



Benchmarking with Reference to Banks

Gender

Male

Female

Place

Age (in years):

- 16y-25y
- 26y-35y
- 36y-45y
- 46y-55y
- More 56y

Educational Qualification

- Higher Secondary
- Graduate
- Professional Graduate/Post Graduate
- PhD
- Any other (please specify)

Occupation

- Student
- Service
- Business
- Housewife
- Any other (please specify)

Annual Income (in lakh):

- < 1.8
- 1.99 -2.99
- 3-4.5
- 4.51-6
- >6



Please specify name of your bank

Q.1 Bank is very prompt in solving all problems instantly as they emerge.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral /Neutral	2. Fairly Important/ Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/H D)					

Q.2 Banks provide prompt services to the customer.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral /Neutral	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.3 Bank employees are very helpful to customers and ready to resolve their request.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral /Neutral	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.4 Extent to which the customers’ feedback is considered to improve bank’s service standard.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral /Neutral	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.5 Banks are always concerned about updating the customers’ information, services used, quality delivered and actual output.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.6 Bank always notifies their customers’ about several types of account, balance maintenance, account security and loan processes.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.7 Banks possess advanced technology and clarified processes so that services are delivered without delays.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.8 Banks excel in delivering services quickly at all times.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.9 Bank updates its technology regularly to improve the capability to provide service to customers in a more effective manner.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.10 Bank promotional activities like advertisement, publicity, website, brochures are worth the information.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.11 Bank has convenient operating hours and working days.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.12 The bank employees hold necessary skills and abilities to act for when required in a critical problem’s solution.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					



Q.13 Employees are decent and neatly dressed.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.14 Employees are always able to keep the customer by proper behavior.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.15 The services available in most of the banks are efficient and up to the quality mark.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.16 Bank provides quality services and maintains schedule as promised.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.17 Bank providing facilities like A.T.M., Debit Card, Credit Card, Mobile banking, Internet Banking, etc are convenient to the customers.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.18 The ambiance such as air ventilation, outside noise, room temperature, layout of desks and other furnishing are comfortable for customers to interact.

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.19 Having bank’s branches and A.T.M.’s at those locations which are convenient to all sections of the society.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.20 To make customer realize their safety, security, satisfaction and pleasure felt in their bank transaction

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					



Q.21 Equal treatment to all customers without any partiality by bank employees

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.22 Bank giving good services in reasonable time and minimum cost but not compensating with quality

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.23 A sense of public responsibility among bank employees in terms of being punctual, regular and sincere

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.24 Bank employees are good in understanding customer grievances and processes.

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					



Q.25 Bank procedures and processes are without error (flawless).

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.26 Banks keep their records accurate and presentable.

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.27 Bank employees are consistently generous and courteous.

	5. Most Important / Highly Satisfied	4. Important / Satisfied	3. Neutral / Netural	2. Fairly Important/Dissatisfied	1. Not Important / Highly Dissatisfied
Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					

Q.28 Bank Employees are having the knowledge and caliber to answer customer’s specific query and request.

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					



Q.29 Bank employees deliver caring and individual attention to customers by knowing the customer’s best interest at heart.

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Expectations (MI/I/N/FI/NI)					
Perceived Service(HS/S/N/D/HD)					