



Customer Problems in Using Banking Facilities in Surat City

Dr. Gautamkumar P Kanani,
Assistant Professor

Shree J.D.Gabani Commerce & S.A.S.College of Mgt,Surat

1. Introduction

A bank is a financial institution that provides banking and other financial services to their customers. A bank is generally understood as an institution which provides fundamental banking services such as accepting deposits and providing loans. There are also nonbanking institutions that provide certain banking services without meeting the legal definition of a bank. Banks are a subset of the financial services industry.

A banking system also referred as a system provided by the bank which offers cash management services for customers, reporting the transactions of their accounts and portfolios, throughout the day. The banking system in India, should not only be hassle free but it should be able to meet the 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 Banks are the main participants of the financial system in India. The Banking sector offers several facilities and opportunities to their customers. All the banks safeguard the money and valuables and provide loans, credit, and payment services, such as checking accounts, money orders, and cashier's cheques. The banks also offer investment and insurance products. As a variety of models for cooperation and integration among finance industries have emerged, some of the traditional distinctions between banks, insurance companies, and securities firms have diminished. In spite of these changes, banks continue to maintain and perform their primary role—accepting deposits and lending funds from these deposits.

2. History of Indian Banking System

The history of banking refers to the development of banks and banking throughout history, with banking defined by contemporary sources as an organization which provides facilities for acceptance of deposits and provision of loans.

Phase I (1786- 1969) - Initial phase of banking in India

Phase II (1969- 1991) - Nationalization, regularization and growth

Phase III (1991 onwards) - Liberalization and its aftermath

There are currently 27 public sector banks in India out of which 19 are nationalized banks and 6 are SBI and its associate banks, and rest two are IDBI Bank and Bharatiya Mahila Bank, which are categorised as other public sector banks, 23 private sector banks and 46 foreign banks with 325 branches (as on 31st Dec. 2015), 61 regional rural banks (RRBs) and more than 90,000 credit cooperatives.

3. Needs and Challenges in Banking

Retail banks across the globe undergo tremendous transformation and face challenges such as:

- Competition from private banks
- Competition from MNCs
- Managing diversified needs of customers

- Diminishing customer loyalty
- Coping with regulatory reforms
- Maintaining high quality assets.
- Keeping pace with technology up-Gradations Some of the emerging

4. Literature Review

Khurana, S. (2011): the Indian banking industry has imbued a number of larger changes after the independence. The liberalisation has revealed of the economy in the 1990s and the government's decision for privatizing the banks had resulted in the banking reforms.

Batra, S. C. (2017): the banking system has faced many challenges and cut throat competitions. It is imperative to see for service providers struggle to meet or exceed the target customers' satisfaction with quality of services expected.

5. Research Methodology

5.1 Need for Research

This is on problems faced by Customer during the banking transaction and ensure high satisfaction level and reduce percentage of complaints of customers. This study is helpful for banks by finding customer expectation and problems while using banking services. To get aware of various aspects of banking facilities.

5.2 Research Objective

(a) Primary objective

To study and analysis of problem faced by customer in using banking Transaction or Service.

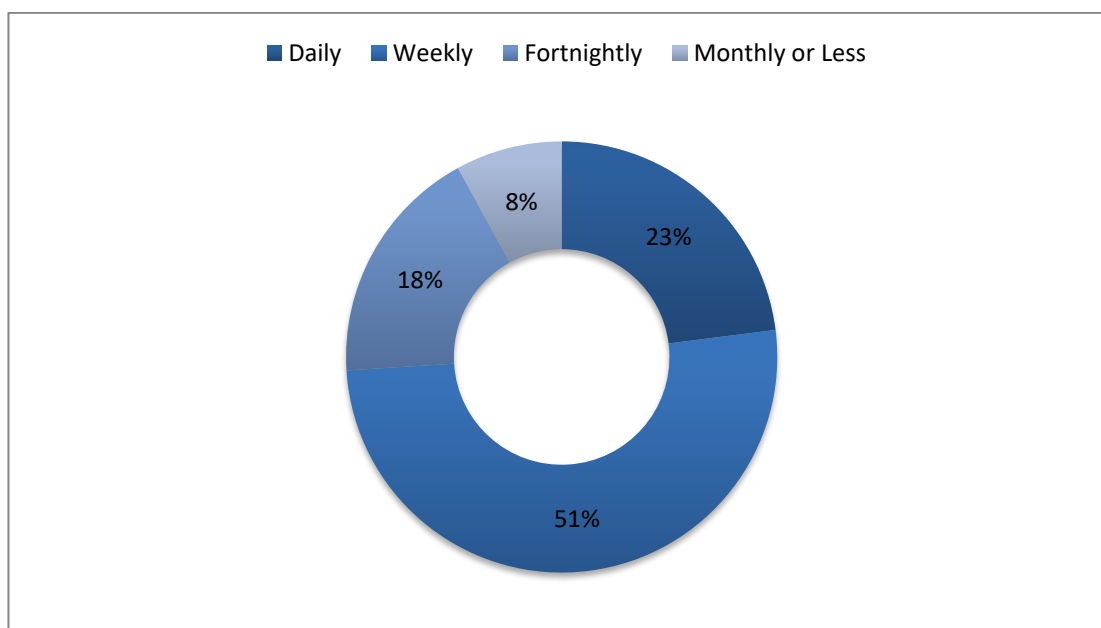
(b) Secondary objective

To define level of customer's satisfaction from banks.

To improve services and related facilities of banks for customer.

6. Data Analysis

Frequency of usage of banking facility in your bank



A above chart represents the Frequency of usage of banking facility. Majority of respondent are using weekly i.e.148 respondent (46+102). So, we can say that respondent from Demonization. Very less respondent are using banking facility during monthly or less

Physical Facilities at the Bank

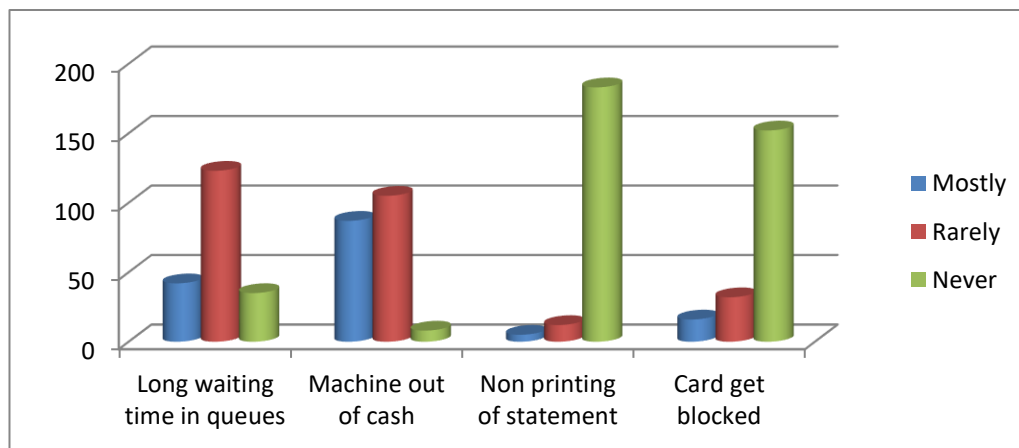
Options	Space Availability	Seating & Writing Availability	Fan & Drinking Availability	Parking Space Availability
Superior	30	30	40	40
Good	87	40	46	46
Average	40	94	68	50
Inferior	43	36	46	64

Data shows that majority of respondent are feeling good in space availability. Most of respondent are not happy or not sad in Seating and writing availability. Also most of respondent are feel average in fan & drinking availability. Data shows that majority of respondent are said parking space not available at bank.

Question Related Staff Behaviour

Options	Personal guidance of staff if needed	Staff behaviour with the customer	Personal interest taken by staff in solving problems	Staff direct-interaction and communication with customer
Superior	36	41	31	41
Good	66	56	41	51
Average	66	62	92	62
Inferior	32	41	36	46

Above data was showed staff behaviour was not much good and not satisfied the customers.



7. Interpretation

Above graph represents the ATM technological problem faced by respondent. Mostly respondent said rarely long waiting at ATM. Majority respondent have a problem with machine out of cash. mostly respondent was no problem with ATM printing statement service and very less respondent have a problem of card get blocked during the ATM service.

8. Findings

- Most of people in the surat city having their account in public sector bank.
- More than 50% of the people using banking facility at least once in a week.
- Majority of the people is feeling good in space availability in the bank but most of the people feeling that seating & writing availability and fan & drinking facility is average not more satisfying.
- Mostly bank customers are not happy with the parking space in bank of surat city.
- The staff behaviour is not much satisfactory with the customers in various parameters.
- In the terms of technology facilities majority customer are happy with service of bank.
- The bank account holders feel satisfy with the mobile banking facility in surat city. So that mobile banking is most important service for customer in surat city.
- Most of the customer is feel that the service charges is very high in the bank.

9. Conclusion

There are many changes in Banking Facilities. There is increasing usage as well as good quality of services provided by banks. So, it will continue to increase in the number of users. There were few improvements required in Banking Facilities through banks. Solve server related issue, security of account holder's details, physical facilities, staff behaviour, technological facilities. Banks should have their capacity to control frauds to increase satisfaction of its customers. Bank application are very secure and safe way of doing transaction as totally work is done on banks server no other online intermediary.

So, every think is automatic and based on good facilities provided by bank. So, banks should use good facilities and keep it smooth working. Banks should provide Specified certificate of authentication in local shops for more depend.

References

1. www.icommercentral.com
2. www.wikipedia.com
3. www.gobankingrates.com