

SERVICE QUALITY INDEXING (SQI) FOR FINANCIAL INSTITUTIONS

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ABSTRACT

Service Quality Index (SQI) is a globally recognized and prestigious customer service quality measurement and indexing method used by global banks as well as other financial institutions. Bottom of Form

Service quality has become an important factor for success and recognition for the financial service providers all over the world. In order to survive in this intensively competitive sector, financial services industry needs to identify factors that ensure its long-term success by maintaining the coveted higher service level of service quality. This paper is an attempt to justify the factors those directly contribute toward attaining a higher service quality index for financial institutions.

KEYWORDS: *Service Quality Index (SQI), Financial Institutions, Relationship Marketing*

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