getting more and more critical of the service they receive. Many customers not only want but expect for better service.

7.5 SCOPE FOR FURTHER RESEARCH

The following lines of research are suggested for future researchers on customer relationship management:

- A Comparative Study of the Customer Relationship Management between Public and Private Sector Banks.
- A Comparative Study of the Perception of Customers regarding the CRM of Public and Private Sector Banks.
- A Study of the Customers’ Attitude on the New Technological Services of Public Sector Banks.
- A Study of the Attitude of the Customers’ on the New Technological Services of Private Sector Banks.

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2. Ibid, p.710.


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