

CONTRIBUTIONS OF CUSTOMER CARE MANAGEMENT ON THE PERFORMANCE OF THE BANKING SECTOR IN HARYANA STATE, INDIA

MUDAHERANWA BENJAMIN, MC.ANTHONY ISRAEL ATTAH, DR. ANIL CHANDOK

Abstract: This study focused on the Contribution of customer care management on the performance of the banking sector in Haryana State. The choice of this topic was motivated by the old fashion of attending to customers that gives rise to customers' dissatisfaction in terms of services rendered by most Banks in India. This has created the problem of not being able to satisfy their clients because of the volume, limited human resources, lack of capacity and materials, poor communication between clients and the staff and delays of serving the customers and many others. Not thinking about customer satisfaction has revealed that number of client diminished and has affected turnover of institutions in the banking sector. This has impacted on the performance of the banks. One hundred (100) respondents were selected from the (ORIENT BANK OF COMMERCE) by using probability random sampling . The instrument for the study developed by the Researcher was: Customer Care Management on the Performance of Haryana Banks (CMPB) .Two hypotheses were developed and tested. Data collected were analyzed by using descriptive analysis tools (Mean , Standard deviation and Correlation) with the helps of SPSS software . It was found out that, there is significant relationship between customer care management and performance of banking sector in Haryana State, and also a significance difference existed between poor tools used on customer care and performance. Based on the findings, it was suggested that , the Banks should try to innovate and create the new products and services so that they can retain their customers and attract new ones, should consider the feedback from customers and solve their problem as soon as possible, should plan personal information in order to improve customer care.

Keywords: Contribution, Customer Care, performance, banking sector.

Introduction: Today, many businesses such as banks, insurance companies, and other service providers realize the importance of Customer Care Management (CCM) and its potential to help them acquire new customers retain existing ones and maximize their lifetime value. At this point, close relationship with customers will require a strong coordination between Customers and bank to provide performance of that bank. This paper deals with the Contribution of Customer Care Management (CCM) and the need for performance in banking sector. Customer satisfaction is regarded as a key factor in the business strategy of every organization. It is a target to which an organization must set its objectives. A company such as bank is successful when its products or services meet expectations and requirements of customers. If a company aims of customer preservation, customer satisfaction is the best way to keep customers' future purchases (Taylor and Baker, 1994). Jamal and Naser (2003) stated, that service quality has been described as a form of attitude that results from the comparison of expectations with performance. Individual needs, wishes and expectations with regard to the value of the product or service can be measured by some of the following elements, such as friendly and helpful salespersons, informed advice, reasonable price, quality high, and a long guarantee period (Raab and Ajami ,2008).The steps to determine the relationship

between Customer Care Management and bank performance, elements of customer care management are refined to consolidate their effects on bank performance. By the use of factor analysis, primary effects of this relationship are retained to explain the contribution of customer care management on bank performance. (Tran et al 2010)In our days, all finance institutions are focused on customer care managements were without customers these institutions cannot be created. For increasing the profitability of finance institution , they must create the good work place where people to do their best works to the customers , this will help them to love their best business, in order words the good management of customer will be the key Institution to perform well ,and the poor management of customer care will be among of the cause of failure of institutions especial in banking sector.This study was carried out in Orient Bank of Commerce located in Mullana, Ambala , the research on this area was at gaining clear understanding of the contribution of customer care management on the performance of bank (OBC)

Objectives

1. To analyze the tools uses by OBC in customer care management
2. To evaluate the contribution of customer care management on the performance of OBC Mullana- Ambala

Research Questions:

The study attempted to answer the following questions.

1. What are the tools used by OBC in customer care management?
2. Is there any contribution of customer care management on performance of OBC?

Research Methodology: The present study aims to examine the Contributions of customer care management on the performance of the banking sector in Haryana state, India. The descriptive research design was used in the study with the purpose of describing the perception of customer care management. Primary data and secondary data to answer the objective of paper were collected. According to Churchill (1992), "Secondary data is defined as the information not gathered for the immediate study at hand but for some other documents of different authors. "With reference to this study, the sources of secondary data were textbooks gotten from the main library, various websites, and scholarly journals.

Literature Review: The literature review is the development and study of the already existing research that is relevant to the topic under study (Williams and Grinnel 1990). Customer is a person or organization that buys something like a service or product from a shop or a business. In other words, customer is person who brings us the wants. It is our job to handle customer as profitability of the bank depends on the customer and to ourselves. He says a customer is not dependent on bank, the bank is dependent on customer (Philip Kotler, 1992). Kotler observes that normally in any business organization, a customer is always the king, implying that whenever she/he visits the business, he/she must be welcomed with a good word of mouth so that the customer feels at home, comfortable and assured of the quality service. A good beginning makes a good ending and the reverse is true. The service provider needs to identify target customer's wants in the way of service quality. Clearly customers will be satisfied if they get what they want, when they want it and how they want it. It isn't the service quality that goes beyond the relationship between a customer and company that matters, but rather it is the personal relationship between customer and a particular

employee that the customer happens to be dealing with the time of the service encounter (William A. Sheldon, 1998). Customer care includes all activities from anticipation of the intended customer's needs, though initial contact to negotiation, sale and consumption. The work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance in their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature, work done by Cronin and Taylor propose the "confirmation/disconfirmation theory of combining the "gap" described by Parasuram, Zeithaml and Berry as two different measures (perception and expectation of performance) into single measurement of performance according to expectations, according to Garbrand, customer satisfaction equals perception of performance divided by expectation if perception of performance (Berry, Brodeur, 1998). Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived performance (outcome) in relation to his expectations.

Whether the customer is satisfied after purchase depends on the performance in relation to the buyer's expectations. (Phillip Kotler, 1999) According to Philip Kotler (1996) when talking about customer value, our promise is that buyers will buy from firm that they perceive to offer the highest customer delivered value. Therefore, he goes on to say that the total customer is bundle of benefits customers expect from a given product or service. Meeting the needs and the requirements of the stakeholders will not only ensure the survival of the organization but also allow it to grow. Customers are supposed to be one of the most important stakeholders in any organization because without them, organizations are not likely to succeed (Babatunde, 2012). According to John Cooper and Peter Lane (1997), in their book entitled practical marketing planning asserts that: "We all prefer someone to smile at us and say have nice day" even if they don't mean it. This means that the customer needs the care with satisfaction of his or her needs.

Analysis And Discussion: The results obtained from 100 respondents were analyzed through percentage and interpreted with help of figures.

Table 1. Profiles of respondents			
Measure	Items	Frequency	Percentage
Age	20-30	40	40%
	31-35	35	35%
	36-40	15	15%
	More than 41	10	10%
Gender			
Female		70	70%
Male		30	30%
Job category			
	Manager	5	5%
	Cahiers	15	15%
	Customer services	2	2%
	Credit assessor	26	26%
Clients		69	69%
Total		100	100

Source: primary data, 2014

Table 2. Tools used by OBC for effective customer care	
No	All employees of OBC are request
1	Be a good listener
2	Listen to their words;
3	Know your boss,
4	Identify and anticipate needs,
5	Make customer feel important and appreciated,
6	Help customers understand your systems,
7	Quick service delivery
8	Deal with problems immediately and let customers know that you have done

Source: primary data, 2014

The findings have shown that all OBC employees have the above tools to make their customer more effective where every customer feel important and appreciated. How customers feel about the services

they are receiving and the performance of staff involved in delivery of the service. Service directors are always facing the new tools used to drive forward improvement in the delivery

Table 3. The challenges met by employees in dealing with customers				
Challenges	Items	Frequency	Percentages	
	Bad debtors	5	5%	
	Un skilled customers	45	45%	
	Irregularly customers	40	40%	
	Falsification	10	10%	
	Total	100	100	
Improvements				
		Develop customer service	26	26%
		Anticipate the customer needs	7	7%
		Friendly with customers	16	16%
		Increase employees	18	18%
		Reduction of interest	13	13%
		innovate and create the new products and services	11	11%
	consider the feedback from customers and solve their problem as soon as possible, should plan personal information in order to improve customer care	9	9%	

Source: primary data, 2014

Discussion And Recommendations: Table 1 shows the profile of respondents age between 20-30 years are 40 which is representing 40% of our respondents , the table represents between 31-35 years are 35%, while respondents with 36-40 years are 15% and respondents with 36-40 years and 41 above years are only 15% and 10% , for gender categories , the female are 70% and male are 30 % , for the job categories managers and cahiers are 5%and 15% of our respondents . Customer services and Credit assessor are only 2% and 26 % and final the clients or customers were 69 which are representing 69% to our respondents . To the table 2 where we have some different tools are using in OBC , All employees of OBC are required to be a good listener, Listen to their words, Know your boss, Identify and anticipate needs, Make customer feel important and appreciated, Help customers understand your systems, Quick service delivery, Deal with problems immediately and let customers know what you have done this will enable better performance of the Bank . For the table 2 , the challenges met by employees in dealing with customers the first one is

unskilled customers represent 40%, The intention of employees to the customer was based on spent over time to the clients which are unskilled and unknown read, in term of filing the form of account registration, checks, and needs more explanation about the news requirement was fixed to the OBC , 40% is Irregular customers, 10% Falsification and 5 % for Bad debtors.

Table 3 shows the improvement or the suggestion s of challenges , the findings indicate that 26 % of the total respondents are recommending OBC to develop customer care services, and 16% of respondents are recommending to employees of OBC to friendly with customers , increasing the number of employees is also recommended 18 % of our respondents because majority of clients are complaining the time spent for waiting the services . Anticipate the customer needs and consider the feedback from customers solve the problems immediately were also recommended by 7% and 9% of our respondents.

References:

1. BabatundeAdeoye (2012). Customers Satisfaction and its Implications for Bank Performance in Nigeria. British Journal Publishing.
2. Taylor, S. A. and T. L. Baker (1994). "An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions." Journal of Retailing
3. East, R. (1997). Consumer Behavior: "Advances and applications in marketing." London, Prentice Hall.
4. Tran, Anh Tuan Oh, Kok-Boon, VanAnh Le and Quynh (2010). "Customer satisfaction impacts on bank performance: an empirical study from a developing country."
5. Robert M schultz(1998) Customer Service Planning to Survive Executive Planning
6. Michelanastase (1997) *The changing world of management accounting and financial management.*
7. Kotler Philip and Dubois B(1992) "Marketing management", 7th edition, paris, Edi. Publi. Union
8. Robert Lucas *building successful skills for the twenty first' country* 3rd edition 2005
9. Katimbo(1997), Who's of Southern Africa, line management
10. Cochran,W.G.(1963). "sampling techniques," 2nd edition, Newyorkjohn Wiley and sons ,inc
11. Grininell and Williams(1990), a hand book of structured experience for human relation training,2nd edution,USA, University associates,
12. KennethD.Bailley (1978), Documentary study 3rd edition, Ontario, Prentice hall canada.
13. Michel Baker,(2000) "Marketing management," 3rd editon . Published by Palgrave
14. Philip Kotler and Gary Armstrong(1995), Principles of marketing 7th edition
15. Tayebwa (1995), Introduction to economics 1st edition.
16. Pransurama, Zeithaml and berry (1984). A conceptual model of services and its implications
17. Richard M. Grinnel. (1991), Research in financial institutions Premier FE Peacock publisher, inc, USA.
18. Dank. "The role of Customer satisfaction in Banking sector", KIE, Kigali 2008
19. Kotler Philip and Dubois B,(1992) "Marketing management", 7th edition, Paris Edi.public.Union.
20. Michael Armstrong(2006),Human resource management
21. John Cooper and peter Lane (1997), Practical marketing planning.

Ph.D Scholars Institute of Management, MMU Mullana – Ambala (Haryana State),
benothmar@gmail.commccattah4u@gmail.com
Professor in Institute of Management, MMU Mullana – Ambala (Haryana State)