Table No A3-1: Public Sector
Response collective Frequency Distribution .Questionnaire response of Question Section A, B, C and D

<table>
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<th>1: - Though we have CRM, I believe that people are not using it adequately.</th>
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7: In Bank business is primarily based on relations.

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8: Do you think better work will be done, if CRM is made better.

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9: Do you think time has come to make use of CRM extensively in Banks.

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10: - CRM is very important in service organization like Banks.

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11: - CRM is going to improve the business in Banks.

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12: - CRM is better than any other management system.

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### 13: Customers will increase with CRM

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### 14: Have you managed customers according to CRM?

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### 15: Have you implemented CRM guidelines?

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### 16: Have you evaluated CRM?

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### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

#### 17: Are your CRM practices customers oriented?

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#### 18: Have redesigned jobs according to the requirement of CRM?

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#### 19: Have you improved customer handling?

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### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

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20: -Have you improved relations with the customers?

### Public Sector

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21: -Have you prepared your people to work in CRM environment?

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22: -Have you benchmarked your organization performance with best practices of other banks?

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### Statistical Analysis - Public Sector & Private Sector

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23: Have you driven out the fear?

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24: Have you adopted an organization culture with shared version, values and analysis?

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25: Has organization taken transformation initiative?

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### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

#### 26: Have you evaluated management skills?

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#### 27: Do you feel motivated with CRM policies?

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#### 28: Identifying potential. Y/N

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#### 29: Identify training needs. Y/N

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### Statistical Analysis - Public Sector & Private Sector

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30: Generating data for key skills. Y/N

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31: I feel CRM is just a formality Y/N

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32: I feel parameters used in our present CRM are relevant. Y/N

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33: I feel business is better with CRM rather than without Y/N

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## Appendix 3 – Statistical Analysis - Public Sector & Private Sector

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### 38: Not ready to face competition.

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### 39: Underutilization of resources.

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### 40: Improved performance

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### 41: As a status symbol

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### 42: Satisfied customer

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### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

#### Table No A3-2: Private Sector

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<td><strong>1:</strong> Though we have CRM, I believe that people are not using it adequately.</td>
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### Private Sector

#### Top management

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#### lower management

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2: - On the whole I am satisfied with CRM here.

3: - I feel secure and happy with CRM in the bank so far.

4: - CRM needs to be improved in Bank.
### Private Sector

#### Top management
- Count | Column %
--- | ---
1 | 50.0
2 | 0.0
3 | 0.0
4 | 50.0
5 | 0.0
**Total** | **200.0**

#### Middle Management
- Count | Column %
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0 | 0.0
2 | 7.7
7 | 31.5
7 | 31.5
4 | 17.2
**Total** | **200.0**

#### Lower management
- Count | Column %
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0 | 0.0
5 | 21.5
4 | 17.2
5 | 21.5
2 | 10.1
**Total** | **200.0**

#### Total
- Count | Column %
--- | ---
2 | 100.0
23 | 100.0
20 | 100.0
45 | 100.0

5: I think, additional inputs are needed.

6: CRM leads to improved performance in Bank

7: In Bank business is primarily based on relations.

8: Do you think better work will be done, if CRM is made better.
### Appendix 3 – Statistical Analysis: Public Sector & Private Sector

<table>
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**9**: Do you think time has come to make use of CRM extensively in Banks.

### Private Sector

<table>
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**10**: CRM is very important in service organization like Banks.

### Private Sector

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**11**: CRM is going to improve the business in Banks.
12: -CRM is better than any other management system.

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13: -Customers will increase with CRM

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14: -Have you managed customers according to CRM?

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### 15.- Have you implemented CRM guidelines?

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### 16.- Have you evaluated CRM?

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### 17.- Are your CRM practices customers oriented?

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### 18.- Have redesigned jobs according to the requirement of CRM?
## Appendix 3 – Statistical Analysis - Public Sector & Private Sector

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19: - Have you improved customer handling?

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20: - Have you improved relations with the customers?

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21: - Have you prepared your people to work in CRM environment?

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### Appendix 3 –Statistical Analysis -Public Sector & Private Sector

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#### 22: -Have you benchmarked your organization performance with best practices of other banks?

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#### 23: -Have you driven out the fear?

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#### 24: -Have you adopted an organization culture with shared version, values and analysis?

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25: - Has organization taken transformation initiative?

26: - Have you evaluated management skills?

27: - Do you feel motivated with CRM polices?

28: - Identifying potential. Y/N
### Appendix 3 –Statistical Analysis -Public Sector & Private Sector

#### 29: Identify training needs. Y/N

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#### 30: Generating data for key skills. Y/N

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#### 31: I feel CRM is just a formality Y/N

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#### 32: I feel parameters used in our present CRM are relevant. Y/N

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### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

#### 33. I feel business is better with CRM rather than without Y/N

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#### 34. - Inflexibility to change. Y/N

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#### 35. - Insupportable technology Y/N

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#### 36. - Delayed responsiveness across the organization Y/N

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#### 37. - Losses faced by the organization Y/N
### Appendix 3 – Statistical Analysis - Public Sector & Private Sector

#### Private Sector

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### 38: Not ready to face competition. Y/N

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### 39: Underutilization of resources. Y/N

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### 40: Improved performance Y/N

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### 41: As a status symbol Y/N

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### 42: Satisfied customer Y/N

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### 43: More Business Y/N

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### 44: Is it results in satisfaction level of customer? Y/N

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### 45: Do customers give references to other people of your Bank? Y/N

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