

QUESTIONNAIRE



Introduction on the Objectives

The success of the National Australian Bank (NAB) can be greatly attributed to the way it handles its employees and customers. Like any other business in the banking industry, it is worth noting that customer and employee relationship play a vital role in the success of a business. This paper provides a matrix and questionnaire analysis on the major strength of the firm. Training of employees is a soft skill that successful banks employ as a strategy in order to enhance customer loyalty. In this regard, NAB is not an exception. One of the main objectives of the firm is a constant training of their employees to ensure that their skills are cutting edge and enhance customer relations. As a result of utilizing this approach, the firm performs exemplary in the face of competition and has acquired a global structure. There are different methods used to identify training needs. However, the success of these methods is mainly based on the target of the firm. Reviewing the correlation of the customers to the employees, it is evident that good customer loyalty is enhanced by proper employee courtesy.

The Matrix and Questionnaire

| Research Objectives | Literature Review | Hypothesis | Questions | Scales | Tests |
|--|---------------------------|---|--|---------|----------------------------|
| To understand how constant training of employees and the code of conduct of the organization provides a framework for excellent. | Berry & Parasuraman 1991. | 1. Customers will bank based on quality of service (QoS). | 1. What is your sex? Deduction. Banking is not affected by the distribution of gender around the world. | nominal | Independent Samples t-test |
| | Brown 2009. | 2. The quality of service offered. | 2. What region do you came from? | nominal | |

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|---|--------------------------------|---|---|-----------------|-------------|
| customer experience and consequently customer loyalty | | by a bank will dictate the number of customers of the bank. | Deduction. The position of the customer does not matter as they are attracted to institutions that offer high quality service. | | |
| | Beck & Brown 2011. | 3. Over ninety percent of customers will change their banks in search for high quality services and satisfaction. | 3. To what percentage does the quality of service determine the banking institution you choose? Deduction. It is evident that customers will change their banks in search for more promising services at other financial institutions. | nominal | correlation |
| To understand how performance appraisal and good employee relations will positively enhance the growth of an organization | Ennew, Watkins, & Wright 1995. | 4. Satisfied workers will deliver high quality services to the customers. | 4. Would you bank with an institution where workers are complaining? Deduction. People are resistant to bank with institutions whose workers are always complaining. | | |
| | Harrison 2000. Lovell 1991. | 5. There is a positive image of the firm to the | 5. What do you think of banks where employees | Interval scaled | |

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|---------------------|--|---|--|-----------------|---------------|
| | | public whose workers are rewarded fairly. | are not fairly rewarded? Deduction. Such organization cannot meet the needs of their customers. | | |
| | National Australia Bank Limited 2012. | 6. The work place creates the image of the firm. | 6. What attracts you in a banking firm? Deduction. The environment and how the employees handle customer issues and responses. | Interval scaled | |
| | Rayner & Bishop 2013. | 7. Internal business environment is the key to success. | 7. What banking services are paramount to you as a customer? Deduction. How the business handles affairs internally is the most attractive thing for any bank | Interval scaled | |
| | Skully 1979. Passport GMID 2012. | 8. Businesses with internal rivalry perform poorly in the face of competition | 8. What major factor do you consider when choosing a banking organization? Deduction. Business | | One Way ANOVA |

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|---------------------|-----------------------|--|---|-----------------|---------------|
| | | | with stable internal environments are first customers choice | | |
| | | 9. Customers value the level of service as much as they value their money. | 9. What area would you like to be improved in the banking sector? Deduction. The customer service section should have automatic response to customer needs and requirements. | Interval scaled | One Way ANOVA |
| | Rayner & Bishop 2013. | 10. The price of services and products affect business. | 10. What interest rate do you expect to be changed by a bank that cares for you? | Ordinal scale | |
| | | 11. The banking sector is all about services. | 11. In a scale of 1 to 10, where would you place the customer service sector of a bank? | | |

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