Research Paper Management

A Study of Customer's Perceptions Towards Crm W.r.t. Private Sector Banks in Thane City

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KEYWORDS

INTRODUCTION TO CRM:

Customer Relationship Management (CRM) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise to deal with customer relations in an organized and competent manner. In many cases, an enterprise builds a database about its customers. This database describes relationships in sufficient detail so that management, salespeople, and customer service people can access information; match customer needs with product plans and offerings; remind customers of service requirements; know what other products a customer had purchased; etc.

CRM can be helpful in customer identification, cross selling of products, customer acquisitions or retention etc. Past decades, banking industry has changed tremendously, because of this consolidating and improvement in banking services became inevitable. Banks have realized the significance of customer service not only for business expansion but also for their survival. They have reacted so fast that the customer need have understood and managing them is improved.CRM helps in categorization and segmentation of customers and align products that best suit them.

REVIEW OF LITERATURE

Dutta et al (2009),the statistical analysis further reveals that there exists a gap between the customer expectations and perception in the banking sector. The expectations of Bank customer are higher than their perception. This gap varies cross the banking sector with public sector banks showing the widest gap and foreign banks showing a narrow gap. Factor analysis further showed that tangible, assurance, empathy and reliability dimensions are the explanatory variables predicting customers 'satisfaction in India. ATM machines in convenient places and tele - banking and internet banking facility. The findings further show that public sector banks are neutral about the quality services offered.

Haque et al (2009)the study that the study deals with customer insight for the needs and wants. This may important for Bankers to provide better services, at the same time banks need more publicity about the security aspects in addition to rules and regulations related to security.

Rangarajan, 2010; Shibu, 2011 CRM is developing into a major element of corporate strategy for many organisations. A greater focus on CRM is the only way the banking industry can protect its market share and boost growth. With intensifying competition, declining market share, deregulations, smarter and more demanding customers, there is competition between the banks to attain a competitive advantage over one another or for sustaining the survival in competition.

Panda 2003 CRM is fundamental to building a customer-centric organisation. CRM is a key element that allows a bank to develop its customer base and sales capacity. The goal of CRM is to manage all aspects of customer interactions in a manner that enables the organisation to maximise profitability from every customer. The author described customer expectations are difficult to manage but are often the cause of dissonance which results in loss of existing customer base. So understanding of customer expectations with regard to service delivery levels and product quality is essential for establishing a long term symbolic value relationship.

Bose, (2002) described the customer relationship management (CRM), essential and vital function of customer oriented marketing is to gather and accumulate related information about customers in order to provide effective services. CRM involves attainment analysis and use of customer's knowledge in order to sell goods and services. Reasons for CRM coming to existence are the changes and developments in marketing environment and technology.

Selvan V et al (2010) it is observed from the results that awareness level of college level education group respondents is high while the same is the case for the respondents having income of above Rs 10,000 and in the case of satisfaction level of respondents; the difference is significant between small and large size families.

Dixit et al (2010) the bank management may classify the market strategy on age group basis. They obtain their opinion to enable imparting necessary guidance for use of online banking transactions. Interestingly, the study reveals that online banking has a very promising future, as emphasized by the majority (84%) of respondents.

OBJECTIVES OF STUDY:

1. To identify the Customer Relationship Management (CRM) practices in private sector banking in Thane city.
2. To assess the awareness and use of CRM in private sector banking sector.

RESEARCH METHODOLOGY:

RESEARCH UNIVERSE	5 PRIVATE SECTOR BANKS
SAMPLING METHOD	RANDOM
SAMPLE SIZE	50 CUSTOMERS – 10 CUSTOMERS OF 5 BANKS
DATA USED IN RESEARCH	PRIMARY DATA
METHOD OF DATA COLLECTION	QUESTIONNAIRE

ANALYSIS AND INTERPRETATION OF DATA:

Interpretation:

P-valueis less than that of 0.05 indicates significant association between customer's loyalties to refer this bank as a good bank to other customers. This indicates that customers are happy with the services provided by private sector Banks and happy to refer to other people.

FINDINGS FROM THE DATA:

As per the data collected via questionnaire prepared for the

customers one thing that is quite evident that customers are fully aware about the customer relationship management. With the help of proper training, employees are able to handle the customers' problems and their queries. Due to the emergency of the concepts of CRM one thing is clear thatcustomers are aware of their role. Though there are some problems but still they can be managed.

1. The study revealed that the 84% of selected customers feels that the private sector bank gives value to the customers.
2. Private sector banks are able to handle most of the problems of customers very effectively and give the solution on it as soon as possible and 85% of bank customers are satisfied with this service provided by the bank.
3. To evaluate the problems and complaints of customers the private sector banks also has the complaint box in their every branch. And these complaints are considered properly and try to resolve it as quickly as possible.
4. As banking sector is now becoming more techno-savvy, more old as well as new customers are referring bank's website for more information regarding the bank and products & services offered by bank and the customers are very satisfied and happy that they receive up-to-date information on Bank's website is updated regularly.
5. As per customer feedback, they are satisfied with the response given by the employees of private sector bank after implementing the CRM strategy.

CONCLUSION:

Customers share positive views concerning bank trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank. Indeed, faith is crucial factor including CRM and thus, CRM is an essential tool for building, maintaining and expanding relations with customers with comprehensive approach.

SCOPE FOR FURTHER RESEARCH:

Further, the researcher can compare the private sector bank CRM strategies with leading Public Bank and can give CRM Model for better customer retention.

ANNEXURE:
QUESTIONNAIRE

Q.1 Do you feel bank values you?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.2 Are your problems handled by the bank?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.3 Are you satisfied with the problem solving attitude by bank?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.4 Is the complaint box available in the bank branch?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.5 Do you think bank services and products are better than other banks?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.6 Are you satisfied with the information provided on the bank's website?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.7 Do you feel that your bank is in constant touch with you?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.8 If Yes: through which mode?

- ☐ Letter
- ☐ Email
- ☐ SMS Alert
- ☐ Advertisement
- ☐ Others

Q.9 Are you satisfied with response rate after CRM strategy implemented by the employees?

- ☐ Yes
- ☐ No
- ☐ Can't Say

Q.10 Will you refer this bank to others?

- ☐ Yes
- ☐ No
- ☐ Can't Say

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