counterparts in the global marketplace. The two largest banks by market capitalization are both Chinese – ICBC and China Construction Bank. Although third place is taken by a British bank, HSBC, it is largely an Asian operation.2 A league table, compiled by Bloomberg in April, shows that Citi, once the world’s largest bank, comes in at fifth, while banks from Brazil, Russia and India – the other members of the BRIC grouping alongside China – are all in the top 25. Stephen Green, Group Chairman of HSBC, referred to this trend just a month after the collapse of Lehman, when he said there was a long-term shift towards Asia and the Middle East.

**2.3 Overview of Indian Market**

Indian banking is the lifeline of the nation and its people. Banking has helped in developing the vital sectors of the economy and usher in a new dawn of progress on the Indian horizon. The sector has translated the hopes and

Aspirations of millions of people into reality. But to do so, it has had to control

Miles and miles of difficult terrain, suffer the indignities of foreign rule and the

Pangs of partition. Today, Indian banks can confidently compete with modern banks of the world. Before the 20th century, usury, or lending money at a high rate of interest, was widely prevalent in rural India. Entry of Joint stock banks and development of Cooperative movement have taken over a good deal of business from the hands of the Indian money lender, who although still exist, have lost his menacing teeth.

Generally, co-operative banks are governed by the respective co-operative acts of state governments. But, since banks began to be regulated by the RBI after 1st March 1966, these banks are also regulated by the RBI after amendment to the

Banking Regulation Act 1949. The Reserve Bank is responsible for licensing of

banks and branches, and it also regulates credit limits to state co-operative

banks on behalf of primary co-operative banks for financing SSI units.

Banking in India originated in the first decade of 18th century with The General Bank of India coming into existence in 1786. This was followed by Bank of Hindustan. Both these banks are now defunct. After this, the Indian government established three presidency banks in India. The first of three was the Bank of Bengal, which obtains charter in 1809, the other two presidency bank, viz., the Bank of Bombay and the Bank of Madras, were established in 1840 and 1843, respectively. The three presidency banks were subsequently amalgamated into the Imperial Bank of India (IBI) under the Imperial Bank of India Act, 1920 – which is now known as the State Bank of India.

**3. Major Companies in Banking in India**

The banking in India started with the establishment of the General Bank of India in 1786. Later the Bank of Hindustan was also established. However, both the banks are not in functional state currently. It's the State Bank of India, which is currently the oldest bank in India in existence, established in 1806. Since the beginning, due to huge market potential, a number of banking companies have come up in India, which include both, public sector as well as private sector banks. However, the list of top 10 banking companies in India has mostly been dominated by the State Bank of India (SBI).

## List of Top 5 Banking Companies in India

1. STATE BANK OF INDIA
2. HDFC BANK
3. AXIS BANK
4. BANK OF INDIA
5. BANK OF BARODA

**1. State bank of India**

|  |  |
| --- | --- |
| No. of offices | 22000 |
| No. of employees | 222,033 |
| Business per employee (in ` lakh) | 556.00 |
| Profit per employee (in ` lakh) | 4.74 |
| Capital and Reserves & surplus | 57948 |
| Deposits | 742073 |
| Investments | 275954 |
| Advances | 542503 |
| Interest income | 63788 |
| Other income | 12691 |
| Interest expended | 42915 |
| Operating expenses | 15649 |
| Cost of Funds (CoF) | 5.85 |
| Return on advances adjusted to CoF | 3.83 |
| Wages as % to total expenses | 16.64 |
| Return on Assets | 1.04 |
| CRAR | 14.25 |
| Net NPA ratio | 1.76 |

**2. HDFC Bank**

|  |  |
| --- | --- |
| No. of offices | 4,014 |
| No. of employees | 69,065 |
| Business per employee (in ` lakh) | 446.00 |
| Profit per employee (in ` lakh) | 4.18 |
| Capital and Reserves & surplus | 14652 |
| Deposits | 142812 |
| Investments | 58818 |
| Advances | 98883 |
| Interest income | 16332 |
| Other income | 3291 |
| Interest expended | 8911 |
| Operating expenses | 5533 |
| Cost of Funds (CoF) | 6.83 |
| Return on advances adjusted to CoF | 8.12 |
| Wages as % to total expenses | 15.50 |
| Return on Assets | 1.28 |
| CRAR | 15.69 |
| Net NPA ratio | 0.63 |

**3. AXIS BANK**

|  |  |
| --- | --- |
| No. of offices | 2402 |
| No. of employees | 42,420 |
| Business per employee (in ` lakh) | 1060.00 |
| Profit per employee (in ` lakh) | 10.02 |
| Capital and Reserves & surplus | 10215 |
| Deposits | 117374 |
| Investments | 46330 |
| Advances | 81557 |
| Interest income | 10835 |
| Other income | 2897 |
| Interest expended | 7149 |
| Operating expenses | 2858 |
| Cost of Funds (CoF) | 5.88 |
| Return on advances adjusted to CoF | 4.69 |
| Wages as % to total expenses | 9.97 |
| Return on Assets | 1.44 |
| CRAR | 13.69 |
| Net NPA ratio | 0.40 |

**4. BANK OF INDIA**

|  |  |
| --- | --- |
| No. of offices | 2934 |
| No. of employees | 40155 |
| Business per employee (in ` lakh) | 833.00 |
| Profit per employee (in ` lakh) | 7.49 |
| Capital and Reserves & surplus | 13495 |
| Deposits | 189708 |
| Investments | 52607 |
| Advances | 142909 |
| Interest income | 16347 |
| Other income | 3052 |
| Interest expended | 10848 |
| Operating expenses | 3094 |
| Cost of Funds (COF) | 5.79 |
| Return on advances adjusted to COF | 4.00 |
| Wages as % to total expenses | 13.90 |
| Return on Assets | 1.49 |
| CRAR | 13.01 |
| Net NPA ratio | 0.44 |

**5. Bank of Baroda**

|  |  |
| --- | --- |
| No. of offices | 2916 |
| No. of employees | 36838 |
| Business per employee (in ` lakh) | 914.00 |
| Profit per employee (in ` lakh) | 6.05 |
| Capital and Reserves & surplus | 12836 |
| Deposits | 192397 |
| Investments | 52446 |
| Advances | 143986 |
| Interest income | 15092 |
| Other income | 2758 |
| Interest expended | 9968 |
| Operating expenses | 3576 |
| Cost of Funds (COF) | 5.36 |
| Return on advances adjusted to COF | 3.58 |
| Wages as % to total expenses | 17.34 |
| Return on Assets | 1.09 |
| CRAR | 14.05 |
| Net NPA ratio | 0.31 |

**Literature review**

Some One of the interpretation fit with the definitionService process performance of an organization should be measured continuously to achieve competitive advantage and this is possible through providing excellent service by any organization. The quality of the products or the quality of customer service determines the degree of customer satisfaction.

The customer satisfaction not only means, satisfying the customers but also customer retention in case of service failure. The organization should solve the complaints through various service recovery strategies. It is mandatory to identify the impact of service failure and customer feedback for the survival, success and prosperity of an organization.

The real victory of an organization is based on the degree of loyalty of the customers. This paper attempts to summarize the results of literature review on customer satisfaction towards the services of a bank from five different perspectives namely, service encounters, waiting time of the customer to get the service, role of intermediaries, quality of service provided and customer complaints towards the bank.

Attraction, retention and enhancement of the customer relationship are essential to maintain, delighted and committed customers, who form the basis for the sustainable competitive position of the bank. This study can also be extended to tourism and hospitality, insurance companies, hospitals, transport corporations, railways, airlines, telecommunications, libraries and other service sectors to assess the degree of quality of service offered by them.

**TITLE OF THE STUDY**

**“STUDY ON CUSTOMER SATISFACTION TOWARDS FEDERAL BANK “**

**With reference to federal bank**

**NEED FOR STUDY**

Customer satisfaction is importance part of business. Its help to increase sales. Customer satisfaction is a very important in the current world because of the competition in banking industry. Customer only go for the place where the maximum benefits for what they are responding banking industry facing of competition. So customer only prefer Federal bank

**OBJECTIVE OF THE STUDY**

**Main Objective:** The main objective of this study is to find out the CUSTOMER SATISFACTION LEVEL trough scientific tools like Interview and Questionnaire.

**Specific Objective:** The specific objectives will be met by finding the customer satisfaction level trough direct interaction with the customer and by knowing their preference. This will include all the process like asking Questions from the customer through questionnaire which will be included in the primary survey. Once the primary survey is done, secondary survey will be done. The path of the secondary survey will be decided depending on the conclusion coming out of the primary survey.

* To study the customer Satisfaction toward federal bank.
* To study the level of customer satisfaction towards various service of Federal Bank.
* To the study level customer facility at Federal Bank.

**RESEARCH METHODOLOGY**

Descriptive Research

Descriptive research include survey and fact finding inquiry of different kind. The major purpose of descriptive research is a of the study research as no control over the various. Research always starts with a question to which we seek an answer using scientific methods. We define the question as a ‘Problem’. Research can be defined as a systematic and objective making. Research is mainly is mainly various area like in an organization. Research includes marketing , finance, human resources and manufacturing while in case of business research studies. There are main three types employed by organization. This research studies can be classified in to two categories

1. Basic Research :

Here, basic research a focus systematic study or an investigation under taken to discover new knowledge or interpretation and established facts or principles in a particular filed.

1. Applied Research :

Applied research refers to investigation under taken to discover the application and uses of theories, knowledge and principles in actual words or in problem solving. But the key objective of any such research is to provide accurate, relevant and timely information to the top director. So, that they can effective decision.

Applied research on the other hand is carried out to seek alternate solution for a problem at hand. Applied research is done to solve specific, practical questions; its primary aim is not to gain knowledge. It specific possible outcomes of each of the alternative and its commercial implications.

Research Design

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

**DEFINITION OF KEY TERMS**

Descriptive Research

The focus of descriptive research is to provide an accurate description for something that is occurring. For example, what age group is buying a particular brand, a product’s market share within a certain industry, how many competitors a company faces, etc. This type of research is by far the most popular form of market research. It is used extensively when the research purpose is to explain, monitor and test hypotheses, and can also be used to a lesser extent to help make predictions and for discovery.

Convenience Sampling

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Population

A group of individuals or items that share one or more characteristics from which data can be gathered and analyzed.

Sampling Unit

A sampling unit is one of the units into which an aggregate is divided for the purpose of sampling, each unit being regarded as individual and indivisible when the selection is made.

**POPULATION / UNIVERSE**

The population for study consist of customer of federal bank.

**SORCES OF THE DATA**

**Primary data:** Questionnaire was used for collecting primary data.

**Secondary data:** Secondary data were collected from

journal, website and books.

**SAMPLING METHOD**

Convenience Sampling

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Sample size

Defining the population of concern. Specifying a sampling frame, a set of items or events possible to measure. Specifying a sampling method for selecting items or events from the frame. Determining the sample size.

**TOOLS FOR ANALYSIS**

* The major tools for used for the purpose of study :
* Pie chart
* Column chart
* Bar Chart

**DATA ANALYSIS**

1. Rate of the following attributes of federal bank by tick mark the approximate.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Attributes | Excellent | Very Good | Good | Average | Poor |
| Parking | 10 | 12 | 16 | 12 | 00 |
| Seating | 7 | 14 | 22 | 7 | 00 |
| Cleanliness | 25 | 15 | 10 | 00 | 00 |
| Response for employees | 28 | 12 | 9 | 01 | 00 |

INTERPRITATION

There are 10, 7, 25 and 28 responded said are excellent facility are provided by the federal bank in parking, seating, cleanliness and Response for employees. 12, 14, 15 and 12 responded said are very good. 16, 22, 10 and 09 responded are said well. 12, 7, 00, and 01 responded are said average. No one can respond said the following facility is poor.

1. What do you feed about overall service quality of federal bank.

|  |  |
| --- | --- |
| Excellent | 30 |
| Very good | 10 |
| Good | 5 |
| Average | 3 |
| Poor | 2 |

INTERPRITATION

There are responded 30% excellent, 10% are responded very good, 5% are responded good, 3% are responded average and 2% are responded poor.

1. How satisfied are you with the following facility provide by the federal Bank?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Facilities | Very Satisfied | Satisfied | Somewhat satisfied | Dissatisfied |
| Loan facilities | 9 | 21 | 15 | 05 |
| Over Draft facilities | 02 | 24 | 22 | 02 |
| ATM facilities | 42 | 6 | 2 | 00 |

INRERPRITATION

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Facilities | Excellent | Very good | Good | Average | Poor |
| Wide branch network | 21 | 10 | 5 | 4 | 00 |
| Customer service | 25 | 16 | 6 | 3 | 00 |
| Computerized Banking | 23 | 14 | 8 | 05 | 00 |

There are 9, 21 and 42 are responds very satisfied with their facility provide by Federal bank in Loan, Over draft and ATM. 21, 24 and 6 responded are satisfied in Loan, Over draft and ATM.. 15, 22 and 2 responded are somewhat satisfied in Loan, over draft and ATM. 5 and 2 responded are dissatisfied in loan and Overdraft.

1. Rate of the following attributes of federal bank by tick mark the box?

INTERPRITATION

There are 21, 25 and 23 responded said are excellent facility are provided by the federal bank. 10, 16 and 14 responded said are very good. 5, 6 and 8 responded are said well. 4, 3 and 5 responded are said average. No one can respond said the following facility is poor.

1. How much you are satisfied with your financial transaction with the bank?

|  |  |
| --- | --- |
| Very Satisfied | 34 |
| Satisfied | 11 |
| Somewhat satisfied | 04 |
| Dissatisfied | 01 |

INRERPRITATION

There are 34 are responds very satisfied with their facility provide by Federal bank. 11 responded are satisfied. 4 responded are somewhat satisfied. 1 responded are dissatisfied.

1. Rate of the following on the basic experience with bank?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Basic | Very high | High | Neither high nor low | low | Very low |
| Reliability | 32 | 6 | 5 | 6 | 1 |
| Responsiveness | 36 | 10 | 4 | 00 | 00 |
| Assurance | 06 | 26 | 11 | 4 | 3 |
| Empathy | 25 | 11 | 5 | 6 | 3 |

INTERPRITATION

There are 32, 36, 6 and 25 are responds very high satisfied with their facility provide by Federal bank in reality, Responsiveness, Assurance and Empathy. 6, 10, 26 and 11 responded are high satisfied. 5, 4, 11 and 5 responded are neither high nor low. 6, 4 0 and 6 responded are low satisfied. 1, 0, 3 and 3 are low satisfied.

1. Are you satisfied interest rate of you is deposited in the bank?

|  |  |
| --- | --- |
| **Factors** | **No off responded** |
| Highly Satisfied | 12 |
| Satisfied | 13 |
| Neither Satisfied nor dissatisfied | 14 |
| dissatisfied | 6 |
| Highly Dissatisfied | 5 |
| Total | 50 |

INTERPRITATION

There are 12 are responds highly satisfied with their facility provide by Federal bank. 13 responded are satisfied. 14 responded are neither satisfied nor dissatisfied. 6 responded are dissatisfied. 5 responded are highly dissatisfied.

**FINDING**

* 63% respondents Viewed over all service of federal bank as excellent.
* There are 76% customer are highly satisfied with responsiveness rated at 4.73 points whereas 21% customer are satisfied with reliability rated at 4.35 point.
* There is 81% customer highly satisfied with ATM rated 4.74 point followed by 12% customer. There 39%customer satisfied with loan rated 3.76 points followed by 35% customer.
* In federal bank, the customer who is highly satisfied with financial transaction is 73% following by 22% satisfied in general.
* 58% customer have found easy to open new accounts whereas 42% customer opened its bit difficult.
* 64% customer are highly satisfied with core banking rated 4.54 pointed following by 26% as satisfied with it. There are 54% customers highly satisfied with customer service rated at 4.37 point while 33% are satisfied with customer service.
* There are 20% customers highly satisfied with the interest rate by followed by 40% customers who are satisfied.
* The customer responded differently to the question which service is best, so no conclusive finding can be obtained.

**LIMITATION OF THE STUDY**

* Since sample size is small so that result may be not generalized.
* Due to convenience sampling, respondents may not be truly representation of the population of research interest.
* Respondents are reluctant to answer may not be accurate.
* Cost restricts the use of probability sampling method.

**SUGGESTION**

* Conduct customer awareness and training program in order to make them aware and use internet banking and mobile banking so that it saves a lot of transaction time of the customers.
* Federal bank provided provision for door to door service in the case of opening of a new account.
* Make necessary steps to reduce the loan processing which now takes days.
* Do more and more advertisement in rural areas arranging exhibitions, participation in fairs and festivals, rural painting and publicity driven.

**CONCLUSION**

For the smooth running of any enterprise customer satisfaction play an important role, there are we also try to find out the customer satisfaction towards Federal Bank with reference to Surat.

The Customer is satisfied with overall service or facilities of Federal Bank.

Performance of Federal Bank on Loan, Over Draft, ATM and financial transaction are satisfaction with the customers.

Service Of Federal Bank with respect to parking, sitting and cleanliness are excellent.

Customer is satisfied with employee responsiveness, wide branch network, computerized and interest rate.

Information Technology course do promise to change the pace of banking to the next few years.

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1. http://www.federalbank.co.in
2. http://www.business.mapsofindia.com
3. http://www.timesof india.com
4. http://www.bankingsector.com
5. http://www.bankingsectorinindia.com

**ANNUXURE**

Name:

Address:

Mobile No:

Occupation:

Age:

1. Rate of the following attributes of Federal Bank by tick mark against each of them.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attributes** | **Excellent** | **Very Good** | **Good** | **Average** | **Poor** |
| Parking |  |  |  |  |  |
| Seating |  |  |  |  |  |
| Cleanliness |  |  |  |  |  |
| Response for employees |  |  |  |  |  |

1. What do you feed about overall service quality of Federal Bank.(Tick any one)

|  |  |
| --- | --- |
| Excellent |  |
| Very good |  |
| Good |  |
| Average |  |
| Poor |  |

1. How satisfied are you with the following facility provide by the Federal Bank?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Facilities** | **Very Satisfied** | **Satisfied** | **Somewhat satisfied** | **Dissatisfied** |
| Loan facilities |  |  |  |  |
| O/D facilities |  |  |  |  |
| ATM facilities |  |  |  |  |

1. Rate of the following attributes of Federal Bank by tick mark in the box?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Facilities** | **Excellent** | **Very good** | **Good** | **Average** | **Poor** |
| Wide branch network |  |  |  |  |  |
| Customer service |  |  |  |  |  |
| Computerized Banking |  |  |  |  |  |
| Core banking |  |  |  |  |  |

1. How much you are satisfied with your financial transaction with the Federal Bank?

|  |  |
| --- | --- |
| **Very Satisfied** |  |
| **Satisfied** |  |
| **Somewhat satisfied** |  |
| **Dissatisfied** |  |

1. Rate of the following on the basis of experience with bank?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Basic** | **Very high** | **High** | **Neither high nor low** | **low** | **Very low** |
| Reliability |  |  |  |  |  |
| Responsiveness |  |  |  |  |  |
| Assurance |  |  |  |  |  |
| Empathy |  |  |  |  |  |

1. Are you satisfied with the interest rate on your deposit in the Federal Bank?

|  |  |
| --- | --- |
| **Factors** | **Responded** |
| Highly Satisfied |  |
| Satisfied |  |
| Neither Satisfied nor dissatisfied |  |
| dissatisfied |  |
| Highly Dissatisfied |  |