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CRM in Indian banks

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Abstract

The active participation of all the managers and employees plays a vital role in the customer relationship management process. In the field of banking, the relation of banks and customers are unique. For getting any successful marketing strategy, customers plays a vital role.

Customer Relationship Management helps to satisfy the needs of the customers without time consuming. Customer's databases can be made very easily with the help of CRM. Customer Relationship Management is also involved to create the awareness in customers and makes the relationship more suitable. It is very difficult to understand the customers need as banks can tell better about this. Banks started giving more care to customers than ever before.

Customer's experiences with the services & employees made the image of the bank in the minds of the customers which made the perception of the bank. It is believed that it is easier to connect with existing customers more comfortably than new customers and it is also cost effective.

CRM is the most suitable & beneficial approach to make the relationship more stronger with the customers. It is not about business but CRM also creates the personal bonding with the customers.

Keywords: Parental attitude, participation, sports, girls

1. Introduction

CRM stands for Customer Relationship Management. CRM is the effective tool to resist completion (George A J and Manoj P K, 2013). As each and every customer wants to get the better goods and services from the banks and their needs to be satisfied with the services provided by the banks. Customer loyalty increases with the help of customer satisfaction.

CRM helps in retaining the existing customers and also gain the new customers. CRM saves the time as banks can get to know about the needs of the customers (Muniah and Krishnamohan 2017) [22]. CRM makes the long term relationship with the customers so that business can widespread easily.

As we listen this very commonly "Customer is the king of the market" this happens with CRM as well as it makes the relationship with banks which shows how important the customer is.

CRM helps in focusing on individuals so that they can provide better services. CRM provides better knowledge of the customers needs at the various stages (Anbuoli and Thiruvengatraj). And gives better relationship between banks and customers. CRM plays an essential role in making the customer loyal for the banks. To provide the service to customers is the primary need and responsibility of the banks (Muniah and Krishnamohan, 2017) [22]. With the help of CRM, banks can understand the needs and values of the customers which help banks to provide better services to the customers according to their requirements.

CRM helps to get the new customers and also helps in retaining the existing customers with the banks. Customer Relationship Management plays a major role in Customer Segmentation and Communication (Rao and Patel). Good relationship with the customers helps in gaining more market share. Customers will be more satisfied if the services provided by the banks are qualitative in nature. (Gupta 2018).

CRM helps in building the positive relationships with your customers and also helps in making the new customers as well. CRM allows the banks to analyse the overall interaction of the past, present and future customers. It helps in focusing the banks to the individual customers.

CRM helps in gaining more and more customers as it helps in giving the better facility to the customers which helps in customer satisfaction which leads to increase in sales.

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The better understanding of the customer provide the more benefit to the banks. After communicating to customer there must be a follow-up through message or phone call etc. it gives better and suitable results.

2. Literature review

(Katait, 2015) suggested that CRM is the method by which services provided by the banks to the customers can be improved. Effective Customer Relationship Management gives better understanding or knowledge or information about the needs of the customers.

(Munaiah, 2017 and Krishnamohan, 2017) ^[22] concluded that the active participation of managers and employees results in the success of CRM. Services providers always concerned about the lack of understanding of Customer Relationship Management. To manage the relationships with the customers banks have their own way to control it. The consideration should be taken to the perception of the customers on the practices of CRM among the banks.

(George A J, 2013 and P K, 2013) suggested that the business of the banks improved with the help of CRM. Customer Relationship Management helps in maintaining the relationships with the customers for long term. The effective tool for resisting the competition is CRM (Customer Relationship Management).

(Anbuoli and Thiruvengatraj) concluded that CRM activity deals with needs of the customers without wasting the time and by this banks can create more and more customers for them. CRM also helps in understanding the customers individually rather than groups. Customers are the most important component for making the marketing strategy to the success point. Resistance of the customers gives the idea in revenue analysis for various banks. The active participation of all managers & employees in the field of banking is the success of CRM process. There is unique relationship between customers & the banks.

(Rao and Patel) suggested that CRM helps in getting the new customers and the bank should maintain the relationship with the existing customers so that they can also retain with the banks. In the banking sector, the role of CRM and how CRM methods can be used for increasing the customer value. CRM methods are more useful component for banking.

Banks have to make great efforts to increase their customers and to sustain them as well (Cvijović Stanković and Reljić, 2017).

(Gupta 2018) suggested that CRM is a sound activity for retaining and discovering new customers. Customer Relationship Management plays an important role in promoting and improving the relationship at a global level. For generating the credit in economy by resisting the customers each and every bank uses many effective tools. Each and every customer want to get the quality services provided by the banks without any delay in it.

(Jadhav 2018) concluded that in today's competitive environment CRM made as a popular business strategy. Most of the profitable customers can be targeted with the help of CRM. The needs of more and more customers can be satisfied with CRM.

(Krishnamohan 2017) ^[22] Suggested that providing service to customers has been identified as the prime responsibility of the Banks. Firstly, we should understand about three important component for any bank which are customer, relationship and their management so that we can easily get

to know about CRM then there will be less risk of failure, financial obligations etc. (Peppers and Rogers, 2004).

(Katait 2015) concluded that Customer relationship management is one of the strategies to manage customer as it focuses on understanding customers as individuals instead of as part of a group. For improvement & valuable delivery of goods & services to customers. CRM & Knowledge management helps in it. It is valuable for business to manage the customer relationship. The better understanding of the various needs of customers make the effective relationship between the banks and the customers.

(Kumar 2017) suggested that in the financial service sector the pressure of competitive & dynamic market has contributed to the growth of Customer Relationship Marketing. This article was specially studied in Banking Sector how they are offering relationship management.

3. Customer Relationship Management

Customer Relationship Management is the method which helps in managing the relationship with the customers. It helps in building customer relationship and also helps in increasing the sales, better customer service and more customer satisfaction. It focus on the needs of individual customer rather than focusing on group. It helps in increasing the profitability. CRM create the value for customers and helps in gaining the performance which is required by the banks. The best use of human resources & technology can be done only by CRM. Customer Relationship Management is all about to know the customer needs so that their level of satisfaction can be increased.

If the customer satisfaction increases then definitely it is going to increase the loyalty of the customers which will help in increasing the number of the customers with the banks. Customer Relationship Management helps in prioritizing sales & marketing efforts when dealing with different customer groups. CRM gives better way of understanding customer needs and wants in order to improve the way the product is offered to them. CRM helps in the lead generation as well. Customer Relationship Management helps in reaching the target audience more effectively.

Objective of CRM

To provide better customer services, helps in retaining the existing customers and attracts new customer as well. It provides better products and services to the customers. It also provides knowledge for which information of customer is required & how to use that information. CRM helps in serving the customers. Customer Relationship Management helps in increasing the customer base. CRM helps developing better communication channels. Customer Relationship Management helps in increasing customer satisfaction. CRM helps in enhancing customer loyalty.

4. Research Problem

Earlier, customers were ignored sometimes by the banks which gave the negative impact on the minds of the customers. Banks were unable to know what the customer need. Banks were unable to make the good & long term relationships with the customers. Banks were also unable to provide good product & services. Customers were not satisfied with the services of the banks. But when CRM came into picture all problems are solved very easily. As banks are concerned with the society. So, it is very necessary to study about the CRM which is a buzzword now-a-days.

5. Objective of the Study

- To study about CRM in Indian banks
- To study the objectives of CRM in Indian banks
- To study the significance of CRM in Indian banks
- To study the challenges of CRM faced by the banks in the process of implementation.

6. Data collection

Customer Relationship Management is the concept which helps in changing the way of business by interacting with the customers. In 1980s, Database Marketing helps in collecting the customer information. This data used to communicate with other potential customers. In 1986, ACT! Introduced Contact Management Software for the business. ACT! Allowed for the efficient storage & organization of customer contact information. In 1990s, Companies began to improve on CRM by making it two-way street. In this, they were not only collecting the data but also giving bank to their customers not only for increasing the customers but for customer loyalty. In 1993, Oracle was left by Tom Siebel to create Siebel Systems. SFA (Sales Force Automation) became the most leading provider in the market. In 1995, Modern CRM Software similarly had evolved to closely SFA & Contact Management. In 2000, Cloud based CRM platform introduced at the end of 90s. It gave for reaching success.

CRM in 21st Century

CRM is totally changed in 21st century as rise of social data makes the interaction with customers through various social platforms. Everything is changing so rapidly as competition is increasing & technology also getting updated so vendors are struggling to keep them updated. Mobile is now on trend which helps in getting touch with customers through social media.

7. Significance of CRM

• Customer Retention

With the help of Customer Relationship Management the data are available which helps in providing the customized services to the customers. This shows that banks know what the customer want and then providing better service to the customers.

• Insights to improve Sales

CRM provides the reports which helps in providing the deep understanding and knowledge of the customers. Banks can also know about the areas of improvement.

• Personalized relationships

It is very difficult to keep the records of each & every individual but banks can overcome the difficulty by making the customized or personalized relationship with customers.

• Better services to customers

CRM helps in maintaining the existing customers and explain the needs of customers to the banks. Customer satisfaction increases and feeling of being special as it provides customized goods & services to the customers.

• Customization of market offerings

Banks can customize a product or service according to the needs of the customers depending on the data available.

• Increase & Improvement in long – term relationship

Customer Relationship Management helps in retaining the existing customers and also attracts new customers which increases the long term relationship with the customers. Firm help to design new products or to improve the services.

• Cost Effective

By building good relation with customers, banks get to understand the needs of them and then banks can become more targeted in approach.

• Reputation Management

When customers get what they want, solving their problems and giving response to ensure that they have a great customer experience, you increase satisfaction. This helps in increasing loyalty and boosts your reputation or image.

8. Challenges in CRM Implementation

- Due to lack of communication which gives rise to insecurities & mental barriers.
- Cost can also be the greatest challenge as making decisions in a hurry with robust planning.
- It is difficult to set the clear objectives in implementation of CRM.
- Lack of expertise can also create problem.
- Lack of business insights can make trouble and inadequate action can be taken.

9. Findings

- CRM helps in retaining the existing customers and make the new customers as well.
- Customer Relationship Management is the most effective tool to know or to understand the needs of the customers in a better way.
- CRM is the positive method which helps the banks to grow their business more.

10. Conclusion

Key Customer focus takes place in Customer Relationship Management to improve the CRM, the banks should focus on customers. CRM helps in retaining the existing customers and also attracts new customer. CRM gives more satisfaction to customer as they get better services and also get attention as an individual rather than group. CRM increases customer loyalty and also makes good and long term relationship with customer. Customer Relationship Management is quite challenging for the banking sector but it helped them to gain the profit in business. CRM is very helpful for increasing customer base. CRM helps in bringing all the company's relevant departments together so that customer relationship can be maintained easily. Customer Relationship Management gives the outstanding relationship with the customers which increases the customer satisfaction. Customers are helped by CRM as their needs are satisfied.

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