

The aim of this study is to find out by empirical evidence the use of effective customer service delivery as a marketing tool in [banking industry](#) by means of analysed reports, interviews and [financial](#) summary report over a period of ten years. Also our emphasis is based on banking Industry specifically Guaranty Trust Bank Plc. Achievement in areas of [customer service](#) and accredited changing needs of customers sophistication leading to hi-tech banking with information technology occasional by the immense [competition the industry](#) has witnessed in the past decade. Throughout the study, the inquired of questions requiring innovation responsiveness, exceptions remain very low and restricted to few concepts such as graphs, ratio, percentage and analysis. This contribution these concepts varies with the higher percentage in theory than in practice. It was also found that there is significant level of product [development](#) and product differentiation on [customer satisfaction](#) although the instruments used for the study contained mathematical calculations. For the company to attain this level of performance in customer service.

The knowledge of market operation is necessary. [Profitability as a financial strategy](#) requires the use of entire market behaviour as a general method of formulation of policies. The use of competitive advantage to quantify customer service problems and to describe corporate reputation/image is therefore advocated. Lastly the attention of financial expert designers marketers authors publishers of textbooks and organizers of marketing services have been drawn to take cognizance of the changing nature of customer service.

TABLE OF CONTENT

CHAPTER ONE

- 1.1 Brief overview of the subject matter 1
- 1.2 Background of the study 1
- Statement of Research problem 3
- Significance of the study 5
- Hypothesis formulation and research methodology question 8
- Scope and limitations of the study 10

CHAPTER TWO

- Contemporary Developments in Banking 11
- The Nigerian Banking perspective 12
- Marketing services 14
- Customer services delivery an appraisal of the financial sector. 20
- Customer service in Guaranty Trust Bank Plc 26
- Exploring Guaranty Trust Bank Plc profile 33

CHAPTER THREE

- Research methodology 50

Restatement of the research question and statistical testing 50

Research design 51

Characteristics of the study population 52

Sample design and procedure 53

Data collection instrument 55

Statistical tools of Analysis employed and why 56

Limitations of the research methodology 62

CHAPTER FOUR

Introduction 63

Analysis of data 65

Representation and Analysis of data According of Research Question. 66

Statistical testing 80

Responses to personal interview 90

EFFECTIVE CUSTOMER SERVICES AS A MARKETING TOOL IN THE BANKING INDUSTRY (A CASE STUDY OF GUARANTEE TRUST BANK PLC GTB)

The complete project material is available and ready for download. All what you need to do is to order for the complete material. The price for the material is NGN 3,000.00.

Make payment via bank transfer to Bank: Guaranteed Trust Bank, Account name: Emi-Aware technology, Account Number: 0424875728

Bank: Zenith Bank, Account name: Emi-Aware technology, Account Number: 1222004869

or visit the website and pay online. For more info: Visit <https://researchcub.info/payment-instruct.html>

After payment send your depositor's name, amount paid, project topic, email address or your phone number (in which instructions will sent to you to download the material) to +234 70 6329 8784 via text message/ whatsapp or Email address: info@allprojectmaterials.com.

Once payment is confirmed, the material will be sent to you immediately.

It takes 5min to 30min to confirm and send the material to you.

For more project topics and materials visit: <https://researchcub.info/> or For enquiries: info@allprojectmaterials.com or call/whatsapp: +234 70 6329 8784

Regards!!!