Appendix I – Questionnaire

Review of Customer Relationship Management in Banking Sector

Name _____________________________
Address _____________________________

1) Personal Information

<table>
<thead>
<tr>
<th>Description</th>
<th>Please Tick the appropriate Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>a) 16 – 26 Years</td>
</tr>
<tr>
<td></td>
<td>b) 27 – 37 Years</td>
</tr>
<tr>
<td></td>
<td>c) 38 – 48 Years</td>
</tr>
<tr>
<td></td>
<td>d) Above 49 Years</td>
</tr>
<tr>
<td>Income</td>
<td>a) High</td>
</tr>
<tr>
<td></td>
<td>b) Medium</td>
</tr>
<tr>
<td></td>
<td>c) Low</td>
</tr>
<tr>
<td>Education</td>
<td>a) S.S.C.</td>
</tr>
<tr>
<td></td>
<td>b) H.S.C.</td>
</tr>
<tr>
<td></td>
<td>c) Graduate</td>
</tr>
<tr>
<td></td>
<td>d) Post Graduate</td>
</tr>
<tr>
<td>Name of Bank in which you</td>
<td>a) State Bank of India</td>
</tr>
<tr>
<td>Account</td>
<td>b) Bank of Maharashtra</td>
</tr>
<tr>
<td></td>
<td>c) I.C.I.C.I. Bank</td>
</tr>
<tr>
<td></td>
<td>d) H.D.F.C. Bank</td>
</tr>
<tr>
<td>Experience of doing Banking</td>
<td>a) Below 5 Years</td>
</tr>
<tr>
<td>Transaction</td>
<td>b) 5 - 15 Years</td>
</tr>
<tr>
<td></td>
<td>c) Above 15 Years</td>
</tr>
</tbody>
</table>
2) Preference giving while cash withdrawal
   a) Bank Cash Withdrawal         [ ]
   b) A.T.M.                       [ ]
   c) Both Format                  [ ]

3) Requirement of CRM practices in Banking Sector?
   a) Highly Favorable             [ ]
   b) Favorable                    [ ]
   c) Neutral                      [ ]
   d) Unfavorable                  [ ]
   f) Highly Unfavorable           [ ]

4) Listed below are a number of items. Please assign appropriate number to these according to the code shown below to indicate the importance of these factors to you.
   i) Extremely important 1
   ii) Important             2
   iii) Not important        3

   Items :
   a) CRM helps to build customer loyalty [ ]
   b) CRM attract new customers          [ ]
   c) CRM benefits banks performance and productivity [ ]
   d) CRM promotes customers awareness   [ ]
   e) CRM should be implemented in Banking Sector [ ]
   f) CRM create all round friendly environment [ ]
   g) CRM help to Customers              [ ]
5) Do you think that CRM means Alternate marketing approaches of bank?
   [ Yes / No ]
   If Yes, what is your awareness level?
   Very High [ ]
   High [ ]
   Neutral [ ]
   Low [ ]
   Very Low [ ]

6) Do you satisfy with service quality offered by Banks?
   Strongly Agree [ ]
   Agree [ ]
   Undecided [ ]
   Disagree [ ]
   Strongly Disagree [ ]

7) Do you think that Bank should Enhances customers loyalty?
   [ Yes / No ]

8) What extent Prompt Service influences the Customers to continue with their Existing Bank?
   Very Large Extent [ ]
   Large Extent [ ]
   Medium Extent [ ]
   Some Extent [ ]
   Not at All [ ]
9) How do you term the benefits of CRM in Banking Sector?
   - Highly Productive
   - Productive
   - Difficult to say
   - Unproductive
   - Highly Unproductive

10) What is your satisfaction level regarding the performance and services of your Banks?
   - Excellent
   - Good
   - Difficult to say
   - Poor
   - Very Poor

11) Would you feel that improving services by trained staff?
    [ Yes / No ]

12) Do you thank that CRM attract new customers?
    [ Yes / No ]

13) What do you feel Conveyance in about CRM practices of your Bank?
    - a) Irritatingly bad
    - b) Not Satisfactory
    - c) Neutral
    - d) Fairly good
    - f) Very good
14) Do you think that the CRM ensure basic and key facilities and services?  
[ Yes / No ]

15) How much you confidence and trust about your Bank?  
   a) Full confidence [   ]
   b) Some what [   ]
   c) Not at all [   ]

16) Does your Bank provides any social / cultural events ?  
[ Yes / No ]

17) Do you think that big challenge for the bank is customer retention?  
[ Yes / No ]

18) Do you think that Bank itself is interested in CRM activities?  
[ Yes / No ]

19) Do you think that CRM creates customer awareness about different services offered by bank?  
[ Yes / No ]

20) What the are main Purpose of CRM in Banking Sector?  
   a) Retention of existing customers [   ]
   b) Enhances customers loyalty [   ]
   c) Prevalent Customers throughout all the levels [   ]
   d) Attract new customers [   ]
21) Indicate the degree of agreement or disagreement for the following statements (Put appropriate number between 1 to 5 in given space).

| Strongly Disagree | 1 |
| Disagree         | 2 |
| Undecided        | 3 |
| Agree            | 4 |
| Strongly Agree   | 5 |

| a) Customer Retention is become big challenge for bank |
| b) CRM informed basic and key facilities of Bank |
| c) In Bank CRM Enhances customers loyalty |
| d) Existence of CRM practices throughout all the levels |
| e) CRM is undertaken by employee approach to customers |
| f) CRM objective is to increase bank-customer relationship |
| g) CRM objective is to frame customer data base |
| h) CRM can attract new customers |
| i) It helps to build customer loyalty |
| j) CRM boosts customer’s confidence |
| k) CRM benefits banks performance and productivity |

22) Do you think that CRM create all round friendly environment?

[ Yes / No ]
23) What is your satisfaction level regarding prompt services in mean time of your Banks?

Excellent  [  ]
Good       [  ]
Difficult to say  [  ]
Poor       [  ]
Very Poor  [  ]

24) What are the main problems of Banking Sector in India?

1. Technology    [  ]
2. Customer service  [  ]
3. Implementation of new accounting standards  [  ]
4. Competition    [  ]
5. Transparency and Disclosures  [  ]
6. Corporate Governance  [  ]
7. Know Your Customer Guideline  [  ]

25) Any other important in this regard?

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Appendix II – Resume

- Name :- ASHOK TRIMBAK AHER
  Currently working as a Associate Professor, S.S.V.P.S. Arts, Commerce and Science College, Shindkheda Dist.Dhule

- Position in Department
  Head of Department of Commerce

- Teaching Experience
  31 Years to U.G. Level.

- Educational Qualification
  M.Com. D.O.M. M.Phil.

- University Work
  Worked as a Subject Experts on various occasion for Appointment of Lecturers.
  Worked as a Flying Squad Chairman, Senior Supervisor, Paper Setter, Examiner, Moderation on various occasion for University Examination.

- Conference, Seminar & Workshop
  Participated in 25 National / International Conference, Seminar and presented number of papers.

- Publication
  1 Books published with ISBN Number
  5 Papers published in Referred Journal

- Life Member
  Vanijya Vikas Sanstha, Jalgaon
  International Association of Academicians and Researchers, Pune
Appendix III – Participation in Conferences & Seminar

- Participated in International Conference on Business, Engineering and Industrial Applications at Choice Institute of Management Studies & Research, Pune on 22nd September 2011 and presented a research paper entitled “Necessity for maintaining Work-Life Balance: A Management Function”.
- Participated in National Seminar at Khandelwal College of Commerce, Akola on 14th & 15th October 2011 and presented a research paper entitled “Conceptual Study of Life Insurance as Investment Tool”.
- Participated in International Interdisciplinary Research Conference at J.Z.Shah Arts and H.P.Desai Commerce College, Surat on 24th & 25th August 2012 and presented a research paper entitled “Customer Relationship Management in Banking Sector”.
- Participated in International Interdisciplinary Conference at International Association of Academicians and Researchers, Pune on 15th September 2012 and presented a research paper entitled “A Model of Consumer Buying Behavior helps Decision Making Process”.

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Appendix IV – Publication