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CRM PERCEPTIONS TOWARDS THE BANK CUSTOMERS IN INDIA

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ABSTRACT

Bankers were worshipped like heroes in the past, customer are the real kings ruling the rostrum in modern days. Proliferation of new and value added financial products and services has gathered momentum because of increasing competition and advent of information Technology. Bankers are learning and developing new tricks of the trade, becoming customer focused. Banking activities are expanding in scope all the way through extensive products line, customization innovation.

KEY WORDS: CRM, Banking, relationship, banks, tax, customer loyalty

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