

## STUDY OF APPLICATION OF LEAN MANAGEMENT IN CUSTOMER SERVICE IN INDIAN BANKS

Application of Lean helps to avoid waste activities that add no value for the customer. This results in reduced costs and happier customers. This will increase business volume and will reduce customer attrition levels and will result in increase in profits. In today's world there is intense competition. Customer demands best services. The banks which provide best customer services will only grow exponentially.

To improve customer service, firstly one should understand the customer needs. Customer needs varies with geographical areas, age group and type of customers. So applying the lean management techniques one should first understand the processes involved and based on customer needs develop a more customer responsive system. The ultimate goal of lean management is to maximize customer value while minimizing waste.

According to an often cited statistic from Harvard Business Review: "Developing a new client relationship costs between six to eight times more than maintaining an existing relationship." Six sigma tools can be applied to statistically identify the customer's spoken and unspoken needs.

The key to building strong customer Relationships and business success begins with face to face interviews with clients, followed by defined customer satisfaction criteria and frequent satisfaction checks throughout the process.

A study on various customer service patterns/initiatives adopted by various banks in India and find out an effective way of customer service methodology using LEAN MANAGEMENT is the purpose of this research.