CUSTOMER SATISFACTION FOR SERVICES OF LIC INDIA - A STUDY OF HALDWANI DIVISION

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ABSTRACT

With the opening up of insurance sector to private players, it has become a fiercely competitive field. A high level of customer service is surely the need of hour. The current research paper seeks to measure customer satisfaction level for the biggest player i.e. LIC for its Haldwani division office on various parameters. Customers from different branch areas of Haldwani were interviewed. Secondary data has also been used wherever required. On the basis of the research conclusions have been drawn and suitable suggestions have been made.