

## Abstract

Krung Thai Bank Financial services that reach all sides. Both deposits Loans Payment intermediation And Other Services With a commitment to becoming a convenient bank. The bank has developed and offers a variety of products and a more fully integrated. To add convenience to the customer in the transaction. Banks can adapt to the rapidly changing environment in a highly competitive environment. Customers have the option of using the service satisfaction. Customer service is the key to making a difference to the business. To win the hearts of customers today the study collected performance, it is important to develop and improve the present practices to meet international standards developed a tool called "7 core elements of the branch", which in this study, for example, one component. Customer service excellence is a process of implementation and treat customers. Is committed to providing customers with willingness. Full capacity equally, fairly and with instructions to help customers. Bristol verbal polite and willing to listen to problems trying to find the cause. And how to fix the problem for customers, including non-disclosure or confidentiality of clients. Unless required by law to be disclosed or get written permission from the customer. To impress the customers who use the service as much as possible.

Key words: Service / Krung Thai Bank