Conclusion
It is observed that CRM is the hot talk in the banking sector. This could be further accredited to CRM a closer understanding and individualized service to the customer. There is strong recognition of its benefits for the long term organizational survival at both top and middle levels of management amongst Indian banking companies. This study shows that if organizations want to attain a sustainable competitive advantage through CRM, they should efficiently apply all the CRM resources to create CRM process capabilities which are unique and can not be copied by other organizations. There is a direct relationship between perception and satisfaction, commitment and loyalty which underlines the significance of CRM in service industry. For those planning to up-sell and cross-sell, raising customer perceptions is all the more important. And employing CRM may only strengthen the relationship between perceptions and up-buying and cross buying which is all in support of introducing CRM in service sector. Banks are realizing that CRM is the magic bullet that helps financial institutions to build stronger and more profitable relationships.

The current CRM process at Private sector banks has been giving very encouraging results for the organizations. New initiatives such as Teradata by ICICI Bank, CRM Next by HDFC bank have helped these banks to retain the existing customers as well as focus on the most profitable lot among the herd. Services such as ATM’s, Mobile Banking, Internet banking have helped these banks to focus their resources towards improved customer services. The latest tools used for Customer Relationship have helped the Private sector banks in achieving a 3600 view of the customers. The Public sector banks though enabled with all the tools used for Customer service improvement had not been up to the mark in the past. But new initiatives and focus on newer group of customers specially GenNext customers have definitely improved the market image of Public sector banks. Concepts such as Pragati Branches by Punjab National Bank and Unionexperience by Union Bank of India have already started giving positive results for the organizations. Latest tools such as IMPS (Interbank Mobile Payment System) have improved the image of Customer service at these banks. Customer focus initiatives such as Nav Nirman by Union Bank and Customer First by Punjab National Bank will defenitly help the banks in improving the Cutomer Relationship in future.

Implementation of Customer Relationship Management at India Banks has helped the banks to focus on the most profitable customer base thus improving on the overall profit. The banks are now in a better position to cross sell and Up sell their products and share information with the
customers about their offerings. Thus we can say that CRM has helped the banks in improving the overall operational business intelligence and providing them the competitive edge.

Banks are the beneficiary of CRM process but the customers are also on the advantage front. Incorporation of CRM tools have helped the customers to be better informed about the products and services. Customers can receive customized services not only from the branch but through wider variety of banking channels. Today customer can avail any information about the banks from the ease of his chair.

Today the banks are focused to improve the customer services so as to improve the customer base with high retention ratio. To achieve this objective efficiently & effectively, the banks have introduced CRM tools. As per the data collected from the study it is evident that all the banks are using various CRM tools for improving the services they are providing. Previously the services were provided according to the convenience of the bankers & their employees. But now things have changed & the same services along with the new ones are being provided with the focus on the customers. A new culture is developed by all the banks keeping in mind customer centric view. These tool are mainly focused towards improving the services provided by the banks to their customers. All the latest tools such as Mobile banking, Internet banking, ATM services, etc. are introduced and promoted so as to attract new customers and retain old ones.

Improving and maintaining customer relationship is very important in today’s highly competitive banking environment. A good Customer Relationship Management practice is helping the banks in securing new relationships as well as retaining the old ones. Banks CRM initiatives such as HDFC’s CRM Next or PNB’s Pragati branch or Union Banks Unionxperience are all focused towards giving the customers a delightful experience of banking. This delightful experience has improved the image of the banks in the eyes of the customers and in turn has helped the banks in ensuring stronger and more secured relationship with their customers.

**Summing Up:**

According to the study of this research regarding important Information technology and Non Information technology aspects of Customer Relationship Management used as a corporate strategy in enhancing customer satisfaction in Private and Public sector banks in Lucknow city, it has been found that both IT and Non IT aspects of Customer Relationship Management have
been designed with focus on customers and corporate strategies of Customer Relationship Management are customer centric in nature. This has been done to enhance customer satisfaction which ultimately leads to dual objective approach:

1. To retain the existing customer
2. To attract new customers

This is done by both Private and Public sector banks. The difference between Private and Public sector banks is the implementation and operation of Information technology and Non Information technology aspects of customer relationship management used as a corporate strategy is that in few aspects Private sector banks have taken the lead where Public sector banks are lacking behind. But there are other aspects of CRM used by Public sector banks where the implementation of these CRM tools as corporate strategy is so effective that it has gone much ahead of Private sector banks.