7.1 - INTRODUCTION

The present research work is study on the “Review of Customer Relationship Management”. The analysed information has been summarized findings for the purpose of drawing valid conclusion.

7.2 - BASIC FINDINGS

From the study, it is observed that out of 1000 Banking customers surveyed, 40.1% of customers are in the age group 27-37, 23.7% of the customers are in the age group 38-48, 20.2% of the customers are 16-26 and 16.0% of customers are in 49 & above. It is apparent that majority of the customers belong to the age group 27-37 and 38-48.

The study reveals that, 401 customers are in the age group 27-37 out of which maximum 126 customers of State Bank of India and minimum 87 customers from Bank of Maharashtra, 237 customers are in the age group 38-48 out of which 77 customers from ICICI Bank, 202 customers are 16-26 age group out of which maximum 70 customers from HDFC Bank and 160 customers are in 49 & above out of which maximum 71 customers from Bank of Maharashtra. It is apparent that majority of the customers belong to the age group 27-37 and 38-48.

The study shows that, out of 1000 Customers, 28.6% of customers are having their level of education as Post Graduate. 49.1% of customers having Graduate Level education, 16.1% of customers are educated upto H.S.C. and 6.2% of customers having S.S.C. level education. It is clear that Graduate and Post Graduate is the level of education for most of the customers.

The study reveals that, 286 customers are having their level of education as Post Graduate out of which 88 customers from HDFC Bank. 491 customers having Graduate Level education out of which maximum 161 customers from ICICI Bank and minimum 73 customers from Bank of Maharashtra, 161 customers are educated upto H.S.C. out which maximum 81 from Bank of Maharashtra and 62 customers having S.S.C. level education out of which maximum 22 customers from State Bank
of India. It is clear that Graduate and Post Graduate is the level of education for most of the customers.

The study point out that, 1000 customers surveyed, 58.8% of customers are having medium income, 13.7% of the customers are having low income and 27.5% of the customers are having high income, it shows that most of the customers are belonging to the middle class and it can be a measure for determining their socio-economic status.

The study shows that, 588 customers are having medium income out of which maximum 157 customers from State Bank of India and minimum 141 customers from HDFC Bank, 137 customers are having low income out of which maximum 56 customers from Bank of Maharashtra and 275 customers are having high income out of which maximum 94 customers from HDFC Bank, it shows that most of the customers are belonging to the middle class and it can be a measure for determining their socio-economic status.

The study reflect that out of 1000 customers revealed that, 44.9% of customers are having 5 to 15 years experiences of doing Banking transaction, 30.3% of the customers are having above 15 years experiences and 24.8% of the customers are having below 5 years experiences of doing Banking Transactions.

The study states that, from 1000 customers 250 customers of each bank selected for study and 449 customers are having 5 to 15 years experiences of doing Banking transaction out of which maximum customers from HDFC Bank, 303 customers are having above 15 years experiences out of which 136 customers are from HDFC Bank and 248 customers are having below 5 years experiences of doing Banking Transactions out of which maximum 121 customers from Bank of Maharashtra.
7.3 - SUMMARY OF FINDINGS

The study reveals that, out of 1000 customers revealed that, 52.2% of customers are having cash withdrawal preferences towards A.T.M. cash withdrawal, while 22.1% of the customers are preferences to Bank Cash Withdrawal and 25.7% of the customers are having both the side in cash withdrawal situation.

The study reflect that, out of 1000 customers surveyed, 479 customers are having highly favorable attitude towards Customer Relationship Management, 255 customers favorable, 152 Neutral, 75 are unfavorable and 39 are Highly Unfavorable. The study reflects the positive attitude of the customers towards requirement of CRM in Banking Sector.

The study point out that, out of 1000 customers surveyed, 46.1% of customers are having high awareness level towards CRM, 22.7% of customers are having very high awareness level, 16.8% of customers are Neutral, 10.6% of customers are having low awareness level and 3.8% of customers are very low awareness level. The study clearly indicates that customers are having high awareness level towards CRM and they understand CRM means alternate marketing approaches of bank.

The study indicates that, out of 1000 customers surveyed, 78.7% of customers are considering bank should enhance customer loyalty and 21.3% of the customers are not agree that there is no need of enhance customer loyalty by bank. It is clearly indicates that there is need of enhance customer loyalty which permit them to start CRM practices, that can easily enhance customer loyalty.

The study reveals that, out of 1000 customers surveyed, 15.2% of customers are strongly agree that service quality offered by bank. 71.9% of customers agree, 8.1% of customers neither agree nor disagree, 3.5% of customers disagree and 1.3% of customers strongly disagree. It is clear from the study that the majority of the customers agree that good service quality offered by bank and they are satisfied with that.

The study reflect that, out of 1000 customers surveyed, 18.8% of customers the opinion that service influences to continue with their Existing Bank to a very large
extent while 50.2% of consumes opinioned that it influences to a large extent. 14.2% of the customers felt that service influences to a medium extent. 10.2% of customers are said that some extent and 6.6% of customers are opinioned that it does not influence at all. The study shows that Service Quality influences to a large extent towards Continuity with existing bank.

The study reveals that, out of 1000 customers surveyed, 72.1% of customers are agree that service should be improved by trained staff and 27.9% of the customers are not agree about improving service by trained staff. It is clearly indicates that there is bank should appoint trained staff and improve service the benefit of the customers and society.

The study shows that, out of 1000 customers surveyed, 721 customers are agree that service should be improved by trained staff out of which 151 customers of State Bank of India suggested that service should be improved and 279 customers are not agree about improving service by trained staff out of which minimum 35 customers from HDFC Bank. It is clearly indicates that there is State Bank of India and Bank of Maharashtra should appoint trained staff and improve service the benefit of the customers and society.

The study reveals that, out of 1000 customers surveyed, 50.2% of customers the opinion that CRM provides productive benefits while 24.2% of consumes opinioned that it is high productive. 10.1% of the customers are undecided, 6.8% of the customers termed as unproductive. 8.7% of customers termed as highly unproductive. The study clearly indicates that the most of the customers are considering that productive benefit of CRM in Banking Sector even of different selected four banks customers also agree the same.

The study shows that, out of 1000 customers surveyed, 58.8% of customers the opinion that satisfaction level of regarding performance and services of banks is Good while 13.8% of consumes opinioned as Excellent. 13.8% of the customers are undecided, 8.8% of the customers termed as poor. 4.8% of customers termed as Very poor. Majority of customers are of the opinion that they are satisfied with the existing level of performance and services of their banks.
The study indicates that, out of 1000 customers surveyed, 80.1% of customers are agree for CRM attract new customers and 19.9% of the customers are not agree about CRM attract new customers. It is clearly indicates that there is need of CRM in Banking Sector for attracting new customers and to the benefit of customers and society.

The study shows that, out of 1000 customers surveyed, 77.5% of customers are agree for CRM ensure basic and key facilities and services, 22.5% of the customers are not agree. It is clearly indicates that there is CRM ensure basic and key facilities and services and provides guidance to customers.

The study reveals that CRM promotes customers awareness, CRM should be implemented in Banking Sector and CRM help to Customers have been emerged first three important factors that are necessary required to CRM in Banking Sector. Customers also responded positive towards it can used for CRM create all round friendly environment, CRM attract new customers and CRM helps to build customer loyalty. The study reflects the positive attitude of the customers towards CRM in Banking Sector.

The study reveals that, out of 1000 customers surveyed, 14.2% of customers feels Very Good conveyance about CRM practices of your bank while 60.2% of consumes opinioned as Fairly good. 10.1% of the customers are Neutral at their opinion, 9.8% of the customers termed as not satisfactory. 5.7% of customers termed as Irritatingly Bad conveyance about CRM practices of your Bank. It is clear from the study that majority of customers are of the opinion that they feel fairly good and very good conveyance about CRM practices of your bank.

The study reveals that, out of 1000 customers surveyed, 30.2% of customers said that Retention of existing customers while 33.2% of consumes told that Enhances customers loyalty. 13.8% of the customers are feels that Prevalent customers at levels, 22.8% of the customers think that Attract new customers. It is clear from the study that majority of customers are of the opinion that they main purpose of CRM are Enhances customers loyalty and Retention of existing customers.
The study shows that, out of 1000 customers surveyed, reveals that Customer service, Competition and Technology have been emerged first three important problems that are faced by banking sector. Customers also responded towards Corporate Governance, Know Your Customer Guideline and Transparency and Disclosures. The study clearly indicates that the problems of banking sector majorly related with CRM and customers are ready to take overcome from these problems and require proper CRM practices in Bank.

The study shows that, out of 1000 customers surveyed, 78.4% of customers are agree for big challenge for bank to retention of customer, 21.6% of the customers are not agree. It is clearly indicates that there is customer retention in bank are big challenge facing by banks though it is clear from the study that CRM is necessary to overcome with this.

The study indicates that, out of 1000 customers surveyed, 79.8% of customers are agree for CRM creates customer awareness about different services offered by bank, 20.2% of the customers are not agree about that. It is clearly indicates that there is CRM create awareness about different services offered by bank.

The study reveals that, out of 1000 customers surveyed, 59.2% of customers the opinion that satisfaction level of regarding prompt services in mean time of their bank is Good while 14.2% of consumes opinioned as Excellent. 13.3% of the customers are undecided, 8.1% of the customers termed as poor. 5.2% of customers termed as Very poor. Majority of customers are of the opinion that they are satisfied with the existing level of service in mean time of their banks.

7.4 - MAJOR FINDINGS

The study revealed that, the value of alpha is 0.385. It can be observed that the variables are having high internal consistency and hence these variables are considered to be suitable for conducting factor analysis.

It can be seen from the study that, the significance level 0.003 is less than the assumed value 0.05. It means that factor analysis is valid. The value of KMO
coefficient should be always more than 0.05. So it indicates that factor analysis for data reduction is very effective.

It can be seen from the study that, the significance level 0.000 is less than the assumed value 0.05. It means that Education influences the awareness level of the customers towards CRM.

The study reveals that, the significance level 0.000 is less than the assumed value 0.05. It means that Age influences the awareness level of the customers towards CRM.

The study indicates that, the significance level 0.000 is less than the assumed value 0.05. It means that Income influences the awareness level of the customers towards CRM in Banking Sector.

The study shows that, the significance level 0.000 is less than the assumed value 0.05. It means that Quality Service effects the customers to continue with existing bank and do motivate good relationship.

It can be seen from the study that, the largest absolute difference is 0.29 which is known as the Kolmogorov-Smirnov D value. The Absolute difference value is exceeds the critical value, therefore the null hypothesis is rejected. It means that Quality Service is highly significant in the development of CRM in Banking Sector.

The study shows that, variables from V1 to V11 are measured on a Likert-Rating scale ranging from 1 to 5, with 1 being Strongly Disagree and 5 being Strongly Agree. The lowest mean being 3.318 and highest mean being 4.011. It shows that the mean is consistent and it is good measure for analysis and conclusion.