

EFFECT OF EMOTIONAL INTELLIGENCE ON CUSTOMER RETENTION AMONGST BANK EMPLOYEES

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ABSTRACT

Customer satisfaction is the ultimate goal of the any organization. It includes service industry and banking is the one such industry where customer retention is very much dependent on front executives. In spite of a number of research studies being conducted in the field of consumer behavior, the research involving customer retention especially in the service industry is still evolving. A quantitative research was used to study the relationship between the employees' emotional intelligence, their service performance and customer retention in banks of Indore. The study explored the effect of EI and gender on customer retention orientation of bank employees. The previous studies support that the service performance of the employee and their capability to retain the customer is dependent on various component of emotional intelligence dimensions namely social awareness, self regulation and self awareness. But the present study does not support the same.

KEYWORDS: Customer Satisfaction, Social Awareness, Self Regulation and Self Awareness