CHAPTER 8
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8.1 - INTRODUCTION

The present research work is study on the “Review of Customer Relationship Management”. Through the summary findings conclusion has been summarized for the purpose of drawing recommendation and suggestions.

8.2 - MAJOR OBSERVATION

It can be observed that majority of the customers belong to the age group 27-37 and 38-48. The study observed 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.

The study observed that that, Graduate and Post Graduate is the level of education for most of the customers. It can be observed 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.

It can be observed that 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 observed 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.

It is also observed that majority of customers having 5 to 15 years experiences of doing Banking Transactions. The study observed that, 449 customers are having 5 to 15 years experiences of doing Banking transaction out of which maximum customers from HDFC Bank.

Therefore customer relationship management is recent tool of marketing which concern with the critical responsibility of the market in the present banking scenario. The results of the dimensioned used in this study show the customers either
agree or strongly agree on majority of the questions. So that the present study gives a significant approach to the bank where they can get information and improve the customer services in regarding to them maintaining customer relationship management in proper way.

8.3 - CONCLUSIONS

The conclusion which is based on the analysis reflect that the working performance of all the banks and almost all issues are quite similar but it only differ at the certain point of time. The public sector bank, State Bank of India has taken much care while implementing CRM. It turns into the fine with CRM and finally successfully putting it on track before the customers.

It is reflected that other nationalized banks was not at par with State Bank of India in most of the aspects like responding to the customers in mean time, database management and provisioning the services as desired by customers. In the marketing approach, provisioning the facilities attending the need without wasting the time, considering customer retention which is big challenge, meeting the changing requirement for creating the database, CRM and public image, employee approach to customers, customer awareness and impact of CRM relationship with customer impact over bank objectives, CRM and customer satisfaction, CRM and updating the data, other nationalised banks and private banks were found quite good.

It can be concluded from the study that, Education, Age and Income are the most significant demographic factors that influences the awareness level of the customers towards CRM in Banking Sector.

From the opinion of customer it is concluded that there is positive attitude of the customers towards CRM in Banking Sector. It is concluded that that CRM create awareness about different services offered by bank.

The study concluded that customers are having both the side in cash withdrawal situation and ready to convert more times on ATM in future. Sp the study shows positive attitude of the customers towards requirement of banking facilities and CRM.
It is clear from the study that customers are having high awareness level towards CRM and they understand CRM means alternate marketing approaches of bank. It is study concluded that there is need of enhance customer loyalty which permit them to start CRM practices, that can easily enhance customer loyalty.

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 concluded that Service Quality influences to a large extent towards Continuity with existing bank.

Majority of customers opinion that bank should appoint trained staff and improve service the benefit of the customers. It is concluded 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 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. Majority of customers are of the opinion that they are satisfied with the existing level of performance and services of their banks. So it is concluded that there is need of CRM in Banking Sector for attracting new customers, creating customer loyalty, retention of existing customer, making good relationship.

Majority of customers are of the opinion that they are satisfied with the existing level of service in mean time of their banks. It is concluded that customer retention in bank is big challenge facing by banks though it is concluded from the study that CRM is necessary to overcome with this.

It is clearly indicates that there is CRM ensure basic and key facilities and services and provides guidance to customers. The study concluded that CRM promotes customers awareness, CRM should be implemented in Banking Sector and CRM help to Customers. It also concluded that CRM create all round friendly environment, CRM attract new customers and CRM helps to build customer loyalty.
The study concluded the positive attitude of the customers towards CRM in Banking Sector.

It is concluded 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. 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 concluded that Customer service, Competition and Technology had first three important problems that are faced by banking sector. It is concluded that customers are ready to take overcome from these problems and require proper CRM practices in Bank.

Customer Relationship Management goes beyond the transactional exchange. Customer may be provided with better product and services for effective relationship. CRM is depended upon banking employees with proper utilization of services and their behavior. Bank must explore and alter the process with the help of model by which customer information captured through database, analyzed, evaluation, action plan, implementation and wait for results.

Proper guidance about the facilities and a good business plan is give major success for CRM in banking sector. Hence it is proved that a good business plan and continues guidance about facilities available to customers in banking sector, which has emerged a successful Customer Relationship Management.