

**THE IMPACT OF CUSTOMER TOUCH POINT CUSTOMER
SATISFACTION OF KASB (BLUE ARES, ISLAMABAD)**



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ABSTRACTS

The project investigates the impact of the customer touch point on the customer satisfaction of the KASB bank. The study analyses the customer touch point (online, mobile banking and ATM's) and the factors which results in the satisfaction of the ultimate users. The data for the study was collected quantitatively and questioners were made to collect the data, after the analyses the results are interpreted graphically and the relation is shown. The project also analyzed and made the comparison between different banks on the basis of features of the technology used by the bank. The customers showed the dissatisfaction towards the delivery channels of the KASB bank. The study also provided the advantages of the customer touch point to the KASB bank and the customers of the bank. In the end some of the recommendations have been made that how the KASB bank can improve the quality of its service delivery channels to attract new customers and retain the old customers.

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