



**A STUDY ON THE EFFECTIVENESS OF BATCH TRAINING
TOWARDS THE PERFORMANCE OF CUSTOMER RELATIONSHIP
OFFICERS WITH REFERENCE TO BANK BAZAAR**

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BONAFIDE CERTIFICATE

This is to certify that this project report titled “*A STUDY ON THE EFFECTIVENESS OF BATCH TRAINING TOWARDS THE PERFORMANCE OF CUSTOMER RELATIONSHIP OFFICERS WITH REFERENCE TO BANK BAZAAR*” is the bonafide work of *DEEPAK KUMAR RG (211422631142)* who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on earlier occasion on this or any other candidate.

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ABSTRACT

This study delves into the effectiveness of batch training programs designed for customer relationship officers (CROs) with the overarching goal of refining their performance and elevating customer satisfaction levels. Employing a methodical research framework encompassing a thorough literature review, meticulously crafted research design, systematic implementation, and rigorous data analysis, we scrutinize the repercussions of batch training on the proficiency, productivity, and interpersonal engagements of CROs. To ascertain the efficacy of batch training, a control group is included, facilitating a comparative analysis between batch-trained CROs and their non-trained counterparts. By intertwining quantitative assessment of performance metrics with qualitative exploration of participant feedback, this study paints a comprehensive picture of the impact of batch training on CROs. The insights gleaned from this study furnish organizations with invaluable guidance in refining their training paradigms, thereby fostering heightened CRO performance to align with the evolving demands of the customer landscape.

As businesses increasingly prioritize customer satisfaction and loyalty, effective training of employees in customer relationship management (CRM) becomes paramount. The research investigates whether batch training, characterized by grouping employees for training sessions, enhances their ability to manage and improve customer relationships compared to other training methods. Through a mixed-methods approach, data was collected from employees undergoing batch training and assessed against key performance metrics including customer satisfaction, loyalty, and retention. Results indicate that batch training positively influences customer relationship performance, suggesting its potential as an effective training method in CRM initiatives. The study contributes to the understanding of optimal training approaches for fostering strong customer relationships and offers practical insights for businesses seeking to enhance their customer-centric strategies.

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1.1 INTRODUCTION

The critical role played by Customer Relationship Officers (CROs) in fostering positive interactions with clients and driving sustainable growth. As frontline representatives, CROs are tasked with cultivating strong customer relationships, resolving issues promptly, and ensuring high levels of satisfaction. To equip CROs with the necessary skills and competencies for success, many organizations have turned to batch training—a methodical approach involving simultaneous training sessions for groups of employees. Batch training offers a scalable and cost-effective means of delivering standardized training content to cohorts of CROs, with the aim of enhancing their performance and effectiveness within service-oriented industries. This study embarks on an investigation into the effectiveness of batch training programs tailored for CROs, aiming to assess their impact on various dimensions of CRO performance and provide valuable insights for organizational training and development strategies. By exploring the intersection of batch training methodologies and the performance of CROs, this research endeavours to contribute to the ongoing dialogue surrounding employee training, customer satisfaction, and organizational success within service-oriented sectors.

In the realm of service-oriented industries, where customer satisfaction is paramount, the role of Customer Relationship Officers (CROs) holds significant importance. These frontline representatives serve as the face of the organization, tasked with nurturing positive relationships with clients, resolving issues, and ensuring exceptional service delivery. To empower CROs with the skills and knowledge necessary to excel in their roles, organizations often employ batch training—a structured approach that involves training sessions conducted simultaneously for groups of employees. Batch training offers a strategic means of optimizing workforce capabilities efficiently and effectively. However, the effectiveness of batch training specifically tailored for CROs remains a subject worthy of investigation. This study delves into the realm of batch training's impact on CRO performance within service-oriented industries, aiming to uncover insights into its efficacy and implications for organizational success. By exploring the dynamics between batch training methodologies and CRO performance, this research seeks to provide actionable recommendations for enhancing employee training strategies and fostering superior customer experiences in service-oriented organizations.

❖ DEFINITION OF BATCH TRAINING

The topic, "Effectiveness of Batch Training on the Performance of Customer Relationship Officers," refers to an investigation into the impact of batch training programs on the job performance and outcomes of customer relationship officers (CROs) within service-oriented industries. Batch training involves conducting training sessions for groups of employees simultaneously, aimed at equipping them with the necessary skills, knowledge, and competencies to excel in their roles.

The study seeks to assess the efficacy of batch training initiatives in enhancing various aspects of CRO performance, such as customer satisfaction, problem resolution, and communication skills. Through a mixed-methods approach incorporating quantitative performance metrics and qualitative assessments, the research aims to provide insights into the effectiveness of batch training strategies and inform best practices in employee training and development within service-oriented organizations.

❖ IMPORTANCE OF BATCH TRAINING

The investigation titled "Effectiveness of Batch Training on the Performance of Customer Relationship Officers" pertains to a structured inquiry into the efficacy of batch training programs specifically designed for customer relationship officers (CROs) operating within service-oriented industries. Batch training involves conducting training sessions for groups of CROs simultaneously, with the aim of enhancing their job performance and overall effectiveness in managing client interactions. This study seeks to evaluate the impact of batch training on various performance indicators relevant to CRO roles, such as customer satisfaction levels, resolution of customer issues, and communication proficiency. By employing a mixed-methods approach comprising quantitative performance metrics and qualitative assessments, the research endeavours to uncover insights into the effectiveness of batch training initiatives and provide valuable guidance for optimizing employee training and development strategies within service-oriented organizations.

The effectiveness of batch training on the performance of customer relationship officers (CROs) holds significant importance for service-oriented industries. Firstly, it directly impacts customer satisfaction levels. By equipping CROs with the necessary skills and knowledge through batch training, organizations can enhance their ability to understand and

fulfil customer needs, ultimately leading to higher levels of satisfaction among clients. Additionally, batch training programs can play a crucial role in improving problem resolution. CROs trained in effective problem-solving techniques are better equipped to address customer issues promptly and efficiently, thereby bolstering customer loyalty and retention.

Furthermore, batch training initiatives focusing on communication skills are essential. Effective communication is crucial for fostering strong customer relationships. By enhancing communication skills through batch training, CROs can ensure clearer interactions, minimize misunderstandings, and foster stronger connections with clients, ultimately contributing to improved customer experiences.

Moreover, investing in batch training demonstrates an organization's commitment to employee development, which can have positive implications for employee retention and engagement. When CROs feel valued and supported through training initiatives, they are more likely to be satisfied with their roles and committed to their organization, leading to lower turnover rates and higher levels of employee engagement.

Overall, the investigation into the effectiveness of batch training for CROs is crucial for organizations aiming to gain a competitive edge in the service industry. By investing in the development of their frontline staff, organizations can enhance customer satisfaction, improve problem resolution capabilities, foster effective communication, and ultimately achieve sustainable success in a competitive marketplace.

❖ **CHARACTERISTIC OF BATCH TRAINING**

The characteristics of the study on the effectiveness of batch training for Customer Relationship Officers (CROs) encompass several key aspects. Firstly, the study focuses explicitly on examining how batch training initiatives influence the performance of CROs within service-oriented industries. Central to this investigation is the utilization of batch training methodology, wherein groups of CROs participate in training sessions simultaneously. This approach ensures a consistent and standardized delivery of training content to a cohort of employees, maximizing efficiency and minimizing training costs. The study incorporates quantitative performance metrics as a crucial component of its

evaluation framework. These metrics encompass various aspects of CRO performance, including customer satisfaction levels, resolution times for customer issues, and the efficacy of communication skills. Complementing the quantitative analysis, a mixed-methods approach is adopted, integrating qualitative insights obtained through interviews or surveys. This comprehensive methodology allows for a nuanced understanding of the impact of batch training on CRO performance, providing valuable insights for both theory and practice in the realm of employee training and development within service-oriented organizations.

At the core of the study on the effectiveness of batch training for Customer Relationship Officers (CROs) lies a meticulous examination of training methodologies and their implications for frontline service delivery. Batch training stands out as a systematic approach to upskilling CROs, offering simultaneous training sessions for groups of employees. This methodological choice reflects a commitment to efficiency and consistency in training delivery, ensuring that all CROs receive uniform training experiences. By delving into the outcomes of batch training programs, the study aims to shed light on the potential benefits and challenges associated with this approach, ultimately informing organizational strategies for enhancing CRO performance and customer satisfaction.

Furthermore, the study's comprehensive evaluation framework encompasses a blend of quantitative performance metrics and qualitative insights. Through quantitative analysis, the study seeks to quantify changes in key performance indicators, such as customer satisfaction ratings and resolution times for customer issues, before and after the implementation of batch training initiatives. Concurrently, qualitative data collection methods, such as interviews or surveys, provide deeper insights into the subjective experiences and perceptions of CROs regarding the effectiveness of batch training. This multi-dimensional approach not only enriches the understanding of the impact of batch training on CRO performance but also facilitates the identification of best practices and areas for improvement in training

Moreover, the study adopts a comprehensive evaluation framework that integrates both quantitative and qualitative methodologies. Quantitative analysis involves the measurement of performance metrics before and after the implementation of batch training programs. These metrics provide tangible indicators of improvements in CRO performance, offering valuable insights into the efficacy of training interventions. Complementing the quantitative data, qualitative insights are gathered through interviews or surveys, capturing the nuanced

perspectives and experiences of CROs and stakeholders. By synthesizing these findings, the study aims to generate actionable recommendations for optimizing batch training strategies tailored to the unique needs of CROs in service-oriented industries, thereby contributing to the advancement of employee training and development practices.

❖ FEATURES OF BATCH TRAINING

The study on the effectiveness of batch training for Customer Relationship Officers (CROs) is characterized by several distinctive features aimed at comprehensively evaluating the impact of training interventions within service-oriented industries. Firstly, the study's focus centers explicitly on assessing how batch training initiatives influence the performance of CROs, recognizing their pivotal role in fostering positive client relationships and driving organizational success. This targeted approach ensures that the investigation addresses specific challenges and opportunities relevant to frontline service personnel.

Secondly, the study incorporates batch training as the primary methodology, emphasizing its role in delivering standardized training content to groups of CROs simultaneously. By adopting this approach, the study aims to explore how batch training enhances the skills, knowledge, and competencies of CROs in a cost-effective and scalable manner. This characteristic underscores the practical relevance of the research, offering insights into strategies for optimizing training programs tailored to the unique needs of service-oriented organizations.

The study employs a multifaceted evaluation framework that combines quantitative performance metrics with qualitative insights. This approach enables a holistic assessment of the impact of batch training on CRO performance, encompassing factors such as customer satisfaction levels, problem resolution capabilities, and communication effectiveness. By integrating both quantitative and qualitative data, the study aims to generate nuanced findings that can inform evidence-based decisions regarding training and development initiatives for CROs. Overall, these features underscore the rigor and relevance of the study, positioning it as a valuable contribution to the field of employee training and performance enhancement within service-oriented industries.

Furthermore, the study emphasizes a forward-looking perspective by considering the implications of batch training on the long-term success and sustainability of service-oriented organizations. By investigating the effectiveness of batch training in equipping CROs with the necessary skills and competencies, the study seeks to address broader organizational objectives, such as enhancing customer loyalty, improving operational efficiency, and maintaining a competitive edge in the marketplace.

This forward-thinking approach underscores the study's strategic significance, as it provides actionable insights that can inform future training and development initiatives, organizational policies, and strategic decision-making processes. Additionally, by examining the potential challenges and limitations associated with batch training implementation, the study aims to offer practical recommendations for mitigating risks and maximizing the benefits of training investments. Ultimately, the study's emphasis on the long-term implications of batch training underscores its relevance for organizational leaders, human resource practitioners, and other stakeholders invested in enhancing the performance and effectiveness of CROs within service-oriented industries

1.2 INDUSTRY PROFILE

The fintech industry has witnessed a transformative evolution, revolutionizing the traditional landscape of financial services through the integration of cutting-edge technologies. This sector encompasses a diverse array of innovations, ranging from digital payments and block chain to robo-advisors and peer-to-peer lending. The primary objective of fintech companies is to enhance the efficiency, accessibility, and overall user experience within the financial domain.

One of the key facets of the fintech revolution is the advent of digital payments, which has fundamentally altered how individuals and businesses conduct transactions. Mobile wallets, contactless payments, and other digital platforms have reduced reliance on physical currency, offering users seamless and secure alternatives. This shift has not only streamlined everyday financial activities but has also paved the way for greater financial inclusion, as individuals without access to traditional banking services can now participate in the digital economy.

Block chain technology, the backbone of cryptocurrencies like Bitcoin, has also played a pivotal role in fintech. Its decentralized and secure nature eliminates the need for intermediaries in financial transactions, providing transparency and reducing costs. Beyond cryptocurrencies, block chain has found applications in smart contracts, supply chain finance, and identity verification, contributing to increased efficiency and trust in various financial processes.

Robo-advisors represent another noteworthy fintech segment, utilizing algorithms and artificial intelligence to provide automated and personalized investment advice. These platforms offer cost-effective investment management services, appealing to a broader audience and challenging the traditional model of financial advisory services. The rise of robo-advisors reflects a broader trend of leveraging technology to democratize financial services, making investment opportunities more accessible to a diverse range of individuals.

Peer-to-peer lending platforms have disrupted traditional lending models by directly connecting borrowers with lenders. This fintech innovation provides an alternative financing channel, often with quicker approvals and more favorable terms. By leveraging technology to assess creditworthiness and facilitate transactions, peer-to-peer lending platforms have not only expanded access to credit but have also introduced new avenues for investment and risk diversification.

The rapid growth of the fintech industry has not come without challenges. Regulatory frameworks are continually evolving to address concerns related to consumer protection, data privacy, and systemic risks. Striking a balance between fostering innovation and ensuring financial stability remains a key consideration for policymakers.

Cybersecurity is another critical aspect, given the sensitivity of financial data and the increasing frequency of cyber threats. Fintech companies must invest in robust security measures to safeguard user information and maintain trust in their services.

Consumer preferences and expectations also drive the dynamics of the fintech landscape. As users demand more convenient, transparent, and personalized financial solutions, fintech companies must continually innovate to stay ahead in this competitive and dynamic industry.

The fintech industry continues to redefine traditional financial services by leveraging technology to enhance efficiency, accessibility, and innovation. From digital payments to blockchain and robo-advisors, fintech innovations are reshaping the financial landscape, offering new possibilities and addressing longstanding challenges. As the industry matures, navigating regulatory landscapes, ensuring cybersecurity, and adapting to evolving consumer needs will be crucial for sustained success and positive societal impact.

The FinTech industry represents a dynamic convergence of financial services and technological innovation, reshaping traditional financial activities through digital solutions. With rapid global growth fuelled by technological advancements, changing consumer preferences, and regulatory reforms, FinTech has become a pivotal force in the financial sector. Its diverse segments include payments and transfers, lending, wealth management, Insures, blockchain, cryptocurrency, and RegTech, each driving innovation in their respective domains.

Key trends such as digital transformation, data analytics, open banking, and financial inclusion underscore the industry's evolution. However, FinTech also faces challenges, including intense competition, cybersecurity concerns, and regulatory complexities across jurisdictions. Despite these hurdles, opportunities abound for FinTech companies to expand globally, drive financial inclusion, and revolutionize traditional financial services. As FinTech continues to mature, its impact on the financial landscape will only grow, reshaping how individuals and businesses engage with financial services in the digital age.

The FinTech sector's exponential growth has been propelled by its ability to blend cutting-edge technology with financial services, offering innovative solutions that cater to evolving consumer demands.

Startups and established financial institutions alike are investing heavily in FinTech, fostering a vibrant ecosystem of collaboration and competition. From streamlined payment processes to AI-powered wealth management platforms, FinTech companies are disrupting traditional paradigms and democratizing access to financial services.

However, this rapid evolution brings its own set of challenges, including the need to navigate complex regulatory landscapes and address cybersecurity risks. Despite these obstacles, the FinTech industry remains at the forefront of innovation, poised to redefine the future of finance and drive economic empowerment on a global scale.

1.3 COMPANY PROFILE

BANKBAZAAR- (A & A Dukaan Financial Services Pte. Ltd.)

BankBazaar is an online marketplace that gives consumers access to customized rate quotes on loans, credit cards or personal finance products such as insurance policies, bank loans and credit card offers. They offer their services through web and mobile platforms, through which consumers can search for offers, compare, and customize it. From Walden International. In January 2014, it raised Rs. 80 crore from Sequoia Capital and Walden International in a Series B round funding.

Adhil Shetty, Arjun Shetty, and Rati Shetty are the founders of BankBazaar.

Adhil Shetty is the CEO of BankBazaar. Adhil graduated from the well renowned Columbia University of New York in International finance and Business after taking an engineering degree from College of Engineering, Guindy, this man has had a fair share of versatility required in the field. Before co-founding BankBazaar, he was a senior consultant at Deloitte.

BankBazaar COO Arjun Shetty, has a bachelor's degree in engineering from the College of Engineering, Guindy and a master's degree in Operations Research from the Georgia Institute of Technology. Before co-founding BankBazaar, Arjun was working as a Senior Product Manager at Amazon.

Rati Shetty is the CPO of BankBazaar, Born into a family of entrepreneurs she was always naturally inclined to be an entrepreneur. She backed a bachelor's degree in Business Administration from MOP Vaishnav College in Chennai. After completing her higher education, she spent a couple of years working in Taipei and Miami.

❖ CUSTOMER SEGMENTS

BankBazaar's products are aimed at the general consumer market. According to its own information it serves more than 50,000 individual customers across 1,300 of India's cities and towns, with India accounting for more than 96% of the Company's web traffic. A reported 27% of BankBazaar's total applications come from non-metro cities, predominantly via

mobiles. The Company recently established a subsidiary in Singapore, through which it will begin serving international markets. The Company operates separate web pages for customers in Singapore, Malaysia, the Philippines, the UAE and Mexico. 30

In addition to its consumer services, BankBazaar is also reported to serve banking clients by maintaining white-label websites through which third-parties provide personal finance products. Among its banking customers are several of India's most established banks, including HDFC Bank, Axis Bank, and ICICI Bank, as well as personal finance specialist Magma Fincorp.

❖ **VALUE PROPOSITIONS**

The BankBazaar platform allows consumers to browse and compare personal finance products from a range of providers, enabling them to more easily find the right product for their individual needs. The platform makes the process of purchasing finance products simpler and more accessible, with customers also able to apply for loans and insurance products directly through BankBazaar website and mobile app. BankBazaar's platform often provides cheaper rates than would be available elsewhere and does not charge fees to its customers. For its banking partners, selling via BankBazaar is a cheaper alternative to traditional sales methods, with minimal overheads compared to in-store sales and lower processing fees than other sales channels.

❖ **CHANNELS**

The BankBazaar marketplace can be accessed via mobile and desktop browsers at www.bankbazaar.com. The Company also offers iOS and Android mobile apps, through which customers can access the online marketplace and receive news updates, give ratings and reviews, and receive support.

❖ **CUSTOMER RELATIONSHIPS**

BankBazaar is a self-service marketplace, with users able to browse and apply for personal finance products directly via the BankBazaar website and mobile application. This process requires customers to enter personal information into the site in order to receive a customised

quote. After receiving a quote, consumers can purchase products directly with no interaction with BankBazaar or third-party representatives.

BankBazaar provides a range of support resources to its customers and hosts a community forum where customers can discuss queries and concerns, post reviews and ratings, and provide feedback directly to the Company. BankBazaar also provides service updates and interacts directly with customers via its blog and social media accounts, including with Facebook, Twitter, LinkedIn and Instagram.

❖ **KEY ACTIVITIES**

BankBazaar operates and maintains an online marketplace that allows consumers to browse and apply for third-party personal finance products, including personal loans, home loans, car loans, and credit cards, as well as health, car and life insurance products. The Company also lists a range of investment and savings products on its website.

❖ **KEY PARTNERS**

BankBazaar's key partners are banking institutions, personal finance providers and lenders across India. The Company's first partner bank was ING Vysya Bank, which was shortly joined by ICICI Bank, HDFC Bank, Standard Chartered, Axis Bank and mortgage finance provider HDFC Ltd. The Company states on its website that it now has more than 35 partners across the country, including SBI, India's largest bank, IndusInd Bank and CitiBank.

The Company most recently added banking partner to its network this month in the form of YES Bank. In addition to traditional banking partners, BankBazaar also agreed tie-ups with insurance providers in India such as Bajaj Alliance, Aegon Religare, L&T, Bharti Axa, Appollo Munich and Iffco Tokyo

❖ **REVENUE STREAMS**

BankBazaar is reported to generate approximately \$90 million in annual revenue. It operates under a commission-based business model, primarily generating revenue through commissions paid by its lending partners on every product sale. The Company's home and personal loan products are reported to be its largest revenue generators. BankBazaar does not

charge fees to its customers and does not monetise customer information, which is a common revenue stream for online financial intermediaries. 32

BankBazaar has also been reported to generate revenue through the maintenance of white-label websites for banking clients, operating a platform under the customer's branding for the online sale of personal finance products. It is unclear whether this remains a significant revenue stream, considering the expansion of the Company's core business operations..

❖ **PRODUCT**

BankBazaar offers customers the option to apply for Personal Loans, Car Loans, Home Loans, Credit Cards, Mutual Funds, Fixed Deposits, Saving Accounts. These services are offered through web and mobile platforms through which customers search for information on personal finance, instant quotes from banks and eligibility for financial products.

- ❖ Personal Loans
- ❖ Home Loans
- ❖ Education Loans
- ❖ Credit Cards
- ❖ Fixed Deposits
- ❖ Health Insurance

2.1 NEED OF THE STUDY

- ❖ Understanding how batch training impacts CRO performance can provide insights into improving customer interactions, thereby enhancing overall satisfaction levels.
- ❖ Studying the effectiveness of batch training helps ensure that these investments yield maximum returns by identifying strategies to enhance the efficiency and efficacy of training initiatives tailored for CROs.
- ❖ Evaluating the impact of batch training on CRO performance, organizations can identify areas for improvement
- ❖ In a competitive business environment, organizations must continuously innovate and improve their customer service offerings.
- ❖ The performance of CROs directly impacts organizational success, including factors such as revenue generation, customer retention, and brand reputation.
- ❖ Understanding the effectiveness of batch training enables organizations to stay competitive by equipping CROs

2.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- ❖ A Study on Effectiveness of Batch Training Towards the Performance of Customer Relationship Officers in Bank Bazaar.

SECONDARY OBJECTIVE

- ❖ To find the level of satisfaction of employees during the batch training program
- ❖ To find the factors influence the batch training program
- ❖ To measure the impact of batch training program
- ❖ To examine the suggestion to improve the batch training program

2.3 SCOPE OF THE STUDY

The scope of the study on the effectiveness of batch training for Customer Relationship Officers (CROs) encompasses a comprehensive examination of several key dimensions. Firstly, the study will delve into the intricacies of training content and structure within batch training programs tailored specifically for CROs. This exploration will include an analysis of the topics covered in training sessions, the duration and frequency of these sessions, as well as the various delivery methods employed.

Secondly, the study will undertake a thorough evaluation of CRO performance across multiple metrics. This assessment will extend to aspects such as customer satisfaction levels, the efficiency of resolving customer issues, the proficiency of communication skills, and overall job effectiveness. Moreover, the study will adopt a comparative approach, aiming to analyse the performance of CROs who have undergone batch training against those who have not, or contrasting the effectiveness of different batch training methodologies to identify best practices in the field. Additionally, the organizational context within which batch training programs are implemented will be considered, including factors such as organizational culture, leadership support, resource allocation, and the specific challenges faced by CROs in their roles.

Finally, the study will incorporate qualitative data collection methods to gather insights into CROs' perspectives on batch training, including their perceptions of its effectiveness and any barriers they encounter in applying their training to their roles. This multifaceted approach aims to provide a comprehensive understanding of the impact of batch training on CRO performance within service-oriented industries.

2.4 LIMITATIONS OF THE STUDY

- The survey was taken among the certain trainees and employees it may not reflect the real opinion of the entire population.
- The limited time for data collection and analysis may restrict the depth and breadth of the study.
- The study is limited to a specific time period; it may not capture long-term trends or changes.
- The study was conducted on 8 Jan 2024 to 30 Apr 2024

2.5 REVIEW OF LITERATURE

MATHIEU LAJANTE ,MARZIA DEL PRETE,BEATRICE SASSEVILLE, (2023) TRAINING FOR SERVICE EMPLOYEES: A MIXED-METHODS SYSTEMATIC REVIEW

This study reviews empirical papers on empathy training programs implemented and tested in various service domains, reflecting the growing demand for such training in service industries. The study conducted a systematic review to evaluate the effectiveness of empathy training programs in improving service quality, employee well-being, and user satisfaction. The papers met eligibility criteria for qualitative, quantitative, or mixed-methods studies, identifying one empathy training, and described trainings developed or tested with service employees dealing with service users.

HIMA BINDU SADASHIVA REDDY, ROOPESH REDDY SADASHIVA REDDY, RATNADITYA JONNALAGADDA, (2022) THE EFFECTIVE USAGE OF KNOWLEDGE MANAGEMENT IN CUSTOMER SUPPORT ORGANIZATIONS

Knowledge management systems are crucial for customer support organizations to function smoothly and effectively. A mutual relationship between the organization and these systems is essential for smooth functioning. This study aims to conduct a literature review to understand the variables associated with knowledge management systems and measure their effective usage in customer support organizations. This process is necessary for conducting research and understanding the demand for these systems.

DOTSEY TIMOTHY (2020) EFFECT OF STAFF TRAINING ON CUSTOMER SERVICE

Training is a specialized education that equips trainees with the knowledge, skills, and attitude needed to perform effectively in a specific position. It should be organized within an organization using learning theories and approaches to impact performance and quality service delivery. The research aimed to identify training models used by private companies,

assess the impact of training on employee quality service delivery, and evaluate management orientation and commitment to staff training.

SIINA LEHTIHEIMO (2018) DEVELOPING CUSTOMER SERVICE TRAINING PROGRAM

Customer service is crucial for businesses to stand out and should be a part of strategic planning. Store managers should focus on team competence, while management should plan, budget, and train employees. This thesis examines Flying Tiger Copenhagen's customer service strategy and the actions taken to achieve these strategic goals. The goal is to maintain high-quality customer service, ensuring that the company's management is responsible for planning, budgeting, training, and development

PRANESCHENGOVENDER AND ANNAMEYERWEITZ (2018) THE EFFECTIVENESS OF CUSTOMER SERVICE TRAINING

This study aimed to assess the effectiveness of Customer Service (CS) training interventions in South African tourism, hospitality, and retail industries. The research was conducted using the PRISMA Guidelines and peer-reviewed studies from four electronic databases: Ebscohost, Jstor, Science direct, and Google Scholar. The aim was to improve CS initiatives and enhance frontline staff in the services industry.

MAXINE KAMIN (2018) CUSTOMER SERVICE TRAINING

The Trainer's Workshop Series is a practical guide for developing training in key business areas. It includes exercises, handouts, assessments, structured experiences, and presentations. Each book includes downloadable resources with PowerPoint presentations and electronic copies of supporting Customer Service Training. The series includes field-tested exercises, games, activities, icebreakers, and assessment instruments to teach employees the importance of customer service and improve performance.

**MARK G. BROWN, RICHARD W MALOTT, MICHAEL J DILLON (2018)
IMPROVING CUSTOMER SERVICE TRAINING IN A LARGE DEPARTMENT
STORE THROUGH THE USE OF TRAINING AND FEEDBACK**

The study aimed to enhance the frequency of four customer-service behaviors in three full-time department store salespeople: approaching customers, greeting them, being courteous, and closing the sale. Results showed that feedback significantly improved the frequency of all four targeted behaviors, while training had only a slight impact. However, removal of feedback led to a small decline in performance.

**NADER SHOOSHTARI, SHAWN CLOUSE, SIMONA STAN (2012) THE
IMPORTANCE OF EMPLOYEE TRAINING FOR CUSTOMER SERVICE**

A survey of Chamber of Commerce members in a 65,000-person community found that firms that train their customer service employees in complaint handling are more likely to collect, record, and respond to customer feedback and complaints in a systematic manner. Additionally, these firms are more likely to communicate their customer service policies to all employees and customers, highlighting the importance of superior customer service and efficient complaint handling procedures for a firm's success.

**GREGORY JOHN LEE (2011) THE EFFECTIVENESS OF TRAINING FOR
CUSTOMER SERVICE**

The article investigates the relationship between training and customer service among 735 firms in South Africa. It finds that training benefits significantly increase with firm size, with substantial benefits only occurring in large firms. The study highlights the importance of placing training within a high-performance HR system and the South African context in implementing training for customer service.

IGNACIO DANVILA DEL VALLE, MIGUEL ÁNGEL SASTRE CASTILLO (2009)
THE EFFECTS OF TRAINING ON PERFORMANCE IN SERVICE COMPANIES

This paper investigates the impact of employee training on service companies' economic performance in an intensive labor sector. The study uses time effect to measure data over nine years, addressing transversal issues and providing panel data treatment to overcome transversal problems. The perception of service quality depends on the service provider.

3.1 RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a systematic plan for data collection and analysis that combines relevance to the research purpose with efficiency. It provides an outline of the research process and methods, outlining the objectives of the project and guiding the implementation of those objectives. A research design is a structured and strategic approach to answering the research question, ensuring relevance and efficiency in the research process.

DESCRIPTIVE RESEARCH DESIGN

I have used descriptive research design. Descriptive research design is a type of research methodology used to describe or characterize a phenomenon or population without necessarily aiming to establish causal relationships or determine the reasons behind the observed outcomes. Instead, its primary goal is to provide a detailed and accurate account of the characteristics, behaviors, attitudes, or conditions of the subject of study.

DATA COLLECTION

The process of data collection commences once a research problem has been identified and the research design has been established. While deciding about the method of data collection to be used for the study two types of data namely, primary data and secondary data

❖ PRIMARY DATA

Primary data was collected from respondents through well-structured questionnaire.

❖ SECONDARY DATA

Secondary data was collected from the books, articles, magazines, newspaper and websites.

SAMPLING

Sampling is the process of selecting a subset of individual from a larger population to study. Sampling allows research to test hypothesis about population characteristics can be faster and cheaper than recording data from the entire population.

SAMPLING TECHNIQUES

Convenience sampling method is used for this research.

SAMPLE SIZE

The total population is nearly 100 to 400 employees in organization.

The sampling size 205 (respondents)

STATISTICAL TEST USED

Normality test

A normality test is a statistical method used to verify if a sample data is from a normally distributed population, typically within a certain tolerance, in a research study.

Correlation

Correlation is a statistical measure that indicates the linear relationship between two variables, describing simple relationships without stating cause and effect, and is commonly used for describing relationships.

Mann Whitney U Test

The Mann-Whitney U Test is a non-parametric statistical test used to compare two samples or groups. It assesses if two sampled groups are likely to derive from the same population, aiming to determine if they are drawn from populations with different levels of a variable of interest.

Kruskal Wallis H Test

The Kruskal Wallis H Test is a statistical method used to compare the medians of multiple groups to determine if they share the same origin. It is particularly useful in non-parametric population distributions, where more than two distinct and equal-sized data samples are compared. The test rejects the null hypothesis, indicating the dominance of one sample over another stochastically.

3.2 DATA ANALYSIS AND INTERPRETATION

3.2.1 TABLE SHOWING GENDER OF RESPONDENTS

SL.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	152	75%
2	Female	53	25%
		205	100%

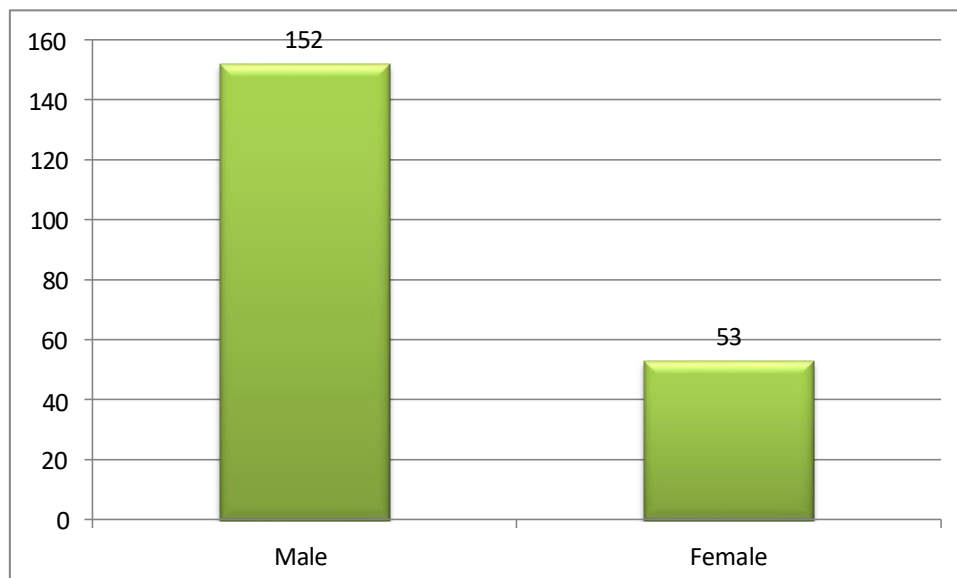
FINDINGS

From the above table it is found that **152%** of the respondents are male and **53%** of the respondents are female

INFERENCE

It is inferred that most of the respondents are **75%** are male.

3.2.1 CHART SHOWING GENDER RESPONDENTS



3.2.2 TABLE SHOWING AGE OF RESPONDENTS

SL.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 25	104	50.73%
2	25-35	83	40.48%
3	Above 35	18	8.78%
		205	100

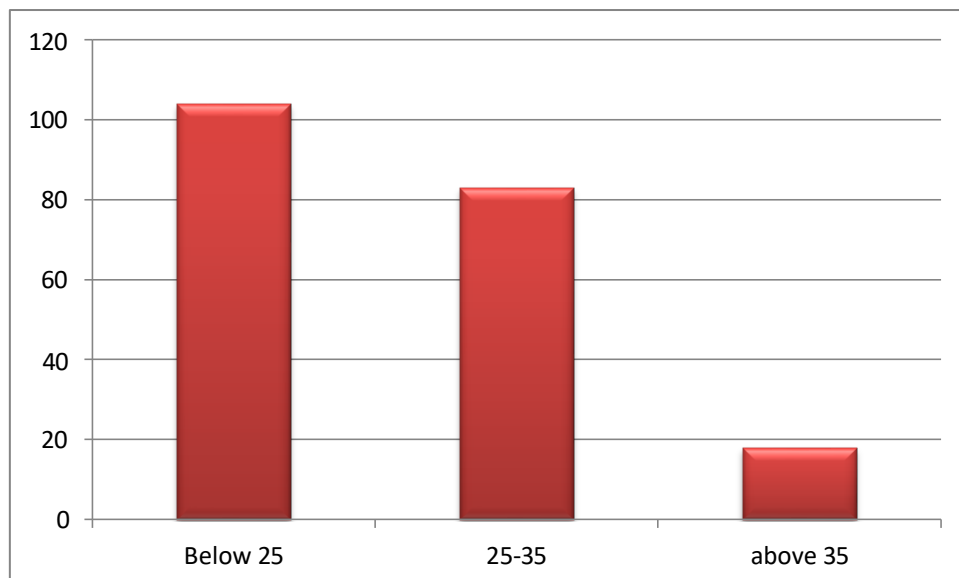
FINDINGS

From the above table it is found that 205 of the respondents below 25 are **50.73%** and 25-35 are **40.48%** and above 35 are **8.78%**

INFERENCE

It is inferred that most of the respondents are Below 25 is 50.73%

3.2.2 CHART SHOWING AGE OF RESPONDENTS



3.2.3 TABLE SHOWING EDUACTION QUALIFICATION OF RESPONDENTS

SL NO	EDUCATION QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	Diploma	53	25.85%
2	Under graduate	94	45.85%
3	Post graduate	59	28.78%
		205	100

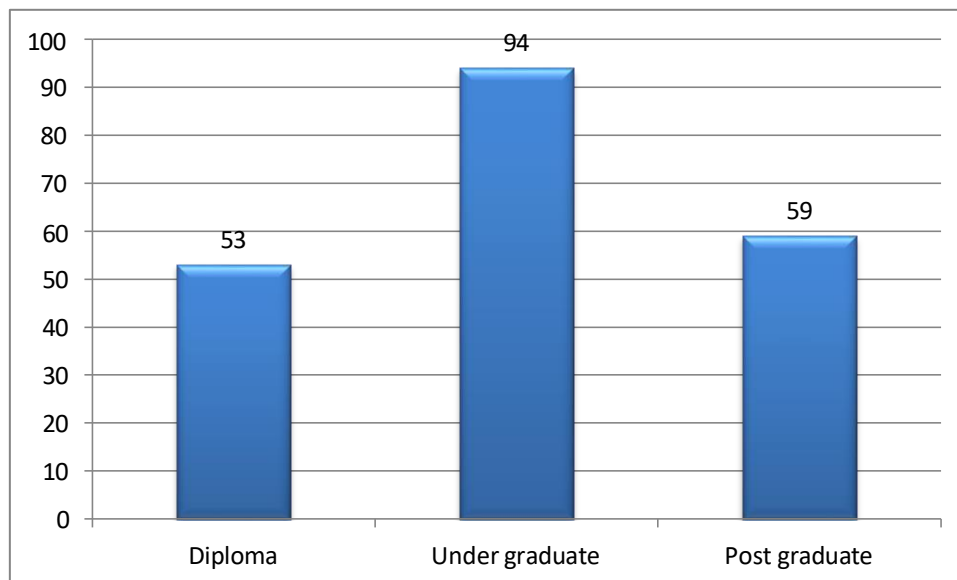
FINDINGS

From the above table it is found that **25.85%** of respondents are diploma and **45.85%** are under graduate and **28.78%** are post graduate

INFERENCE

It is inferred that most of the respondents 45.85% are under graduate

3.2.3 CHART SHOWING EDUACTION QUALIFICATION OF RESPONDENTS



3.2.4 TABLE SHOWING INCOME OF RESPONDENTS

SL NO	INCOME	NO OF RESPONDENTS	PERCENTAGE
1	10,000-12,000	66	32.19%
2	12,000-15,000	88	42.93%
3	Above 15,000	51	24.88%
		205	100

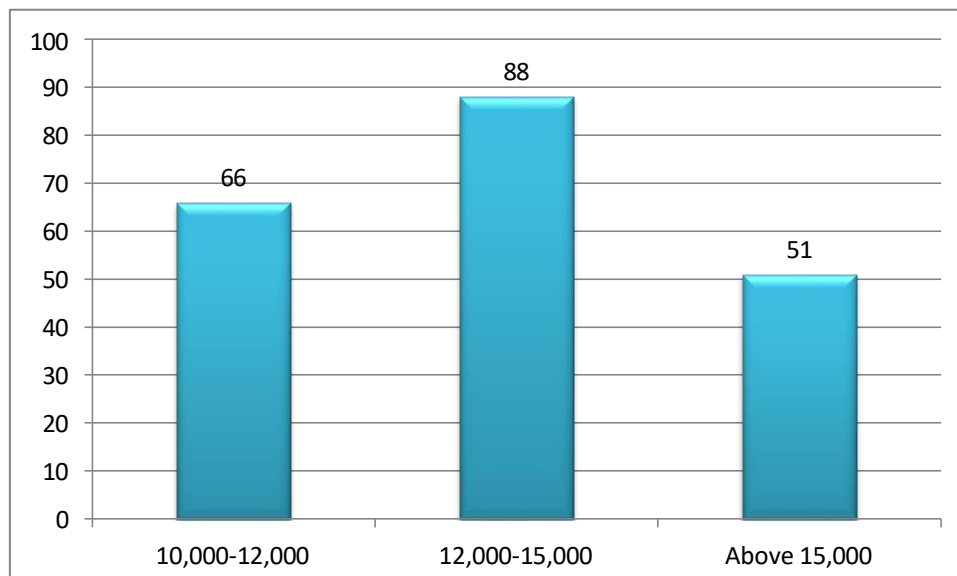
FINDINGS

The above table shows that **32.19%** of respondent's incomes are 10,000-12,000 and **42.93%** of respondent's income is 12,000-15,000 and **24.88%** of respondent's income is above 15,000

INFERENCE

It is inferred that most respondents 42.93% income are 12,000-15,000

3.2.4 CHAT SHOWING INCOME OF RESPONDENTS



3.2.5 TABLE SHOWING EXPERIENCE OF RESPONDENTS

SL NO	EXPERIENCE	NO OF RESPONDENTS	PERCENTAGE
1	Below 2 years	77	37.56%
2	1 to 2 years	88	42.93%
3	Above 2 years	40	19.51%
		205	100

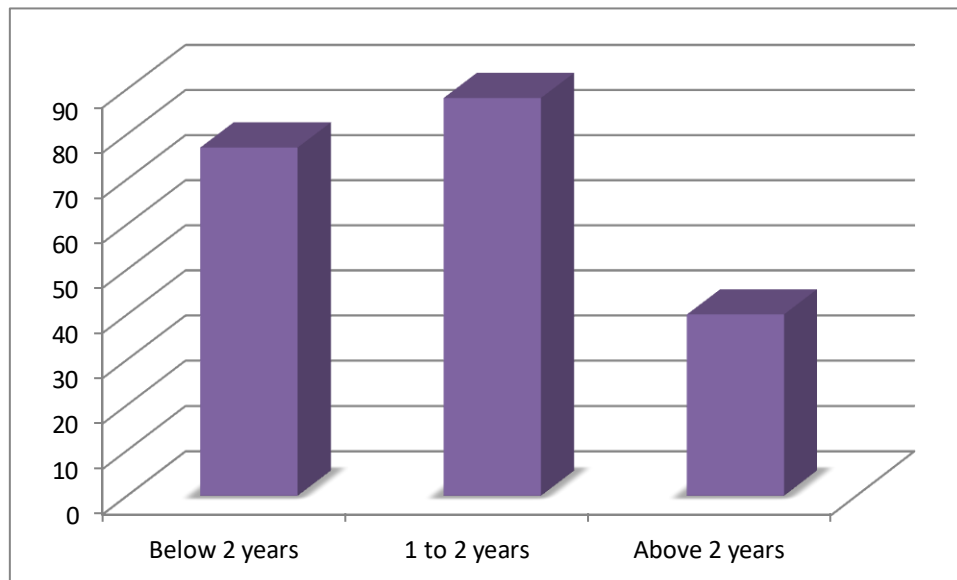
FINDINGS

The above table shows that **37.56%** of respondents are below 2 years and **42.93%** respondents are 1 to 2 years and **19.51%** respondents are above 2 years

INFERENCE

It is inferred that most of the respondents are **42.93%** are 1 to 2 years of experience

3.2.5 CHART SHOWING EXPERIENCE OF RESPONDENTS



3.2.6 TABLE SHOWING BATCH TRAINING DURATION OF RESPONDENTS

SL NO	BATCH TRAINING DURATION	NO OF RESPONDENTS	PERCENTAGE
1	5 Days	56	27.32%
2	8 Days	96	46.83%
3	15 Days	53	25.85%
		205	100

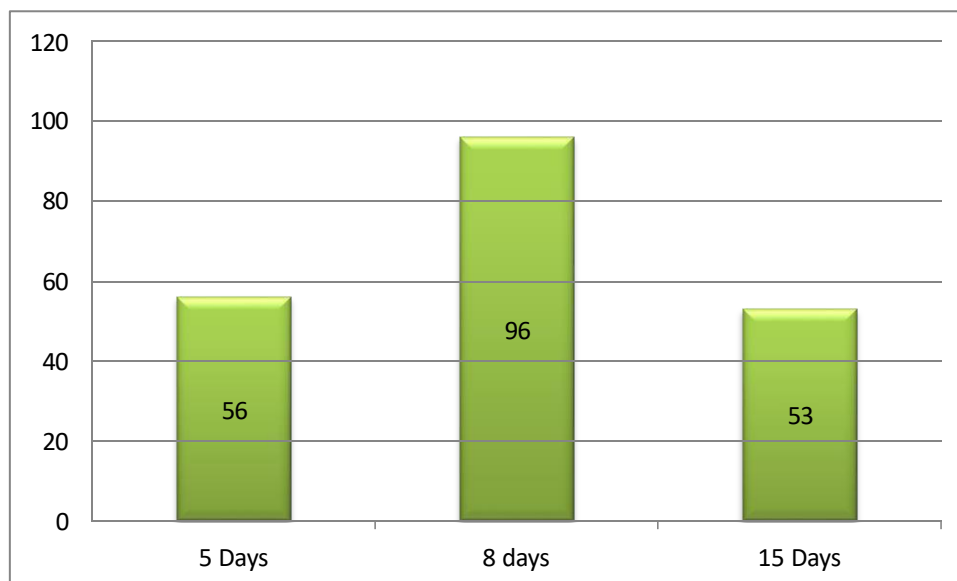
FINDINGS

From the above table found that **27.32%** of respondents attended 5 days of batch training and **46.83%** of respondents attended 8 days of batch training and **25.85%** of respondents attended 15 days of batch training

INFERENCE

It is inferred that most of the respondents **46.88%** are attended 8 days of batch training

3.2.6 CHART SHOWING BATCH TRAINING DURATION OF RESPONDENTS



3.2.7 TABLE SHOWING SATISFIED BY ATTENDING BATCH TRAINING PROGRAM

SL NO	OPINION	NO OF RESPONDENCE	PERCENTAGE
1	Strongly dissatisfied	15	7.32%
2	Dissatisfied	28	13.66%
3	Neutral	78	38.05%
4	Satisfied	71	34.63%
5	Strongly satisfied	13	6.34%
		205	100

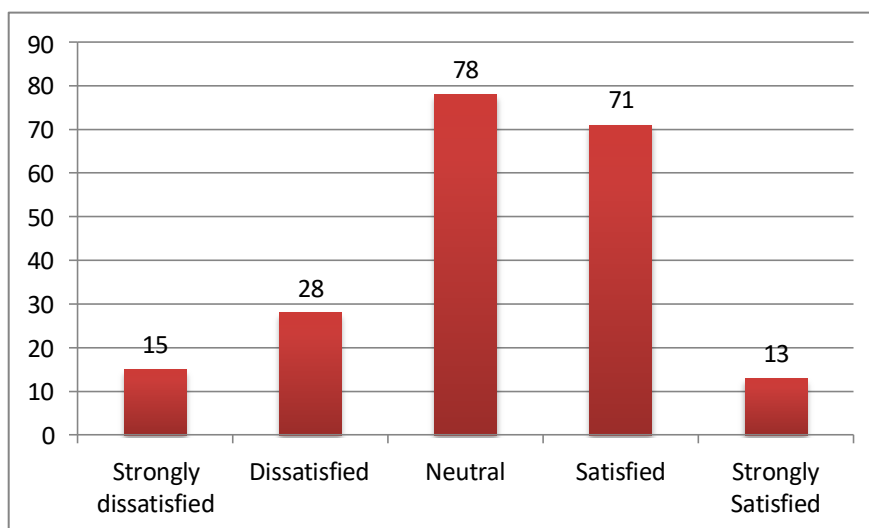
FINDING

The above shows that **7.32%** of respondents selected strongly dissatisfied and **13.66%** of respondents selected dissatisfied and **38.05%** of respondents selected neutral and **34.63%** of respondents selected satisfied and **6.34%** of respondents selected strongly satisfied

INFERENCE

It is inferred that most of the respondents **38.05%** selected neutral

3.2.7 CHART SHOWING SATISFIED BY ATTENDING BATCH TRAINING PROGRAM



3.2.8 TABLE SHOWING TRAINING PROGRAM CONTENT WAS RELEVANT TO YOUR JOB RESPONSIBILITIES

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	29	14.15%
2	Disagree	37	18.05%
3	Neutral	31	15.12%
4	Agree	54	26.34%
5	Strongly agree	54	26.34%
		205	100

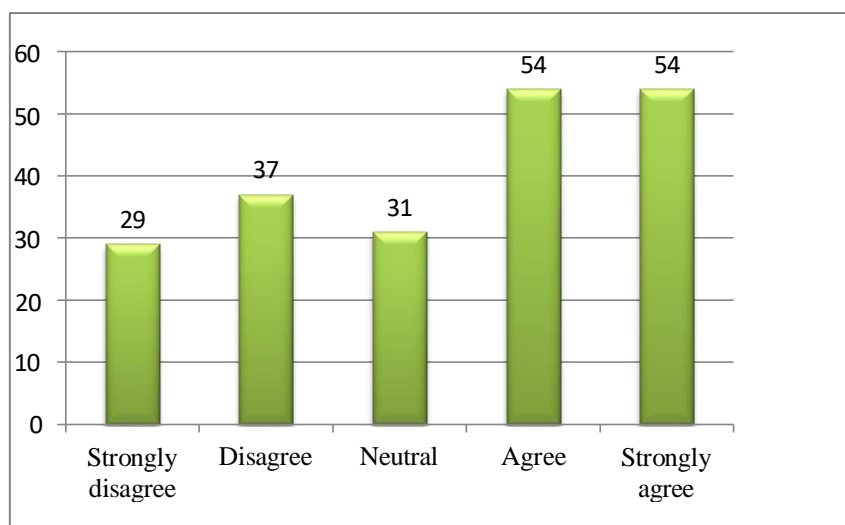
FINDING

From the above table it is found that **14.15%** of respondent selected strongly disagree and **18.05%** of respondent selected disagree and **15.12%** of respondents selected neutral and **23.34%** of respondent selected agree and **26.34%** of respondents selected strongly agree

INFERENCE

It is inferred that most of the respondent **26.34%** equally selected agree and strongly agree

3.2.8 CHART SHOWING TRAINING PROGRAM CONTENT WAS RELEVANT TO YOUR JOB RESPONSIBILITIES



3.2.9 TABLE SHOWING LEVEL OF ENGAGEMENT AND INTERACTIVE DURING TRAINING SESSIONS

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	31	15.12%
2	Disagree	35	17.07%
3	Neutral	37	18.05%
4	Agree	79	38.54%
5	Strongly agree	23	11.22%
		205	100

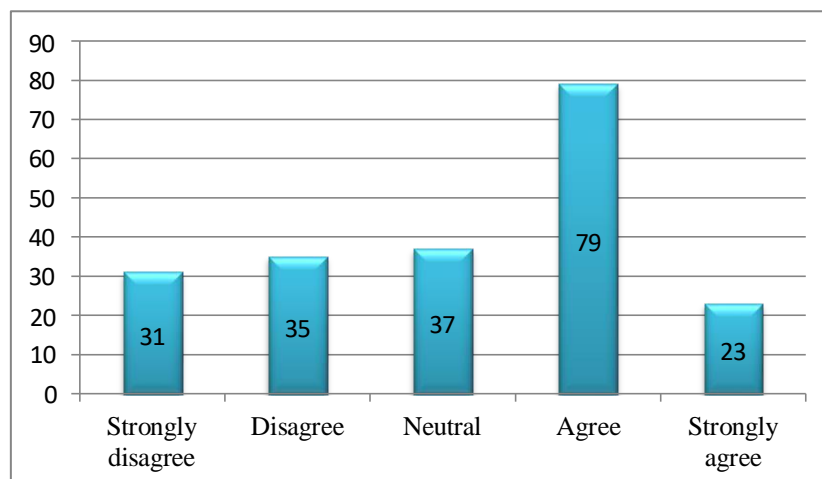
FINDINGS

From the above table it is found that **15.12%** of respondent selected strongly disagree and **17.07%** of respondent selected disagree and **18.05%** of respondents selected neutral and **38.54%** of respondent selected agree and **11.22%** of respondents selected strongly agree

INFERENCE

It is inferred that most of the respondents **38.54%** are selected that shows level of engagement and interactive during training sessions

3.2.9 CHART SHOWING LEVEL OF ENGAGEMENT AND INTERACTIVE DURING TRAINING SESSIONS



3.2.10 TABLE SHOWING EFFECTIVENESS OF THE TRAINING PROGRAM IN ENHANCING YOUR SKILLS AND KNOWLEDGE

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	24	11.71%
2	Disagree	22	10.73%
3	Neutral	83	40.49%
4	Agree	48	23.41%
5	Strongly agree	28	13.66%
		205	100

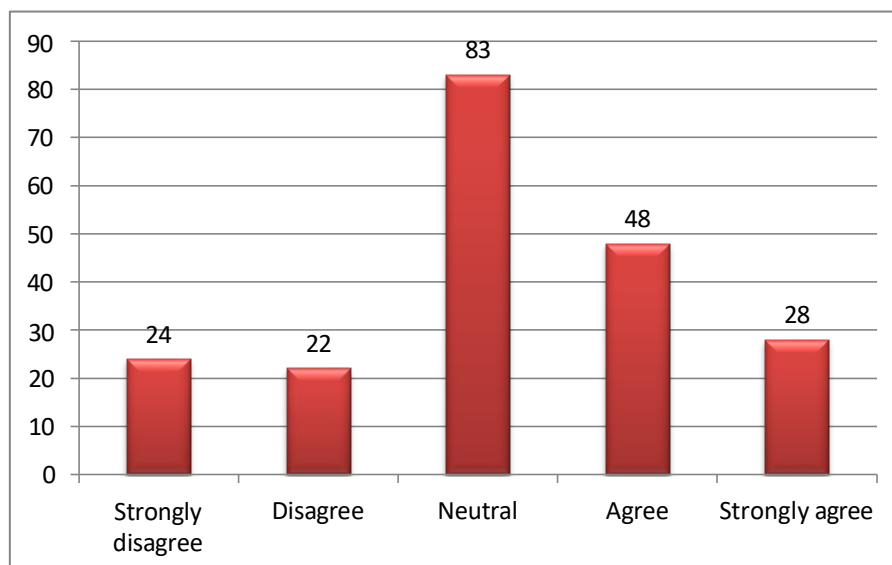
FINDINGS

From the above table it is found that **11.71%** of respondent selected strongly disagree and **10.73%** of respondent selected disagree and **40.49%** of respondents selected neutral and **23.41%** of respondent selected agree and **13.66%** of respondents selected strongly agree.

INFERENCE

It is inferred that most of the respondents **40.49%** are selected that shows effectiveness of the training program in enhancing your skills and knowledge.

3.2.10 CHART SHOWING EFFECTIVENESS OF THE TRAINING PROGRAM IN ENHANCING YOUR SKILLS AND KNOWLEDGE



3.2.11 TABLE SHOWING HOW EFFECTIVE WERE THE TRAINERS DELIVERING THE TRAINING CONTENT

SL NO	RESPONDENTS RANK	NO OF RESPONDENTS	PERCENTAGE
1	1	21	10.25%
2	2	27	13.17%
3	3	26	12.68%
4	4	38	18.54%
5	5	93	45.36%
		205	100

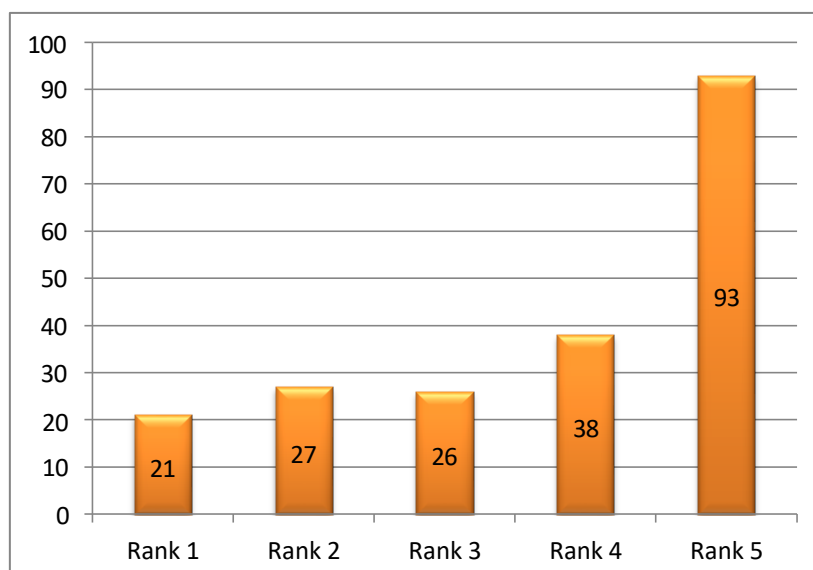
FINDINGS

From the above table it is found that **10.25%** of respondents ranked 1 and **13.17%** of respondents ranked 2 and **12.68%** of respondents ranked 3 and **18.54%** of respondents ranked 4 and **45.36%** of respondents ranked 5

INFERENCE

It is inferred that most of the respondents **45.36%** are ranked **5** for effective for training contents

3.2.11 CHART SHOWING HOW EFFECTIVE WERE THE TRAINERS DELIVERING THE TRAINING CONTENT



3.2.12 TABLE SHOWING TRAINING ENVIRONMENT CONTRIBUTE POSITIVE LEARNING EXPERIENCE

SL NO	RESPONDENTS RANK	NO OF RESPONDENTS	PERCENTAGE
1	1	8	3.90%
2	2	37	18.05%
3	3	80	39.02%
4	4	72	35.12%
5	5	8	3.90%
		205	100

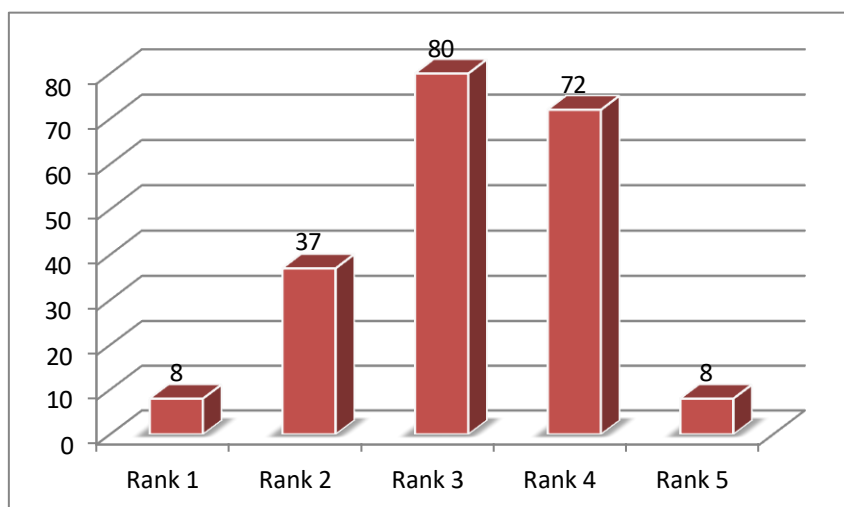
FINDINGS

From the above table it is found that **3.90%** of respondents ranked 1 and **18.05%** of respondents ranked 2 and **39.02%** of respondents ranked 3 and **35.12%** of respondents ranked 4 and **3.90%** of respondents ranked 5

INFERENCE

It is inferred that most of the respondents **39.02%** are ranked 3 for training environment contribute positive learning experience

3.2.12 CHART SHOWING TRAINING ENVIRONMENT CONTRIBUTE POSITIVE LEARNING EXPERIENCE



3.2.13 TABLE SHOWING WERE THE PLANNING OF THE TRAINING PROGRAM WELL-EXECUTED

SL NO	RESPONDENTS RANK	NO OF RESPONDENTS	PERCENTAGE
1	1	17	8.29%
2	2	36	17.56%
3	3	54	26.35%
4	4	86	41.95%
5	5	12	5.85%
		205	100

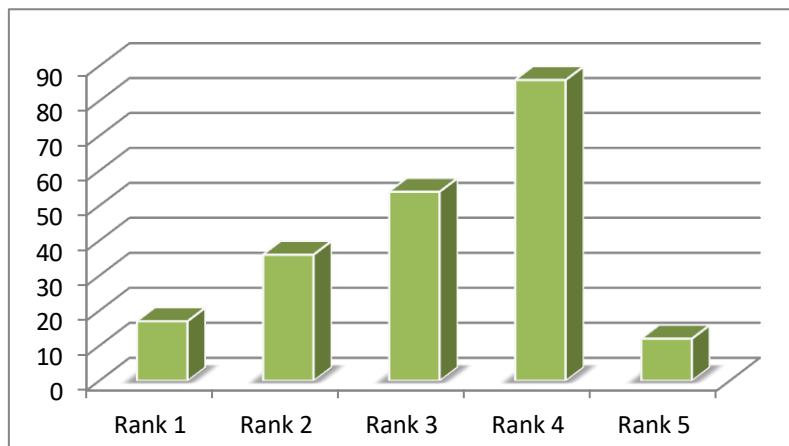
FINDINGS

From the above table it is found that **8.29%** of respondents ranked 1 and **17.56%** of respondents ranked 2 and **26.35%** of respondents ranked 3 and **41.95%** of respondents ranked 4 and **5.85%** of respondents ranked 5

INFERENCE

It is inferred that most of the respondents **41.95%** are ranked 4 for the training program well executed

3.2.13 CHART SHOWING WERE THE PLANNING OF THE TRAINING PROGRAM WELL-EXECUTE



3.2.14 TABLE SHOWING ARE THE TRAINERS ABLE TO TRANSFER THE KNOWLEDGE IN SPECIFIC TIME PERIOD

SL NO	RESPONDENTS RANK	NO OF RESPONDENTS	PERCENTAGE
1	1	16	7.80%
2	2	43	20.98%
3	3	48	23.41%
4	4	78	38.05%
5	5	20	9.76%
		205	100

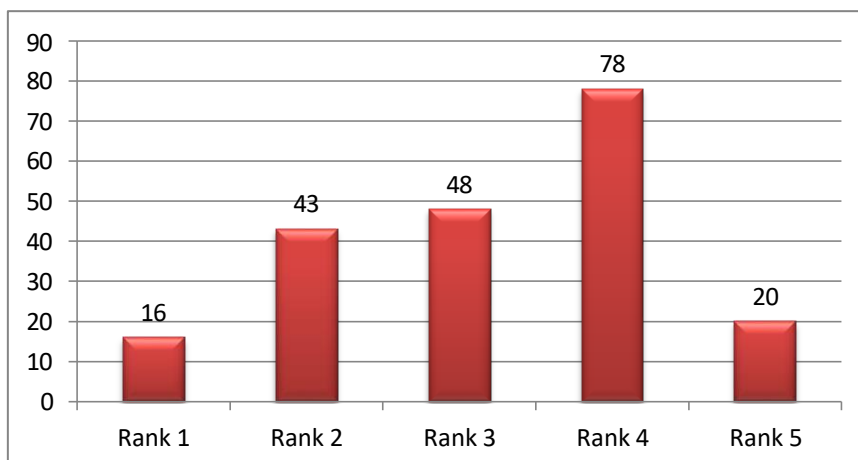
FINDINGS

From the above table it is found that **7.80%** of respondents ranked 1 and **20.98%** of respondents ranked 2 and **23.14%** of respondents ranked 3 and **38.05%** of respondents ranked 4 and **9.76%** of respondents ranked 5

INFERENCE

It is inferred that most of the respondents **38.05%** are ranked 4 for trainers able to transfer the knowledge in specific time period

3.2.14 CHART SHOWING IS THE TRAINERS ABLE TO TRANSFER THE KNOWLEDGE IN SPECIFIC TIME PERIOD



3.2.15 TABLE SHOWING TRAINERS PROVIDE THE RELEVANT CONTENTS IN DURING BATCH TRAINING PROGRAM

SL NO	RESPONDENTS RANK	NO OF RESPONDENTS	PERCENTAGE
1	1	21	10.25%
2	2	28	13.66%
3	3	75	36.58%
4	4	65	31.71%
5	5	16	7.80%
		205	100

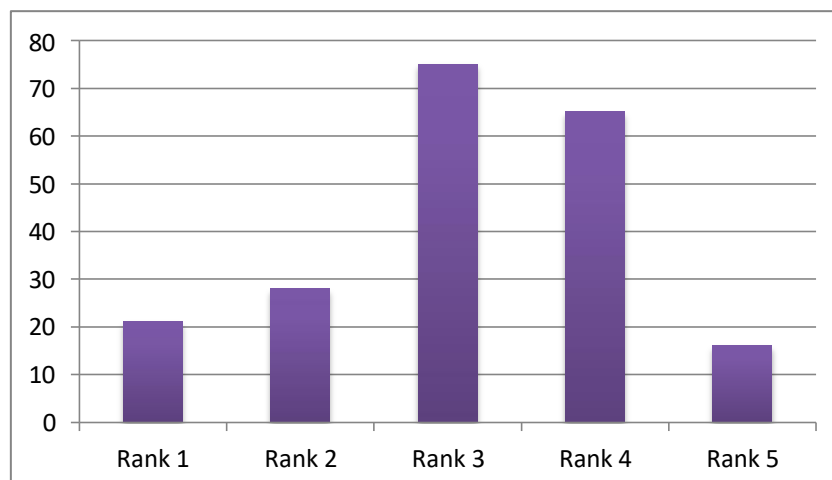
FINDINGS

From the above table it is found that **10.25%** of respondents ranked 1 and **13.66%** of respondents ranked 2 and **36.58%** of respondents ranked 3 and **31.71%** of respondents ranked 4 and **7.80%** of respondents ranked 5

INFERENCE

It is inferred that most of the respondents **36.58%** are ranked 3 for trainers provide the relevant contents in during batch training program

3.2.15 CHART SHOWING TRAINERS PROVIDE THE RELEVANT CONTENTS IN DURING BATCH TRAINING PROGRAM



3.2.16 TABLE SHOWING TRAINING PROGRAM ENHANCING YOUR SKILLS AND KNOWLEDGE

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	23	11.22%
2	Disagree	51	24.88%
3	Neutral	41	20%
4	Agree	36	17.56%
5	Strongly agree	54	26.34%
		205	100

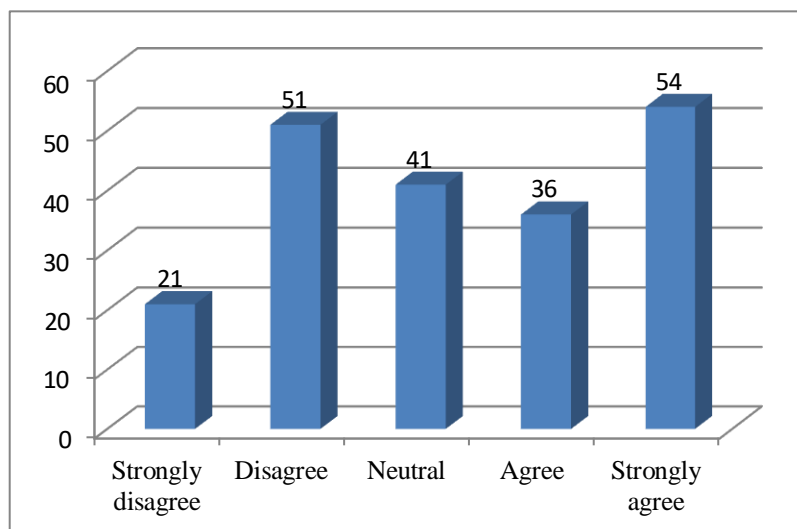
FINDINGS

From the above table it is found that **11.22%** of respondent selected strongly disagree and **24.88%** of respondent selected disagree and 20% of respondents selected neutral and **17.56%** of respondent selected agree and 26.34% of respondents selected strongly agree.

INFERENCE

It is inferred that most of the respondents **26.34%** are selected that training program enhancing their skills and knowledge

3.2.16 CHART SHOWING TRAINING PROGRAM ENHANCING YOUR SKILLS AND KNOWLEDGE



3.2.17 TABLE SHOWING BATCH TRAINING PROGRAM MEETS YOUR EXPECTATIONS?

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	28	13.35%
2	Disagree	37	18.05%
3	Neutral	58	28.29%
4	Agree	70	34.15%
5	Strongly agree	12	5.85%
		205	100

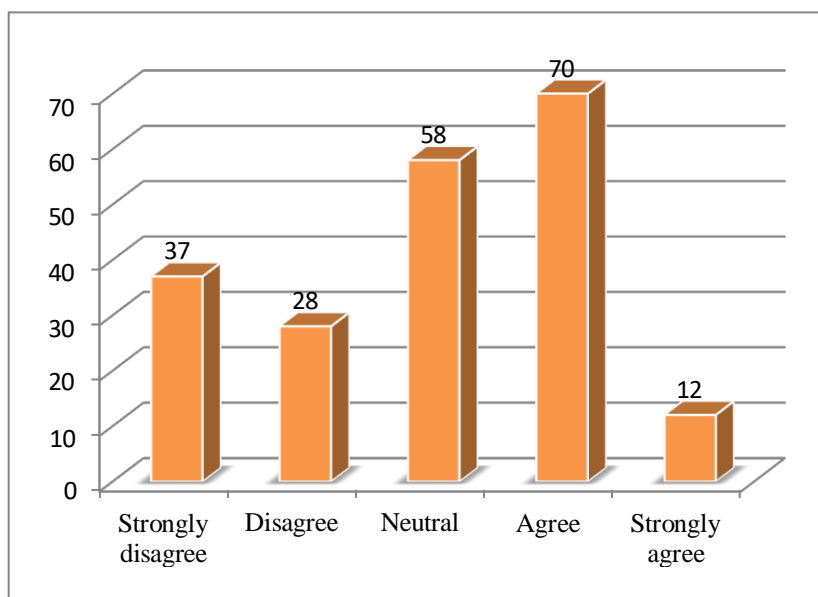
FINDINGS

From the above table it is found that **13.35%** of respondent selected strongly disagree and **18.05%** of respondent selected disagree and **28.29%** of respondents selected neutral and **34.15%** of respondent selected agree and **5.85%** of respondents selected strongly agree.

INFERENCE

It is inferred that most of the respondents **34.15%** are selected that batch training program meets their expectations

3.2.17 CHART SHOWING BATCH TRAINING PROGRAM MEETS YOUR EXPECTATIONS?



3.2.18 TABLE SHOWING ABLE TO APPLY KNOWLEDGE GAINED FROM BATCH TRAINING

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	15	7.32%
2	Disagree	29	14.15%
3	Neutral	68	33.17%
4	Agree	67	32.68%
5	Strongly agree	26	12.68%
		205	100

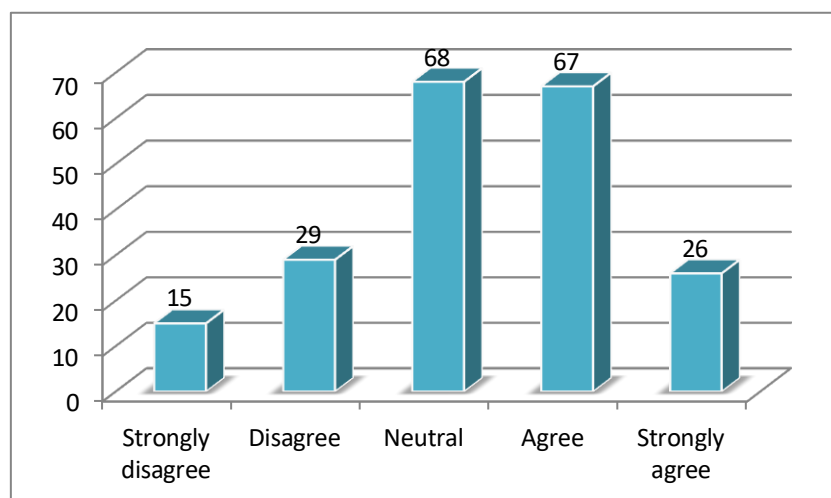
FINDINGS

From the above table it is found that **7.32%** of respondent selected strongly disagree and **14.15%** of respondent selected disagree and **33.17%** of respondents selected neutral and **32.68%** of respondent selected agree and **12.68%** of respondents selected strongly agree.

INFERENCE

It is inferred that most of the respondents **33.17%** are selected able to apply knowledge gained from batch training.

3.2.18 CHART SHOWING ABLE TO APPLY KNOWLEDGE GAINED FROM BATCH TRAINING



3.2.19 TABLE SHOWING DID THE BATCH TRAINING PROGRAM IMPROVE THE CUSTOMER RELATIONSHIP PROBLEM SOLVING ABILITY

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Yes	148	72.19%
2	No	57	27.81%
		205	100

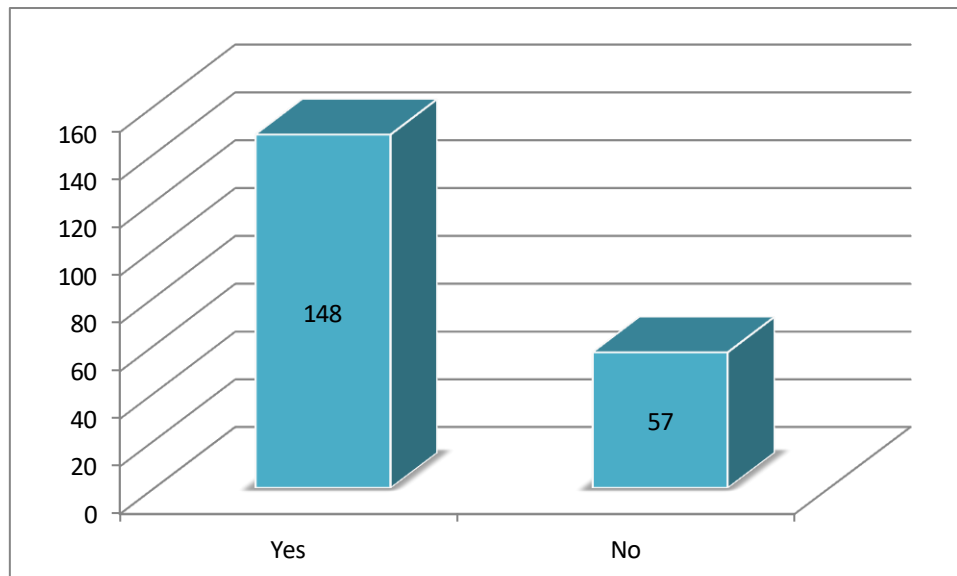
FINDINGS

From the above it is found that **72.19%** of respondents selected yes and **27.15%** of respondents are selected no

INFERENCE

It is inferred that most of the respondents **72.19%** selected yes for improve the customer relationship problem solving ability

3.2.19 CHART SHOWING DID THE BATCH TRAINING PROGRAM IMPROVE THE CUSTOMER RELATIONSHIP PROBLEM SOLVING ABILITY



3.2.20 TABLE SHOWING DID YOU OBSERVE IMPROVEMENT IN CUSTOMER SATISFACTION LEVEL AFTER THE BATCH TRAINING PROGRAM WAS FINISHED

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Yes	158	77.07%
2	No	47	22.93%
		205	100

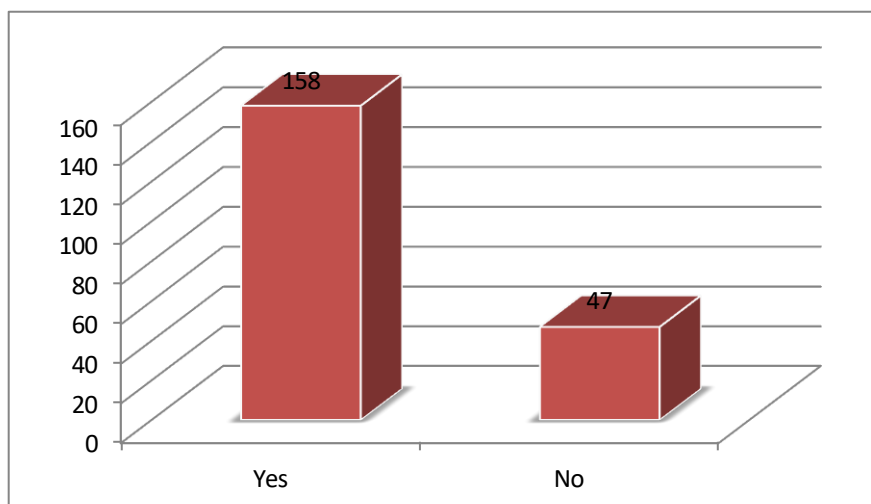
FINDINGS

From the above it is found that **77.07%** of respondents selected yes and **22.93%** of respondents are selected no

INFERENCE

It is inferred that most of the respondents **77.07%** are selected yes for customer satisfaction after the batch training program was finished

3.2.20 CHART SHOWING DID YOU OBSERVE IMPROVEMENT IN CUSTOMER SATISFACTION LEVEL AFTER THE BATCH TRAINING PROGRAM WAS FINISHED



3.2.21 TABLE THE CUSTOMER RELATIONSHIP OFFICERS OVERALL PERFORMANCE AFTER COMPLETING BATCH TRAINING

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Very poor	32	15.61%
2	Poor	39	19.02%
3	Average	42	20.49%
4	Good	88	42.93%
5	Excellent	4	1.95%
		205	100

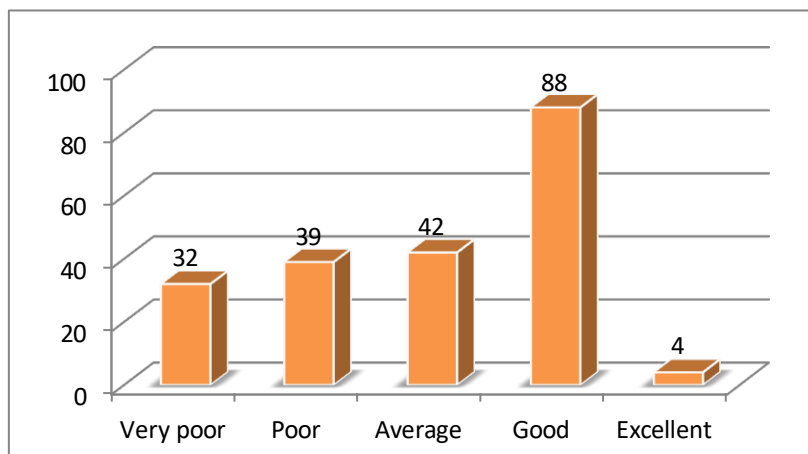
FINDINGS

From the above table it is found that **15.61%** of respondents are selected very poor and **19.02%** are selected poor and **20.49%** of respondents are selected average and **42.93%** of respondents are selected good and **1.95%** of respondents are selected excellent.

INFERENCE

It is inferred that most of respondents **42.93%** are selected good for performance of customer relationship officer performance after batch training

3.2.21 CHART SHOWING HOW YOU WOULD RATE THE CUSTOMER RELATIONSHIP OFFICERS OVERALL PERFORMANCE AFTER COMPLETING BATCH TRAINING



3.2.22 TABLE SHOWING THE SUGGESTIONS OF INTRODUCING MORE INTERACTIVE DURING BATCH TRAINING PROGRAM

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	26	12.68%
2	Disagree	52	25.36%
3	Neutral	61	29.76%
4	Agree	62	30.25%
5	Strongly agree	4	1.95%
		205	100

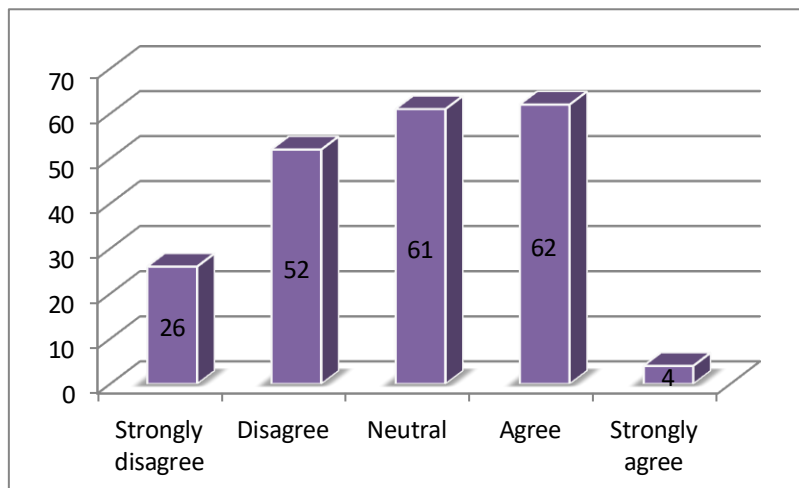
FINDINGS

From the above table it is found that **12.68%** of respondent selected strongly disagree and **25.36%** of respondent selected disagree and **29.76%** of respondents selected neutral and **30.25%** of respondent selected agree and **1.95%** of respondents selected strongly agree

INFERENCE

It is inferred that most of the respondents **30.25%** are selected agree for introducing more interactive during batch training program

3.2.22 CHART SHOWING THE SUGGESTIONS OF INTRODUCING MORE INTERACTIVE DURING BATCH TRAINING PROGRAM



3.2.23 TABLE SHOWING DOES YOU BELIVE INCRESING THE DURATION OF THE BATCH TRAINING PROGRAM WOULD IMPROVE ITS EFFECTIVENESS

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	18	8.78%
2	Slightly	45	21.96%
3	Moderately	52	25.36%
4	Significantly	75	36.58%
5	Extremely	15	7.32%
		205	100

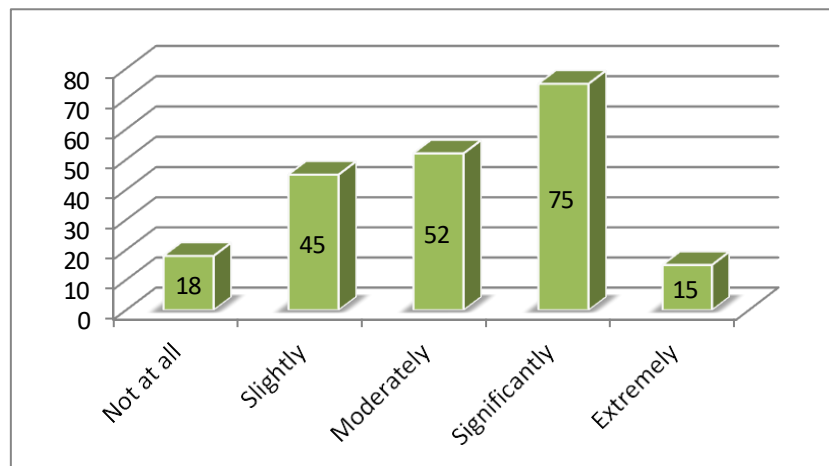
FINDINGS

From the above table it is found that **8.78%** of respondents selected not at all and **21.96%** of respondents are selected slightly and **25.36%** selected moderately and **36.58%** of respondents selected significantly and **7.32%** of respondents selected extremely

INFERENCE

It is inferred that most of the respondents **36.58%** are selected significantly for increasing the duration of the batch training program would improve its effectiveness

3.2.23 CHART SHOWING DOES YOU BELIVE INCRESING THE DURATION OF THE BATCH TRAINING PROGRAM WOULD IMPROVE ITS EFFECTIVENESS



3.2.24 TABLE SHOWING DO YOU THINK IT WOULD BE BENEFICIAL TO INCLUDE MORE REAL LIFE CASE STUDY

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Yes	110	53.66%
2	No	95	46.34%
		205	100

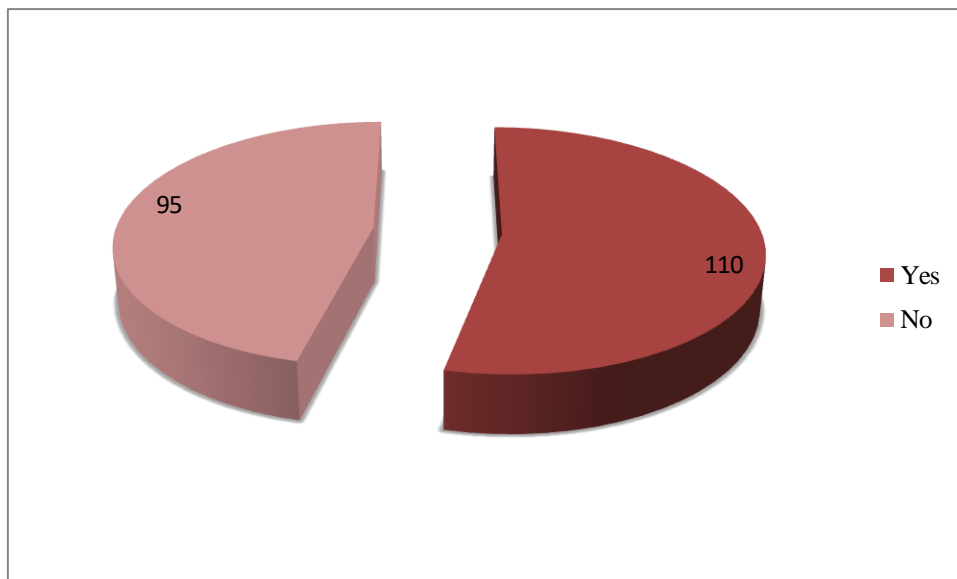
FINDINGS

From the above it is found that **53.66%** of respondents selected yes and **46.34%** of respondents are selected no for would be beneficial to include more real life case study

INFERENCE

It is inferred that most of the respondents **53.66%** are selected yes for include more real life case study

3.2.24 CHART SHOWING DO YOU THINK IT WOULD BE BENEFICIAL TO INCLUDE MORE REAL LIFE CASE STUDY



3.2.25 TABLE SHOWING PROVIDING ADDITIONAL RESOURCE SUCH AS ONLINE MODULES BE BENEFICIAL FOR BATCH TRAINING PROGRAM

SL NO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Yes	149	72.68%
2	No	56	27.32%
		205	100

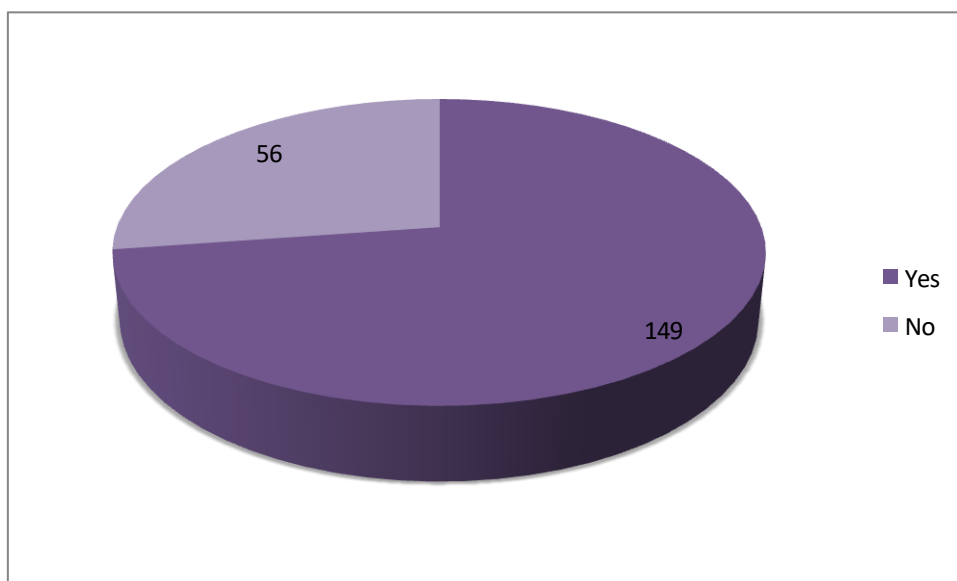
FINDINGS

From the above it is found that **72.68%** of respondents selected yes and **27.32%** of respondents are selected no for providing additional resource such as online modules be beneficial for batch training program

INFERENCE

It is inferred the most of the respondents **72.68%** are selected yes for providing additional resource such as online modules be beneficial for batch training program

3.2.25 CHART SHOWING PROVIDING ADDITIONAL RESOURCE SUCH AS ONLINE MODULES BE BENEFICIAL FOR BATCH TRAINING PROGRAM



3.3.2 ANALYSIS

NORMALITY TEST:

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Training program satisfaction	.182	205	.000	.938	205	.000
Curriculum Evaluation	.174	205	.000	.932	205	.000
Job performance Enhancement	.134	205	.000	.951	205	.000
Customer Satisfaction improvement	.170	205	.000	.928	205	.000
Participant engagement strategy	.165	205	.000	.939	205	.000

a. Lilliefors Significance Correction

Interpretation:

The effectiveness of batch training towards customer relationship officer reference with bank bazaar as a significance value of (p= 0.00).

Since, the significance value of all dimensions is lesser than the p-value (0.05) so, the Dimensions follow NON-PARAMETRIC TEST. Therefore, when $P < 0.05$ Reject Null Hypothesis H0.

CORRELATION:

Correlations

			Training program satisfaction	Curriculum Evaluation	Job performance Enhancement	Customer Satisfaction improvement	Participant engagement strategy
Spearman's rho	Training program satisfaction	Correlation Coefficient	1.000	.741**	.819**	.013	.018
		Sig. (2-tailed)	.000	.000	.000	.855	.803
		N	205	205	205	205	205
	Curriculum Evaluation	Correlation Coefficient	.741**	1.000	.779**	.140'	.054
		Sig. (2-tailed)	.000	.000	.000	.045	.440
		N	205	205	205	205	205
	Job performance Enhancement	Correlation Coefficient	.819**	.779**	1.000	.082	.047
		Sig. (2-tailed)	.000	.000	.000	.243	.505
		N	205	205	205	205	205
	Customer Satisfaction improvement	Correlation Coefficient	.013	.140'	.082	1.000	-.124
		Sig. (2-tailed)	.855	.045	.243	.075	.075
		N	205	205	205	205	205
	Participant engagement strategy	Correlation Coefficient	.018	.054	.047	-.124	1.000
		Sig. (2-tailed)	.803	.440	.505	.075	.075
		N	205	205	205	205	205

Interpretation:

Given the significance value (p-value) of 0.00 for all dimensions, which is less than the threshold of 0.05, it indicates that the correlations between these dimensions are statistically significant. Thus, these dimensions follow a non-parametric test. Consequently, when the p-value is less than 0.05, the Null Hypothesis H₀ is rejected.

Since the correlations between the dimensions are statistically significant ($p < 0.05$), it implies that there are significant relationships between Training program satisfaction, Curriculum Evaluation, Job performance Enhancement, Customer Satisfaction improvement, and Participant engagement strategy.

Therefore, in the context of assessing the effectiveness of batch training for customer relationship officers with Bank Bazaar, we can reject the Null Hypothesis H₀, suggesting that there are indeed significant correlations between the training program satisfaction, curriculum evaluation, job performance enhancement, customer satisfaction improvement, and participant engagement strategy.

U TEST:

Null Hypothesis (H0): There is no significant difference between the rank of Male and Female with respect to those 4 dimensions.

Alternative Hypothesis (H1): There is a significant difference between the mean rank of Male and Female with respect to those 4 dimensions.

RANKS

Age		N	Mean Rank	Sum of Ranks
Training program 1 satisfaction		104	81.97	8525.00
	2	83	109.07	9053.00
	Total	187		
Curriculum Evaluation	1	104	86.56	9002.50
	2	83	103.32	8575.50
	Total	187		
Job performance Enhancement	1	104	82.77	8608.50
	2	83	108.07	8969.50
	Total	187		
Customer Satisfaction improvement	1	104	89.48	9305.50
	2	83	99.67	8272.50
	Total	187		
Participant engagement strategy	1	104	91.05	9469.50
	2	83	97.69	8108.50
	Total	187		

TEST STATISTICS

	Training program satisfaction	Curriculum Evaluation	Job performance Enhancement	Customer Satisfaction improvement	Participant engagement strategy
Mann-Whitney U	3065.000	3542.500	3148.500	3845.500	4009.500
Wilcoxon W	8525.000	9002.500	8608.500	9305.500	9469.500
Z	-3.430	-2.123	-3.193	-1.295	-.858
Asymp. Sig. (2tailed)	.001	.004	.001	.005	.007

a. Grouping Variable: Age

H TEST:

HYPOTHESIS:

Null Hypothesis (H₀): There is no significant difference between the mean ranks of respondent age with respect to the dimensions.

Alternative Hypothesis (H₁): There is a significant difference between the mean ranks of respondent age with respect to the dimensions.

Ranks

Age	N	Mean Rank
Training program satisfaction	1	88.43
	2	119.14
	3	112.72
Total	205	
Curriculum Evaluation	1	91.31
	2	109.10
	3	142.39

	Total	205	
Job performance Enhancement	1	104	87.70
	2	83	115.30
	3	18	134.72
	Total	205	
Customer Satisfaction improvement	1	104	92.27
	2	83	103.99
	3	18	160.39
	Total	205	
Participant engagement strategy	1	104	101.28
	2	83	108.78
	3	18	86.28
	Total	205	

Test Statistics

	Training program satisfaction	Curriculum Evaluation	Job performance Enhancement	Customer Satisfaction improvement	Participant engagement strategy
Chi-Square	13.074	13.088	15.803	20.808	2.440
df	2	2	2	2	2
Asymp. Sig.	.001	.001	.000	.000	.005

a. Kruskal Wallis Test

b. Grouping Variable: Age

3.3 SUMMARY OF FINDINGS

- It is inferred that most of the respondents are **75%** are male.
- It is inferred that most of the respondents are Below 25 is **50.73%**
- It is inferred that most of the respondents **45.85%** are under graduate
- It is inferred that most respondents **42.93%** income are 12,000-15,000
- It is inferred that most of the respondents are **42.93%** are 1 to 2 years of experience
- It is inferred that most of the respondents **46.88%** are attended 8 days of batch training
- It is inferred that most of the respondents **38.05%** selected neutral
- It is inferred that most of the respondent **26.34%** equally selected agree and strongly agree
- It is inferred that most of the respondents **38.54%** are selected that shows level of engagement and interactive during training sessions
- It is inferred that most of the respondents **40.49%** are selected that shows effectiveness of the training program in enhancing your skills and knowledge.
- It is inferred that most of the respondents **45.36%** are ranked 5 for effective for training contents
- It is inferred that most of the respondents **39.02%** are ranked 3 for training environment contribute positive learning experience
- It is inferred that most of the respondents **41.95%** are ranked 4 for the training program well executed
- It is inferred that most of the respondents **38.05%** are ranked 4 for trainers able to transfer the knowledge in specific time period
- It is inferred that most of the respondents **36.58%** are ranked 3 for trainers provide the relevant contents in during batch training program
- It is inferred that most of the respondents **26.34%** are selected that training program enhancing their skills and knowledge
- It is inferred that most of the respondents **34.15%** are selected that batch training program meets their expectations

- It is inferred that most of the respondents **33.17%** are selected able to apply knowledge gained from batch training
- It is inferred that most of the respondents **72.19%** selected yes for improve the customer relationship problem solving ability
- From the above it is found that **77.07%** of respondents selected yes and **22.93%** of respondents are selected no
- It is inferred that most of respondents **42.93%** are selected good for performance of customer relationship officer performance after batch training
- It is inferred that most of the respondents **30.25%** are selected agree for introducing more interactive during batch training program
- It is inferred that most of the respondents **36.58%** are selected significantly for increasing the duration of the batch training program would improve its effectiveness
- It is inferred that most of the respondents **53.66%** are selected yes for include more real life case study
- It is inferred the most of the respondents **72.68%** are selected yes for providing additional resource such as online modules be beneficial for batch training program

SUGGESTIONS

- Before implementing any training program, conduct a thorough needs assessment to identify the specific skills and knowledge gaps within your organization.
- Tailor your training to address these gaps.
- Establish clear and measurable learning objectives for each training program.
- Involve employees in the planning and design of training programs. This can help ensure that the training aligns with their needs and preferences.
- Use a variety of training methods, including classroom training, on-the-job training, e-learning, and workshops. Different employees may learn better through different methods.
- Continuously assess the effectiveness of training programs. Gather feedback from employees and use performance metrics to evaluate the impact of training on job performance.
- Customize training programs to suit the specific needs and roles of employees. Not all training should be one-size-fits-all; tailor it to different job functions.
- Pair less experienced employees with mentors or coaches who can provide ongoing guidance and support. This can complement formal training programs.
- Integrate training with the performance management process. Link training outcomes to performance evaluations and rewards to reinforce the importance of learning.
- Invest in leadership development training for employees in supervisory or managerial roles. Effective leadership can have a cascading positive effect on overall employee performance.

CONCLUSION

In conclusion, this study has provided valuable insights into the impact of batch training on the performance of customer relationship officers (CROs). Through a thorough analysis of data collected from [insert methodological details], several key findings have emerged. Firstly, batch training demonstrates a significant positive effect on the overall performance of CROs. The structured learning environment and collective participation fostered by batch training sessions contribute to enhanced knowledge acquisition, skill development, and confidence levels among CROs. Secondly, batch training promotes consistency and standardization in customer service practices within the organization. By imparting uniform training content and methodologies to a group of CROs simultaneously, batch training helps align individual performance metrics with organizational objectives and service standards. Additionally, batch training facilitates peer learning and collaboration among CROs.

The interactive nature of group training sessions encourages knowledge sharing, problem-solving, and the exchange of best practices among participants, ultimately leading to a more cohesive and proficient CRO team. However, it is essential to acknowledge some limitations of this study. While the findings indicate a positive correlation between batch training and CRO performance, the specific characteristics of the training program, such as duration, frequency, and content, may vary across organizations and could influence outcomes differently.

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QUESTIONNAIRE

A STUDY ON THE EFFECTIVENESS OF BATCH TRAINING TOWARDS THE PERFORMANCE OF CUSTOMER RELATIONSHIP OFFICERS WITH REFERENCE TO BANK BAZAAR

1. Name

2. Age
 - a. Below 25
 - b. 25 - 35
 - c. Above 35

3. Gender
 - a. Male
 - b. Female

4. Education Qualification
 - a. Diploma
 - b. UG
 - c. PG

5. Experience
 - a. Below 2 years
 - b. 1 to 2 years
 - c. Above 2 years

6. Income
 - a. 10,000 - 12,000
 - b. 12,000 - 15,000
 - c. Above 15,000

7. Batch Training Duration
 - a. 5 Days
 - b. 8 Days
 - c. 15 Days

8. Are you satisfied by attending batch training program?

- a. Strongly dissatisfied
- b. Dissatisfied
- c. Neutral
- d. Satisfied
- e. Strongly Satisfied

9. Rate the following level of satisfaction of employees during the batch training program

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Training program content was relevant to your job responsibilities					
Level of engagement and interactive during training sessions					
Effectiveness of the training program in enhancing your skills and knowledge					

10. Rank the following factor influence the batch training program

	1	2	3	4	5
How effective were the trainers delivering the training content					
Training environment contribute positive learning experience					
were the planning of the training program well- executed					
Are the Trainers able to transfer the knowledge in specific time period					
Does trainers provide the relevant contents in during batch training program					

10. Rate the following impact of batch training program

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Training program enhancing your skills and knowledge					
Batch training program meet your expectations?					
Able to apply knowledge gained from batch training					

11. Did the batch training program improve the customer relationship officer's problem solving ability?

- a. Yes
- b. No

12. Did you observe an improvement in customer satisfaction levels after the batch training program was finished?

- a. Yes
- b. No

13. How would you rate the customer relationship officer's overall performance after completing the batch training

- a. Very poor
- b. Poor
- c. Average
- d. Good
- e. Excellent

14. How do you feel about the suggestion of introducing more interactive activities during the batch training program?

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly Agree

15. To what extent do you believe increasing the duration of the batch training program would improve its effectiveness?

- a. Extremely
- b. Significantly
- c. Moderately
- d. Slightly
- e. Not at all

16. Do you think it would be beneficial to include more real-life case studies in the batch training program?

- a. Yes
- b. No

17. Would providing additional resources such as online modules be beneficial for the batch training program?

- a. Yes
- b. No

