

A Study on Customer Satisfaction in ICICI Bank

Dr. T. Deepa Augustine¹ and Dinesh. S²

Assistant Professor & Head B.Com Corporate Secretaryship¹

M.Com 2nd year, Department of Commerce²

Annai Violet Arts and Science College, Ambattur, Chennai, Tamil Nadu, India

Abstract: *This study investigates customer satisfaction within ICICI Bank, a prominent player in the banking industry. Recognizing the pivotal role of customer satisfaction in the success and sustainability of financial institutions, the research delves into various facets influencing customer perceptions, experiences, and preferences within ICICI Bank's service ecosystem. Through a combination of quantitative surveys, qualitative interviews, and data analysis, this study aims to elucidate the determinants of customer satisfaction, including service quality, convenience, reliability, and responsiveness. Additionally, it seeks to identify areas for improvement and strategic interventions to enhance customer satisfaction levels. The findings of this study not only contribute to the existing body of knowledge on banking customer satisfaction but also provide actionable insights for ICICI Bank and other financial institutions striving to optimize customer-centric strategies and foster long-term relationships with their clientele.*

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