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### Patent Search

Invention Title	THE INVESTIGATION AIMS TO ANALYSE THE SERVICE QUALITY GAP AND CUSTOMER SATISFACTION IN PRIVATE BANKS IN INDIA
Publication Number	40/2023
Publication Date	06/10/2023
Publication Type	INA
Application Number	202341064002
Application Filing Date	23/09/2023
Priority Number	
Priority Country	
Priority Date	
Field Of Invention	BIO-MEDICAL ENGINEERING
Classification (IPC)	G16H0010200000, G06Q0030000000, G06Q0010100000, G06Q0020200000, G06Q0030020000

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#### Abstract:

The investigation aims to analyse the service quality gap and customer satisfaction in private banks in India. Abstract: The contemporary corporate landscape is increasingly characterised by heightened competition and greater challenges compared to previous periods. In light of the complex and multifaceted problems posed by globalised organisations are compelled to engage in product and system reengineering as a means to enhance service quality and maintain competitiveness. The banking sector significantly contributes to the growth and development of the Indian economy across all dimensions. The primary objective of this study is to examine the perceived anticipated service quality of specific public and private sector banks, while also determining the service quality gap through the utilisation of the SERVQUAL model. It was conducted using primary data. The utilisation of a questionnaire is employed as a means to assess and evaluate the level of service quality provided by banks. The findings indicate that the dimension with the greatest disparity is empathy, followed by responsiveness, assurance, reliability, and tangibility.

#### Complete Specification

##### Description: Descriptions.

Customer service is widely recognised as a crucial component across several sectors of industry, playing a pivotal role in shaping the future trajectory of organisational exponential progress in technology-driven systems pertaining to the internet is causing significant transformations in the manner in which various organisations interact with one another. This principle also holds true for the relationship between an organisation and its customers. Identifying the relationship between customer happiness and service qualities has proven to be challenging in several service industries due to the intangible nature of services. The intangible nature of services poses challenges for corporations in analysing consumers' perceptions and evaluations of service quality outcomes. Customers assess their degree of satisfaction by experiencing the quality of service. The satisfaction they feel is influenced by whether their expectations are met or exceeded, or if there is a discrepancy between their expectations and the service received. The primary concern in contemporary discourse pertains to comprehending the ramifications of service quality on the financial performance and the monetary consequences of the organisation. Banking plays a crucial role in contemporary society. In the current landscape of competitive banking, the paramount factor for achieving sustainable corporate success is the attainment of excellence in customer service. The role of customer service in the banking business has become increasingly demanding, particularly in the aftermath of financial sector changes and the integration of advanced technological solutions. The prioritisation of delivering timely and effective service is a key objective for commercial banks in order to acquire and maintain a customer base. Enhancing customer-friendliness in banks is a primary objective of the Reserve Bank of India. A business that exhibits a high level of service quality is capable of meeting or exceeding client expectations, all while maintaining a competitive edge in the economic landscape. Empirical research findings indicate that there exists a positive relationship between enhanced service quality and both profitability and long-term economic competitiveness. Enhancements to service quality can be attained by the enhancement of operational procedures.

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Page last updated on: 26/06/2019