Customer Satisfaction of Banking Services: an Overview

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Banking is a key industry in the service sector and it is indeed the financial nerve center of the economy. In the competitive environment of the post liberalization era, financial sector reforms have significantly deregulated the markets. In a service industry like banking, the quality of customer services holds primary significance, particularly in the context of sustained business growth. In a deregulated environment, customers' expectation keeps rising, as they look for more convenient and flexible option available to them at competitive rates from many players operating in the field. This has made the acquisition of customer patronage a formidable task. Customer is now a new watchword in the Indian banking scene. It is against this background, the study *"Customer Satisfaction of Banking Services: An Overview"* was carried out to find the customer satisfaction level on various services provided by the banks in Tiruchirappalli City.

Banking system occupies an important place in a nation's economy. It plays a pivotal role in the development of the economy of any nation. The liberalization and economic reforms in 1991 generated increased competition among banks. Increasing competition forced the banks to think of better ways and means of generating revenues from different sources other than conventional borrowing and lending activities. A good banking sector with a good banking habit can accelerate the pace of development of a country. Banking is a key industry in the service sector and it is indeed the financial nerve center of the economy.

Now a days many banks started giving importance to customers relationship and hence they used all sorts of technologically advanced services and facilitated their customer to avail benefits like facility to pay electricity bill, telephone etc. in order to retain them. Right from the seventies, there was clamor for improvement in customer services in banks. With the emergence of new generation banks, introduction of technology, competition, deregulation etc. new dimensions to customer service have been added. In the present scenario, " Customers' Delight " has been the buzzword in banking. Both the old generation and the new generation banks are working hard to improve customer loyalty and retention equity. After liberalization, India integrated with the world economy. Economic reforms and the entry of the private players saw nationalized banks revamp their services and product portfolio to incorporate new, innovative customer- centric schemes. Indian Banking System during Pre and Post liberalization period is shown in **Table 1** (Paradigm Shift Scenario In India).

Statement of the Problem

In the competitive environment of the post liberalization era, financial sector reforms have significantly deregulated the markets. It has become imperative to harness the best customer-oriented practices and perceptions and to internalise them for providing added satisfaction to the customer through the employees. In the early days, the customers were not given due attention because they were at the mercy of the banks and bankers were quite choosy. In a service industry like banking, the quality of customer services hold primary significance, particularly in the context of sustained business growth. Unlike the other industries engaged in the production of tangible goods, banks are unique in the sense that they produce and deliver the services instantaneously at the service delivery point (i.e.) at the branches. This has an overwhelming impact on customers' behavior which causes the customer to be hypersensitive to the quality

Table -I

PARADIGM SHIFT – SCENARIO IN INDIA

Before 1991	After 1991
Sellers market	Buyers market
Protected market	Open market
Not many global brands	Increase in number of global brands
Friendly competition	Cut throat competition
Patient customers	Demanding customers
Limited choice for customers	Increasing choice for customers
Limited TV promotion	Extensive TV promotion
Cost plus pricing	Competitive price – cutting
Limited role of service	Increase role of service
Slower marketing reflexes	Quicker marketing reflexes
Speed @ will	Turbo speed
Fundamental stand alone system	Enterprise system (ERP/ CRM / SCM)
IT competitive advantage	IT enabler
Gaining new customer	Retaining existing customer
Monologue	Dialogue
Transaction	Relationship
Standard of living	Quality of life

Source: IBA Bulletin, August 2004

of service. Customer service in the banks is a continuing issue. In a deregulated environment, customers' expectation keeps rising, as they look for more convenient and flexible option available to them at competitive rates from many players operating in the field. This has made the acquisition of customer patronage a formidable task. Customer is now a new watchword in the Indian banking scene. It is against this background, the study "*Customer Satisfaction of Banking Services: An Overview*" was carried out to find the customer satisfaction level on various services provided by the banks.

Objectives of the study

1. To assess the measurement criteria and to evaluate customer satisfaction regarding banking service
2. To evaluate the level of satisfaction of customers over the services provided by the banks; and
3. To offer constructive suggestions for the improvement of services provided by the banks.

Methodology of the study Sample Selection

Tiruchirappalli City was taken as the subject area of this study. In order to collect primary data from the customers of sample banks, the Tiruchirappalli City was selected, as geographically it is easier for the researcher to get primary data. Further, Tiruchirappalli District is located at the central part of Tamil Nadu. To collect primary data from sample customers, a schedule was administered to them after pre-testing and a pilot study. In addition to this,

first hand information was collected with the help of local friends, relatives and known officials of banks in Tiruchirappalli City.

Sample Design

In order to collect information from bank customers in Tiruchirappalli City, the sampling design was carefully decided and properly chosen for this study. For reasons of practical difficulties, the universe of the customers cannot be listed. In the absence of a sample frame, one cannot apply the method of sampling directly to the units of the universe. Hence an indirect method of sampling has been designed.

In Tiruchirapplli City, there are 42 banks with 110 branches. (19 banks are in the public sector, 13 banks are in the private sector and 10 banks are in the co-operative sector).The details are given in **Table 2** From this, a sample size of 4% (five branches out of 110 branches) was selected. Accordingly the size of five bank branches was chosen for this study by using lottery random method.

> The name of the bank branches selected for this study and their respective locations are 1.**Indian Overseas Bank (W.B.Road) 2.Indian Bank (Thillai Nagar), 3.ICICI (Thillai Nagar), 4.State Bank of India (Bharathidasan University) and 5.TDCC** (Fort Station Road).

Table-II
Details of Bank Branches in Tiruchirappalli City

S.No	Type of Bank	No of Banks	No of Branches
1	Public Sector banks	19	64
2	Co-operative Banks	10	16
3	Private Sector Banks	13	30
	Total	42	110

Collection of Data

In each bank branch, ten customers were selected with quota sampling method. Out of these, ten customers (five male and five female) were selected and they were differentiated according to their occupational status (businessmen ,employees, students, professionals and others). Accordingly a total of 50 customers (5*10) were interviewed

systematically, at planned dates in selected bank branch. The following procedure was adopted for obtaining the necessary data.

1. The investigator was stationed in advance at a selected bank branch on fixed dates with prepared interview schedule
2. The customers who were willing to answer the questions and prepared to spend sufficient time for this purpose were identified and interviewed
3. The investigator conducted interview during daytime on selected dates. The data collection has been done according to a fixed schedule and every day review of the work completed was made and in accordance with that review, the schedule for the next day was fixed.

Analysis of the Data

All questions in the schedule are qualitative in nature. The answer given to various questions may differ from person to person depending on the nature of sex and time. In order to analyse the data, Satisfaction Index was used. This tool was originally developed and used by **M. Selvam**[1] to assess the satisfaction of tourists in an earlier research article. Hence the same tool is used in this study also.

Changing Perception of Customers

Thiruchirappalli has a well-developed network of communication facilities. People from different walks of life are residing in Trichy. Banking and financial institutions are available in plenty. The customer perception is changing day by day. **Peter Drucker**[2] said twenty-five years ago – " the purpose of a business is to attract and retain a customer". It sounds simple but too many businesses have forgotten it to their cost. There is a phenomenal change and paradigm shift towards customer focus for the past five decades. In a competitive situation, customers are very important for every organization. Banking Industry is not an exception. Hence the customer satisfaction is a useful tool for the growth of the banking industry.

Measurement criteria

The criteria or variables identified as important to measure or assess the customer satisfaction regarding banking services are briefly explained in the following pages.

1. Automatic Teller Machine Facility
2. Attitude of the Employees
3. Cheque Processing Period
4. Credit Card Facility
5. Customer Convenience Facilities
   * Availability of Stationery
   * Drinking Water Facility
   * Furniture Facility
   * Telephone Facility

* Toilet Facility
* Availability of Stationery
* Parking Space

6. Grievances Redressal Mechanism
7. Loan Processing Period
8. One Window Service
9. Online Banking Facility
10. May I Help You Counter Facility

1. Automatic Teller Machine (ATM)

ATM made their first appearance in the early part of 1990 in the City Bank, and later in the Hong Kong Bank. By the end of 1990, even Indian private banks and public sector banks have come up with their own ATM networks under the initiative of the Indian Bank Association (IBA) in Mumbai. An ATM card is issued to the customer by the bank in order to make cash withdrawals at cash machines. It provides exchange services and helps the customer to withdraw money even when the banks are closed. The business house, having an ATM on its premises, can reduce the number of bad cheques and cut credit card expenses because the customer can withdraw cash for payment on the purchase made. Since the services are available 24 hours, the customer is easily satisfied. ATMs have brought about a great welcome change in the service to customers. It allows the customers to transfer money to and from account, to scan account information etc. Against this background, it is considered to be an important variable to study customer satisfaction towards services provided by the banks.

2. Attitude of the Employees

Every employee of a bank has a significant role to play in the success of the bank. The performance of any employee solely depends upon his/her attitude towards working in the bank and it is the basic tendency of every human being to be careless or show laziness in his job if he/she is kept in a secured environment. The attitude of the employee towards his/her bank becomes very essential to attract new consumers to the bank, to convert consumers into their regular customers, to create a goodwill about the bank in the minds of the consumers, to safeguard the interest of the bank and to enhance the performance of the bank. As the primary focus of recruiting the right employee aims at satisfying the expectations of the customers, the variable named "attitude of the employees" has been given due importance in this study.

3. Cheque Processing Period

It refers to the span of time taken by the bank to clear the cheque submitted by a customer. The customer submits a cheque to clear specific obligation. The time lag in clearing the cheque prevents the customers from fulfilling their obligation within a time

period. In other words, it affects the customer expectation. It is important to note here that bankers take relatively much time to clear the outside cheque, as they have to collect from paying bank. However, the customer expects quick clearance of cheque. It is learnt that the modern private sector banks clear the outside cheque within a day and as a result, customers are highly satisfied with them. Against this background, cheque processing period is considered to be an important variable to evaluate the customer satisfaction.

4. Credit Card Facility

A credit card is nothing but a very small card containing a means of identification through stored computer data, a signature and a small photo. It authorizes the holder to charge goods or services to his account on which he is billed. The bank receives the bill from the merchants and pays on behalf of the card holder. These bills are assembled in the bank and the amount is paid to the bank by the cardholder either totally or by installments. The bank charges the customer a small amount for this service. The cardholder need not carry money with him when he travels or goes for purchasing .The different kinds of credit cards available to the public are Bank Card, Travel and Entertainment Cards (T&E) like American Express and Diner club, House Cards for use at stores etc. Sears is the biggest one of this type. According to the customer preferences, the card can be classified as **Credit card, Charge card, In store card, Corporate credit card, Business card, Smart card, and Debit card.** Credit cards have found widespread acceptance in the 'metros' and big cities. Credit cards are gaining popularity for on line payments. Credit cards result in immediate overnight payments to the merchants. It helps the growth of commercial establishments, multipurpose departmental stores and super markets. In view of above facts, credit cards facility is considered to be an important variable.

5. Customer Convenience Facility

The bank is the place where different kinds of people come together to avail different banking services. In addition to banking services, the customer needs some convenience facilities at the bank premises. These facilities help them to avail banking services with comfort. They need facilities like stationery items(pins, pens etc.), drinking water facility, furniture facility, telephone facility, toilet facility etc. so that the customers can transact their needs without any discomfort. Therefore, customer convenience facility is considered to be an important variable for assessing customer satisfaction towards services provided by the

banks. The views of customers on different facilities are studied.

6. Grievances Redressal Mechanism

It is nothing but the complaint box facility adopted by the banks. Receiving customer complaints, listening to the grievances patiently and solving the problems are important areas of customer service. The banks through **"Customer Grievance Cells"** in individual bank and "Ombudsman" at each state provide a redressal mechanism. Customers are free to contact the grievance cells in banks to make complaints about the banking services, problems etc. Banks will immediately attend to such grievances and settle the issues. The Government appoints the "Ombudsman" at the state level and the official would receive the grievance from the customers of all banks and provide solutions to the issues. It is the duty of the "ombudsman" to solve the issues within a stipulated time frame. If required, an enquiry is made by the " Ombudsman" into each case and advise the banks for further proceedings. This is one of the important aspects of customer service. Today customers are more discerning and have a very low tolerance regarding poor service. Customers have a greater propensity to switch over to another service provider. That is why they should be satisfied to the maximum possible extent to be retained by the bankers. Hence it is considered an important variable to assess the customer satisfaction towards the banking service.

7. Loan Processing Period

Loan processing period refers to the period taken by a bank for sanctioning loans. Every bank fixes a set of norms to process the loan application and to test the credit worthiness etc. Generally the loan sanctioning procedure differs from bank to bank. The period taken by banks depends on factors like document required for loan sanction, approach of the bank officials, loan application format and its content etc. It is expected that banks do not take long period for sanctioning the loan as it leads to dissatisfaction among the borrowers. The borrowers may feel embarrassed for approaching the officials frequently for loan. Hence it is considered an important variable for measuring the customer satisfaction regarding services provided by the banks.

8. One Window Service

In a competitive era, one window service in bank is a novel technique adopted by banks to attract customers. It is true that there is a separate counter for each and every service. Example, separate counter for demand draft, withdrawal etc. The customer who needs two banking services at a time has to stand in a queue before each counter

(before DD counter and withdrawal counter). Under one-window services, the bank performs all possible banking services through a special counter. These services include issuing demand draft, cash deposits and withdrawals, cheque deposited etc. This is considered as an important variable because now a days bank are becoming more customer- centric. It is the duty of the banker to provide valuable services to their customers without delay and error to retain and attract their customers.

9. Online Banking Facility

It refers to banking services provided through Internet. For customers, Internet banking greatly increases convenience since they can conduct many banking transactions 24 hours a day. Customization of services to suit the user's needs is also possible. Private domestic and foreign banks are eager to expand their retail banking businesses as personal banking is more profitable than corporate banking. Since the banks' interest rates are less attractive than other investments, they have to lure customers by highlighting convenience and value-added services. In the promotion of convenience and wider reach, Internet banking is an excellent selling point. Internet banking makes it possible for client to perform most of the mundane banking functions online. They can access account statements, order draft and cheque books, transfer funds between accounts, book deposits, stop payment instructions and communicate with the bank, among other things. The electronic banking has made the customer to say good-bye to huge account registers and large paper bank accounts. It is against this background that online banking facility is taken as an important variable for accessing the satisfaction level of services provided by the banks.

10. May I Help You Counter

"May I Help You Counter" represents a special counter provided by the bank to assist people who come into a bank. The officials sitting at this counter first welcome the people who enter the bank. They clarify doubts of customers and provide all help to the customers. Their help normally include filling up of applications, challans, answering queries etc. It helps customers to feel free to visit banks without any hesitation. It also protects officials from disturbance by the public in working hours.

It is true that the level of satisfaction is a state of mind. There is no universally accepted variable to be used to measure the level of satisfaction of banking services provided by the banks. However, the above ten important variables in the light of interaction with customers, officials of Banks and from available literature are identified

and used for the purpose of this study.

(a) Distribution of Positive Respondents

The level of satisfaction of banking services provided by the banks (distribution of positive respondents) for different variables is shown in **Table –III.**

TABLE – III Variable –wise Level of Satisfaction of Customers Towards Services Provided By the Banks

Sl.No	Factor	Respondents for				Total
		E	G	S	US	
1	ATM facility	8	9	7	7	31
2	Attitude of the employee	3	22	18	7	50
3	Cheque processing period	1	14	18	9	42
4	Credit card facility	-	4	9	6	19
5	Customer convenience facilities:					
	• Availability of stationary	4	12	21	12	49
	• Drinking water facility	1	19	21	9	50
	• Furniture facility	2	18	19	11	49
	• Parking facility	1	10	10	28	49
	• Telephone facility	1	6	5	36	48
	• Toilet facility	1	3	11	32	47
6	Grievances redressal mechanism	-	5	26	17	48
7	Loan processing period	4	10	21	6	41
8	One window service	1	5	9	23	38
9	Online Banking facility	1	5	4	8	18
10	May I help you counter	-	6	13	30	49

Source: Primary Data
E- Excellent, G- Good, S- Satisfactory, US- Unsatisfactory, ATM- Automated Teller Machine

It is clearly understood from the above table that the ten factors mentioned above do influence the level of customer satisfaction regarding banking services provided by sample banks in Trichirappalli City. It is important to record here that all the sample customers (50) selected for this study expressed their level of satisfaction relating to variables viz, attitude of the employee and drinking water facility. This is followed by variables like availability of stationery (49), furniture facility (49), parking facility (49), etc. Out of 50 customers, 3 have ranked a variable viz attitude of the employee as excellent, 22 as good, 18 as satisfactory and 7 as unsatisfactory. The corresponding figures for a variable, availability of stationary are 4, 12, 21, and 12 respectively (total respondents – 49), for furniture facility: these are 2, 18, 19 and 11 respectively. The survey has also brought to light that among ten variables used for this study, the biggest variable attracting the customers in Trichirappalli district is the attitude of the employees followed by loan processing period and May I help you counter etc. The variable, namely, online banking facility has obtained minimum responses (18 respectively) which may be due to the general level of ignorance about the services offered by the banks. Another variable, namely, credit card facility also has attracted only 19 respondents which shows the limited preference on the part of the customer to avail the facility which may

due to the high interest rate, service charges etc.

(b) Assessment of Average Values Assigned by the Customers towards in Banks Services

The customers in banks were required to indicate their levels of satisfaction they derived in respect of each variable by stating excellent, good, satisfactory, and unsatisfactory. For objective analysis, these qualitative grades were converted into quantitative terms. After pilot study, they were asked to assign points (out of maximum of 10) for a particular level of satisfaction they derived from each variable. To ensure uniformity, a forced distribution of points was adopted for convenience, namely 8 – 10 points for excellent, 6-7 points for Good, 4-5 points for satisfactory and 1 –3 points for unsatisfactory. These values when multiplied by the respective frequencies would give the total satisfaction and the same when divided by the total frequencies for the respective variable would give the average numerical value (out of 10) for that variable. **Table IV** explains the variable wise level of satisfaction – average value assigned by customers towards banking services provided by banks (points out of 10). The average value attached by sample customers on each stage of satisfaction (excellent, good, satisfactory and unsatisfactory) regarding each variable could be clearly noticed from above **Table.**

(c) Calculation of Satisfaction Index:

As stated earlier, the distribution of positive respondents for the different variables was worked out in **Table III.** The average numerical value for each level of satisfaction by the banking customers in Trichirappalli city is given under **Table IV.** In order to calculate the Satisfaction Index (S.I), the formula adopted is given below.

$$SI_i = \frac{\Sigma mi.ni}{N}$$

Where

SIi –1   Satisfaction Index for the ith factor
mi –   Numerical value for a particular level of satisfaction for ith factor
ni –   Number of respondents deriving the particular level of satisfaction for the ith factor

TABLE- IV Variable – wise level of satisfaction of customer Towards services provided by the banks (points out of 10)

Sl.No	Factor	Values for			
		E	G	S	US
1	ATM facility	9.00	6.44	4.43	1.55
2	Attitude of the employee	9.67	6.64	4.61	1.86
3	Cheque processing period	10.00	6.36	4.67	1.33
4	Credit card facility	-	6.25	4.56	1.83
5	Customer convenience facilities:				
	•Availability of stationary	9.25	6.67	4.33	2.33
	•Drinking water facility	9.00	6.58	4.71	1.89
	•Furniture facility	10.00	6.56	4.63	1.45
	•Parking facility	9.00	6.70	4.80	2.36
	•Telephone facility	10.00	6.50	4.40	2.11
	•Toilet facility	9.00	6.30	4.45	2.53
6	Grievances redressal mechanism	-	6.80	4.62	2.18
7	Loan processing period	8.75	6.30	4.71	1.67
8	One window service	8.00	6.80	4.33	2.04
9	Online Banking facility	8.00	6.80	4.75	1.88
10	May I help you counter	-	6.67	4.31	2.03

Source: Computed from Table – 5

N – Total number of respondents for the factor for all levels of satisfaction

Table V shows variable wise satisfaction index and their positional ranks. A more sober analysis unfolds that the satisfaction index for banking customers in Tiruchirappalli City has worked out to 5.74 for a variable, namely, loan processing period and 5.54 for ATM facility and so on. According

TABLE –V Variable Wise Satisfaction Index and Their Positional Rank

Sl.No	Factor	S.I	Positional rank
1	ATM facility	5.54	2
2	Attitude of the employee	5.42	3
3	Cheque processing period	4.64	7
4	Credit card facility	4.05	9
5	Customer convenience facilities:		
	•Availability of stationary	4.81	6
	•Drinking water facility	4.99	4
	•Furniture facility	4.94	5
	•Parking facility	3.88	11
	•Telephone facility·	3.06	14
	•Toilet facility	3.36	12
6	Grievances redressal mechanism	3.98	10
7	Loan processing period	5.74	1
8	One window service	1.23	15
9	Online Banking facility	4.22	8
10	May I help you counter	3.20	13

to the positional rank, a variable – loan-processing period received first rank. The customers have derived more satisfaction in loan processing period among the other variables while the second rank was received by the variable, ATM facility. The Satisfaction Index and their positional rank assigned by sample customers for all other variables identified for the purpose of this study could be seen from the **Table V.** The variable, namely, one widow service, has received the last rank (1.23) because of the non-availability of services in most of the banks in Tiruchirappalli City.

(d) Judgment of Order of Relative Importance

It is true that all the ten variables discussed above are not of the same order of importance. Hence there is a need to find out the order of importance of the various variables and decide their relative significance. The best judge to evaluate the relative importance of these variables is the customer of banks in Tiruchirappalli City. Hence each respon- dent was asked to assign four stages of order of importance (four orders- 1st order, 2nd order, 3rd order and 4th order) about each variable, which influe- nced his /her level of satisfaction. The order of relative importance of different variables as pointed out by the customers of banks in Trichirappalli district is shown in **Table VI**.It is disclosed from the survey that out of 50 respondents, 35 assigned 1st order, 8 assigned 2nd order, 2 assigned 3rd order and 2

assigned 4th order of importance for a variable - ATM facility. The corresponding figures for a variable – attitude of the employee, were 38,8,4 and 0 for 1,2,3 and 4th order of importance respectively. The other relevant figures regarding order of importance for other variables identified for this study could be seen from above table.

The qualitative rating towards each variable is reduced to quantity by assigning weights, namely 10 points for 1st order, 7.5 points for 2nd order, 5 points for 3rd order and 2.5 points for 4th order. The Relative Importance (RI) of each variable was arrived at using the formula as given below.

$$RI = \frac{\Sigma mi.ni}{N}$$

Where,

RI – Relative importance of the ith factor

mi – Numerical value for the ith of importance for a particular factor

ni – Total number of respondents assigning the ith factor of importance for the particular factor

N – Total number of respondents for each factor

The relative significance of each variable in terms of points obtained for a maximum of 10 is given in **Table VI.**The analysis establishes the fact that maximum points of 9.33 are given to the variable – one window service because the customers are aware of saving their precious time. This is followed by a variable – attitude of the employees (9.20) in the order of relative importance. The value of relative importance about the variables is provided in the **TableVI.**

(e) Ultimate Satisfaction Index (Weighted Satisfaction Index)

The ultimate satisfaction of the customers depends both on their relative importance of each factor and the level of satisfaction derived respectively from each variable. It is true that a high level of satisfaction with reference to a least important factor may not contribute significantly to the ultimate satisfaction derived by the customers. In other words, a low level of satisfaction regarding the most important factor would adversely affect the ultimate satisfaction derived. The product of satisfaction index and relative importance is weighted satisfaction index. The formula used to calculate ultimate satisfaction index is as follows.

$$\text{Ultimate satisfaction index (USI)} = \frac{\Sigma SI.RI}{\Sigma RI}$$

Variable wise ultimate satisfaction by the customers of banks in Tiruchirappalli City is

TABLE – VI Variable Wise Order of Relative Importance of Customer Satisfaction Towards Services Provided By the Banks

S No	Factor	Order of Importance				Total	*RI
		1	2	3	4		
1	ATM facility	35	8	2	2	47	9.04
2	Attitude of the employee	38.	8	4	-	50	9.20
3	Cheque processing period	23	14	8	2	47	8.09
4	Credit card facility	12	11	12	4	39	4.87
5	Customer convenience facilities:						
	•Availability of stationary	18	16	12	3	49	7.50
	•Drinking water facility	24	13	7	6	50	7.75
	•Furniture facility	16	24	9	1	50	6.85
	•Parking facility	16	16	14	4	50	7.20
	•Telephone facility	8	10	14	18	50	5.40
	•Toilet facility	7	8	14	20	49	5.10
6	Grievances Redressal mechanism	33	11	2	2	48	8.90
7	Loan processing period	28	12	3	3	46	8.53
8	One window service	38	4	1	2	45	9.33
9	Online Banking facility	25	14	1	-	40	9.00
10	May I help you counter	37	7	5	-	49	9.13

Source: Primary Data RI – Relative Importance (Points Out of 10)

given in **Table VII** .It is empirically sustained that the variable, namely, ATM facility, has contributed relatively maximum to the ultimate satisfaction (50.08). This is followed by variables – attitude of the employees (49.86), loan-processing period (48.96) and so on. The values assigned to other variables are provided in the above **Table VII.**

Ultimate Satisfaction Index = $\dfrac{\Sigma\ SI.\ RI}{\Sigma\ RI}$

$$= \dfrac{490.44}{115.89} = 4.23$$

The values of 4.23 are below the average level of satisfaction. Therefore

TABLE – VII Variable Wise Contribution to the Ultimate Satisfaction

S No	Factor	Points out of 10		Ultimate Satisfaction Index (SI *RI)
		SI	RI	
1	ATM facility	5.54	9.04	50.08
2	Attitude of the employee	5.42	9.20	49.86
3	Cheque processing period	4.64	8.09	37.54
4	Credit card facility	4.05	4.87	19.72
5	Customer convenience facilities:			
	•Availability of stationary	4.81	7.50	36.08
	•Drinking water facility	4.99	7.75	38.67
	•Furniture facility	4.94	6.85	33.84
	•Parking facility	3.88	7.20	27.94
	•Telephone facility	3.06	5.40	16.52
	•Toilet facility	3.36	5.10	17.14
6	Grievances redressal mechanism	3.98	8.90	35.42
7	Loan processing period	5.74	8.53	48.96
8	One window service	1.23	9.33	11.48
9	Online Banking facility	4.22	9.00	37.98
10	May I help you counter	3.20	9.13	29.22
	TOTAL	**63.06**	**115.89**	**490.44**

it is suggested that the banks in Tiruchirappalli district have to improve their services towards their customers. In the light of the discussions with customers, officials of corporate sectors and bankers, the following suggestions are offered for the betterment of banking services in Tiruchirapplli City.

Suggestions

1. The banks have to initiate steps to educate the customers about new banking services/new products (ATM facilities, Online banking facility, Telephone banking facility etc). The banker may have to conduct different programs (like customers' day, customer meet and consumers campaign) in which they can directly interact with their customers and educate them about their new products/services.

2. There is a feeling among customers of Thiruchirapplli City that the charges for banking services are high. As our customers are more money sensitive, the banks have to reconsider the charges for various banking services including credit card facility. This would increase the scope for higher utilization of banking services by the customers of Trichy region

3. It is surprising to learn from the informal interaction with the officials of banks and informed customers that the skills of personnel working in front office as well as support service should be enhanced and updated. Therefore enhanced training programmes including service culture are to be developed and imparted to the staff. HRD standard should be given due weightage in recruitment and selection of personnel at all levels.

4. Customer Focus Meet should be conducted more seriously and frequently in order to study an accurate feedback from the customers. It is essential for banks to periodically study what the customers perceive about the banking services.

5. More staff should be employed to deal with the increasing demand of the customers.

6. "May I Help You counter" and "One Window Service " should be installed at all branches of banks in Thiruchirapplli City. The person posted to these counters should have good communication skills, patience, knowledge about the banking system and be fully conversant with various types of vouchers, forms etc.

7. In a competitive environment, every banker should remember that if they do not take care of their customers, somebody else would do that. The concept of "Retaining Customers" may not be possible if banks do not become customer- centric.

8. It is common to see in front office of bank branches in Trichy City that there is often problem of receiving cheques in the peak hours. An alternative to this is to have a "Cheque Deposit Box" where the customers come and deposit their cheques like any other mail. A security guard will be required to look after this box.

9. At the branch bank in Trichy City, more seating arrangement should be made available to the customers as customers have to keep standing till their transaction is completed especially during peak hours.

10. Instead of the name of the person on the counter, name of the service being provided should be clearly specified so as to avoid unnecessary confusion. The board should be in both Tamil (Regional Language) and English.

11. In some banks cash is not available in time especially when customers demand large amount. It is the major reason for the dissatisfaction of customers in Trichy city. The top management should work out some remedy.

12. Every bank in Trichy City should form a proper Customer Complaint Cell facility. The Cell should work out an effective strategy to clear these complaints. Main work of this Cell would be customer feedback and customer satisfaction determination.

13. Priority Banking recognizes the vast potential of personalized banking service possible in the country. Every private bank should seriously consider offering this product. The banks of Trichy City should provide this facility in a separate space and customer relationship manager should handle each (Priority Banking) client.

14. All the banks in Trichy City should have a proper parking space in order to meet

Carbohydrate database for designing the small molecules. The newly designed ligands can be energy minimized through Molecular Dynamics to maintain the stereochemistry of the molecule or ligand. It is available at www.hyper.com

Like Hyperchem, ISIS Draw is also another software used for constructing the structures of small molecules. It provides facilities for viewing the structures in Rasmol.

Insight II Package is molecular modeling software, which can be used for drawing the *structures of small molecules. Energy minimization of small molecules can be done through Discover Module of Insight II Package.*

Interaction of G Protein Coupled Receptors with Agonists and Antagonists

Binding of Agonists to G Protein Coupled Receptors may activate or inactivate GPCR involved in various diseases. The alteration in the structure of GPCR by agonist or antagonist controls the diseases. So a detailed study about this interaction is very necessary for explaining the mechanism, structure and function of GPCR etc. Bioinformatics provides facilities for studying this by means of process called "Docking". There are two types of docking, , Protein - Protein Docking and Protein – Ligand Docking.

Docking can tell us whether the agonist or antagonist binded with active site of GPCR tightly. Many docking algorithms have been developed with an aim to fit the small molecules in to the binding sites

Auto dock is widely used software for Protein – Ligand docking and it is freely available. It is available for all platforms. It is available at www.scripps.edu/pub/olsonweb/download/

Gramm is a Protein – Protein Docking software which is freely available. For eg *Gramm software was used for studying the* interaction between Human Sweet Taste receptor and sugars. It is available at www.reco3.ams.sunysb.edu/gramm/

Hex is software for Protein – Protein docking and Protein – Ligand docking software. It is freely available. It is available at www.csd.abdn.ac.uk/~dritchie/hex/

Visualization of G – Protein Coupled Receptors

The visualization of three-dimensional structures of G – Protein Coupled Receptors is very necessary for explaining the properties of GPCR. It can explain the visualization in wireframe, spacefilling, ball and stick model etc. The hydrogen bonds, disulfide bonds bond length can be visualized using various visualizing software's.

Rasmol is free available software for visualizing the structures of GPCR in different forms. It also calculates the hydrogen bonds, disulfide bonds etc.

Swiss Pdb Viewer is freely available software for visualization in different forms. In addition to this, it can be used for viewing molecular surface, Vanderwaals surface etc.

Conclusion

GPCR act as drug target for various diseases and bioinformatics provides information from sequence to structure level which helps in design of drugs for Alzheimer's disease, Parkinson's disease and epilepsy, Neuropathic pain.

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out the parking inconveniences of the customers.

15. Cheque should be credited to the account as soon as they arrive. Minimum fees should be charged from the customers.

16. If possible, certain facilities like payment of telephone, electricity bill should be made available to the customers.

17. Outstation Cheque should be handled efficiently with minimum possible time by using Lock Box System.

18. Customers want to transact their banking operation at convenient places. Therefore they want more branches in Tiruchirappalli City.

Conclusion

It is hoped that banks adopt the above suggestions and increase the satisfaction level. However a further research would be conducted in this direction to identify the correct causes for poor satisfaction of the banking services. Banks, both in Public sector as well as Private sector have to gear up their speed to adapt to the fast changing technology. Organisational structures have to be changed to suit the customers' need. Banks should realize that the customer is the " Focus Point" to improve the business. Banks have to evolve plans and strategies to provide better services and enhance satisfaction level and try to create a brand image. As this arena is proving to be very competitive for the existing as well as emerging banks, every bank should keenly focus every aspect of the services provided to the customers if they want to survive in this competitive world. In conclusion, the bank has to keep in mind the mantra that "Customer is the King" and banks exist to serve them and should practise range of services which fulfill customers' expectations.

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