

CRM PRACTICES IN BANKING SECTOR AND THE CUSTOMER'S PERSPECTIVE

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ABSTRACT

The CRM is a practice that embraces all activities directed toward in establishing, developing, and maintaining successful customer relationships. This work assesses the imperatives of CRM practices in the banking industry and the need for the effective CRM for further acquisition of new customer. The present study is aimed at fulfill the objective to find out the status of CRM Practices in banks as perceived by customers. The CRM practice is multi-dimensional consisting of four broad behaviour components: Key customer focus, CRM organization, Knowledge Management and CRM Technology. “. From the inferences of the reliability analysis, it becomes apparent that all the data obtained from designed scale are valid and reliable. It is concluded that the banks with moderate level of knowledge management that increase the adoption of CRM practices for customized marketing, helping attitude and hospitality of employees, creating awareness of CRM by frequent customer meet tend to be increase the satisfaction of customers with overall performance of the bank.

KEY WORDS: Cronbach Alpha, Principle Component Method of Factor Analysis, Descriptive analysis.