

Executive Summary

Financial market place in Sri Lanka is faced with many challenges every day. Customer financial needs and want are changing rapidly with the advancements in technology and the changing life styles of customers. If the financial institutions do not adapt their systems and procedures to cater these requirements their survival will be a matter of concern.

In the face of these challenges Commercial Bank of Ceylon PLC has been in the apex of the financial services sector for a considerable period maintaining its leading position. The key to success of any financial services organisation is the service quality provided. The case study analyses as to what extent Commercial Bank of Ceylon PLC has focused on the service quality as a strategic concern, considering a period of five years from 2010 to 2014.

The case study analyses the financial growth of Commercial Bank of Ceylon PLC which has been derived through customer satisfaction over a period of five years. The study will give insights to strategic planning, leadership and customer focus as key drivers of service quality at Commercial Bank of Ceylon PLC and analyses the moderating impact of the organizational culture and service quality in achieving customer satisfaction and financial growth.

Data collection and analysis will be based on the primary data gathered through conducting ten interviews with the senior management and key management personnel at the Bank, and the secondary data gathered from published and unpublished documents of the Bank.