

The present Book endeavors to explore the customer satisfaction attributes in service sector in Banking and Insurance Sector in India. The Book is an exploratory inquiry based on primary data collection from customers of Banks and Insurance. Satisfied customers are the source of achieving the organizational goals and objectives. In today's competitive business world, customer satisfaction is an essential performance index and basic differentiator of business strategies. So, more the customer satisfaction; more is the business. Commerce always begins and ends with customers and that's why the customers are treated as the God of the business. Higher the satisfaction level, higher is the sentimental attachment of customers with the specific product/service or provider. So satisfaction helps in making a strong and healthy customer-supplier bonding. Hence, these Book is an attempt to assess the current satisfaction of customers on the basis of demographic variables, as well as attempt has been made to analyze the perception of customers in banking and insurance sector and in between these two sectors.

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