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Quality assurance of customer service in the selected banking position

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ABSTRACT

The article shows the importance of customer service quality in banks. Generally known institutions, which are used by a large number of citizens are the banks. [1] Having a bank account is needed both for private individuals who are applying for a job or planning to take a loan [6] or an enterprise while investing. One of the main sources of competitive advantage is the quality of service, which in the banking sector makes it possible to gain advantage over other competitors. Customer service in the banking sector has to be delivered at a very high level as customers who take care of their savings must be certain that nothing will happen to them. Both through the impact on customer satisfaction and loyalty, as well as the high quality of services offered, will make it possible to make a profit.

Keywords: quality, types of banks, strategy of banks, customer service

1. INTRODUCTION

An important element of a bank's sales strategy is both to acquire new customers and to sign a financial transaction with them. [2] However, it should be noted that it is much more important not only to keep current customers in the midst of a crisis but also to build long-

lasting and satisfactory relationships with them. [13] In addition to cost effective pricing, one of several ways to secure a positive market position in a fairly competitive market, where customers have the ability to select services and articles from a variety of businesses is customer service. [7] Undoubtedly, the complex nature of services or banking products is determined by the search for professional advice in the field by clients. [1]. Bank customers are often big companies that invest big money in development. Therefore they can not afford to lose them. Customer service in this type of institution must be performed by experienced specialists in the field. Such activities allow gaining confidence in the eyes of customers and gaining a high level of quality of services.

2. THE IMPORTANCE OF BANKING SERVICES IN POLAND

Today, the banking market in Poland is well developed due to increasing interest in saving and raising funds for investment. By definition, saving involves abandoning current consumption for future consumption. [4] The state of saving in Poland against other countries is low. Saving in Poland is determined by, inter alia, the pace of growth in disposable income, economic, social and demographic factors. Poland do not have the habit of long-term investing and saving. The main reason is not the low disposable income, but the habits and the possibility of quick access to money. In the years 2010-2016 the amount of Polish savings is shown in Figure 1.
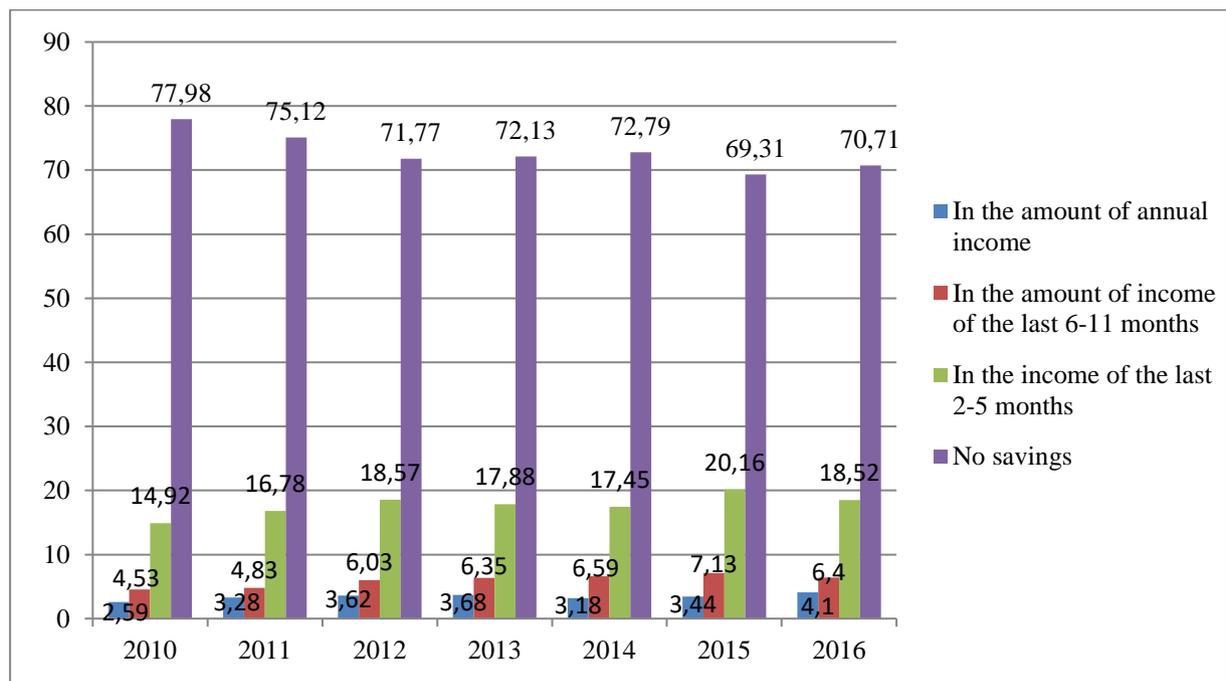

Fig. 1. Savings of Poland in 2010 -2016 (%)
Source: study based on www. Ipsos.pl, www. nbp.pl

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[1] www.perspecto.pl/files/UserFiles/file/raport%20na%20strone1.pdf

Figure 1 shows the amount of savings and their absence in particular years. In 2010, annual savings were 2.59%, while 77.98% of Poles reported no savings. The situation improved in 2016, where people without savings were 70.71%, while savings in the amount of annual income was 4.1% of Poles. In the years under study, the number of people who do not have any savings decreases, which has a great impact on the management of their finances.

A statistician keeps his savings in the form of financial home or bank, which gives him a sense of security. In the banking system, about 57% of Poles' savings are maintained. The investment situation in companies of various types is aimed at developing business entities by introducing modern solutions, purchasing new equipment, using modern technologies, etc. Each company must have certain financial resources to start investing. Funds used in the company's activities may come from own sources or from outsiders. Each form of financing depends on the company's financial and legal standing and financial management policy.[9] Internal financing, also called self-financing, can be defined as the allocation of financial surpluses to the development activities of an enterprise. External financing is about acquiring financial resources from the business environment, and can be divided into own and foreign [3]. Newly-established companies that are not considered viable are much more difficult to obtain external financial assistance. These companies have worse contact with banks that do not want to give them investment credit because of the high risk.[11] Choosing the most advantageous solution for raising funds for investment is a difficult task, as the benefits and possible consequences of this choice should be foreseen. According to the CSO survey, most companies financed their own investments, as shown in the chart below.

Fig. 2. Percentage distribution of sources of funds for investments.
Source: Based on www. stat.gov.pl

As shown in the above graph, bank loans were the source of funding for 25% of companies' investments in Poland in recent years. Firms operating on a precarious market increasingly prefer to use their own funds, which give them greater security than bank loans. These concerns are dictated by the unstable situation in the market and the fact that banks do not want to give as many loans as before.

3. VALIDITY OF BANKING EXISTENCE

The fulfillment of customer expectations is the foundation of much of the definition of quality. [10] Selected authors additionally pay attention to other elements that include, among other things, the incurring of small expenses, the anticipation of future customer requirements, the quality evaluation system, and the faultless service.

Ph. Crosby by quality should be understood to meet customer requirements, which measure money, while according to F. Gryn and J. Juran quality is the so-called utility. W. Deming, on the other hand, believes that quality is the presumed degree of reliability and uniformity while at the same time keeping costs as low as possible and adapting to market requirements.

Quite often, customers perceive quality as a biased category that results from the degree to which they are satisfied with respect to both safety, appearance and utility [8]. Ensuring the quality of service data forces you to continually forecast your needs and meet your customers' expectations for satisfaction. Therefore, it is also important to know the hierarchy of customer validity as well as their expectations and needs [12]. Certainly, to expand customer satisfaction, they are struggling to advance quality in areas that do not meet the needs and expectations of customers [5]. Quality in customer service in the banking sector primarily takes into account elements such as how long the service takes, how long the customer can get help in resolving their problem. Time devoted to preparing and presenting the most advantageous offer and time associated with signing all necessary documents. Currently the time spent in the bank should be limited to the minimum necessary. Banks are trying to offer their customers modern banking solutions for example through mobile devices. These capabilities allow you to avoid standing in line at the bank and have quick access to banking products. Another important element is the reliability understood as the correct implementation of a bank service by an employee. The offered banking product should primarily meet customer expectations. Next, the right form of communication between the client and the bank employee is very important. Also the flexibility in tailoring the offer to the individual needs of the client allows him to gain his trust and develop further cooperation.

4. QUALITY ASSURANCE OF CUSTOMER SERVICE

The quality of customer service at the bank was examined on the basis of own research conducted in 2017 on a group of 73 respondents. The survey questionnaire contained six short questions aimed at getting feedback from respondents on the quality of services provided by a selected bank in Częstochowa. The survey was conducted among clients leaving the bank.

The study involved 73 participants (51 women and 22 men).

The highest number of questioned 53 people rated the customer service satisfaction as satisfactory, 11 rated it high, and 9 rated it low. The second question was about how long the customer waited for service. Highly rated by 8 people, poorly made by 29 people, while 36 people rated the service speed as satisfactory. The answer to this question may be dependent on the time of day, because in the afternoon hours when others finish work and decide to go to the bank, the waiting time may have been considerably longer.

Knowledge held by employees has been rated very well. As many as 68 people rated it high, four respondents rated it satisfactory, while only one rated it low.

Figure 3. Assessment of customer service – part 1
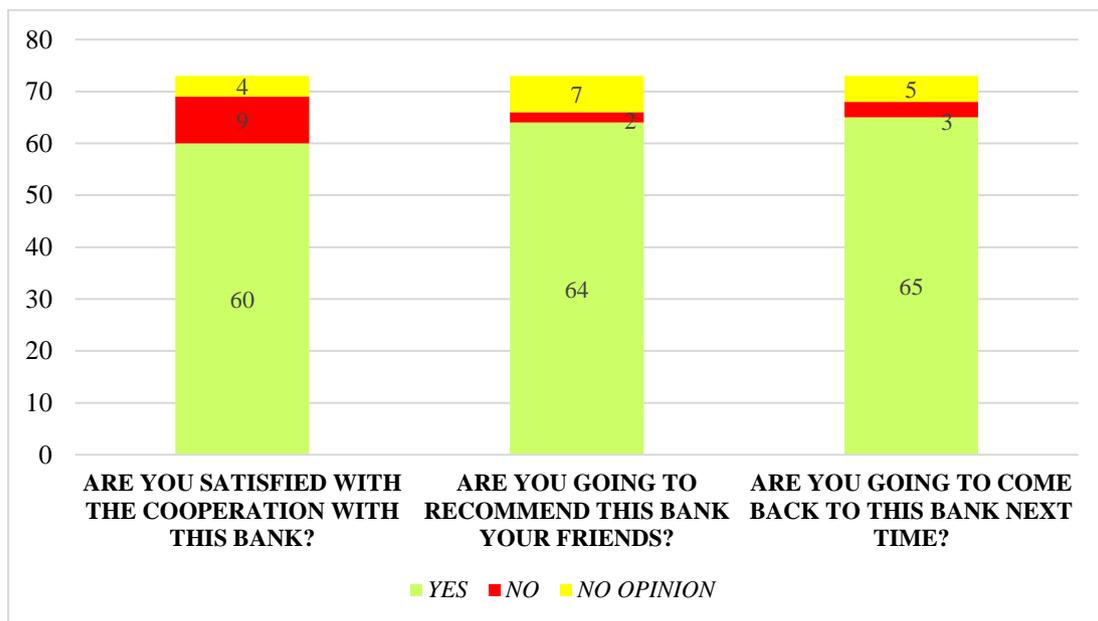Source: Own elaboration

Figure 4. Assessment of customer service – part 2
Source: Own elaboration

The highest number of questioned 53 people rated the customer service satisfaction as satisfactory, 11 rated it high, and 9 rated it low. The second question was about how long the customer waited for service. Highly rated by 8 people, poorly made by 29 people, while 36 people rated the service speed as satisfactory. The answer to this question may be dependent

on the time of day, because in the afternoon hours when others finish work and decide to go to the bank, the waiting time may have been considerably longer. Knowledge held by employees has been rated very well. As many as 68 people rated it high, four respondents rated it satisfactory, while only one rated it low.

From the above data it appears that the majority of respondents expressed satisfaction with the quality of customer service. More than 60 people are going to not only recommend the bank to their friends but also return to it again. These data indicate first of all the very good customer service used in the bank and the building of a good impression on the client. Factors influencing this can be, for example, the appropriate experience and knowledge of the staff and the right approach to the customer. These activities allow you to provide high quality services and gain competitive advantage in the market.

5. CONCLUSIONS

In conclusion, it should be noted that the quality system in banking services is a very important element in the existence of banks. Quality of service should be provided at the highest level as indicated by respondents' answers. Each bank customer draws attention to important elements such as waiting time, staff preparation, his knowledge, willingness to help. Persons working in services must have a high level of understanding and confidence in future customers. Only in this way can they convince the customer to use the services of the bank and stay in good relationships for longer. Nowadays, the opportunity to contact with the customer and care about these relationships are crucial for the activity of service companies. Banks as a specific type of bank must acquire the trust of the client, which in turn leads to leaving the bank's money in the bank.

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