# Article information:

Mediating role of trust in the impact of perceived empathy and customer orientation on intention to continue relationship in Indian banks | SpringerLink  
<https://link.springer.com/article/10.1057/s41264-021-00137-6>

# Article summary:

1. Banks in India and other countries are focusing on customer retention to achieve revenue growth, as inactive accounts are prevalent.

2. Empathy and trust play a crucial role in customers' intention to continue a relationship with a bank, and both cognitive and affective empathy should be considered holistically.

3. Customer orientation of service employees is also important for perceived service quality and can influence the customers' intention to continue a relationship.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Mediating role of trust in the impact of perceived empathy and customer orientation on intention to continue relationship in Indian banks" provides an overview of the importance of customer retention for banks, especially in India where customers tend to have multiple bank accounts. The article highlights the need for banks to focus on building trust and empathy with their customers, which can lead to increased customer loyalty and profitability.

While the article provides a comprehensive review of existing literature on empathy, trust, and customer orientation, it has some potential biases and limitations that need to be considered. Firstly, the article focuses primarily on studies conducted in India, which may limit its generalizability to other countries or regions. Secondly, the article does not provide a balanced view of the potential risks associated with focusing solely on customer retention at the expense of customer acquisition. For example, while retaining existing customers is important for profitability, it may also lead to complacency and lack of innovation.

Additionally, the article makes several unsupported claims such as Bain & Company's suggestion that banks can achieve 30% growth in profits by focusing on customer retention. While this claim may be true in some cases, it is unlikely to be a universal truth across all banks and markets. Furthermore, the article does not provide sufficient evidence for some of its claims such as Reicheld and Schefter's quantification of growth resulting from continued relationships.

Moreover, while the article acknowledges that both cognitive and affective dimensions of empathy are important for service outcomes, it does not explore counterarguments or alternative perspectives that may challenge this view. Similarly, while the article highlights the importance of trust as a mediator between empathy/customer orientation and intention to continue a relationship, it does not consider other potential mediators or moderators that may influence this relationship.

Finally, there are instances where promotional content is present in the article such as citing specific reports from consulting firms without providing critical analysis or alternative perspectives. This raises questions about potential conflicts of interest or bias towards certain viewpoints.

In conclusion, while the article provides valuable insights into the importance of empathy/trust/customer orientation for customer retention in Indian banks, it has some limitations that need to be considered when interpreting its findings. Future research should aim to address these limitations by providing a more balanced view of potential risks/benefits associated with customer retention strategies and exploring alternative perspectives/mediators/moderators that may influence these relationships.

# Topics for further research:

* Risks associated with focusing solely on customer retention in banking industry
* Customer acquisition strategies for banks
* Alternative perspectives on the importance of empathy in service outcomes
* Other potential mediators/moderators of the relationship between empathy/customer orientation and customer loyalty
* Critiques of Bain & Company's claim on profitability growth through customer retention
* Conflicts of interest in consulting firm reports on customer retention in banking industry

# Report location:

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