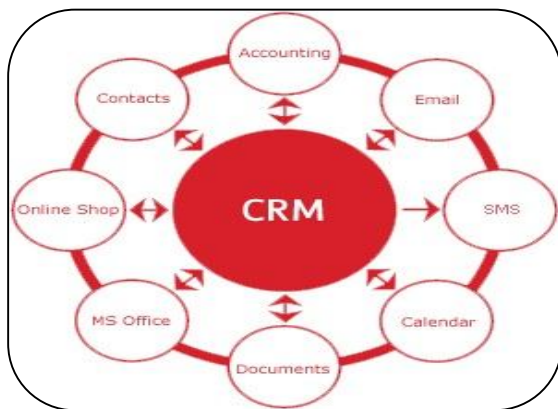




A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR

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ABSTRACT:

The banking sector is one of the most dynamic and innovative sectors related to economic development in India. The customer base of any economy is the bank's goal of maximizing customer profits as the main pillar of the economy, so all indicators of growth and strength of the sector are a fundamental component of modeling expected economic growth. This document is intended to explore the theoretical aspects of customer relations management in the Indian banking sector. Providing services to

customers has been recognized as the main responsibility of the banks, and therefore the banks believe that CRM is a great tool for providing good service. Lack of understanding on customer relationship management (CRM) is a concern for service providers especially banks. They have their own way of managing their relationships with customers. However, it is also important to consider the assumptions from banks on CRM practice.

KEYWORDS : economic development , Indian banking sector , customer relationship management (CRM).

INTRODUCTION:

Today, the focus of discussion in the banking sector is customer relations management. Today the Indian banking industry is the largest in the world. CRM is of strategic importance in the banking sector. Customer Relationship Management (CRM) is one of the strategies that will help them to stay with their customers longer and can increase their profitability through the use of proper profit and customer-centric strategies. CRM is of strategic importance in the banking sector. It is an organization; Development Maintains and optimizes long-lasting mutual value relationships between customers and organizations Successful customer relationship management focuses on understanding customer needs and these needs are integrated with the organization's strategies, people, technology and business processes and placed at the heart of the business. General Chat Lounge CRM recognizes the current and future market, selects the market to serve and identify the advancement of existing and new services. CRM is a holistic strategy that can be customer centric

and implement customer-centric strategies, which will help customers, build long-term relationships, and thus increase their profitability. CRM is the overall process of customer acquisition, maintenance and growth. The CRM definition is used to define the process of building and maintaining relationships with a business or client.

Thus, it is imperative to develop long-term relationships by providing better services to the banks for successful competition in this age. Developing long-term relationships with customers depends on the three dimensions of product quality, service quality and relationship quality for any core industry. This fact is also applicable to the banking industry.

IMPORTANT OF CRM:

Customer Relationship Management (CRM) is a business coordinator with a vision to maintain a strong relationship between the firm and its customers and to maintain a strong customer base, which helps the firm stay strong and promote more customers with more advertising and flexibility in the business. According to Sarvakumar (2009), CRM is about sustaining sustainable competitive advantage by serving existing customers and attracting new customers. The concept of customer relationship management is temperamental and, therefore, the organization of the Indian banking sector needs to be implemented effectively and effectively. Customer relationship management is not just a pure business, but a strong personal bond between people. The development of these types of restrictions brings success to a new level of success. Once this personal and emotional link has been created, it is very easy for any organization to identify the real needs of customers and serve them well. Although more sophisticated strategies have been incorporated into the implementation of customer relationships, business is a more powerful and productive business, but it may or may not be relevant from the situation. Many organizations have dedicated world-class tools to keep CRM systems in their place of work. Batchbooks, Salesforce, Buzzstream, Sugar CRM, etc. are the most efficient tools used in many reputed organizations.

CRM BENEFITS:

1. The CRM system has a historical view and analysis of all received or received customers. It helps customers find and connect and meet customer needs and grow businesses.
2. The CRM contains the details of each customer, so it is easy to track a customer and can be used to decide which customer is most profitable.
3. In the CRM system, customers are grouped by business type or by physical location and are allocated to different customer managers, known as account managers. It helps each customer focus and focus independently.
4. The CRM system is not only used to handle existing customers but is also useful for acquiring new customers. This process begins by first identifying the customer and placing all relevant information in the CRM system, also known as 'business opportunity'. Try to find a business by selling these clients and selling them to the win-win business by working with their clients. This is done very easily and efficiently through an integrated CRM system.
5. This is the strongest part of customer relationship management which is very expensive. The advantage of decisively implemented CRM systems is that paper and handbooks need to be very low, which requires fewer resources for less staff to manage and handle. The technology used to implement CRM systems is also cheaper and smoother than traditional ways.

CRM IN BANKING SECTOR:

Banks around the world have found the benefits of CRM in various ways. Different banks implemented the philosophy in their own different way. Some examples of CRM in banking will give a glimpse of the global situation. Royal Bank of Canada used CRM to develop customer profitability and live value appraisal models. Subsequently, this included customer decisions such as customized marketing campaigns, levelling of services, segmentation, targeting, product design and pricing as per customer's decision. Consumer vulnerability deficiencies are also analysed and flagged before their values are considered bad in a preventive and effective way of taking action. Wells Fargo Bank facilitates leadership and customer service for services focused on customer service through CRM. The CRM application enables better integration of customer information and service applications to support customer service and service representatives so that a one stop shop is readily available for any banking service or transaction. Using CRM, Wells Fargo takes full advantage of providing customer service for customer information, selection, convenience and pricing benefits, so that they lend all their business to the bank.

BENEFITS OF CRM IN BANKING:

It is definitely an advantage for every company to get good financial results from the high level of interaction with each customer. Competition in the current market is very intense. Companies need to take care of customers in each area of their specialty, using different communication channels. Whether the customer is expected to receive useful service, ask for help line, ask the dealer, browse the website or visit the store separately. It is important to give a feeling that he or she communicates with the same company, what kind of communication, time or place they choose.

1. Satisfied customer doesn't want to leave
2. Development of the product will be according to the customer requirement
3. Capability to sell more products
4. Minimize communication cost
5. Selection of marketing tools properly
6. Fast and Reliable Prediction

CRM IMPLEMENTATION CHALLENGES IN BANKING SECTOR:

To ensure the concept of customer relationship management concept for successful implementation in the banking sector and through marketing, re-thinking, prudent decision making and customization services through various sales channels, the bank spends time and attention to extending its account to those clients. Any financial institution that adopts the customer relationship model should consider the six key business requirements as follows.

1. Difficulty gaining a holistic view of the customer
2. To provide a cohesive, multichannel offer, one has to move away from weird, lonely and inconsistent channels.
3. Disconnected legacy systems and loads of different databases that store client financial data.
4. The cost and complexity of strict government regulatory and consumer protection and privacy requirements
5. Increasing pressure on the margin and increasing potential through increased competition

CONCLUSION:

Customer relationship management is a major challenge for the banking sector as the level of customer satisfaction in the public sector is not satisfactory compared to that of private banks. Benefits of Banking and Banking Services Explain to customers how the banking sector can be

maintained. Therefore, one-day CRMs are identified by the customer database, customer satisfaction level, customer loyalty, long-term service, customer retention, profitability for their bank, customer recognition and non-performing asset banking by banking sector.

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