
CHAPTER-VI
SUGGESTIONS

➤ **SUGGESTIONS:**

1. It is important for the bank to improve the service attitude of the staff and reduce the transaction time to improve customer satisfaction.
2. An annual sample survey of customer responses should be carried out by bank on an on-going basis to ascertain level of customer satisfaction, to access customers expectations and to prepare the bank for meeting the same.
3. A proper marketing strategy needs to be adopted to attract the customers and provide the best services to satisfy them.
4. Bank should pay more attention to quick transaction of cash and procedure and paper work in order to take care of the dissatisfied customers.
5. It is suggested that the bank may take some steps to overcome many problems by opening additional ATM counters. This will help to improve the customer satisfaction.
6. It is important for the bank to provide orientation and training to bank personnel to enhance job knowledge and increase access to information, which will enable them to take decisions confidently & quickly.
7. All employees should be given name plates to give them an identity & to help customers in knowing them by name.