

Effective indicators in Bank customer satisfaction

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ABSTRACT

Objective: Customer satisfaction is very important in all business activities, especially service activities. Banking Services, as a service activity, need to retain the existing customers and acquiring new customers and this case need to provide quality services and increase customer satisfaction. In such an era, profitability and increase profit margins surely is the main concern of any organizations. **Methodology:** Stress corrosion as one of the most important industrial injuries that always cause problems operation of industrial components. Stress corrosion of parts which are used in the aerospace industry could lead to irreparable disasters. **Results:** In order to achieve this case, any organization looking to create a stable bond between their product-service and their customers. Customer satisfaction with the goods - service of an organization and the degree of conformity of product-service characteristics the needs and wishes is one of the crucial factors in creating and maintaining and increasing market share of the bond and will be guarantee it. **Conclusion:** In today's world economic system, the banks play a great role. The recent global financial crisis in 2008 and the Bank's role in its creation, is testament to this. In this regard, it is clear that the bank's own lofty goals will require trust and customer satisfaction.

1. Introduction

Customers are company's financial and spiritual capital and the survival and success of any company is dependent upon the company's attitude towards the customer. Therefore, the plan for a deep understanding of immediate and future needs of customers 'needs, meets the customer needs and also provide services to meet customers' expectations beyond the strategy of many organizations has become a world leader. These organizations manage, and measure its customer satisfaction survey to assess the efficiency of the new system and the feedback imperfections are quickly resolved (Arnould, 2002). Customer orientation and focus on customer needs is important, so that the most important criterion in criteria of Organizational Excellence.

Customer satisfaction, especially service activities is very important in all business activities. Banking Services need to retain the existing customers and acquiring new customers and this case need to provide quality services and increase customer satisfaction.

Contrary to popular belief, sale is in the mind of customers (buyers), not in the seller mind, therefore, this is necessary to obtain a sale of the buyer and keep it and the requirement to maintain customer is establishing satisfaction in customer. In general, satisfaction is a positive attitude and a general feeling that may occur it in person after buying product or service (Solomon, 1999). In general, the vendors who are aware of how to build and keep strong relationships with key customers, certainly have a greater share of sales to these customers in the future. So more than anything on relationship marketing applies to customers who have a greater effect on the company's future. The new concept of marketing, started with current and potential customers and profits through customer searches. The new concept can be inferred from the following principles (Mirabi, 1994):

1- Customers are at the top of the organizational pyramid and should put them in all activities.

2- The organization should be viewed with customer perspective

3- Instead of trying to provide what is easy, they must find and deliver the services that their customers want. (kerin, 2003).

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Customer and satisfying customer is very important, and a successful organization is an organization that has more satisfied customers. The requirement of customer satisfaction is to identify the factors that can affect their satisfaction level. This study tries to identify the level of customer satisfaction of State Bank and comparison with the consent of the Private Bank clients to identify the most important factors that influence customer satisfaction and provide a scientific format.

2. Materials and Methods

Customer Satisfaction

Satisfaction is a positive sense of satisfaction that have created in each person that using product or service. If the goods and services received by the customer to meet his expectations, he may be satisfied. If the level of service and product is lower than the level of customer expectations leads to his displeasure (Zeithaml, 2003). Two aims of the strategy is that, services provided by the organization, create distinctive comprehensible and measurable impact on what the organization do. So this philosophy is called customer-oriented approach. It reflects a culture within the organization and requires commitment to intellectual development managers believe it is a philosophy. Requires the establishment of such a philosophy, process, technology and organizational structure commensurate with such purpose (Dehghani, 2003). Zhoran in definition of customer satisfaction says: customer satisfaction, is a situation where the customer feels the product characteristics, consistent with his expectations. He also considered customer dissatisfaction or discontent as a separate concept that defines: customer dissatisfaction is a situation where product defects and deficiencies cause discomfort, complaints and criticism from consumers. According to the experts, customer satisfaction and customer dissatisfaction are not opposites (Natarajan et al., 2001). Figure 1 demonstrates the customer satisfaction concept. Richard Oliver, one of the most popular researcher in the customer satisfaction, uses below diagram, as shown from figure 2, for defining this concept:

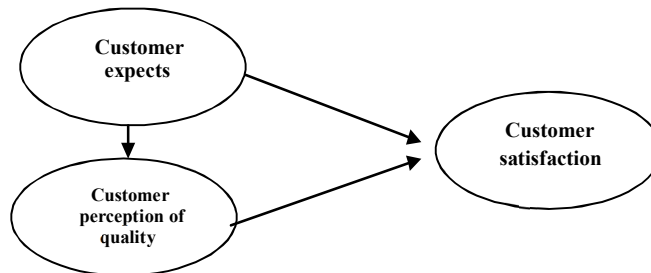


Figure 1. Customer satisfaction concept.

Oliver belief that customer satisfaction and dissatisfaction, results from the different between customer expectations and quality that he/she received. In other words, the following equation can be used to measure satisfaction: Customer expectations- Customer Perception of quality = Customer satisfaction



Figure 2. Cycles of employee satisfaction

3. Results and Discussion

Gain credibility causes of the organization on customer satisfaction Customer satisfaction is an effective factor in the competition arena. Most companies and institutions believe that the business reputation and business through customer satisfaction not only to the success of the organization for a long time but through conversation, organization earn a lot of advantages. Motorola Inc. and FedEx Corporation are two typical organizations that focus on customer satisfaction as a competitive strategy chosen. Commitment of Motorola Inc. To supply customer satisfaction, in addition to Malcolm Baldrig for

it, causes to the tough competition in the quality of their products are easily sold higher price compared to other competitors which can be seen from Table 1. FedEx Corporation also received the Baldrige Award and was able to gain a prominent position in the field of postal industry shipments (Pritchard & Peter, 2000).

Table 1. Causes of attention to customer satisfaction

Cause	Explain
Philosophical	Need to create a profitable relationship with the customer and the organization
Economical	Create competitive advantage, increase profitability, customer retention
Credition an tangiblention	Making visible the invisible capabilities of organization

Affecting Factors in customer satisfaction: Customer satisfaction depends on two factors:

Yields the desired value in goods or services offered by customer.

Expectation	>	Function	←	dissatisfaction
Expectation	=	Function	←	Satisfaction
Expectation	<	Function	←	Satisfaction

Customer satisfaction has a close relationship with quality of products and services. Recent years, many companies implemented TQM programs to create quality products, services and processes, and the goal is to improve marketing continuously (Brussels, 1999). Advantages of customer satisfaction:

As shown in the table 2, customer satisfaction has a lot of advantages to organizations that may have a significant effect on its success. Organizations according to customer satisfaction and capitalize on it, will be able to have special competitive advantages in competition with other competitors. Customer satisfaction has a close relationship with products quality and services quality. In recent years, many companies have implemented TQM programs to create quality products, services and processes, and the goal is to improve marketing continuously (Brussels, 1999).

Table 2. Customer Satisfaction advantages.

Economic advantages	Competition advantages
	Profitability
	Increase market share
	Keeping Customers
	Cost Reduction
Social advantages	Enhance the reputation

The main effects of customer satisfaction on organizational processes are: Continually reduce costs and shorten cycle time job due to the efficient use of resources. Improve operations and consistent and predictable results of these results (recommendations for improvement). Create opportunities for focused and prioritized improvement of operations. Increased ability to create value for both parties. Transfer of customer demands and legal and regulatory Organizations. Established Quality Policy (Kavoosi, & Saghaei, 2005). Customer satisfaction can be described with the Teboul model (Kotler et al., 2004).

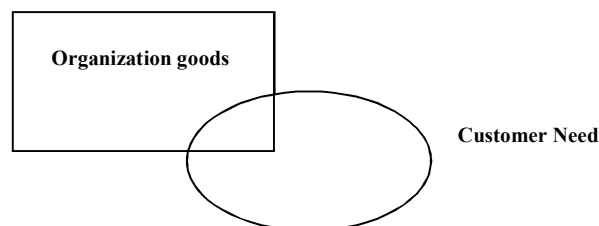


Figure 3. Customer satisfaction model.

As shown in Figure 3, identified customer needs with circles and rectangles represent products or services offered by the organization. Total satisfaction resulted when it is presented by the organizations needs covers or in other words rectangle covers the circle. The overall goal of covering the range of customer expectations (the circle) is better condition than other competitors (palmer, 2007). That part of the circle that is in the square, estimate's customer needs and will bring him satisfaction. But part of the square is outside the circle, cannot be regarded as superfluous and unnecessary from scope of the client's vision. What is important is that the organization must to listens to the voice of the customer and ensure that marketing, design, production and distribution processes, and soon, truly meet customer expectations (kerin, 2003).

Appeal process and improve for customer satisfaction. Customer satisfaction can be achieved through the following measures: A. Identify customer expectations,

B. Goods and services designs based on customer needs and expectations,

C. production and delivery,

D. The management of customer expectations,

E. The measurement of customer satisfaction, and

F. Customer complain Management (Brussels, 1999). Cycle of continuous improvement, customer satisfaction, listening and attention to customer needs, understanding what the customer wants the enrichment and analysis techniques can help to find solutions and can be implemented (handen, 2000).

When this action is performed, the effectiveness and efficiency is monitored to determine whether or not compliance with customer requirements. If so, this will lead to customer satisfaction and continuing the cycle of continuous improvement. Rige cycle says: if you want to stay competitive trade agreement, offer a variety of goods and the diverse delivery, you must be different from your work from others. Customer's likes where products and services is different (Horotiz, 2000). Motivation and financial needs of bank clients: identified the basic set of needs of consumers of financial services, which these needs are:

Access to cash: Customers often need access to cash. The set of services related to the transfer of money have created to meet these needs by the ATMs machines, credit cards, cash and checks that it permits the rapid transfer. Asset Security: This requirement is associated with two sub needed. First, the need for physical security of assets that is one of the basic banking operations to meet this need. Protect the assets being depreciated against it. Consumers are required to obtain the return of the money. Money Transfer: This refers to the need to be able to transfer money in various places. The technological advances made it possible to reduce the need to cash in persons.

Deferred payments: the purchase of goods and services and delaying payment of their reasonable costs is a requirement that is increasingly important to people (Kotler & Gary, 2000). Credit cards, loans, solutions, but may be a tool for finding solutions.

Some strategies and better service to bank customers: Routinely, the apply following points in practice increase the ability to provide effective services to customers, increase customer satisfaction and ultimately absorbed into the Bank:

Understanding of customer expectations: The first and last customer satisfaction is whether his expectations are met or not? Therefore, we must first determine what the clients expect the goals and focused staff and facilities in order to achieve them. Understanding customer expectations through inquiry, research and market study is possible. Creating favourable expectations: There are two ways to present services beyond the expected to the client:

1. a hardworking, spending money and doing additional work for the customer
2. identifying customer expectations and service delivery over expectations

One of the reasons for public discontent with the bank is that the bank through advertisements, create expectations in customers that aren't able to do to them. Customer classification and prioritization: every day several customers will receive a variety of services to the bank. Customers do not always have the same position. Customers can be divided into three categories:

Main customers: individuals, companies or organizations which are all banking on the bank and the other banks do not have multiple accounts. These customers are loyal to the bank. Therefore, higher and additional services can be provided for them.

Growing customers: individuals and organizations who are a large part of the bank do their banking. If the customer receive good and excellent services, they have ability of are being main customer.

Other clients: They are individuals and organizations that go to the bank occasionally or only once. These should be considered, but should not the customers' attention and care to their main customers be equal.

Make commitment to serve all levels of the bank: all persons and bank forces receive a salary to provide customer service. So they all must be committed to service delivery. Inappropriate behaviour of a purser or a janitor may deflect the efforts of others.

Staff education: marketing specialist at this point agree that good employees are the key to success and satisfied customers. In this regard, managers should pay attention to four basic principles:

Selection: The banks cannot use of every persons as an employee that provide services. To hire creative people, good-tempered, with a tidy, humble and meek only success is in selecting banks.

Training: After recruitment, career and technical skills of the desired behaviour should be taught them. Support: staff must be supported and let them making decision.

Cash payment: cash is most forms of payment to employees. More efforts should motivate, reward and employee productivity suited to be paid.

Knowledge of customer attitudes towards services: the knowledge of the client's views are at least three benefits: clients to realize the fact that they are important for service providers. Lack of adequately trained and recognized by customers. Customers may suggest how to provide better and more services. Measuring customer satisfaction: customer satisfaction is the success or failure of an institution. A bank, in addition to a database and measuring customer satisfaction, should obtain information regarding competitor's customers. Considering complainants: according to market researcher, they estimates a quarter of customers are dissatisfied at any time, but a small number of dissatisfied customers do not bother to complain to. Service establishments must admit your mistakes and apologize to the customers complain. Need to find the cause of discontent and resolve the problems identified critical activities occur. Considering the customer as boss: As a boss can punished, rebuked or demoted or dismissed an employee due to job dissatisfaction, the client can visit another bank discontent in a service organization. Because it gives more value for his money and he will provide more services

(Hoskins, 2001).

4. Conclusions:

Finally, regarding the issue of privatization of institutions and government agencies, according to the prevailing competitive conditions, it is recommended that using heuristic arguments for the use of the ideas and initiatives to promote all-round service, in similar organizations. Planning and implementation of recommendations for the use of employees and customers idea and encourage them, is a tool that can be used for all employees and customers in order to increasing development. According to the table that contains customer satisfaction indicators to assess whether private sector or public sector, can do functional it an saw the real results. Managers and employees of government and private institutions can comply with the criteria of innovation, lead generation beyond comparison to rival banks. It can be seen in private institutions compete.

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