

Final Project

“A STUDY ON RETAIL BANKING SERVICES AT SBI”

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Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted By

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Under the Guidance of

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CERTIFICATE

This is to certify that “**Damyanti Bhoot**” has submitted the project synopsis report **titled “A STUDY ON RETAIL BANKING SERVICES AT SBI”**, towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Afsar Sheikh
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Place: Nagpur

G. S. College Of Commerce & Economics, Nagpur

DECLARATION

I here-by declare that the project with title “**A STUDY ON RETAIL BANKING SERVICES AT SBI**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place:Nagpur

Damyanti Bhoot

Date:

G. S. College Of Commerce & Economics, Nagpur

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

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I would like to thank all those who helped me in making this project complete and successful.

Place:Nagpur

Damyanti Bhoot

Date:

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INTRODUCTION

INTRODUCTION

MEANING:

RETAIL BANKING is generally referring to the offering of financial services, products related to deposits and assets to individual customers for personal consumption. Banks concentrate on various segments like professionals, housewives, pensioner, salaried class etc. Different types of product like recurring deposits, saving bank deposits, Fixed Deposit, credit cards housing and consumer loans offered by banks of the above mentioned market segments.

CUSTOMER AWEARENESS:

Customer awareness which refers to buyer knowledge of a particular product or company, allow the buyer to get the most from what he buys.

CUSTOMER SATISFACTION:

The degree of satisfaction provided by the consumption of goods or services of a company as measured by the number of repeat customer. 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, its services rating exceeds specified satisfaction goals".

OVERVIEW OF BANKING

INTRODUCTION TO BANK

A bank has been described as an institution engaged in accepting deposits and granting loans. It is the institution which deals in money and credit. It can also be described as an institution which borrows idle resources, makes fund available to those who need it and helps in cheap remittance of money from one place to another. In the modern time term bank is used in wider term. Now it does not refer only to particular place of lending and depositing money but it also acts as an agent which looks after the various financial problems of its customers.

HISTORY OF BANKS:

The banking system in India is based on British banking company which is largely branch banking. Commercial banks in India were started during the latter half of 19th century Bank of Bengal, Bank of Bombay and Bank of Madras were later amalgamated to form one bank called as Imperial bank of India under the Imperial bank of India Act 1920. The Imperial bank carried with business of commercial bank manages the public debt office of central and state govt. The second half of 19th century saw establishment of Bank of Baroda, Allahabad bank, and Punjab National Bank. These banks were set up by merchants and traders to combined trading with banking. These led to the series if failures of banks. The strengthening of banking system took place after the establishment of Reserve Bank of India, 1939 as is empowers to regulate the banking money, inspection of mergers and acquisition in terms of Banking Companies Act 1949 which later came to be known as Banking Regulation Act 1949.

NATURE AND SCOPE OF BANKING ACTIVITIES:

Money deposited in the bank remains safe. Precious articles too can be kept in the safe custody of banks in lockers. Bank provides credit facilities to the customers. Customers with bank accounts also enjoy better credit in the world business. Banks encourage the habit of savings and thrift among the people. Bank provides a safe and convenient means to transfer money from one place to another and facilitates business dealings and transactions. Banks collect and release bills, cheques, interest and dividend warrants and etc on behalf of their customers.

SERVICE ACTIVITIES

Service activities of bank are categorized in the following:

Agency services.

General services.

1. Agency services:

Collection of bills, cheques, drafts on behalf of the customers. Collection of dividend interest warrants of customers. Collection of pension from government employees. Purchase and sale of securities on the instruction of the customers. Executing standing order for the payment of bills, rents, electricity, insurance premium etc. Acting correspondent and representative of the customer on dealing with other bank.

Acting as trustee or executor when so nominated.

2. GENERAL SERVICES:

Issue of traveler's cheque, letter of credit, and circular notes. Safe custody of valuables like gold, jewelry, and important. Deposits in safe deposit vaults (lockers) available to hire. Supply of trade information. Acting as referee as regards financial status of the customers. Acceptance of bills of exchange of behalf of the customers. Underwriting loans of floated by government and public bodies.

BANKER AND CUSTOMER RELATIONSHIP:

DEFINATION OF A BANKER:

It is very difficult to define the term banker. According to SIR JOHN PAGET, a person, to be called as a banker, should perform four functions:

Take deposit accounts.

Take current accounts.

Issue and pay cheques and

Collect cheques crossed and uncrossed for his customers. Even if all the four conditions are satisfied, one claiming to be a banker must satisfy four other important conditions:

The banking business must be a part of his occupation.

The banking business must not be a subsidiary one.

He must profess to be a banker and public must accept him as such.

He must have the intention to get profit by so doing.

This definition is regarded as fairly although it does not mention various agency and general utility services rendered by a modern bank.

DEFINATION OF CUSTOMER:

There is no statutory definition of customer. It is not legally defined either in England or India. To understand the term one has to refer persons of authority in banking law and also the decisions of important cases. SIR JOHN PAGET EXPRESSED two conditions to be satisfied, who constitute a customer of a bank.

There should be some recognizable course or habit of dealing between him and the bank. The dealings must be in nature of regular banking business. There is the other view. The person should have some sort of an account with the bank and the first transaction in opening an account could not set up the relation of a banker and customer and there must become measure of continuity and custom.

MEANING OF BANKING:

Customers are broadly classified into two groups: -

- **Personal customers:** -individuals having accounted singly or jointly (including minor).
- **Non personal customers:** -non individual customers like propriety, clubs, societies, institutions, government departments, N Go's.

Accounts are broadly classified into: -

1. **Customer account (external account):** -deposits account (savings account, current cash credit) and contingent accounts (bank guarantees).
2. **Office accounts:** - cash balance accounts, fixed assets accounts, drafts accounts, sundry deposit accounts etc.

There are 3 types of transactions:

CASH: where receipt payment of physical cash is involved.

TRANSFER: where the cash is transferred from one account to another.

CLEARING: transfer transactions were funds are exchanged with other banks through clearing.

RETAIL BANKING

MEANING OF RETAIL BANKING:

Retail banking is when a bank executes transactions directly with consumers, rather than corporations or other banks. Services offered include savings and transactional accounts, mortgages, personal loans, debit cards, and credit cards. The term is generally used to distinguish these banking services from investment banking, commercial banking or wholesale banking. It may also be used to refer to a division of a bank dealing with retail customers and can also be termed as Personal Banking services. Retail banking refers to the customer oriented services offered by commercial banks. Indian commercial banks have now diversified their lending to retail segments as it offers profitable business.

Retail banking in India has fast emerged as one of the Major drives in overall banking industry and has emerged enormous growth in recent past. The retail banking report Encompasses extensive study and analysis of its rapidly growing sector. It primarily covers the analysis present status, current trends, major issues & challenges in growth of retail banking sector. The helps in banks, financial institutions, MNC banks, Academicians, consults and researchers to have a better understanding of the booming Opportunities in retail banking in India. INDIAN retail banking is showing phenomenal growth Key drivers: -increased consumerism, internet, emergence of new age companies, technology.

RETAIL BANKING STRATEGIES:

The retail banking strategies are undergoing major transformation, as banks adopt a mix of strategies like organic growth, acquisition and alliances. This has resulted in a shift in the marketing strategies of the bank. Private sector bank players like SBI are adopting Aggressive strategies, leveraging, their rural branch network and their customer base to Earn a large share of retail pie. Banks are also going in for innovative strategies like crossed selling, package selling of retail products and technology based banking. The Following are the strategies:

1. Constant innovations in products, services, to match the requirement of the customer segment.
2. Quality services and quickness in delivery.

3. Introduction of new delivery channels.
4. Taping of unexploited potential and increased the volume of business.
5. Detail market research.
6. Cross selling of products.
7. Business processing outsourcing.
8. Tie-up arrangements.
9. Automatic teller machine.
10. Tele banking networking.
11. Extended banking time.
12. Courier picks ups for cheques and document.

STEPS TAKEN TOWARDS TRANSFORMING RETAIL BANKING WITH SBI:

1. Presence availability.
2. Core banking.
3. Extended banking hour's quality and quickness in delivery.
4. Better infrastructure.

5. Make routine tasks earlier and less time consuming, such as

- ATM's.
- Handy fund transaction.
- Net banking.

GENERAL CHARACTERISTICS OF RETAIL BANKING:

MARKETING:

The supply side of retail banking markets shows a common feature that is typical for banking markets in general. The main difference between retail banking and other banking fields is the fragmented demand side of the first. Comprising individual consumers and small enterprises. In the following, the characteristics of the supply and demand sides of the supply and demand sides of the markets will thus be discussed separately.

The demand side of retail banking markets is as would be expected fragmented. Bank customers are often faced with information asymmetry, i.e., lack of full information about the products and services on offer and hence cannot make meaningful comparisons more Over; there are numerous barriers to customer mobility that results in a certain reluctance to switch suppliers, hence market price competition less efficient.

TODAYS RETAIL BANKING IS CHARACTERISED IN:

- Multiple products.
- Multiple channels for distribution.
- Multiple customer groups.

FUTURE OF RETAIL BANKING:

- The accelerated retail growth has been on a historically low base.
 - Share of retail credit expected to grow from 22%-36%.
 - Dramatic changes expected in the credit portfolios of banks in the next five years.
 - Housing will continue to be the biggest growth factor along with auto loans.
 - Banks need to expand and diversify by focusing on non-urban segment as well as varied income and demographic groups.
- Rural areas offer tremendous potential to which needs to be exploited.

CHALLENGES FACED BY RETAIL BANKING SERVICES:

- The issue of money laundering is very important in retail banking. This forces all the banks to consider seriously all the documents which they accept at the time of approving loans.
- Banks are expected to take utmost care to retain the ongoing trust of public.
- Customer service should be at the end in retail banking.
- Innovating strategies to meet customer needs and requirement in terms of products services etc.
- Dependency on technology has brought IT department's additional responsibility.
- Security levels.
- The retention of customers is of supreme importance for the profitability in retail banking business.

SWOT ANALYSIS OF RETAIL BANKING SERVICES:

STRENGTHS:

1. RETAIL BANKING supermarket with the ability to cross sell entire range of credit Products.

.2. Innovative products.

3. Technological superiority.

4. Wide distribution.

5. High top of mind awareness due to aggressive advertising.

6. Strong credit controls.

7. High customer service standards.

8. Economies of scale through growing volumes.

9. 24X7 service levels.

WEAKNESS:

1. Efforts are concentrated towards urban customers thus ignoring the rural counterpart.

2. Excessive focus on non-branch distribution channels reducing the scope of personal interaction needed for the sale of retail products.

OPPORTUNITIES:

- 1.Changing customer outlooks towards loans and related products.
- 2.Rising customer income levels.
- 3.Increasing banking habits among Indian customers.
- 4.Rapid increase in the retail loan market size to the tune of 30%-40%.

THREATS:

- 1.Stiff competition in the housing loan segment from HDFC, LIC housing etc.
- 2.In credit card segment competition from Citibank, Stan chart etc.
- 3.Of late, lots of Non-Banking Institution have emerged and have eaten up the banks market shares.
- 4.Educating people by way of advertisement might help competitors to reap benefits.

RETAIL BANKING PRODUCTS AND SERVICES:

PRODUCTS:

1. Deposits:

Savings account.

Current account.

Recurring account

NRI account.

Free de-mat account

Free demand draft facilities.

Senior citizen scheme.

Cheque facilities.

Overdraft facilities.

Credit card facility.

2. Loans and advances:

Personal loan.

Housing loan.

Education loan.

Vehicle loan.

Professional loan.

Customer durable loan.

Loans against shares and securities.

SERVICES:

1. Credit card.
2. Debit card.
3. Net banking.
4. Mobile banking
5. Tele banking.
6. Anywhere banking.
7. ATM's
8. Smart cards.
9. Customer services.
10. Home banking.
11. Electronic banking.

MEANING OF LOANS AND ADVANCES:

Loans and advances constitute by far the most important revenue of investment of banker's resources and are the principles sources of profit. Other sources of income such as bank commission and bank charges are comparatively small. Banks provide accommodation to industrial and commercial establishment by discounting their bills of exchange and by granting term loans, Overdraft and cash credits.

Advances by Indian banks generally take 3 forms- loans, overdrafts, and cash credit.

- 1. LOANS:** when an advance is made in lump sum to a customer without liberty to him of repaying with a view to making a subsequent withdrawals, it is called a loan. If The customer repays the whole or a part of the loan, and if he wants accommodation subsequently, he has to arrange for a fresh loan.

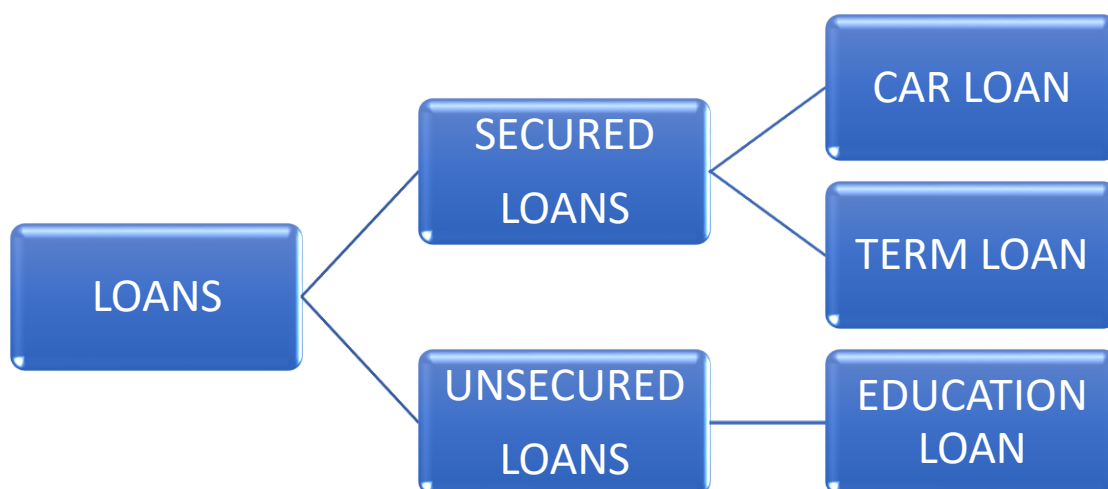
The whole amount of the loan is paid to borrower in cash or is credited to his current account, and interest is charged on full amount of the loan a banker prefers to make an advance in the form of a loan firstly because he can charge. Interest on the entire amount of the loan, and secondly, it involves Him with very little work because loans involve a small number of receipts and payments.

- 1. OVERDRAFTS:** When a customer requires a temporary accommodation, he may be allowed to overdraw his current account up to an agreed limit. Usually security

is Insisted upon for an overdraft arrangement. From the borrowers point of view an Arrangement is advantageous as interest is charged only on the amount drawn by him. But the banker is at a disadvantage because while he can charge interest onThe amount actually drawn, he has to keep himself in readiness with the full amount Of the overdraft.

2. **CASH CREDIT:** A cash credit is similar to an overdraft. In the case of an Overdraft, the arrangement is in relation to the customer's current account, and the customer is permitted to over draw from his account, up to the limit agreed upon. In the Case of a cash credit, the customer continuously avails him of the bank credit without at any timekeeping a credit balance. Usually each credit is allowed against either a bond of credit by one or more sureties or certain other securities. A cash Credit differs from an overdraft in that it is usually a more permanent arrangement.

3. **CATEGORISATION OF LOANS:** Presently in our country, there is securitization act which enables banker to take possession of the security provided and dispose them to receive the debt due to him. In case of default by the borrower in repaying the loan, the interests of the banker. Are protected if he possess some form of charge or right over the tangible assets of the borrower. Loans with such rights conferred are called secured loans. Whereas unsecured loans are not so popular in India, because of their attendant risks and also because bankers do not have the means of knowing the credit worthiness of their borrowers. When an unsecured loan is given, it is only the general capacity of the customer that is the security.



COMPANY PFOFILE

STATE BANK OF INDIA:

STATE BANK OF INDIA (SBI) (NSE, SBIN, and BSE) is the largest banking and financial services company in India by revenue assets and marketing Capitalization. It is a state owned corporation with its head-quarters at Mumbai, Maharashtra in order to cater to different functions, there are several other establishments in and outside Mumbai, apart from the corporate center. The bank boasts of having as many as 14 local head offices and 57 Zonal Offices, located at major cities throughout India. It is recorded that SBI has about 10000 branches, well networked to cater to its customers throughout India. Apart from this it also has 173 foreign offices in 37 Countries across the globe. Including the branches that belong to its associate bank SBI has 21,500 branches.

The bank traces its ancestry to British India, through the Imperial Bank of India, to the founding in 1806 of the Bank of Calcutta, making it the oldest commercial bank In the Indian subcontinent. Bank of Madras merged into the other two precedence's bank. Bank of Calcutta and Bank of Bombay- to form Imperial Bank of India, which in turn became the state Bank of India. The Government of India Nationalized the Imperial Bank of India in 1955, with the Reserve Bank of India taking 60% stake, and renamed It as State Bank of India. In 2008 the Government took over the stake held by the Reserve Bank of India. SBI has been ranked 285th in the Fortune Global Ranking Of the world's biggest corporations of the year 2012.

SBI provides a range of banking products through its vast network of branches in India and overseas including products aimed at Non-Resident Indians. The State Bank group has the largest banking branch network in India. SBI has 14 local head offices situated at Chandigarh (Punjab and Haryana), Delhi, Lucknow (Utter Pradesh) Patna (Bihar), Kolkata (west Bengal), Hyderabad (Andhra Pradesh), Guwathi(North east circle), Bhubaneswar (Orissa), Chennai (Tamil Nadu), Thiruvanthapuram (Kerala), Bangalore(Karnataka), Mumbai (Maharashtra), Bhopal (Madhya Pradesh) and Ahmadabad (Gujarat) and 57 zonal offices that are located at important cities throughout the Country.

HISTORY OF SBI :

The evolution of State Bank of India can be traced back to the first decade of the 19th century. It began with the establishment of the Bank of Calcutta in Calcutta, on 2 June 1806. The bank was redesigned as the Bank of Bengal, three years later, on 2nd January 1809. It was the first ever joint-stock bank of the British India, established under the sponsorship of the Government of Bengal. Subsequently, the Bank of Bombay (established on 15 April 1840) and the Bank of Madras (established on 1 July 1843) followed the Bank of Bengal. These three banks dominated the modern banking scenario in India, until when they were amalgamated to form the Imperial Bank of India, on 27 January 1921. An important turning point in the history of State Bank of India is the launch of the first Five Year Plan of independent India, in 1951. The Plan aimed at serving the Indian economy in general and the rural sector of the country, in particular. Until the Plan, the commercial banks of the country, including the Imperial Bank of India, confined their services to the urban sector. Moreover, they were not equipped to respond to the growing needs of the economic revival taking shape in the rural areas of the country. Therefore, in order to serve the economy as a whole and rural sector in particular, the All India Rural Credit Survey Committee recommended the formation of a state-partnered and state-sponsored bank. The All India Rural Credit Survey Committee proposed the take over of the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. Subsequently, an Act was passed in the Parliament of India in May 1955. As a result, the State Bank of India (SBI) was established on 1 July 1955. This resulted in making the State Bank of India more powerful, because as much as a quarter of the resources of the Indian banking system were controlled directly by the State. Later on, the State Bank of India (Subsidiary Banks) Act was passed in 1959. The Act enabled the State Bank of India to make the eight former State-associated banks as its subsidiaries. The State Bank of India emerged as a pacesetter, with its operations carried out by the 480 offices comprising branches, sub offices and three Local Head Offices, inherited from the Imperial Bank. Instead of serving as mere repositories of the community's savings and lending to creditworthy parties, the State Bank of India catered to the needs of the customers, by banking purposefully. The bank served the heterogeneous financial needs of the planned economic development.

CUSTOMER RELATIONSHIP MANAGEMENT:

Customer relationship management is one of the strategies to manage customer as it focuses on understanding customers as individuals instead of as part of a group (Lambert, 2010). Managing customer relationships is important and valuable to the business. The effective relationship between customers and banks depends on the understanding of the different needs of customers at different stages. The ability of banks to respond towards the Customers' needs make the customers feel like a valuable individual rather than just part of large number of customers.

CUSTOMER RELATIONSHIP MANAGEMENT OF STATE BANK OF INDIA:

Realizing the importance of retail segment in banking business and henceforth the importance of providing delightment with its services and delivery, the bank carved Customer Satisfaction Management Program me to facilitate the retail banking customers. To even facilitate them more better the bank even segregated there branches into various Segments depending upon what kind of customers it caters to such as corporate groups Treasury-bills etc. The customer satisfaction management initiatives of SBI has categorized into fallowing heads:

- Customer satisfaction scheme.
- Offer customization.
- Complaint handling machinery.
- Technology initiatives.
- Other customer's initiatives.
- Bringing Rural masses into mainstream banking.

VISION, MISSION AND VALUES OF SBI

VISION:

MY SBI

MY CUSTOMER FIRST

MY SBI: FIRST IN CUSTOMER SATISFACTION

MISSION:

- We will be prompt, polite and proactive with our customers.
- We will speak the language of young India.
- We will create products and services that help our customers achieve their goals.
- We will go beyond the call of duty to make our customers feel valued.
- We will be of service even in the remotest part of our country.
- We will offer excellence in services to those abroad as much as we do to those in India.
- We will imbibe state of the art technology to drive excellence.

VALUES :

- We will always be honest, transparent and ethical.
- We will respect our customers and fellow associates.
- We will be knowledge driven.
- We will learn and we will share our learning.
- We will never take the easy way out.
- We will do everything we can to contribute to the community we work in.
- We will nurture pride in India.

STATE BANK GROUPS:

ASSOCIATE BANKS

State Bank of India has the following 6 Associate Banks (ABs) with controlling interest ranging from 75% to 100%:

- State Bank of Bikaner and Jaipur (SBBJ)
- State Bank of Hyderabad (SBH)
- State Bank of Indore (SBIN)
- State Bank of Mysore (SBM)
- State Bank of Patiala (SBP)

□ State Bank of Travancore (SBT)

□ The six ABs have a combined network of 4596 branches in India, which are fully computerized and on CBS.

□ The ABs has 1070 ATMs, which are networked with SBI ATMs, providing value added services to clientele.

NON-BANKING SUBSIDIARIES:

State Bank of India has the following Non-Banking Subsidiaries:

- SBI Capital Markets Ltd. (SBICAP)
- SBICAP Securities Ltd. (SSL)
- SBICAPS Ventures Ltd. (SVL)
- SBICAP (UK) Ltd.
- SBI Funds Management Pvt. Ltd. (SBIFMPL)
- SBI Factors & Commercial Services Pvt. Ltd. (SBIFACTORS)
- SBI DFHI Ltd.
- SBI Cards & Payment Services Pvt. Ltd. (SBICSPL)
- SBI Life Insurance Company Ltd. (SBILIFE)
- Global Trade Finance Ltd. (GTFL)
- SBI Mutual Funds Trustee Company Pvt. Ltd.

OTHERS

In addition to these, there are other Subsidiaries / Jointly Controlled Entities such as:

- SBI Commercial and International Bank Ltd.
- SBICAP (UK) Ltd.
- SBI Funds Management (International) Ltd.
- GE Capital Business Process Mgmt. Services Pvt. Ltd.
- C-Edge Technologies Ltd.

LITERATURE REVIEW

LITERATURE REVIEW

1. Aurora and Malhotra (2010) studied the level of customer satisfaction and marketing strategies in both private and public sector banks in India. It revealed six factors of customer satisfaction in public sector banks viz, routine operations, price, situational environmental technology and interaction. But in private banking sector, they found seven factors in total, having staff factors as the top ranked and situational factors as the lowest ranked items. Instead of price factor,

2. Dutta K. and Dutta A. (2010) investigated the perception of expectation of customers across all the banks in India. This study showed that customers are most satisfied with the services of foreign banks followed by private and public banks. This study suggested that Indian public banks should improve their banking services.

3. Edwin M. & Fathima S. (2011) conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is close link between the customers' perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that bank managers have to formulate appropriate marketing strategies to satisfy their customers.

OBJEVTIVES

OBJECTIVES OF THE STUDY

The main objective of this project is to study the awareness and the satisfaction of the customer regarding the SBI retail banking services. The following are the other objectives:

1. Explore the services and products offered by the banks to individual customers.
2. Understand the perception of the customers with respect to services offered by bank.
3. To find out the level of customer awareness and their satisfaction from the product market of SBI retail banking.
4. To study the issues and challenges in retail banking.
5. To estimate the future growth of retail banking in India.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology is the systematic method/process dealing with identifying problem, collecting facts or data, analyzing these data and reaching at certain conclusion either in the form of solutions towards the problem concerned or certain generalization for some theoretical formulation. The report "RETAIL BANKING SERVICES OF SBI" aims to assimilate data about the various aspect of retail banking services, to analyze the perceptions of the customers regarding the services offered in retail banking and to find out whether any gaps do exists between the services offered and the customers' expectations.

STATE BANK OF INDIA is selected bank for the study, the criteria of selecting this bank is that it is the nationalized bank of the Banking industry in India. The study is limited to services category to the core services in retail services in retail banking.

The data was collected from two sources:

Primary Data:

It consists of information collected for specific purpose. The data are collected through a direct source like survey.

Secondary Data:

It consists of information that already exists somewhere and has been collected for some specific purpose in the study. The secondary data for this study is collected from various sources like:

- Books
- Website
- Financial magazines

RELEVANCE OF STUDY

1. Firstly, there are immense opportunities of the retail banking in India.
2. Secondly, there are issues and challenges in the retail banking because of the competition.
3. Third, the customer satisfaction of the services which the banks are providing.
4. Fourth, to solve the complaints of the customer and maintaining the sound relationship for the future.
5. Fifth, to estimate the future growth of the retail banking.

STATEMENT OF THE PROBLEM:

In the current competitive world banks have to struggle their might to offer the best have offer the best of the customer satisfaction through various innovative strategies in order to services in industry. Banking industry is passing through a challenging phase. The demonetization policy introduced by the government has affected the banking industry to a great extent. The banking sector facing lot of challenges due to competition, technologies developments changing customer's needs and policies of government. In this competitive and fast changing era, it becomes imperative for a bank to satisfy the needs of the customer. The banks are spending a lot of the time and energy to frame policies about customer satisfaction.

SCOPE OF THE STUDY

- The study is conducted to know the customer preference towards the choosing the services, the awareness on the various services provided by banks, the frequency of services used.
- The study has put forward the Customers as well as acceptability behaviour for the services.
- The study defines about their satisfaction level of towards the services provided by the SBI in the selected area.

NEED OF THE STUDY

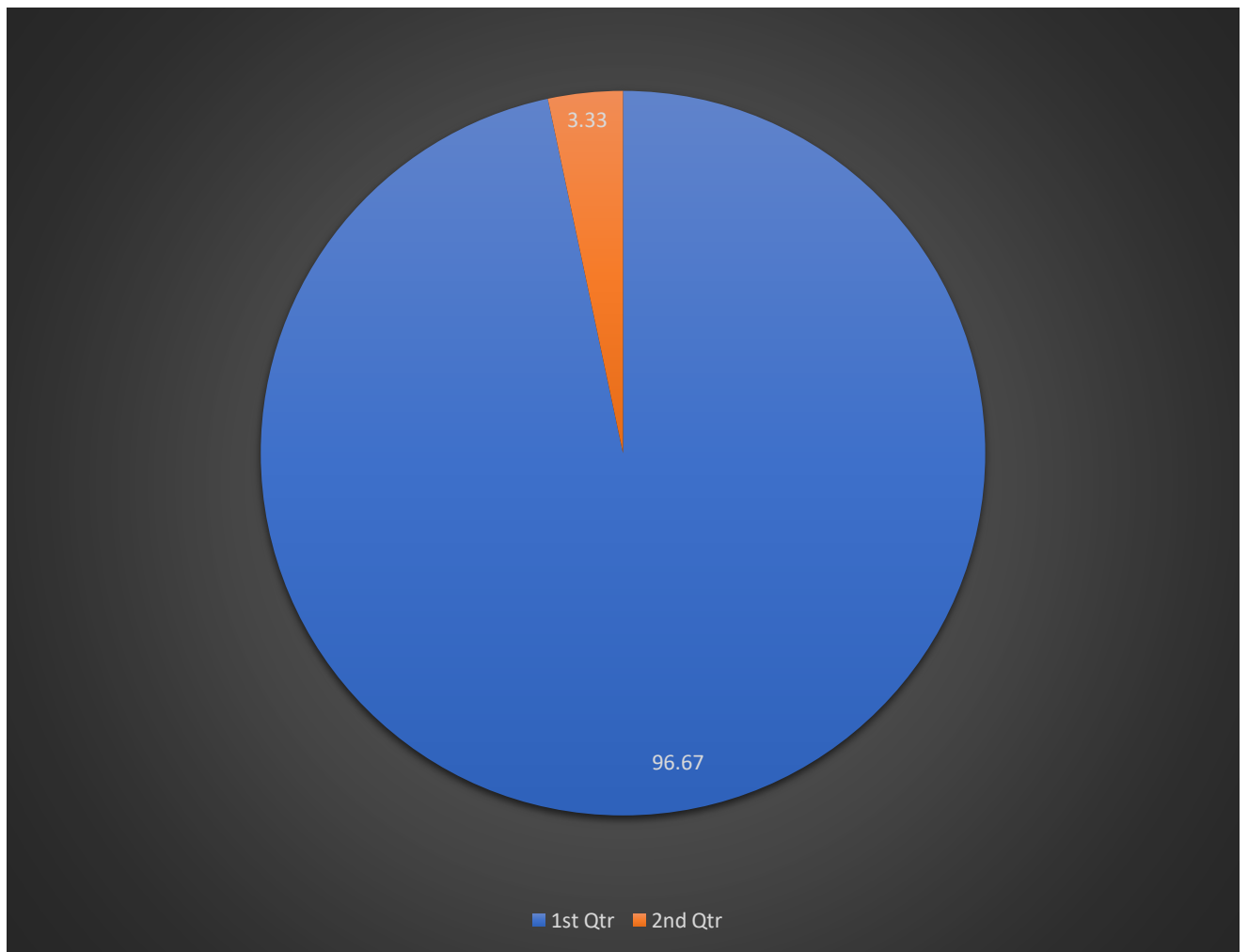
- The main need of retail banking services at SBI is to know the general services of bank.
- To know the need of customer satisfaction level and percentage of complaints of customers in retail banking.
- To understand the optimization of retail banking channel at SBI.
- Customer perception and awareness towards advance product.
- Customer awareness about product scheme and its benefits.

ANALYSIS AND INTERPRETATION OF DATA

DATA ANALYSIS AND INTERPRETATION

1. Are you aware of product and services offered by SBI?

Particular	frequency	Percentage
Yes	145	96.67
No	5	3.33
Total	150	100



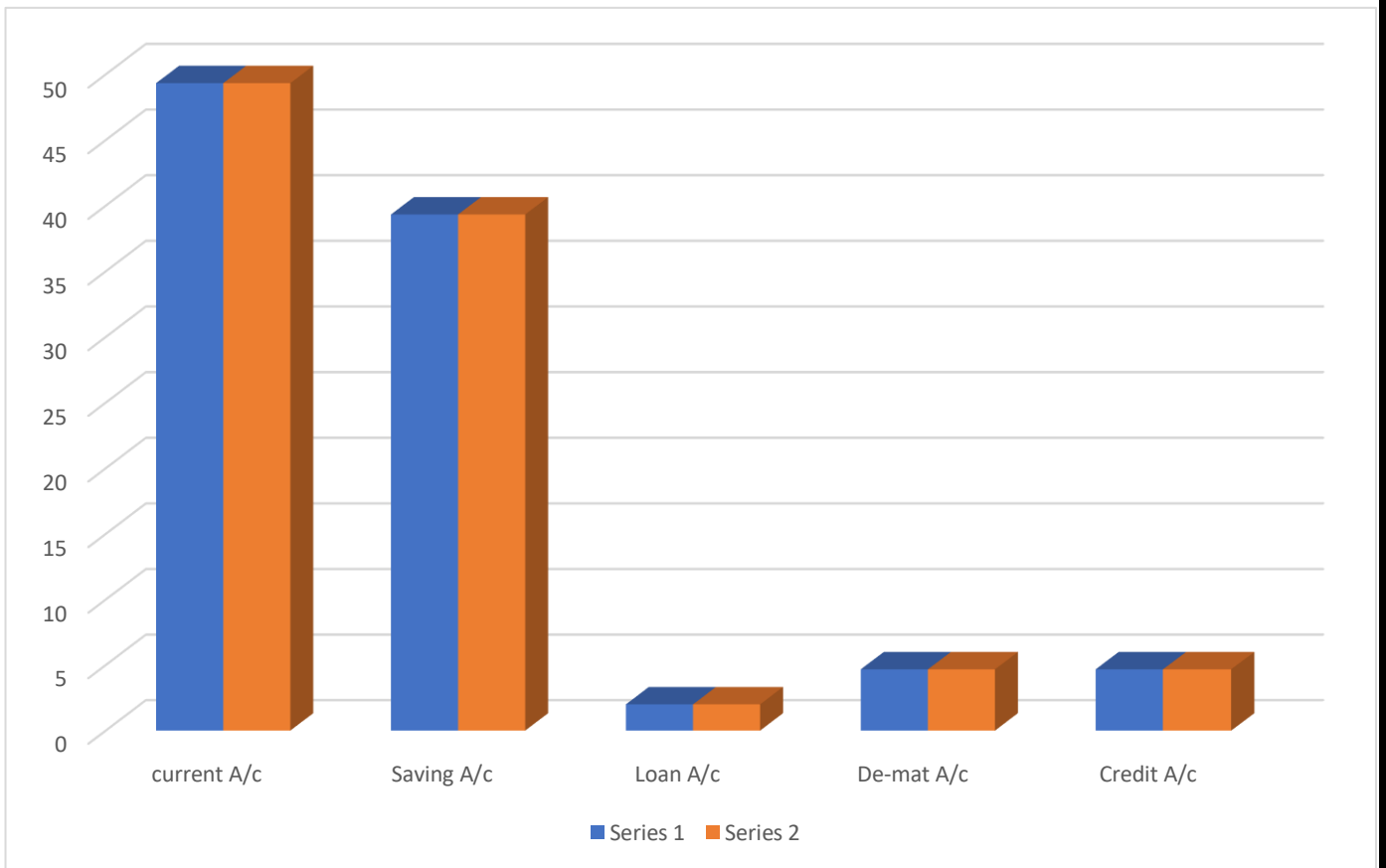
Interpretation:.

Here out of 150 account holder 145 account holder are aware of products and services offered by SBI which is 96.67% and 5 account holder are not aware of products and services offered by SBI which is 3.33%. So that, 96.67% account holder are very strong awareness of product and services offered by SBI.

2. What kind of account do you maintain with SBI Bank?

To know which type of account consumer is most prefer with this bank.

Particular	Frequency	Percentage
Current Account	74	49.33
Saving Account	59	39.33
Loan Account	3	2
De-mat Account	7	4.67
Credit Account	7	4.67
Total	150	100



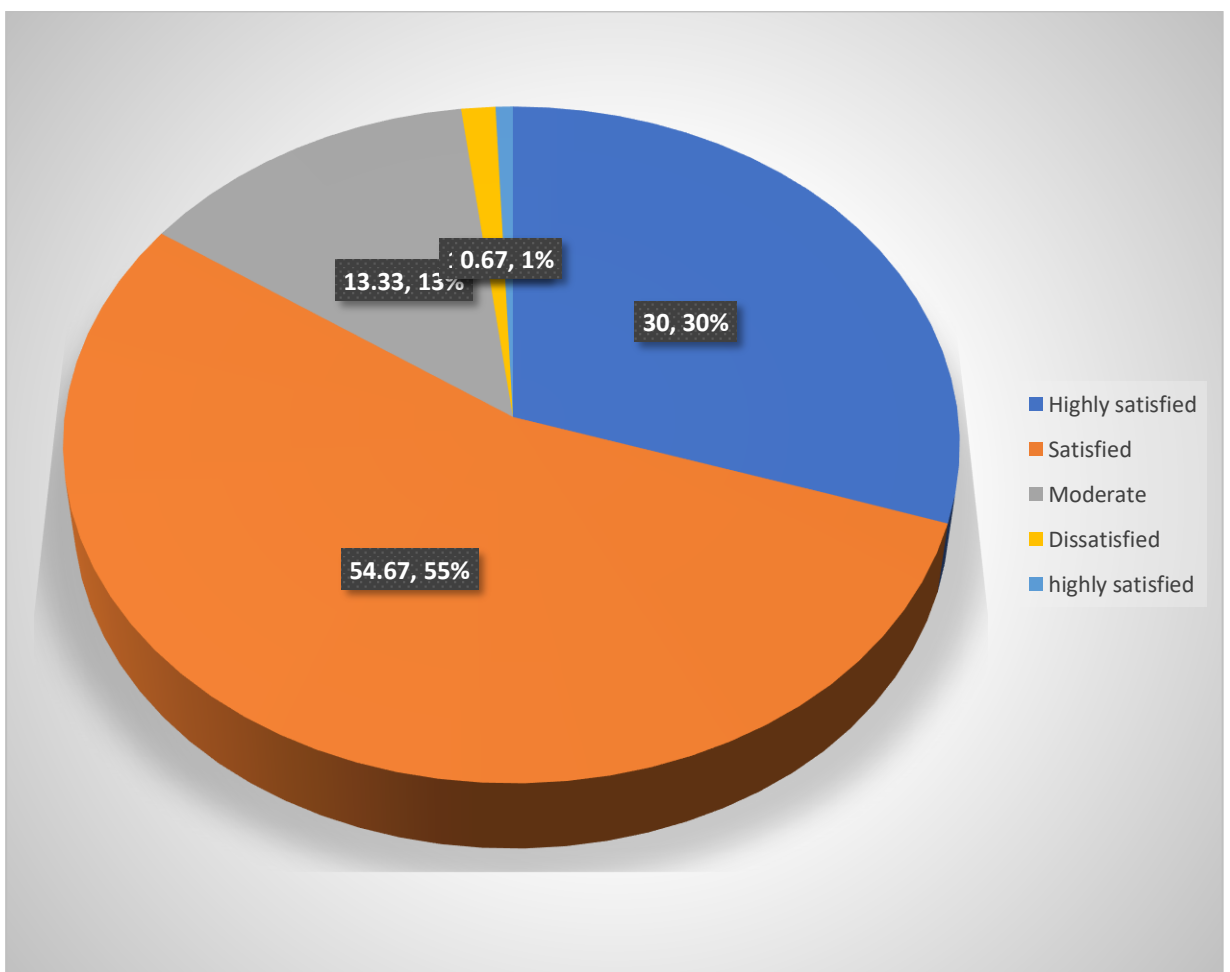
INTERPRETATION

Here current account are most maintain with the SBI Account with 49.33%. So the current account most prefer by the SBI holder and another account facilities like saving account, loan account, de-mat account, credit account need improvement in the SBI Bank.

3. What is satisfaction level of customers towards SBI?

To check the level of satisfaction of customers

Particulars	Frequency	Percentage
Highly Satisfied	45	30
Satisfied	82	54.67
Moderate	20	13.33
Dissatisfied	2	1.33
Highly Dissatisfied	1	0.67
Total	150	100



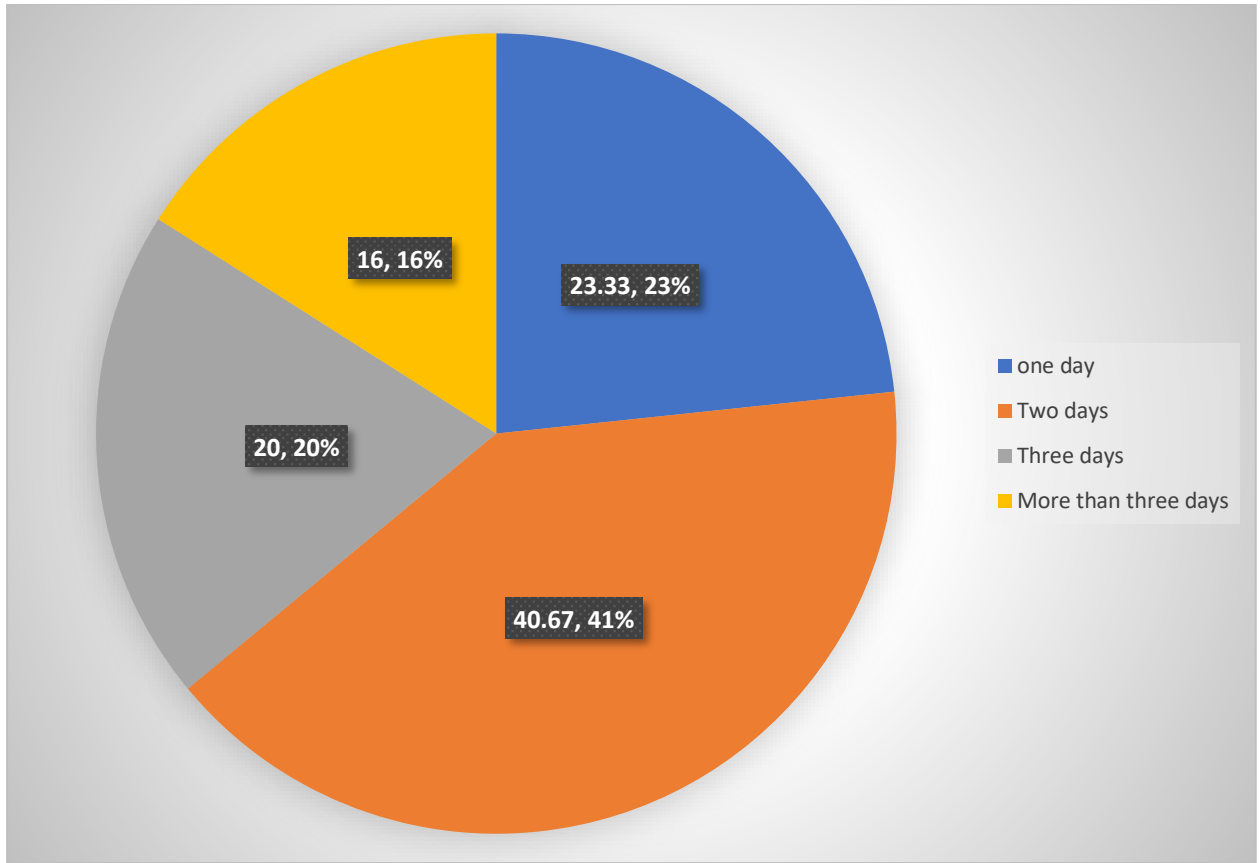
INTERPRETATION

Here product and services of SBI bank is satisfied by customer which is 54.67% and it is very high. On the above chart SBI holder is satisfied with the service quality provided by SBI bank.

4. How often customer use online services of SBI?

To know how often SBI account holder use SBI online services

Particular	Frequency	Percentage
One day	35	23.33
Two days	61	40.67
Three days	30	20
More than three days	24	16
Total	150	100



INTERPRETATION

Here SBI online service most use is more than three days which is 40.67%. This is most high to one, two, three days in terms of the use of services.

LIMITATIONS OF THE STUDY

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Study report may feel constraint from following factors:

- Lack of Experience
- Lack of time-period

SIGNIFICANCE OF THE STUDY

- Consumer perception towards advance product
- Consumer awareness about advance product scheme and its benefits.
- Aware the bank about the customer problems, especially in case of automobile sector.

FINDINGS OF THE STUDY

FINDINGS:

1. Majority of the people are extremely satisfied with the ATM services provided by SBI bank.
2. Most of the respondents are extremely satisfied on the responsiveness and the convenient banking provided by SBI bank.
3. Maximum number of respondents is neutral about the ATM, internet banking, telephone banking, mobile banking and other customer care services provided by SBI bank.
4. From this project it is found that most of the people are satisfied with the services of the SBI bank.
5. It has been observed that maximum number of people are using savings account of SBI bank.
5. Majority of the respondents are female compared to male dealing with SBI bank.

SUGGESTIONS

SUGGESTIONS

1. The management of the SBI should conduct more product and services awareness campaign.
2. Since majority of the customer using savings account deposits in every bank. So, the bank management should think of introducing new schemes regarding savings account and marketing those to the customers.
3. The SBI should increase the level of providing personal attention to individual customer.
4. Advertisements of the SBI bank are very less compared to other competitors. It may lead to switching on other banks. So, the SBI management should promote more advertisement through various advertisement channels.

CONCLUSION

CONCLUSION

The banking sector is undergoing major changes due to competition and the advent of technology. The customers are looking for better and quality services which would enhance their satisfaction. From the above analysis, it is clear that the SBI bank caters most of the customer needs and it's has satisfied majority of its customers. SBI bank has many positive features and satisfies most of the customer needs by the services offered. In spite of this fact, it has been observed that many customers are not aware of all sorts of facilities provided by SBI. Thus the SBI bank should make better awareness campaigns.

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