

## عنوان مقاله:

A Survey of the Relationship between Employees' Communication Skills with Customer Satisfaction in Branches of SEPAH Bank in Kerman city

## محل انتشار:

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## خلاصه مقاله:

In the very competitive world of today, due to the variety of organizations, achieving success is very difficult, especially for service organizations like banks. On the other hand, the development of credit institutions and funds, which do not obey the central bank's amount of profit payment, has caused considerable trouble for state banks. Since the above mentioned items are not under the control of the banks, it is essential to consider other policies in order to gain a greater portion of the economic market of Iran. This paper tries to identify a way to gain a larger portion of the market for the benefit of the given organization using some items of behavior, such as communication skills; dimension, such as verbal, non-verbal, hearing, feedback; and electronic skills. Customer satisfaction has also been examined in this paper through the Parasuraman model and services quality scale, and some aspects, such as physical space, trust, certainty, responding, and empathy. This study has been done in a practical and descriptive way. After analyzing its data, a significant relationship between the employees' communication skills and customers' satisfaction has been reported. However, electronic skills have been reported in a weak way due to the limitations of the statistics.

## کلمات کلیدی:

Communicative Skills, Customer Satisfaction, customer

## لینک ثابت مقاله در پایگاه سیویلیکا:

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