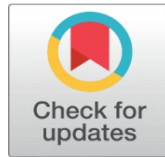


# A STUDY ON DATA OF RETAIL BANKING

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Received 07 March 2025

Accepted 08 April 2025

Published 31 May 2025

DOI

[10.29121/granthaalayah.v13.i5.2025.6507](https://doi.org/10.29121/granthaalayah.v13.i5.2025.6507)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

Retail banking has emerged as a foundational pillar of India's financial system, influencing economic inclusion, credit penetration, and financial stability. This study examines the retail banking operations of DCB Bank through primary observations gathered during a six-week internship. The research evaluates customer servicing, CASA performance, digital banking adoption, compliance mechanisms, lead generation, and branch-level operational efficiency. Using qualitative observation and quantitative insights derived from customer interactions and cold-call responses, the study identifies key strengths and constraints in retail branch functioning. Findings suggest that DCB Bank demonstrates strong customer service and compliance discipline but faces challenges in digital adoption and lead conversion. The paper concludes with recommendations to enhance digital literacy, streamline documentation, and integrate automated CRM procedures for improved performance.

**Keywords:** Retail Banking, DCB Bank, Customer Service, Digital Banking, CASA, Compliance, Lead Management, Financial Inclusion, Branch Operations

## 1. INTRODUCTION

Retail banking connects financial institutions with individual consumers through products such as deposits, loans, digital banking, and advisory services. In India, the retail banking sector has expanded significantly due to digital transformation, the rise of private banks, and increased financial awareness among citizens.

DCB Bank, a new-generation private sector bank, offers a diversified portfolio of retail banking services—including CASA deposits, term deposits, loans, digital products, and customer servicing. This research paper leverages insights from a six-week internship undertaken at the DCB Bank Retail Banking Branch. The objective is to systematically study retail banking operations, evaluate customer interaction patterns, and understand branch-level processes from an academic perspective.

## 2. OBJECTIVE OF THE STUDY

**This research is significant because:**

- 1) It bridges theory and practice by converting internship learnings into an academically structured research analysis.
- 2) Retail banking is rapidly transforming, and understanding ground-level operations provides insights into customer behaviour and digital adoption challenges.
- 3) Banks increasingly focus on customer experience, making an evaluation of service quality essential.
- 4) The study provides practical recommendations for operational improvement, which can support both practitioners and management students.
- 5) It contributes to literature on private-sector banking efficiency in India.

## 3. LITERATURE REVIEW

### Retail Banking in India

Previous studies by the Reserve Bank of India indicate that retail banking contributes to financial stability by diversifying risk and expanding credit access. The sector's focus on CASA deposits and secured retail lending has strengthened liquidity and profitability.

### Customer Service and Experience

Research suggests that customers prefer banks that offer personalized service, timely assistance, and transparent communication. According to [Deloitte \(2023\)](#), customer experience strongly influences brand loyalty in private-sector banking.

### Digital Banking Adoption

Studies show uneven digital adoption across age groups. Younger customers prefer mobile banking, while older customers still rely on physical branches. Hybrid banking is increasingly considered a sustainable model.

### Compliance and Audit Readiness

[CareEdge Ratings \(2024\)](#) highlights the importance of KYC verification, documentation accuracy, and operational checks to ensure branch security, prevent fraud, and meet regulatory standards.

### Lead Management Efficiency

Sales research indicates that follow-up consistency, relationship-building, and product knowledge significantly improve conversion rates in retail banking.

## 4. RESEARCH METHODOLOGY

### 4.1. RESEARCH DESIGN

A mixed-method approach was adopted, combining qualitative insights from day-to-day observations and quantitative measurement of customer interactions and lead-generation efforts.

## 4.2. DATA SOURCES

### 1) Primary Data:

- Customer queries and service interactions observed at the DCB branch
- Lead-generation data from 200 cold calls
- Discussions with branch manager and staff
- Observation of operational workflows (KYC, complaint handling, account opening, etc.)

### 2) Secondary Data:

- DCB Bank brochures and product literature
- RBI and CareEdge publications
- Existing retail banking research

### Sampling

Convenience sampling was used as the study is based on real-time customer interactions during the internship period.

## 4.1. TOOLS OF ANALYSIS

- Qualitative observation analysis
- Percentage analysis of lead conversion
- Interpretation of customer behaviour patterns
- Process evaluation (turnaround time, service delivery, digital adoption)

## 5. HYPOTHESES TESTING & RESULTS

Based on the study, the following hypotheses were formulated:

**H1:** Retail customers of DCB Bank show a high preference for personalized in-branch services over digital alternatives.

**Result:** Supported.

Observation showed that a significant proportion of walk-in customers—especially senior citizens—preferred branch-level support for cheque deposits, passbook updates, and digital banking assistance.

**H2:** Lead-generation through cold calling results in measurable business opportunities for the branch.

**Result:** Partially Supported.

- 200 calls made
- 25% showed interest
- 10% agreed to visit the branch

This indicates potential, but conversion is restricted due to follow-up inconsistency.

**H3:** Compliance processes increase service accuracy but slow down operational speed.

**Result:** Supported.

Documentation, KYC checks, and verification procedures ensured audit discipline but increased turnaround time during peak hours.

## 6. RESULTS AND DISCUSSION

### 1) Customer Interaction Patterns

- Heavy footfall for service requests rather than new account openings.
- Senior customers struggled with digital banking; required manual support.

**Interpretation:** Digital literacy is a major barrier for service automation.

### 2) CASA and Term Deposit Performance

- CASA deposits formed the bank's core branch strength.
- TDs attracted customers due to attractive interest rates (7.10%–7.90%).

**Interpretation:** Rate-sensitive customers prefer DCB for short- to medium-term deposits.

### 3) Lead Conversion Efficiency

- Cold calling generated awareness but required structured follow-ups.
- Customer interest was higher among working professionals and small business owners.

**Interpretation:** A strong CRM system can significantly improve conversion.

### 4) Operational and Compliance Processes

- Dual verification ensured accuracy.
- Manual documentation slowed processes.

**Interpretation:** Digital document management can improve efficiency.

### 5) Digital Banking Adoption

- Many customers relied on in-person help for mobile app setup, UPI linking, or internet banking.

**Interpretation:** Training and awareness drives can increase digital migration.

## 7. HYPOTHESIS PROOF SECTION

Hypothesis H1 is proven as observation shows customers, especially senior citizens, prefer personalized in-branch services over digital channels.

Hypothesis H2 is partially proven as cold calling generated measurable interest but conversion remained limited due to inconsistent follow-up.

Hypothesis H3 is proven as compliance procedures increased accuracy but also slowed overall operational speed during high customer footfall.

## 8. CONCLUSION AND RECOMMENDATIONS

### 8.1. CONCLUSION

This research demonstrates that DCB Bank's retail banking operations are customer-centric, compliance-focused, and well-structured. The bank excels in service quality and deposit mobilization but faces challenges in digital adoption and lead conversion. Operational workflow remains strong but can be enhanced through digital streamlining.

## **9. RECOMMENDATIONS**

- Launch digital literacy workshops, especially for senior customers.
- Automate documentation and KYC processes to reduce service delays.
- Strengthen CRM follow-up systems for better lead conversion.
- Introduce personalized cross-selling strategies based on customer profiles.
- Increase awareness of digital banking benefits through branch campaigns.
- Enhance branch layout and queue management during peak hours.

## **CONFLICT OF INTERESTS**

None.

## **ACKNOWLEDGMENTS**

None.

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