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Customer's Satisfaction on Employees Commitment towards Technological Services with Special Reference to Karur Vysya Bank - Erode District

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Abstract

The banking system plays an important role in the modern economic world. Banks collect the savings of the individuals and lend them out to business-people and manufacturers. Bank loans facilitate commerce. Manufacturers borrow from banks the money needed for the purchase of raw materials and to meet other requirements such as working capital. It is safe to keep money in banks. Interest is also earned thereby. Thus, the desire to save is stimulated and the volume of savings increases. The savings can be utilised to produce new capital assets. Thus, the banks play an important role in the creation of new capital in a country and thus help the growth process. The savings are generated and multiplied by the schemes that govern the activities of the bank. Hence, a study has been attempted to see the KVB's corporate schemes and its management in the banking sector.

Key words: Activators, Subvention Scheme, dependable service, engagement strategy

Introduction

The banking system facilitates internal and international trade. A large part of trade is done on credit. Banks provide references and guarantees, on behalf of their customers, on the basis of which sellers can supply goods on credit. This is particularly important in international trade when the parties reside in different countries and are very often unknown to one another. The banks inter links the domestic and international customer's by way of multiplicity of monetary sources. Some of the bank activators of KVB are;

Indian financial sector in India is dominated by the banking sector that contributes significantly to the revenues of this industry. Banking sector is the corner stone for the overall economic growth of the country. Before liberalization, the Indian banking structure was largely controlled and parameters like branch size and location were given paramount importance. But now, the Indian banking industry has come from a long way from being a sleepy business institution to a high proactive and dynamic entity

Customer satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in *Marketing Metrics* as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71