ABSTRACT

Today, many businesses such as banks, insurance companies, and other service providers realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers, retain existing ones and maximize their lifetime value. At this point, close relationship with customers will require a strong coordination between IT and marketing departments to provide a long-term retention of selected customers. CRM is a sound business strategy to identify the bank’s most profitable customers and prospects, and devotes time and attention to expanding account relationships with those customers through individualized marketing, reprising, discretionary decision making, and customized service-all delivered through the various sales channels that the bank uses. In this paper the primary data was used for analysis and the data were collected from the employee. The questionnaire was used to collected the data. It was analysis’s by using Simple percentage analysis, chi-square, statistical tools are represented in the form of tables and charts. The interpretation were made and its helps the researcher to give findings and suggestion to the employee in bank to know the CRM in bank transaction. Major respondents said that customer relationship is most important for bank development. So researcher suggests The stress while handling a crowd of customers could be reduced by sharing of work among the employees or by proper scheduling of their time. This paper deals with the role of Customer Relationship Management in banking sector and the need for Customer Relationship Management to increase customer value by using some analytical methods in CRM applications.

KEYWORDS: customers, Discretionary decision making, Customer Relationship Management, banking sector