



CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACTS

The research result reveals the relationship between occupation of the customers and network access, no. of ATMs services of the bank. It was found that there is a significant relationship between the occupation of customers and network access, no. of ATMs services of the bank. It shows that due to 24x7 hours demand for various facilities has made the private and public sector banks to offer their services without any delay and interruption. The relationship between occupation of the customers and wide acceptability of cards of the bank result shows that there is a significant relationship. The growth of online transactions has made the use of debit cards with wider dimensions. Therefore, the wider acceptability of debit and credit cards has become a prime concern for the customers too. The relationship between income of the customers and network access, no. of ATMs of the bank. This shows that there is a significant relationship between the income of the customers and network access, no. of ATMs of the bank.



KEY WORDS : Customers, Atms , Bank . Management, Services Marketing.

INTRODUCTION

The relationship between occupation of the customers and wide acceptability of cards of the bank result shows that there is a significant relationship. The growth of online transactions has made the use of debit cards with wider dimensions. Therefore the wider acceptability of debit and credit cards has become a prime concern for the customers too. The relationship between income of the customers and network access, no. of ATMs of the bank. This shows that there is a significant relationship between the income of the customers and network access, no. of ATMs of the bank. The relationship between income of the customers and transparency in service charges of the bank. This shows that there is a significant relationship between the income of the customers and transparency in service charges of the bank. The relationship between income of the customers and reason for selection of this bank in opening account of the bank shows that there is a significant relationship between the income of the customers and reason for selection of this bank in opening account of the bank. The relationship between income of the customers and visually appealing materials ex. ATM and debit cards etc. of the bank. This shows that there is a significant relationship between the income of the customers and visually appealing materials ex. ATM and debit cards etc. of the bank.

CRM concept should be implemented and coordinated with the top management of the banks, but also it shouldn't be neglected for the lower level in organization. Success of CRM concept majorly depends on indulgent participation of all employees in bank with the inclination towards Technology,

better communication and gaining customer confidence. Quality Service needs to be provided by Public and Private sectors banks for acquiring new customers at less processing time and cost. Customer Care should be primary objective of the public and private sector Banks. There is need of constant efforts by the Banks to make its Customer feel Safe, Secured, and friend of the Bank. The CRM practices should be implemented with internal marketing so that distinction of banking services should be maintained. It is urgent need of the hour in the present pandemic situation that e-banking has become the paramount concern for all. For effective execution of CRM, employees of the Banks have to develop positive inclination towards all the Customers and thus develop a continuous relationship with effective communication between Bank and Employees and Employees and Customers.

EVOLUTION OF CRM

Relationship marketing emerged firstly in the research domain of services marketing at the beginning of 1980s. According to Copulinsky et al. (1990) and Gronroos (1994), relationship marketing is setting, preserving and improving rapport with customers and other allies, at a profit, with the aspirations of the concerned multitudes are satisfied. Relationship Marketing has an intention to formulate prolonged, satisfying complementary relationships with customers, suppliers and dispensers in order to gain and preserve their long-term choice and interests. In order to ensure the attainment of external marketing, the firm should give regard to the internal relationship marketing by escorting internal relationships and setting internal customer orientation. According to Anderson et al. (1997), the customer satisfaction rising from the relationship marketing assures loyal customers that actively encourage and vindicate the company by word of mouth that drives to lessen cost while drawing new customers. As a result, customer gratification is vital in composing trustworthy rapport with customers and preserving the competitive advantage. Based on the consequence of relationship marketing, there has been accelerated progress in studying the theory and practice of CRM in business management, where CRM was recognised as a crucial cornerstone for all corporations (Sadek & Tantawi, 2011).

Over the past few decades, technical evolution has extremely affected the banking industry. For more than 200 years, banks were practising branch-based transactions. In the past Indian Banking Industry and the customer service was reviewed and analysed by experts to find out customer satisfaction and customer retention. In the year 1975, R.K. Talwar committee studied the quality of customer service in banks, in the year 1990, Goiporia committee focused on the areas of improvement of customer service by banks in India. In the year 1991, Narsimhan Committee set the financial sector reform, which encouraged competition in the banking sector through deregulation. Since the 1980s, things have been changing with the advent of multiple technologies and applications. Different organisations got affected by this revolution; the banking industry is one of them. In this technology epoch, technology-based remote access transmission channels and payment methods surfaced. ATM uprooted cashier tellers, telephone depicted by call centres substituted the bank branch, internet substituted the mail, credit cards and electronic cash substituted conventional cash transactions, and interactive television will succeed face-to-face transactions.

CHALLENGES OF INDIAN BANKING SECTOR

The Indian banking sector is faced with varied and converging hurdles, such as intensified competition, growing customer expectations, and diminishing patron loyalty. The banking business is also shifting at a remarkable rate. With the diverse spectrum of customers, some are from savers and investors who still do not use a bank, another segment continues with a physical bank branch, and some other segments are maturing towards ATMs, e-banking, and cashless layoff. During the scams and financial crisis, the customer class is affected the most and worst hit in the crisis. There are many discriminatory information issues, lack of transparency in transactions and extra charges with hidden information Product innovations have not focused on customer requirements and have, instead, aimed at serving the interests of the service provider (Sindhu, 2018). Levesque and McDougall (1996) investigated the significant determinants of customer satisfaction and future intentions in the retail bank sector. They identified the determinants which include service quality dimensions service features

service problems, service recovery and products used. It was found, in particular, that service problems and the bank's service recovery ability have a significant impact on customer satisfaction and intentions to switch (Sharma & Prasad, 2014). The industry's exponential growth comes from the ability to handle a wide range of this spectrum. In this complex and fast-changing environment, the only sustainable competitive advantage is to deliver the customer an excellent combination of technology and universal services (Manikyam, 2014). It demands to build trust, a binding force and value-added relationship with the customers to win their hearts.

NEED OF MARKETING AND CRM TO HANDLE THE PROBLEMS OF BANKS

Marketing may be defined as the set of pursuits initiated by the firm to recite profitability to its market. Marketing in the contemporary context advances its critical part as a means by which interchange of goods and services takes spot and is viewed primarily an indispensable element of the cumulative socio-economic arrangement which fits the framework within which pursuits take spot. It is, therefore, imperative to understand the entire structure of the society in order to gain a perspicacity into the genuine sense of the marketing arrangement. (Chand, 2014).

- Marketing impersonates an essential function in building relationships among customers and the organisations endeavouring to the market. It gives the reliance to try a new commodity in the market as argued to circumstances where the commodities penetrate the market without advertising.
- It tenders the marketing role crucial in every establishment irrespective of its profit or non-profit centred nature. When it comes to the profit-led organisations, marketing is responsible for the increase in revenue and by extension, increase in the organisations' profitability. Also, the function helps to grow of the customer base for the organisation.
- The marketing role is also tasked by the organisation's branding, aid in promotion activities, advertising and customer intercommunication through feedback compilation. Every product launch starts and ends with marketing whereby the department builds the necessities of the consumers, and after launching the product, the department attempts to distinguish whether the customer's requirements were met or not (Mahea, 2014).

RELATIONSHIP MARKETING EVOLUTION OF CRM

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things have been changing with the advent of multiple technologies and applications. Different organisations got affected by this revolution; the banking industry is one of them. In this technology epoch, technology-based remote access transmission channels and payment methods surfaced. ATM uprooted cashier tellers, telephone depicted by call centres substituted the bank branch, internet substituted the mail, credit cards and electronic cash substituted conventional cash transactions, and interactive television will succeed face-to-face transactions.

In recent years, banks have advanced towards marketing orientation and the selection of relationship banking postulates. The critical motivators for encompassing marketing postulates were the competitive mass that emerged from the deregulation of the financial services market, especially in India. This considerably disclosed clearing banks and the retail banking market to increased competition and led to a blurring of borders in many inherited product markets. orientation and the selection of relationship banking postulates. The critical motivators for encompassing marketing postulates were the competitive mass that emerged from the deregulation of the financial services market, especially in India. This considerably disclosed clearing banks and the retail banking market to increased competition and led to a blurring of borders in many inherited product markets. The bank would require a comprehensive view of its customers beyond the different systems that comprise their data. If the bank could pursue customer compliance, executives can have a better perception, prospective predictive compliance, including consumer choices. The data and pertinence can assist the bank to manage its customer relationship to progress and evolve. Most sections of the financial services industry are attempting to use CRM techniques to accomplish a variety of outcomes. In the area of strategy, they are seeking to create a consumer-centric culture and organisation (Das, 2012).

The CRM is a new aspect, sprang to spread in the 1990s and is swiftly maturing as a significant discipline in its virtue. The new drift of customer-oriented marketing and relationship marketing drives to CRM. Hence, part, as mentioned above, will commence from the early inception with customer-oriented marketing until the CRM. After fostering the marketing philosophies, organisations face the hurdles of a novel concept which is customer orientation. Customer orientation is viewed as an innovative business criterion. It consists of a deep understanding of the target customers to create superior value and additional products for them. Furthermore, the customer orientation takes into consideration not only the comprehension of customers' value chain at present but also, in the long run, to increase benefits and decrease costs.

CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CRM is a new paradigm of marketing. Due to globalisation and increased competition in the banking sector, today banks are shifting their mode of proceeding business; they are moving from a transactional-based marketing strategy to a relationship-based strategy that has at its essence the identification of the lifetime worth of the customer. Due to intensified competition, customers these days have more extensive choices and have higher expectations from organisations (Saxena & Khandelwal, 2011). The Customer Relationship Management (CRM) conceptualises the endowment, expansion, preservation and optimisation of long-term respectively relevant relationships linking consumers and the organisations. Robust CRM concentrates on getting the needs and aspirations of the customers and is accomplished by putting these requirements at the core of the business by blending them with the organisation's policy, people, technology and business methods. CRM is a broad approach for building; preserving and extending customer relationship; it renders seamless coordination among customer service, marketing, information technology and other customer-related uses. It integrates people, process and technology to maximise relationships with all the customers. It does not aim to build a closer relationship with all customers, but it recommends that organisations take the initiative to identify the most valuable customers by looking for their lifetime value (Patwa & Patwa, 2014). Customer relationship management is a business approach that uses information technology to render the business with a complete, reliable and combined view of its customer base so that all business methods and customer synergy help sustain and develop mutually profitable relationships. CRM systems help organisations improve the profitability of their interactions, safer and friendlier through

individualisation and personalisation. CRM is thus a technique or a set of processes designed to collect data and provide information that helps the organisation appraise decisive selections. Henceforth, Customer relationship management (CRM) is

- A universally executed approach
- For handling a company's dealings with customers, clients and sales outlooks
- It entails employing technology to compose, automate, and synchronise transaction methods
- Principally sales activities, also for marketing, customers service and technical support
- Overall aims are to discover, draw, and acquire new patrons,
- Sustain and preserve those the organisation previously holds,
- Fascinate prior clients back into the enclosure and lessen the expenses of marketing and client service (Khatun, 2012).

The capacity of banks to counter to the customers' necessities earn the customers perceive like a priceless individual rather than merely chain of a vast quantity of customers. CRM handles the relationships among a firm and its customers. Maintaining customer rapport entails managing customer insight. CRM and knowledge are directed towards enhancing and continuously giving exceptional assistance to customers. To learn more about customer relationship management, we first require to recognise three elements which are customer, contact and administration. More usually, managers continually make illusions by seeing customers' comfort from their eye, not from the customers' eye. The banking sector is a customer-oriented aid where the customer is the principal centre. Research is necessitated in such an area to learn customers' requirement and approach to establish a long relationship with them. CRM incorporates all the marketing practices, which are designed to build, promote, sustain, and maintain a flourishing association with the target customers. CRM recognises the instant and prospective markets, elects the markets to serve and distinguishes the growth of surviving and new services. Thus, CRM is a managerial outlook that attempts to develop long term associations with customers. CRM can be defined as the expansion and preservation of mutually advantageous long-term connections with strategically meaningful customers. It is the endowment, construction, preservation and optimisation of long term mutually relevant connections among consumers and the businesses. Strong customer relationship administration concentrates on recognising the requirements and aspirations of the customers and is accomplished by assigning these obligations at the essence of the business by blending them with the organisation's policy, people, technology and business methods (Kumari, 2017).

NEED FOR CUSTOMER RELATIONSHIP MANAGEMENT

Presently, CRM is deemed one of the most significant targets in about 60% of the projects around the world. A significant advance in technology helped in better dividing the market territories, enhancing communications with customers, providing an environment productive with information to contribute to developing effective strategies to administer with customers. Likely to state that CRM policies would only have added scheduled consciousness and understanding on the portion of the beneficiaries if they were accessible to practice and bear out. In a recent study of De Paul University concerning the best methods of sales management, only 50% of corporations -of which sales touched more than one million dollars- acknowledged that they exercise CRM, and barely 55% of these companies made it apparent that their CRM memoranda helped them build rapport with customers. While, 81% of the companies, which attained sales of less than 100 million dollars and appropriated ready-made CRM schedules, agreed that these schedules were beneficial; 75% stated that they assisted in building customer relationship (Soliman, 2011).

Customer Relationship Management (CRM) is a "notion that is based on the conception of practising a blend of customers and marketing for relationship building". Business organisations, such as banks, insurance companies, and other service providers, have been aware of the significance of CRM and its potential in helping them to capture new customers, retain existing ones, and maximise their lifetime value. The significance of customer comfort cannot be denied as satisfied customers are like open advertising for the corporation. It is argued that preserving existing customers is more accessible

than finding new ones. Hence, organisations are setting strategies to ensure customer retention and changing their employees to be more customer-and service-oriented (Bin-Nashwan & Hassan, 2017).

The impact of customer relationship administration on the organizational review is a pre-eminent theme in most experimental investigations, and administered examinations indicate linear relations between both. Customer relationship management is a legal marketing means by which organisation builds a better framework for rendering assistance and adhering customers' well-being. Organisations require an enduring competitive advantage in an ambience full of rival(s). Most people hold that in markets extensive of current competing, the customer's relationships administration is accounted for as a suitable means for obtaining a stable competing advantage. Most investigations reflect the customer's relations management toward achieving the competitive advantage and designates that customer's relation management adequately impact the execution and competitive capability of an organisation (Alipour & Mohammadi, 2011).

SIGNIFICANCE OF THE STUDY

Banks, historically, hold a non-holistic path to customer administration and customer assistance, administering products and services which pleased the banks rather than the customer's requirements. Retail banks today acknowledge that this can no longer be the case. They must be able to counter to the specific customer's necessities for compliant, customised services and products that can be accessed by different carriers. In other words, they must be aggressive in a competing market. Historic entrenchment, though, has made banks unwilling to enter into the banking CRM system which would concede front line branch personnel the expertise to handle the consumer with a holistic merchandise package. Understanding the customers' requirements at the primary point of contact permits for the capacity to up-sell as well as cross-sell a full spectrum of financial products and services (Rathod, 2012).

Hence the concept of CRM may be emphasised so that the customers are treated royally concerning banking services. Thus, the banks need to improve customer satisfaction in the utilisation of various modern banking services and should provide more customer-friendly services to make the new banking activity a delight for the customer to use. Consumers are the locus in the expansion of flourishing marketing tactics. Customer preservation pretends consequence in the revenue breakdown of numerous companies. The lack of understanding of customer relationship management (CRM) is always a concern among the service provider, especially banks. Banks have their way of managing their relationship among the customers. Though the judgment of customers on CRM methods among banks should further be taken within courtesy, CRM activity attends the necessities of customers without lag in time; the banks can conceive more awareness upon customers and can build a customer database quite significantly.

CONCLUSION

The CRM practices are adopted to generate a better understanding of the customers for product development, segmentation, appropriate targeting, campaign management and maintenance of long term profitable and mutually beneficial relationships, with customers. A tiny proportion of its potential has been utilised. The study will investigate the successful implementation of CRM. A set of recommendations will be made to pinpoint how CRM can be used to secure competitiveness (Greeshma, 2016). The relationship between income of the customers and transparency in service charges of the bank. This shows that there is a significant relationship between the income of the customers and transparency in service charges of the bank. The relationship between income of the customers and reason for theselection of this bank in opening account of the bank. This shows that there is a significant relationship between the income of the customers and reason for theselection of this bank in opening account of the bank. The relationship between income of the customers and visually appealing materials ex. ATM and debit cards etc. of the bank. This shows that there is a significant relationship between the income of the customers and visually appealing materials ex. ATM and debit cards etc. of the bank.

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