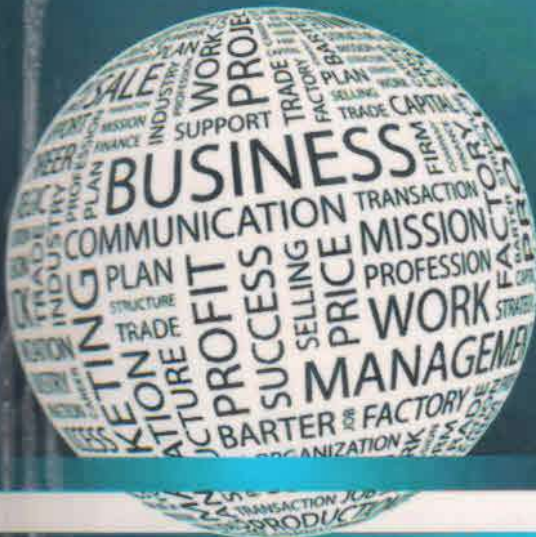


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## CUSTOMER SERVICE IN CANARA BANK

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### Abstract

Good customer service begins with the identification of the needs of the customer, schemes etc. the essence of good customer service are speed, timeless, accuracy, care, concerns and courtesy with which the service is rendered. While the need for speed, timeless, accuracy to satisfy the customer is easy to be undertaken what is perhaps required is little more emphasis on the aspect of care, concern and courtesy for the customers. The customer relationship commences not from the date of opening of an account but from the moment the bank agrees to open an account. Another requisite to contribute a customer is that the transaction should be in the nature of ordinary banking business that is either deposit or advance. Casual visit to the bank to pay insurance premium, electricity bill, etc. does not make a person, a customer of the bank. Similarly, a person who has a safe deposit locker in his name but no deposit account with the bank does not become a customer of the bank.

**Key words:** Financial, non-financial

### Introduction

Widely known for customer centricity, Canara Bank was founded by Shri Ammembal Subba Rao Pai, a great visionary and philanthropist, in July 1906, at Mangalore, then a small port town in Karnataka. The bank has through various phases of its growth trajectory over hundred years of its existence. Growth of Canara bank was phenomenal, especially after nationalization in the year 1969, attaining the status of a national level player in terms of geographical reach and clientele segments. Eighties was characterized by business diversification for the bank. In June 2006, the bank completed a century of operation in the Indian banking industry. The eventful journey of the bank has been characterized by several memorable milestones. Today, Canara bank occupies a premier position in the comity of Indian banks.

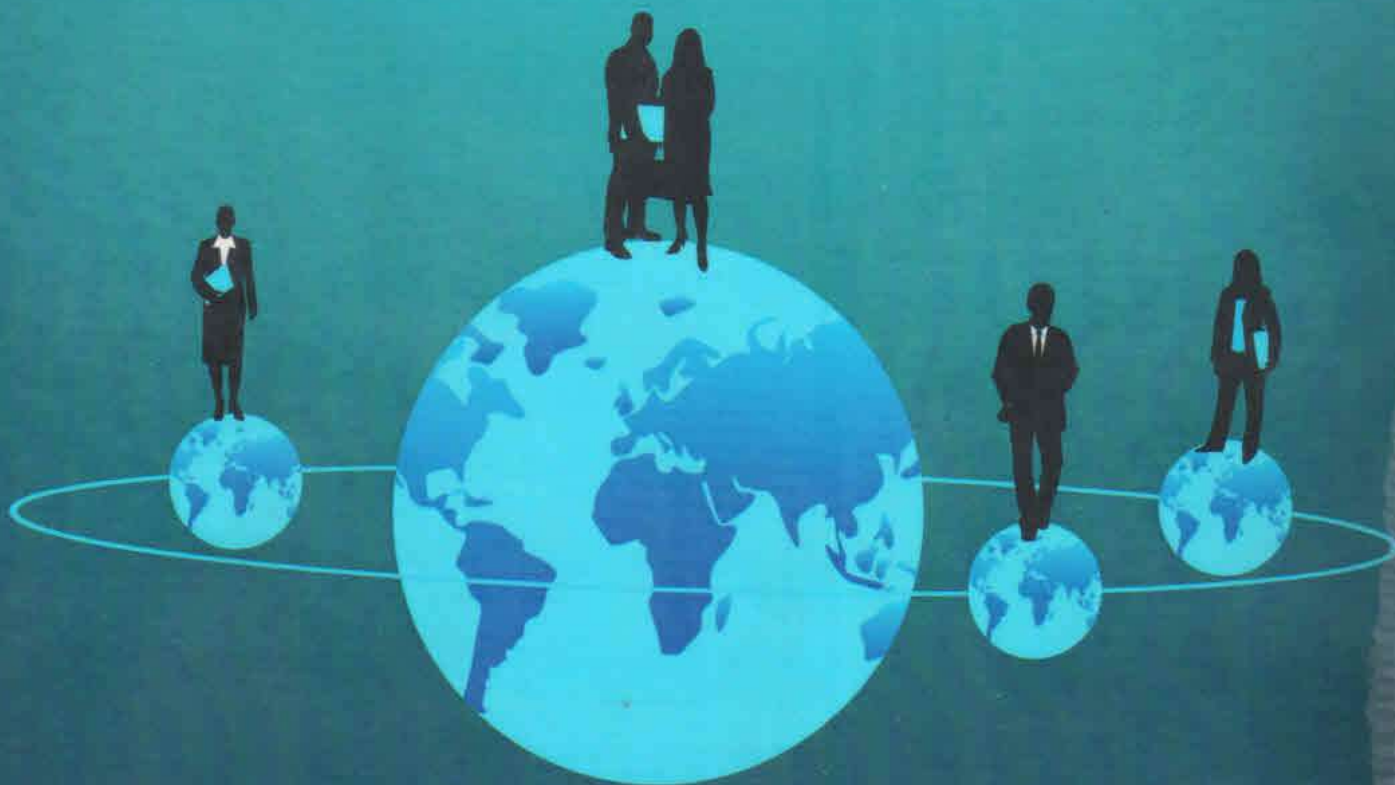
Not just in commercial banking, the bank has also carved distinctive mark, in various corporate social responsibilities, namely, serving national priorities, promoting rural development, enhancing rural self-employment through several training institutes and spearhead financial inclusive objective.

Promoting an inclusive growth strategy, which has been formed as the basic plan of national policy agenda today, is in fact deeply rooted in the bank's founding principles." A Good bank is not only the financial heart of the community, but also with its obligation of helping in every possible manner to improve the economic conditions of the common people". These insightful words of our founder continue to resonate even today in serving the society with purpose. The growth story of canara bank in its first century was due, among others, to the continued patronage of its valued customers, stakeholders, committed staff and uncanny leadership ability demonstrated by its leader at the helm of affairs. We strongly believe that the next century is going to be equally rewarding and eventful not only in service of the nation but also in helping the bank emerge as a global bank with best practices". This justifiable belief is founded on strong fundamentals, customer centricity, enlightened leadership and a family like work culture.

### Significant Milestones

Year	
1 <sup>st</sup> July 1906	Canara Hindu permanent fund ltd. Formally registered with a capital of 2000 share of Rs.50/- each, with 4 employees.
1910	Canara Hindu permanent fund renamed s canara bank limited.
1969	14 major bank in the country, including canara bank, nationalized on July 19
1976	1000 <sup>th</sup> branch inaugurated
1983	Overseas branch at London inaugurated can card(the bank's credit card) launched
1984	Merge with the Lakshmi commercial bank ltd
1985	Commissioning of indo Hong Kong International Finance limited
1987	Canbank mutual fund & canfin homes launched





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