

**INTERVIEW SCHEDULE FOR CUSTOMERS OF UNITED BANK OF INDIA IN
CACHAR DISTRICT OF ASSAM**

Respected Madam/Sir,

Here is served a schedule containing two sections (Section-I and Section-II). Section-I contains various questions related to your personal profile and Section-II includes various components of service quality that are capable of influencing satisfaction of customer. You are requested to spare your precious time to help the undersigned in filling up the schedule. Your identity as a respondent will remain confidential. . In addition to Ph.D thesis, information provided by you may also be used for preparing academic publications.

Yours sincerely
Mounita Nath
Research Scholar
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SECTION- I

Particulars of Respondent (Please put **Tick (√)** mark wherever necessary)

A. Name of the branch: _____							
B. Name of the respondent: _____							
C. Address: _____ _____							
D. Contact No.: _____							
E. Age (in completed years):							
21- 30	<input type="checkbox"/>	31-40	<input type="checkbox"/>	41-50	<input type="checkbox"/>	51 and Above	<input type="checkbox"/>
F. Sex:				G. Marital Status:			
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Married	<input type="checkbox"/>	Unmarried	<input type="checkbox"/>
H. Highest Educational Qualification		I. Occupation		J. Average Monthly Income			
Upto HSLC	<input type="checkbox"/>	Employee	<input type="checkbox"/>	Upto Rs. 20,000		<input type="checkbox"/>	
HS	<input type="checkbox"/>	Businessman	<input type="checkbox"/>	Rs. 20001 to 40000		<input type="checkbox"/>	
Graduate & Above	<input type="checkbox"/>	Professional	<input type="checkbox"/>	Rs 40001 & above		<input type="checkbox"/>	
		Pensioner	<input type="checkbox"/>				
		Others (Please Specify) _____	<input type="checkbox"/>				

K. Average number of visits in the bank's branch:										
More than once in a week		Weekly		Fortnightly		Monthly		Quarterly		Once in three months or more
L. How long you have been customer of the bank about which you are sharing your information (in completed years):										
Upto 5		6-10		11-15		16 and above				

SECTION- II

A. The following are some of the select components of service quality. Share your degree of satisfaction or dissatisfaction on a five point scale by putting a tick (√) mark on the appropriate option provided against each of the components given below.

SI No	Service Quality Components	<div style="display: flex; align-items: center; justify-content: space-between;"> Highly Satisfied ← (4) (3) (2) → Highly Dissatisfied </div>				
		(5)	(4)	(3)	(2)	(1)
A1	Accuracy in providing service					
A2	Deliverance of services by the bank within promised time					
A3	Trustworthiness of employees in handling customers' problems					
A4	Consistency in technology based devices of the branch					
B1	Readiness of employees to respond customers' request					
B2	Willingness of employees to provide services					
B3	Promptness of employees to rectify mistakes					
B4	Speed of technology based apparatus to respond customers' requisition					
C1	Cleanliness of the branch premises					
C2	Appearance of apparatus and furniture					
C3	Sitting arrangement for the customers inside the branch					
C4	Appearance of frontline employees					
C5	Toilet facilities for customers					
D1	Knowledge of employees to meet customers' queries					
D2	Skill of employees to serve during busy hours					
D3	Acumen of employees to solve customers' problems					
D4	Ability of employees to instill confidence in customers' mind					

SI No	Service Quality Components	<div style="display: flex; justify-content: space-between; align-items: center;"> Highly Satisfied ←—————→ Highly Dissatisfied </div>				
		(5)	(4)	(3)	(2)	(1)
E1	Clarity in proclamation made by the bank					
E2	Dissemination of (up-to-date) / latest information					
E3	Intimation by employees about new products and services					
E4	Narration of procedural formalities by bank employees					
F1	Maintenance of confidentiality of customers' account and information					
F2	Security arrangement inside the branch					
F3	Extent of security in processing of transactions					
F4	Maintenance of safety while providing ATM card					
G1	Employees' level of understanding about varied needs of customers					
G2	Personal attention by bank employees towards customers					
G3	Quality of suggestions and advices by bank employees					
G4	Employees' concern for the benefits of customers					
H1	Ease of access to branch					
H2	Ease of access to account information					
H3	Accessibility to branch manager and senior officials					
H4	Business hours of the branch					
H5	Ease of contact the branch via technology					
I1	Politeness of frontline employees					
I2	Etiquette of branch manager or officer					
I3	Preparedness of employees to admit the lapses					
J1	Number of cash counters in relation to customers					
J2	Availability of employees at the counters during business hours					
J3	Number of employees in relation to customers					

B. Please rate your level of overall satisfaction / dissatisfaction as a customer of UBI by putting a tick (√) mark in the appropriate column against each of the factors given below

Sl No	Factors	Highly Satisfied ← (4) (3) (2) → Highly Dissatisfied (1)				
		(5)	(4)	(3)	(2)	(1)
1	Time taken at the cash counter					
2	Variety of Deposit Schemes					
3	Service charges of the Bank					
4	Interest rate on deposit (Fixed /RD)					
5	Range of Fee based services					
6	Reputation of the branch					
7	Image of the Bank					
8	Overall Behaviour of employees					
9	Technology enabled services					
10	Attractiveness of deposit schemes					

C. Please share your opinion with regard to the *needed degree of improvement* in each of the following *dimensions of service quality* by putting a tick (√) mark in the appropriate column

Service Quality Dimensions	To a very large extent (5)	To a large extent (4)	To a moderate extent (3)	To a little extent (2)	To a very little extent (1)
Reliability					
Responsiveness					
Tangibility					
Competence					
Communication					
Security					
Empathy					
Access					
Courtesy					
Availability					

Signature of the respondent (Optional)
