



# **HANDLING CUSTOMER'S GRIEVANCES - WITH SPECIAL REFERENCE TO SBI**

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State Bank of India (SBI) is the largest public sector banks in India. It was the first bank established in India as Bank of Calcutta in 1806. SBI offers a plethora of products and services such as savings account, credit cards, fixed deposits, personal loan, home loan, business loan, debit card, loan against property, car loan, gold loan, mudra loan and more. A Customer Complaint is an expression of dissatisfaction from a Customer, requiring a response, about business activities or services performed by SBI

The customer is the focus of the organization's products, services and people. The business growth depends entirely on the satisfaction of the customers.

A grievance generally occurs on account of various reasons including:-

- Inadequacy of working/operational gaps in standards of services offered, expected and actual services rendered.
- Technological issues in ATM
- Bank Charges issues
- Other Operational Issues
- Cheque book

Customer has the right to register his complaint/grievance if he is not satisfied with the services provided by SBI . A suitable mechanism is a must for receiving and redressing customer grievances courteously, promptly and satisfactorily.

## **GUIDELINES OF HANDLING GRIEVANCES**

A Customer Complaint handling process has been put in place to ensure adequacy of response, response time, prompt closure, entry into a tracking system and analysis of recurring issues and trends.

While handling the complaints record keeping requirements and local laws and regulations must also be adhered to.

o. All customer interaction related to the complaints/request should be preserved for future reference as per the Company's data/documents retention policy.

1. All complaints/grievance are recorded in CRM system
2. Customers are provided with the customer reference Id to facilitate follow-up, if required and future references
3. Acknowledgments should be provided to the customer for complaints received
4. Timelines are defined for the resolution
5. Close looping is done by communication of resolution to the customer
6. CRM is updated with every communication – email/letters sent to the customer
7. Periodic reporting and review by senior management
8. Analysis of recurring issues and trends

## **GRIEVANCE & COMPLAINTS CLASSIFICATION**

The categories of complaints are broadly classified as under:-

- I. Technology related:-  
Account information on website, issues with timely delivery of transaction SMS, IT breakdown leading to process delays.
- II. Transaction related:- Dispute on transaction done.
- III. Delivery related:- Delay in delivery of card(s)/statements.
- IV. Offer on card:- Delay/dispute on fulfillment of offers.
- V. Payment related:- Delay in clearing/posting of cheques/levy of charges.
- VI. Staff related:- Alleged harassment, misbehavior/use of rude language

## **OBJECTIVES OF THE STUDY**

1. To identify the customer's services provided by the SBI
2. To analyse the problems faced by the customer's in services provided by SBI
3. To compare the services provided by SBI.

## **PERIOD OF STUDY**

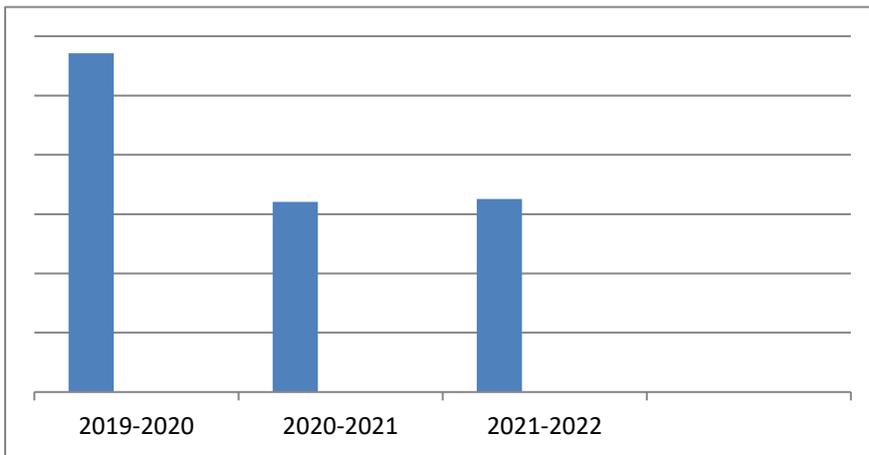
The Period of the study for comparing the customer services provided by SBI is 3 years from 2019-2020 to 2021-2022

**DATA ANALYSIS & INTERPRETATION :**

Particulars	2019-2020	2020-2021	2021-2022
ATM	114230	64100	65097
Bank Charges	667	4016	3766
Cheque Book	585	3459	8339
Other Operational Problems	585	660	1694

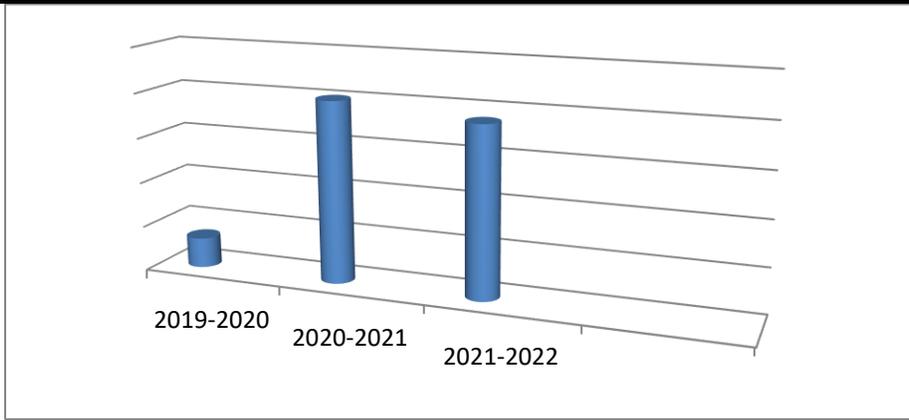
• **ATM Services**

Year	ATM
2019-2020	114230
2020-2021	64100
2021-2022	65097



**BANK CHARGES**

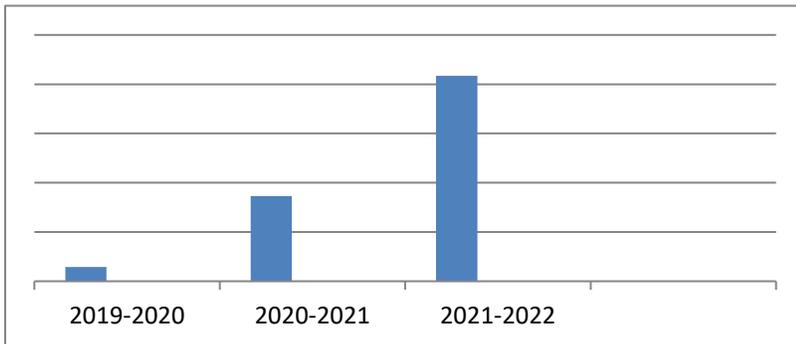
Year	Bank Charges
2019-2020	667
2020-2021	4016
2021-2022	3766



**CHEQUE BOOK**

Year	Cheque Book
2019-2020	585
2020-2021	3459
2021-2022	8339

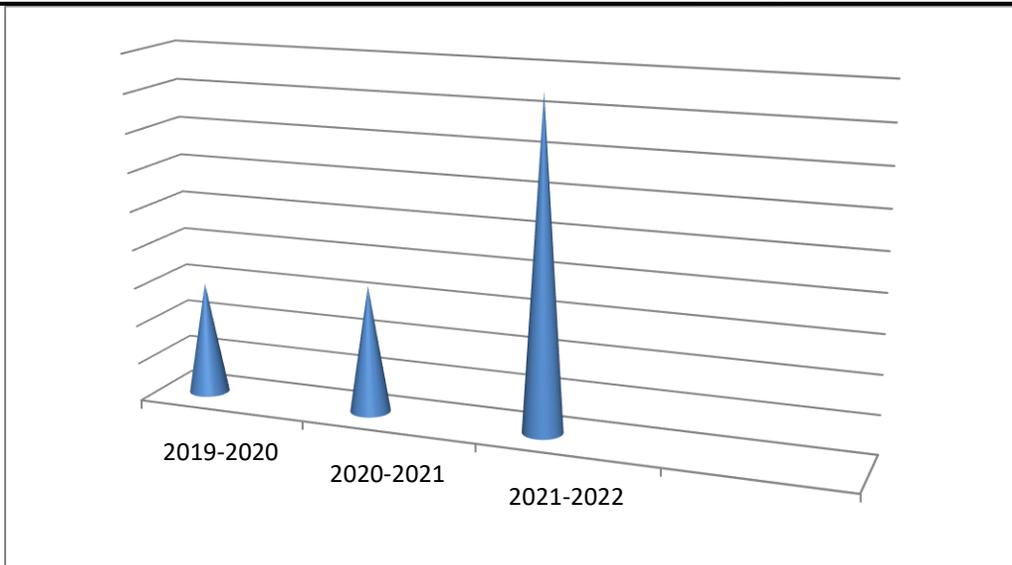
Cheque Book Problems



**OTHER OPERATIONAL PROBLEMS**

Year	Other Operational Problems
2019-2020	585
2020-2021	660
2021-2022	1694

Other Operational Problems



**CORRELATION BETWEEN ATM & BANK CHARGES:**

Year	ATM	Bank Charges
2019-2020	114230	667
2020-2021	64100	4016
2021-2022	65097	3766

Correlation -0.998767251

As per the Correlation study the problems araised to the customers due to ATM Services and Banks Charges are negatively correlated and this shows that there is strong inverse relationship between the ATM & Bank charges.

**CHEQUE BOOK & OTHER OPRATIONAL PROBLEMS**

Year	Cheque Book	Other Operational Problems
2019-2020	585	585
2020-2021	3459	660
2021-2022	8339	1694

Correlation : 0.950862126

As per the Correlation study the problems araised to the customers due to Cheque book services and other operational problems are positively correlated and this shows that there is strong relationship between the Cheque book services and other operational problems.

## **CONCLUSION :**

The success of the bank mainly depends on its customers. Being a service industry, all banks should aim at meeting the customer effective grievance redressal system to its customers and monitor recurrently the current degree of customer satisfaction.. Thus, some remedial measures are vivacious for the banks to conquest over customers. After the above study the maximum grievances recorded by the customers is Cheque book . But this problems can be overlooked we are moving towards digital world (Online services).

## **REFERENCES:**

1. Annual reports of SBI
2. Customer Grievance policy - SBI