



Marketing, the Sacrosanct Mantra (Paperback)

By Mvjay

Partridge India, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.All Nationalized Banks in India give more interest on deposits to their customers, charge less for the services offered to the customers and charge lesser rates for the loans and advances given to the customers. These banks charges are lesser when compared to new generation banks and private banks. These banks give the best redress mechanisms to the customers and the banks as a whole are approachable from the lowest official to the top executive of the bank. On the other hand, the new generation banks or the private banks, at times, give lesser rate of interest on deposits for the public, they levy more service charges ad hoc charges for the services extended and they charge more interest for the loans and advances. They also have redress mechanism mostly through the IVR. The main difference between these new generation/private banks and the Government banks is the human touch or the availability of human response for the customer when they need. All sorts of complaints and grievances are taken for consideration by the public sector banks. Relevant...



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