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**A STUDY OF IMPROVING THE TOTAL QUALITY MANAGEMENT IN
THE BANKING SECTOR**

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ABSTRACT

Total Quality Management (TQM), which emphasizes providing excellent service to each and every client and ensuring their ongoing satisfaction, is not limited to the manufacturing sector. Customers in the service sector are more attuned to issues of service quality and delivery than their manufacturing counterparts because they have more frequent interactions with front-line service workers. Customers' loyalty and loyalty to a business are determined at these "moments of truth" or points of contact throughout the buying process. There is no silver bullet that can fix everything wrong with the financial system and make it better. The key lies in maintaining command after implementing a series of procedures. Many banks have abandoned the most fundamental aspects of sales and service, such as introducing themselves, thanking consumers for their business, making eye contact, and apologizing if they keep a customer waiting. Tellers at Japanese banks are required to thank the client even if he is withdrawing money, and to apologize if the customer has to wait longer than usual. Everyone who walks through the bank's doors is treated like a client, whether they're depositors, borrowers, or curious onlookers. In contrast, highly armed security officers are often the first to greet visitors at many Asian institutions. With so much room for improvement in customer service, it's no surprise that the banking business has one of the highest private sector training budgets, second only to the airline industry.