

AWARENESS LEVEL AMONG BANK CUSTOMERS REGARDING CUSTOMER COMPLAINTS AND BANKING OMBUDSMAN SCHEME WITH THEIR SATISFACTION LEVEL

-A CUSTOMER BASED APPROACH CONDUCTED IN CHENNAI

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Abstract : In the present competitive economy, banking sector has been facing dynamic challenges in concerning both customer's base and performance. The indispensable competitive strategic role of this sector is vital one in managing the customers. . A substantial increase in the bank customers coupled with a sudden surge in first time users of banking services and the use of various financial services by them has brought into focus the need for strengthened financial regulation and customer education to safeguard, empower and protect the customers. Complaints in one of the most sensitive contact point in the customer experience lifecycle. Customer experience resulting from complaints can either improve customer loyalty or cause customer churn. Dissatisfied customers with emotionally negative experience have a major impact in long run. Complaints handling represents a valuable opportunity for banks to rebuild and enhance their relationship with customers. Complaints is not just another compliance item, rather it is an opportunity for banks to gain a competitive edge. The study attempts to ascertain the awareness level of bank customers regarding complaints, its procedure, awareness about banking ombudsman scheme and satisfaction level of the customers on complaints. Using a database of 532 bank customers of different banks of different types of account holders, an empirical study was made by using simple percentages, Student's t-test measures, ANOVA and Scheffe's test. Though the bank customers are aware about the complaint procedure and scheme, practically they are not ready to complaint; rather they intend to shift their banking to other preferable and convenient banks. This study suggests that banks should conduct more awareness programme on Banking Ombudsman Scheme, reduce the complaints instead of concentrating on increasing disposal rate; it will also help them to serve the customers more efficiently and effectively in order to retain them.

Key words: complaints, awareness level, satisfaction level, shifting of banks.

I. INTRODUCTION

In the present competitive economy, banking sector has been facing dynamic challenges in concerning both customer's base and performance. The indispensable competitive strategic role of this sector is vital one in managing the customers. A substantial increase in the bank customers coupled with a sudden surge in first time users of banking services and the use of various financial services by them has brought into focus the need for strengthened financial regulation and customer education to safeguard, empower and protect the customers. The banks form the pivot of the entire financial system of our country. They are primarily engaged in the business of financial intermediation and the process is embedded with various risks. The trust, the people repose in the banking system is unfathomable, which is one of the primary reasons for the active regulatory initiatives on customer protection by RBI that has gained significance over the years. On the one hand, a well-functioning customer protection regime provides effective safeguards for retail financial services customers, while on the other hand it empowers customers to exercise their rights and fulfill their obligations. RBI has always strived hard to put in place robust customer protection framework. Banking Ombudsman Scheme is one component of this framework, which provides a simple, cost free apex level grievance redress mechanism for bank customers. Reserve Bank of India introduced the Banking Ombudsman Scheme in the year 1995 as the apex level grievance redressal mechanism akin to the Alternate Dispute Resolution Mechanism primarily focusing the small and vulnerable class of bank customers for whom other avenues for redressal of grievance are cost prohibitive.

1.1 Brief review of operations of the Banking Ombudsman Scheme in 2015-16

- 102894 complaints were received by 15 Offices of the Banking Ombudsmen during the year.
- Complaints increased by 21% compared to the previous year.
- Offices of Banking Ombudsmen maintained a disposal rate of 95%.
- 18 Awards were issued by the Banking Ombudsmen during the year.
- 34 appeals were received by the Appellate Authority during the year against the Awards/decisions of Banking Ombudsmen.
- Complaints pertaining to failure to meet commitments, non-observance of fair practices code, BCSBI Codes taken together constituted the largest category of complaints with 33.9% of complaints received.
- ATM/Debit card complaints comprised 12.71% of complaints received

- Credit card complaints comprised 8.49% of complaints received
 - Complaints in the category of Pension (6.2%), Levy of charges without prior notice (5.5%), Loans and Advances (5.3%), Deposit Accounts (4.9%), Remittances (2.4%) were other areas of complaints.
 - 330 complaints were received by the Offices of Banking Ombudsman through the Government of India CPGRAMS portal.
 - 616 applications under Right to Information Act were received during the year.
 - Average cost of handling a complaint was 4396
 - Offices of Banking Ombudsman organized awareness campaigns/outreach activities, Town Hall events, advertisement campaigns to spread awareness about the Scheme primarily covering the rural and semi-urban areas of their respective jurisdictions.
- (Source: Banking Ombudsman Scheme 2006 - Annual Report 2015-16)

The above data clearly specifies, in spite of several proactive steps taken by RBI to reduce the grievances, there is in need of consumer awareness programmes/campaigns. The present study throws a light upon this aspect based on some empirical survey. The study finds the drivers responsible for the increase in complaints and suggestions to change the customers from unsatisfied to convince one.

An unsatisfied customer approaches the Banking ombudsman, in general, for any of the below mentioned reasons:

- Demand drafts, cheques, pay orders, etc. not issued on time. (or not paid on time)
- Deposit accounts
- Remittances
- ATM/ Debit Cards
- Credit card related complaints (e.g. hidden charges.)
- Loans and advances
- Levy of Charges without prior notice
- Pension Payments
- Failure to meet commitments /Non observance of Fair Practice Code/BCSBI Codes
- DSAs and recovery agents
- Notes and coins
- Loan application is not processed in time.
- Loan application is rejected without valid reasons.
- Bank doesn't follow RBI guidelines regarding loan interest rates.
- Loan application is accepted, but money is not released in time.
- Bank doesn't follow RBI guidelines regarding loan recovery agents.

Reasons to file a complaint with Banking Ombudsman Scheme

1. If reply is not received from the bank within a period of one month after concerned bank has received complaint representation.
2. If bank rejects the complaint.
3. If complainant is not satisfied with bank's reply.
 - Banking Ombudsman does not charge any fee for filing and resolving customer's complaints.
 - If any loss suffered by the complainant then complainant is limited to the amount arising directly out of the act or omission of the bank or ₹ 10 Lakhs whichever is lower.

(Source: RBI's secure website)

1.2 Statement of problem

The customer base of banks in the country is dominated by low income and middle class customers, who have diverse financial needs for savings/credit/ investments/retirement planning etc. They are largely financially illiterate and have limited awareness. The level of awareness on simple aspects like need for timely payment of the bills, credit card dues and loans etc. is absolutely low among this group of bank customers. They aren't really aware about the unforeseen penalties that they might end up paying for their failures to make timely payment of bills/ credit card dues. Not only the penalty could be severe, even more importantly, the bad credit behaviour can feed into their credit history with credit companies, which can act as an impediment for their future credit requirements. This asymmetry of information leads to grievances, which are typical and pose difficulties in resolution.

1.3 Need and importance of the study

For an effective and efficient grievance redress system in any jurisdiction, the redress action should be as closely associated as possible to the initial point where the grievance arises. Unresolved complaints of this group of bank customers ultimately reach Banking Ombudsmen. In effect, the banks themselves should make efforts to redress the complaints of their customers through their internal mechanism. The Annual report of the Banking Ombudsmen Scheme reveals that 85,131 complaints were received by 15 Offices of the Banking Ombudsmen during the year 2014-15 and complaints increased by 11.2% compared to the previous year. This data provided by the Scheme gives way to the purpose of the study. Thus, the present study bridges the gap between the service providers - banks and service receivers - bank customers.

1.4 OBJECTIVES OF THE STUDY

1. To study and analysis the awareness level of Bank customers regarding complaint procedures and Banking Ombudsman Scheme.
2. To generate a socio-economic profile of the Bank customers with the knowledge and without the knowledge of Banking Ombudsman by socio-economic parameters such as income level, occupation level, literacy level, and gender wise analysis etc.

1.5 Research Methodology

A self-administrated, structured questionnaire was framed and based on socio-demographic variables, awareness of complaint procedures, Banking Ombudsman Scheme and satisfaction level of bank customers. Quota sampling method has been used to collect data from different bank customers. Efforts has been taken to collect the data from the samples with different demographic profile. The secondary data related to conceptual framework and review of literature was collected through reference books, journals, newspaper, websites, Banking Ombudsman Scheme, Annual report, etc.

For the purpose of analysis each correct answer was given 'one' and don't know answers were given score 'zero'. The data using SPSS version 13. The individual scores were summed up to yield a total score. Descriptive statistics were obtained and frequency distribution, means standard deviation were calculated for awareness among bank customers regarding Complaint procedures and Banking Ombudsmen Scheme. The student's t-test, ANOVA and Scheffe's test were used as tests of significance for statistical evaluation of means.

1.6 Sample study

A cross-sectional survey was conducted among different bank customers of different age group. Among 600 questionnaires distributed among bank customers, only 568 responded, of whom only 532 filled in the questionnaire in complete form.

1.7 Questionnaire reliability tests:

The researcher has used Cronbach's Alpha reliability test to evaluate the reliability of the questionnaire for the survey study. The analysis was done using SPSS. The result of the tests is 0.943 and number of items is 3. As the statistics tells more the Alpha value near to 1, more will be reliability. The alpha value reveals that it can be decided that the framed questionnaires are reliable with each other. Thus internal consistency is said to be acceptable.

1.8 Limitations of the study

- Intervening or confounding variables which were beyond the researcher's control such as honesty of respondents and the respondents and personal biases. To minimise such conditions, the researcher requested respondents to be as honest as possible and to be unbiased when answering the questionnaires.
- The research tool was non-standardised hence validity and reliability test was done to arrive at a reasonable date measuring tool.
- Sample size may not represent the data

II. Review of literature

Only handful of studies is available on analysing the level of awareness regarding complaint procedure and Banking Ombudsman Scheme among Bank customers.

Kavitha (2015) in her paper aims to study about the consumer awareness and factors affecting on online shopping. The study has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping, respondents behavior, awareness about the rules and regulations of online shopping and benefits and services of online shopping. Results of the study reveal that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income.

The author Uppal (2010) in his paper analyses the extent of complaints in three types of bank groups, namely: public sector banks, Indian private sector banks and foreign banks. The numbers of complaints are maximal in public sector banks and the maximum complaints are related to deposit, credit cards and housing loans. The study was related to 2006 - 2007 and 2007 - 2008. However, the paper intends to solve these complaints with different methods.

Tejinderpal Singh (2011) has made detailed study on the performance of Banking Ombudsman Scheme. The performance of Bank Ombudsman has been evaluated on the basis various parameters such as complaints received by ombudsman offices, region-wise receipt of complaints, mode-wise receipt of complaints, nature of complaints handled, disposal of complaints, mode of disposal of complaints, pending position of complaints, cost of running the scheme, etc. for the period of 2005-06 to 2009 -10. Among different categories of complaints, credit card related complaints was the major part of total number of complaints. More than ninety nine percent of complaints received were disposed by mutual settlement of the parties and number of complaints pending for more than three years declined sharply. In the end, study suggested to include the more categories of complaint under the preview of ombudsman keeping in mind the new technological advancements and to popularize the scheme in rural and semi urban areas.

Mamta and Syeda and Mathur, in their paper initially focuses on the Banking Ombudsman Scheme and further analyses the reasons behind dissatisfaction among the bank customer in Jaipur district in Rajasthan. From this study it is concluded that many customers are dissatisfied with the bank services mainly due to delay in services but only the few customers approach to banking Ombudsman for their grievances.

Malyadri and Sirisha in their paper evaluated the performance of Banking Ombudsman Scheme 2006 in terms of complaints received on Deposits, Loans, ATM Debit cards and credit cards, pension, Non observance of fair practices, total complaints and region wise complaints and in this paper we have analyzed the impact of Banking Ombudsman Scheme on service quality provided by banking institutions. Using Trend analysis technique, the study indicated that the number of complaints against banking institutions has been continuously increasing under the Banking Ombudsman Scheme in some regions and continuously decreasing in some regions. The total complaints against foreign banks have been decreasing while the total complaints against private sector banks have been increasing.

To know about consumer awareness, Rajanikanth, in his study has made an attempt to find out different sources that the rural consumer have access, there by suggesting the Government and VCOs to choose those media to create awareness. The study has found that there is a significant relationship between the media like radio, magazine and television channel to which the consumer has access and their awareness of consumer rights and consumer protection law.

Mohan (2013) studied about the awareness of consumer rights. And about the Consumer Protection Act to safeguard their interest. This study has been conducted in Udumalpet Taluk of Tirupur District and observed about the level of awareness of the rural consumers with their rights.

Authors Abhik Kar Venkataramana.S. R., in their article framed an evaluation model as 4Ps to convert the complaints into customer experience. They have suggested that customer complaints are an opportunity for banks to revamp their complaint management process. Suggestions given by these authors seems to be possible way to come out of the customer complaint process.

III. Descriptive Findings and Analysis

The socio-economic variables of the bank customers are assorted as shown in the Table 3.1. according to their:

- ❖ Gender [301 males and 231 females],
- ❖ Age [up to 20 years – 64; 21- 30 years – 138; 31 - 40 years – 137; 41 - 50 years -89; above 50 years – 103];
- ❖ Level of education [Up to Plus 2 - 237; UG - 220; PG and Above – 75],
- ❖ Marital status [Married 350: Unmarried 182],
- ❖ Occupational Status [Government Employees -106; Private Employees 223; Businessmen-133; Students -27; Others -43]
- ❖ Income level [Upto ₹15,000 – 106 ; ₹.15,000 - 25,000 160; ₹ 25,000 - ₹ 50,000- 133 ; ₹ 50,000 - ₹ 1,00,000 – 106; Above ₹ 1, 00,000 -27] (Table)

Table 3.1. DISRIBUTION OF SAMPLES BY DEMOGRAPHIC VARIABLES

Factors	Options	Number	Mean	SD	P-Value
GENDER	MALE	301(57)	15.23	2.83	0.001*
	FEMALE	231(43)	14.29	3.00	
AGE	UPTO - 20 YEARS	64(12)	12.10	3.01	0.00*
	21 - 30 YEARS	138(26)	13.20	3.52	
	31 - 40 YEARS	137(26)	11.56	2.65	
	41 - 50 YEARS	89(17)	12.56	2.02	
	ABOVE 50 YEARS	103(19)	13.25	2.01	
MARTIAL STATUS	MARRIED	350(66)	14.52	3.01	0.00*
	UNMARRIED	182(34)	15.46	2.83	
EDUCATIONAL QUALIFICATION	UPTO PLUS 2	237(45)	11.53	3.54	0.001*
	UG	220(41)	12.20	1.87	
	PG AND ABOVE	75(14)	13.52	3.25	
OCCUPATION	GOVT. EMPLOYEES	106(20)	14.65	3.65	0.001**
	PVT EMPLOYEES	223(42)	15.16	3.02	
	BUSINESSMEN	133(25)	16.57	2.01	
	STUDENTS	27(05)	15.17	1.87	
	OTHERS	43(08)	12.56	3.25	
MONTHLY INCOME (in ₹)	UPTO 15,000	106(20)	15.43	2.73	0.00*
	15,000 - 25,000	160(35)	14.69	256	
	25,000 - 50,000	133(25)	13.56	1.07	
	50,000 - 1,00,000	106(20)	16.50	2.03	
	ABOVE 1,00,000	27(05)	14.12	2.83	

*represents Student's t-test, ** represents ANOVA test

Values given in parenthesis are percentages of number of bank customers

3.1 Results

The distribution of the study subjects according to their gender, age, occupation, level of income, educational level, and marital status are demonstrated in Table 3.1. In the present study, men had a slightly higher awareness of complaint procedure compared to women among all bank customers ($P < 0.001$), as shown in Table 3.1. However, regarding age, a statistically significant difference was observed among the age group 21 - 30 years and above 50 years ($P < 0.001$), as shown in Table 3.1. The mean scores of awareness about complaint procedure were higher among these two age group people compared to the other age group of bank customers.

Regarding marital status, married customers had significantly higher awareness than unmarried bank customers ($P < 0.001$), as illustrated in Table 3.1. The same result can be inferred from the bank customers whose income level is above ₹ 50,000. From the study it is inferred that the mean scores of the four occupational levels are slighting variant among five levels of occupations. Four occupations including Government employees, Businessmen, Students and Private employees are statistically significant differences were observed with maximum mean scores in the overall distribution.

Table 3.2. DISTRIBUTION OF SAMPLES BY BANK VARIABLES

FACTORS	OPTIONS	No	%
TYPE OF BANKS: NATIONALISED BANKS	SBI	122	23
	IOB	39	07
	IB	112	21
CO-OPERATIVE BANK	TNSC	24	05
PRIVATE BANKS	ICICI	90	17
	HDFC	69	13
	AXIS	74	14
FOREIGN BANK	BANK OF CEYLON	02	00
TYPE OF ACCOUNT	SAVINGS	357	67
	FIXED	59	11

	CURRENT	116	22
TRANSACTIONS WITH BANKS	DAILY	187	35
	WEEKLY	159	30
	MONTHLY	153	29
	WHEN REQUIRED ONLY	33	06
	NO. OF YEARS BEING CUSTOMERS	UPTO ONE YEAR	56
	1 - 5 YEARS	185	35
	5 - 10 YEARS	193	36
	MORE THAN 10 YEARS	98	18
ANY COMPLAINT WITH BANK	YES	463	87
	NO	69	13

Source: sample study

Table 3.2. describes the distribution of samples by bank variables such as type of banks customers (nationalised bank customers, or private bank customers or foreign bank customers or co-operative bank customers) or type of accounts held with banks (savings or fixed or current account holders), transactions with the banks (either daily, weekly, monthly, whenever required), relationship with the banks (on period basis i.e. up to one year, 1-5 years, 5-10 years, or above 10 years relationship) and also any complaint with the banks.

In the present study, majority of the banks customers surveyed are from SBI, it can also be inferred that the ratio between nationalised banks (including Co-operative banks) and private banks (including Foreign banks) are more likely equal percentages (56:44). Most of the account holders are held with savings account (67%). About 94% of the bank customers are dealing with their bank either daily or weekly or monthly. The mean scores of these bank customers indicates that they have significant knowledge on complaint procedure and have an awareness on Banking Ombudsman Scheme. Relationship with the bank by the customers of different types of banks reveals that the more relationship with the banks, the more they know about the banks, their business affairs, difficulties in transactions, complaint procedures, outcomes of the problems, etc. The above fact is confirmed by the means scores of the bank customers who have relationship with the banks for more than one year. But the data also reveals that relationship with the banks for more than 10 years reduces further (18%). This can be correlated with the percentage of complaints with the banks (87%). It can be inferred that the customers are not satisfied with these banks, thus they are slowly shifting their banks.

Table 3.3 GENERAL AWARENESS, SATISFACTION AND COMPLAINT PROCEDURE

AWARENESS VARIABLES	YES (%)	NO (%)
Banking procedure in general	74	26
Banking regulations about ATM charges, loan interest charges etc.	82	18
SATISFACTION LEVEL OF SERVICES PROVIDED		
Satisfied with the services provided	44	56
Have any complaints?	45	55
ANY COMPLAINTS AGAINST		
-credit cards	86	14
-ATM cards	92	8
-pass book updating (through auto machine)	88	12
-availability of forms	63	37
-interest /other charges	87	13
-loan details	72	28
-any other issues	55	45
ANY COMPLAINTS TO BANK AUTHORITIES	89	11
ANY RESPONSE TO YOUR COMPLAINTS	72	28
ANY IDEA OF SHIFTING YOUR A/C TO ANOTHER BANK	46	54

Source: sample study

From the customers' point of view, they might be dissatisfied with some of the issues or inconvenience with some transactions or some problems faced by them with the bank officials.

The analysis based on general awareness on Banking procedure, nature of complaints and their procedures, their satisfaction level and effect of dissatisfaction leading to shifting of banks are dealt in the Table 3.3. The results above reveal that more than 50% of the bank customers face some problems and they have some complaints. Their complaints are about 92% on ATM cards, about 89% have made complaints and 72% revealed that their complaints are responded. This show that the bank are taking immediate or at least they are taking action and the complaints are cleared as early as possible. Even though the percentage of shifting to other banks are lesser than not shifting, there is no significant difference in percentage of both (46:54). Thus the bank customers might not be convinced by the action taken by the banking officials. There is further scope to study in this issue i.e. what is the reason of dissatisfaction among bank customers even if their complaints are mended.

Table 3.4. AWARENESS LEVEL ON COMPLAINT PROCEDURE AND BANKING OMBUDSMAN SCHEME

Dependent variable → Independent Variable ↓	Probability of Complete awareness (3)	Probability of Significant awareness (2)	Probability of No awareness (1)
BANK LEVEL FACTORS			
Bank types	0.005 (0.557)	-0.002 (0.909)	-0.005 (0.557)
Duration of relationship with banks	0.024** (0.043)	0.014** (0.048)	0.023** (0.044)
Transactions with banks	0.019* (0.062)	0.011* (0.068)	-0.018* (0.063)
Type of account with banks	-0.003 (0.909)	0.003 (0.558)	0.003 (0.909)
LEVEL OF AWARENESS AMONG BANK CUSTOMERS			
Who to complaint- Minor/ major/account holder/	-0.016 (0.348)	-0.0101(0.351)	0.009 (0.350)
Whom to complaint	-0.051*(0.057)	-0.032 *(0.062)	0.054*(0.63)
Time limit to complaint	-0.006 (0.724)	-0.029 (0.336)	0.011 (0.620)
Reason to complaint can be made	0.001(0.978)	0.000 (0.978)	-0.001 (0.978)
Knowledge about Complaint procedure	-0.012 (0.617)	-0.007 (0.621)	0.011 (0.620)
Know about Banking Ombudsman	0.007 (0.616)	0.029**(0.026)	-0.007(0.621)
When to approach Banking Ombudsman	-0.011 (0.620)	-0.007(0.621)	0.016 (0.348)
Banking Ombudsman complaint procedure	-0.003 (0.823)	-0.011 (0.207)	0.001 (0.947)
What attachments for making a complaint	-0.030*(0.057)	-0.006(0.724)	-0.012*(0.070))
Time limit for Banking Ombudsman	0.002 (0.909)	-0.003 (0.558)	0.003 (0.558)
SOURCES OF INFORMATION			
News paper	-0.045* (0.058)	-0.26*(0.068)	.044*(0.066)
Bank staff	-0.048* (0.090)	-0.025*(0.072)	0.042*(0.070)
Bank's website	0.009 (0.722)	0.005 (0.720)	-0.008 (0.720)
Bank brochures/ other publications	0.049**(0.050)	0.028*(0.053)	-0.047**(0.050)
Friends or relatives	0.026 (0.295)	0.015 (0.283)	-0.0240(0.282)
Exhibitions and awareness camps by banks	0.044 (0.309)	0.022 (0.242)	-0.037 (0.247)

Notes: i) ** and * represent that the coefficient is statistically significant at 5 % and 10% levels of significance respectively and ii) values in parenthesis of type () are *p*- values.

Source: sample study

Table 3.4. deals with bank level factors with their awareness level on complaint procedure and Banking Ombudsman Scheme which includes 10 structured questionnaires. The analysis table support the inferences at 5% level of significance (or at 1% level of significance) that:-

- i. The duration of relationship with the bank positively and significantly affect the extent of awareness regarding complaint procedure and Banking Ombudsman Scheme
- ii. The frequency of the banking transactions by the customers also significantly enhances extent of awareness regarding complaint procedure and Banking Ombudsman Scheme.
- iii. Knowledge about Banking Ombudsman Scheme among the customers significantly contribute complete awareness regarding complaint procedure and Banking Ombudsman Scheme.
- iv. Whom to complaint and what attachments to be made for complaints significantly affect the extent of awareness among customers.
- v. Bank brochures/other publications are the significant sources of spreading complete information regarding complaint procedure and Banking Ombudsman Scheme.
- vi. Newspaper and bank staff are though positively affecting the probability of complete awareness but they are comparatively less significant factors in the dispersal of awareness regarding complaint procedure and Banking Ombudsman Scheme.

The analysis table also inferences at 5% level of significance (or at 1% level of significance) that:-

- i. Type of banks customers (nationalised bank customers, or private bank customers or foreign bank customers or co-operative bank customers) or type of accounts with banks (savings or fixed or current account holders) are not significantly enhancing the extent of awareness regarding complaint procedure and Banking Ombudsman Scheme.
- ii. The awareness level factors - Who to/ whom to/ when to make a complaint or time limit for complaint or for Banking Ombudsman Scheme or for what reason to complaint – are not significantly enhancing the awareness among the bank customers. The expected probability of complete awareness is very low.
- iii. Other than bank brochures, no other source of information is significant to enhance the complete awareness about the complaint procedure or Banking Ombudsman Scheme.

TABLE 3.5.COMPARING AWARENESS VARIABLES WITH BANK VARIABLES, USING SCHEFFE'S TEST

Comparative variables	Mean Difference	P - Value
Bank variables and complaints	-2.23*	0.000*
Bank variables and Sources of information	-1.88*	0.000*
Bank variables and Banking Ombudsman Scheme	0.36**	0.674**
Banking Ombudsman Scheme and Sources of information	1.86*	0.000*
Complaints and Sources of information	0.41**	0.656**

Source: sample study *Significant, **Not significant at P < 0.001

After analysing about the nature of complaints, the satisfaction level, awareness on Banking Ombudsman Scheme, it was felt that there is need to evaluate the means. Results of ANOVA shows that awareness about the complaints and their procedure and Banking Ombudsman Scheme according to demographic variables are significantly different. Post hoc test will indicate which group means are different and Scheffe's test was used to evaluate the means. Results of Scheffe's test as shown in Table 3.5, indicates that there is no statistical significant difference between bank variables and Banking Ombudsman Scheme as well as there is no statistical significant difference between complaints and sources of information. It shows that the bank customers should educated more about the Banking Ombudsman Scheme and they should be updated about recent trends available for complaint procedures.

With an objective to identify the factors enhancing extent of awareness regarding complaint procedure and Banking Ombudsman Scheme, the analysis table confirms that the duration of relationship with banks and Bank brochures/other publications are the significant sources of spreading complete information among the bank customers. Thus, the analysis reveals that banking sector needs to improve upon the level of awareness regarding the complaint procedure or Banking Ombudsman Scheme among their customers. Regardless of the present effort taken by the banks, the level of awareness among the customers of banks is either partial or significant. Hence a big distance has to be covered for enhancing the awareness up to the complete levels.

3.5 Scope for further study

For further study, researchers can make an attempt about the customers who are shifting to other banks exclusively dissatisfaction purposes and it can studied for what reason they are not satisfied, or why they are shifting to other banks.

IV. Conclusion

Banks these days provide a variety of services. Their customers come from all walks of life from a small business to a multinational corporation having its business activities all around the world. The banks have to satisfy the requirements of different customers belonging to different social groups. The banking business has therefore become complex and requires specialised skills. Due to abundant transactions with different customers, it is the need of the hour to save the interest of bank customer's grievances.

Complaints in one of the most sensitive contact point in the customer experience lifecycle. Customer experience resulting from complaints can either improve customer loyalty or cause customer churn. Dissatisfied customers with emotionally negative experience have a major impact in long run. Complaints handling represents a valuable opportunity for banks to rebuild and enhance their relationship with customers. Complaints is not just another compliance item, rather it is an opportunity for banks to gain a competitive edge.

Through the present study and its analysis, it can be concluded that (1) regardless of the present efforts of the banks, the expected level of awareness among the customers of banks regarding complaints and Banking Ombudsman Scheme is either partial or significant (ii) there is no complete satisfaction among various bank customers regarding handling of complaint procedure and their source of information is very low. (iii) the reasons because of which, Newspaper, Bank staff, Bank's website, Exhibitions and awareness camps by banks are failing to spread complete information regarding complaint procedure and Banking Ombudsman scheme among customers of the banks are needed to be analysed. Complaint data provided by Banking Ombudsman Scheme shows that there is an increasing trend in number of complaints (even though the disposal rate is decreasing). Hence, there is possibility of shifting to other banks by the loyal customers, who are holding accounts for more than 10 years. Therefore, Banks will need to work towards adopting the proposed framework and invest in people, process, technology, and reviving their current Complaint Management process like Banking Ombudsman Scheme.

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