

CUSTOMER CONSTRAINTS IN ENSURING SERVICE QUALITY IN BANKS

DR. MAITHILI R.P. SINGH

Associate Professor
School of Management
Central University of Rajasthan
Kishangarh, Ajmer (Rajasthan), India
Email: maithilirpsingh@gmail.com

Abstract

Gone are the days when banking industry used to operate in a protected environment. Liberalisation, Privatisation and Globalisation have opened floodgates of competition. Opening of modern banks has also given banking industry new taste in competition. Bankers can no more bank on walk-in-business and relax in cozy offices. Information technology has not only enhanced customer's awareness level but has made them demanding. Their expectation level is galloping. Demands and priorities are changing every day. The influence of the Internet upon the choice and delivery of products and services has made the situation acerbic. Customers no more want age-old banking products; they cannot be fooled and taken for a ride by changing the wrapper of the product. Never in the history of banking has the power so firmly been in the hands of customers as it is today. The customer will continue to dictate and this situation is not going to change. The struggle for survival in the cutthroat competitive market is the biggest challenge of the time. Banking has played a very important role in the economic development of all the nations of the world. A banking institution is indispensable in a modern society. It plays a pivotal role in the economic development of a country. Quality, which each bank in present competitive scenario tries to provide to its valuable customers is sometimes governed by certain forces which are not much in control of banks, though they can certainly be minimized. There can be many constraints which banks face while they try to provide optimum customer satisfaction. The present paper highlights the many issues which are related to the customers of the banks and which create hindrance in path of banks in ensuring service quality.

Key Words: *Service Quality, Customer Constraints, Public, Private and Co-operative Banks.*