OBJECTIVES OF THE STUDY

- To analyze the service quality provided by Private and Public sector banks in Rohtak, Haryana.
- To measure the overall levels of customers satisfaction of the services provided by both sector of banks.
- To analyze the expectations of the customers.

STATEMENT OF THE PROBLEM

- Economic reforms introduced in the early 1990’s together with technological changes, prudential norms etc. have changed the face of the banking industry. The entry of the modern and efficient looking new generation banks and foreign banks called for improvement of the efficiency, service orientation and customer satisfaction of traditional banks. Though the PSBs hold around 80% of the banking business, new private sector banks have showed higher growth rate in branches (from 0.89% of the total branches in 2000 to 9% in 2011), deposits (from 5% to 13%), assets (from 5% to 15%) etc.

These days customer services is a form of healthier competition between Public and Private sector banks. But common bank customer has not been particularly satisfied. He has neither been made aware of his rights as a customer nor has been treated respectfully. In this study, an attempt is made by the researcher to study the performance related to customer services provided by Public and Private sector banks in Rohtak.