

Study of Customer Satisfaction and Customer Retention in Indusind Bank

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ABSTRACT

Due to cut through competition in the Indian banking sector, banks strongly need to cater some better value-added service to their customers. Nowadays, the satisfaction and retention of the customer are very critical challenges for the banking sector. As we know that the service sector is all about the quality of services offered to the customers, which leads to the reliability, loyalty, responsiveness, empathy and trust of a customer. Hence, the purpose of this paper is to access the factors, which affects customer satisfaction in the banking sector, to analyse their effects on the level of customer satisfaction and to evaluate the quality of service facilitated to them.

KEYWORDS: Customer, Satisfaction, Retention, Customer service, CASA.

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