

Lavatory Provision and Customers: Selected Banks from Accra, Ghana in Focus.

Hannah E. A. Acquah, Noble
Amoako Sarkodie, Joseph Osei
Sackey,

INTRODUCTION

- ✓ Customers' expectations vary from one to the other and as such, service providers must know their customers first to allow excellent provision from management.
- ✓ The usage of lavatory matters to everybody irrespective of class, age, gender, ethnic origin, religion, and mental or physical ability

PROBLEM STATEMENT

The banking industry generally operates on customer service as one of its pillars, an examination from some selected banks in Accra disclosed that most banks do not have lavatory facility for customers; a situation which must be disturbing to customers and other key stakeholders in the banking industry.

RATIONALE OF THE STUDY

The study is conducted generally to bring to bear how the provision of lavatory could aid customer satisfaction while at the same time be used as a tool for competitive advantage.

STUDY OBJECTIVES

The study determines the type of lavatory facility provision to customers from the selected banks as well as establishing whether the provision of lavatory facility to customers' influence customers visit to the bank.

LITERATURE REVIEW

The Expectancy Disconfirmation Paradigm
(Oliver, 1977; 1980)

RESEARCH METHODOLOGY

- **Research Design** : Descriptive Survey
- **Research Format**: Exploratory
- **Study Population**: Customers in the banking sector
- **Sampling & Sampling Technique**: Simple Random
- **Data Collection**: Interviews
- **Validity & Reliability**
- **Ethical Considerations.**

ANALYSIS OF RESULTS

Focus by Question analysis

MAJOR OUTCOMES

ABSA: No Provision

Data: lavatory was provided

GCB: No Provision

SG-Ghana: Provision

Others:

CONCLUSION AND POLICY IMPLICATIONS

- The study concluded that customers would prefer to have lavatory facility provided by the banks than being directed to access nearby filling stations or organisations among others.
- The research team recommend that regulators of the banks in partnership with health, sanitation and environmental agencies to introduce best practice guidance on a standard approach to lavatory facility at the banking halls.