PREFACE

The present study is aimed to provide a systematic understanding on the existing Customer Relationship Management (CRM) practices applied in banks at Chittoor District of Andhra Pradesh. It attempts to strike a balance between theory and research findings through analyzing the individual perspective of the bank customers and employees. The major theoretical perspectives are introduced in the first chapter and examined in detail in the final chapter. Much of the main body of the research is structured in terms of these perspectives. The emphasis on theory is balanced by detail consideration of the findings of a range of empirical studies. A separate chapter is devoted to methodology – the study of the methods used to obtain and interpret data and of assumptions which underlie the study of relationship management in banking services.

In the recent years increasing emphasis has been given to relationship marketing for selling the products and services in the cutthroat competition. CRM is one of the important approaches to manage a firm’s interaction with the present and future customers. It often involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support. The financial institutions including banks are also implementing the CRM practices to benefit both customer and bank.

The thesis is organized in the following way. The concepts of CRM, their theories and CRM in banking are introduced in chapter one. They form the basis of the material for research work since awareness of the theory is essential.

Chapter two provides literature survey that covers areas of the detail understanding of CRM and its scope in banking sector which is considered important. These help the investigator to understand the concept of CRM to develop the proposed model and the factors i.e. communication, customisation, customer retention, trustworthiness, SERVEQUAL factors, dissatisfaction, switchover and long-term relationship that are included in the model.

Chapter three deals with the methodology which paves the path for conducting research study. A questionnaire has been designed and used to collect data from both the employees and customers of select banks in Chittoor District on the basis of stratified random sampling.
The gathered data have been analysed using quantitative methods i.e. mean, standard deviation, skewness, kurtosis, confirmatory factor analysis and structural equation modeling.

Chapter four presents the detail analysis and interpretation of the bank customers’ opinion on CRM practices. The results of data analysis reveal that customers agree with regard to the significance of CRM in banks due to its various benefits.

In chapter five opinions of the employees on practices and requirement of CRM are analysed. The results support that the employees agree with regard to the need and importance of CRM in banks.

The chapter six includes findings and conclusion that are required for the banks to improve the existing practices based on the results.

The opinion of the respondents (customers and employees) support to continue the CRM, and further, improvement required for more effectiveness to satisfy the existing customers and new ones. Another contribution of this study is aimed to present a suggested CRM model which can be considered by the banks to improve the CRM programmes. An effective CRM programme, designed and well executed, will obviously provide a win-win platform to both the banks and their customers.