

## **DEPOSIT MONEY BANKS LOAN RECOVERY STRATEGIES AND CUSTOMER-BANK RELATIONSHIP**

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### **ABSTRACT**

This research work investigated the influence of deposit money banks loan recovery strategies on customer relationship. The objectives of the study were to examine the effect of careful consideration of loan application, regular visits to the customer's shop and house, use of litigation, the use of collateral and the overall loan recovery strategies adopted by banks on customer relationship. The research work employed the descriptive design and questionnaires were the research instrument. The target population were employees of six selected banks, out of which 394 respondents were chosen as the sample size using Yamane's formula. The data gathered were analysed using statistical method while the relationship between the variable were done using regression models. Based on the findings, the study showed that the loan recoveries strategies have an effect on customer relationship. The study suggested that banks carefully select the loan recoveries strategies depending on the situation or the type of customer and also for banks to develop closer relationships with their customers. Further studies should be carried on other banks not considered in the study to get a broader view.

**Keywords:** Deposit money banks, Loan recovery strategies, customer relationship.