

A Study on Customer's Satisfaction towards Tamilnad Mercantile Bank in Kovilpatti Town

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Abstract: *The Financial institution specially banking industry is one of the areas where many public, private & foreign banks are operating their businesses to different customers in every nuke of the country. This study is undertaking the customer service towards Tamilnadu Mercantile bank at kovilpatti. Banking is considered to be nerve center of trade, commerce and business in a country .It plays a vital role in distributing the money for the development of trade, industry and commerce. Therefore we may say that banking is life blood of the modern commerce. A banker is not only dealers money but also leaders in economic development of a country.*

Keywords: Tamilnad Mercantile Bank Customer Services in the Trade Commerce

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