

## Abstract Details

**Title:** Customer Satisfaction with Service Quality in Life Insurance Sector

**Author:** Sonam Ahuja, Rajni

**Abstract:** In this era of globalization and liberalization insurance sectors are emerging as a strong competitor of banking sectors. The service quality of a insurance sector is “Promise only what you can deliver and deliver more than you promise.” In this paper we tried to explore various life insurance sectors to overcome this issue of service quality difference in public and private sector life insurance companies. After conducting research, the study had revealed that sample private life insurance companies give better customer satisfaction as compare to LIC. The point of worry was that the LIC, which account for over three-fourth of life insurance business in country have failed to satisfy their customers adequately.

**Keywords:** Service, quality, life-insurance, SERVQUAL scale.