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# MANAGING CUSTOMERS- A CASE OF BANKING INDUSTRY

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## ABSTRACT

As Indian economy has witnessed good growth after adoption of LPG process, all sectors are under reforms and facing stiff competition. Banking sector is also one of the sector which has undergone tremendous change like customer service, cutting edge technology and cost efficiency etc. The purpose of undertaking the study is to recognize and measure factors which affect level of customer satisfaction of banks in Valsad city. Principal Component Analysis was applied for extraction of factor to identify most important factor that determine level of customer satisfaction.

**KEYWORDS:** Customer Satisfaction, PCA Analysis, Customer Loyalty