## LIST OF TABLES

<table>
<thead>
<tr>
<th>Table No.</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Table Showing Evolution of CRM</td>
<td>4</td>
</tr>
<tr>
<td>3.1</td>
<td>Table Showing Sample from Internal Respondents (Employees)</td>
<td>71</td>
</tr>
<tr>
<td>3.2</td>
<td>Table Showing Sample from External Respondents (Customers/ Accountholders)</td>
<td>72</td>
</tr>
<tr>
<td>3.3</td>
<td>Table Showing Frequency Distribution Tables of Questionnaire-I (Employees)Survey Response Rate</td>
<td>81</td>
</tr>
<tr>
<td>3.4</td>
<td>Table Showing Bank wise Usable Response Rate</td>
<td>81</td>
</tr>
<tr>
<td>3.5</td>
<td>Table Showing Gender of the Employees</td>
<td>82</td>
</tr>
<tr>
<td>3.6</td>
<td>Table Showing Frequency Distribution Tables of Questionnaire -II (Accountholders) Survey Response Rate</td>
<td>82</td>
</tr>
<tr>
<td>3.7</td>
<td>Table Showing Selected banks Wise Response Rate</td>
<td>82</td>
</tr>
<tr>
<td>3.8</td>
<td>Table Showing Gender of the Accountholders</td>
<td>83</td>
</tr>
<tr>
<td>3.9</td>
<td>Table Showing Age Group of the Accountholders</td>
<td>83</td>
</tr>
<tr>
<td>3.10</td>
<td>Table Showing Profession of Accountholders</td>
<td>83</td>
</tr>
<tr>
<td>3.11</td>
<td>Table Showing Monthly Income of Account Holders</td>
<td>83</td>
</tr>
<tr>
<td>3.12</td>
<td>Table Showing Residential Status of Account holders</td>
<td>84</td>
</tr>
<tr>
<td>3.13</td>
<td>Table Showing Qualification of Accountholders</td>
<td>84</td>
</tr>
<tr>
<td>4.1</td>
<td>Table Showing Overall Descriptive Statistics : Objective of offering eCRM Services</td>
<td>92</td>
</tr>
<tr>
<td>4.2</td>
<td>Table Showing Inter Comparison of Ranks : Objectives of adoption of eCRM services for Employees to Work Towards The Customer Satisfaction</td>
<td>94</td>
</tr>
</tbody>
</table>
4.3 Table Showing ANOVA: To improve our ability to increase market share

4.4 Table Showing Multiple Comparisons Dependent Variable: To improve our ability to increase market share

4.5 Table Showing ANOVA: To reduce risk of frauds and errors

4.6 Table Showing Multiple Comparisons: Dependent Variable: To reduce risk of frauds and errors

4.7 Table Showing ANOVA: To improve customer retention statistics

4.8 Table Showing Multiple Comparisons Dependent Variable: To improve customer retention statistics

4.9 Table Showing ANOVA: Improve our contact with customers in terms of the number of touch points and different channels to market

4.10 Table Showing Multiple Comparisons Dependent Variable: To improve our contact with customers in terms of the number of touch points and different channels to market

4.11 Table Showing ANOVA: To improve our marketing information and associated capabilities

4.12 Table Showing Multiple Comparisons Dependent Variable: To improve our marketing information and associated capabilities

4.13 Table Showing ANOVA: To improve collaboration with customers and/or partners in the supply chain

4.14 Table Showing Multiple Comparisons Dependent Variable: To improve collaboration with customers and/or partners in the supply chain

4.15 Table Showing ANOVA: To involve customer in self service mode which ultimately minimize customer grievances regarding banking services
4.16 Table Showing Multiple Comparisons Dependent Variable: To involve customer in self service mode which ultimately minimise customer grievances regarding banking services

4.17 Table Showing ANOVA : To improve bank efficiency by automation

4.18 Table Showing Multiple Comparisons Dependent Variable: To improve bank efficiency by automation

4.19 Table Showing ANOVA : To improve our ability to conduct real-time analysis of data when interacting with customers to predict the buying behaviour of the customer

4.20 Table Showing Multiple Comparisons Dependent Variable: To improve our ability to conduct real-time analysis of data when interacting with customers to predict the buying behaviour of the customer

4.21 Table Showing ANOVA : To improve quality of services to increase the level of customer satisfaction

4.22 Table Showing Multiple Comparisons Dependent Variable: To improve quality of services to increase the level of customer satisfaction

4.23 Table Showing Sources of Information of using eCRM Services

4.24 Table Showing Usages pattern of eCRM services

4.25 Table Showing Purpose of using eCRM services

4.26 Table Showing Overall GAP Score

4.27 Table Showing Overall Dimension wise Importance Weights

4.28 Table Showing Multiple Correlations : Amongst eCRM service dimensions

4.29 Table Showing Overall Dimension wise Gap Score

4.30 Table Showing Inter Comparison of GAP Scores of the
selected banks of Haryana

4.31 Table Showing Comparison of Importance Weights of Selected banks of Haryana 127

4.32 Table Showing Comparison of Unweighted and Weighted Gap Scores of Selected banks of Haryana 129

4.33 Table Showing Descriptive Mean: Overall Customer Satisfaction Before Experiencing eCRM Services 131

4.34 Table Showing ANOVA: Overall Service Quality Before Experiencing eCRM Services 131

4.35 Table Showing Multiple Comparisons Dependent Variable: Overall Customer Satisfaction level Before Experiencing eCRM Services 132

4.36 Table Showing Descriptive Mean: Overall Customer Loyalty level Before Experiencing eCRM Services 133

4.37 Table Showing ANOVA: Overall Customer Loyalty level Before Experiencing eCRM Services 133

4.38 Table Showing Multiple Comparisons Dependent Variable: Overall Customer Loyalty level Before Experiencing eCRM Services 134

4.39 Table Showing Descriptive Mean: Overall Customer Satisfaction level After Experiencing eCRM Services 135

4.40 Table Showing ANOVA: Overall Customer Satisfaction level After Experiencing eCRM Services 135

4.41 Table Showing Multiple Comparisons Dependent Variable: Overall Customer Satisfaction level After Experiencing eCRM Services 136

4.42 Table Showing Descriptive Mean: Overall Customer Loyalty level After Experiencing eCRM Services 137

4.43 Table Showing ANOVA: Overall Customer Loyalty level After Experiencing eCRM Services 137
4.44 Table Showing Multiple Comparisons Dependent Variable: Overall Customer Loyalty level After Experiencing eCRM Services

4.45 Table Showing Paired Samples t-test Statistics (Overall Customer Satisfaction level)

4.46 Table Showing Paired Samples t-test (Overall Customer satisfaction level)

4.47 Table Showing Paired Samples t-test Statistics (Overall Customer Loyalty level)

4.48 Table Showing Paired Samples t-test (Overall Customer Loyalty level)

4.49 Table Showing Overall Descriptive Statistics: Factors affecting customer retention process

4.50 Table Showing Inter Comparison of Ranks : Impact of eCRM services in the selected banks of India

4.51 Table Showing ANOVA : With the help of eCRM services bank employees have the knowledge to answer questions of customers promptly

4.52 Table Showing Multiple Comparisons Dependent Variable: With the help of eCRM services bank employees have the knowledge to answer questions of customers promptly

4.53 Table Showing ANOVA : Efficiency of employees has been increased because of eCRM services

4.54 Table Showing Multiple Comparisons Dependent Variable: Efficiency of employees has been increased because of eCRM services

4.55 Table Showing ANOVA : Online banking is more secure and reliable mechanism as compare to traditional (face to face) banking

4.56 Table Showing Multiple Comparisons Dependent Variable: Online banking is more secure and reliable mechanism as
compare to traditional (face to face) banking

4.57 Table Showing ANOVA: Bank business has been increased after launching of eCRM services

4.58 Table Showing Multiple Comparisons Dependent Variable: Bank business has been increased after launching of eCRM services

4.59 Table Showing ANOVA: Risk associated with online transactions is low

4.60 Table Showing Multiple Comparisons Dependent Variable: Risk associated with online transactions in low

4.61 Table Showing ANOVA: Online services offered by bank is a better mechanism to understand the needs of customers and it certainly helps in customer retention

4.62 Table Showing Multiple Comparisons: Dependent Variable: Online services offered by bank is a better mechanism to understand the needs of customers and it certainly helps in customer retention

4.63 Table Showing ANOVA: eCRM services is a better mechanism to provide better services as compare to traditional (face to face) mode of banking

4.64 Table Showing Multiple Comparisons Dependent Variable: eCRM services is a better mechanism to provide better services as compare to traditional (face to face) mode of banking

4.65 Table Showing ANOVA: Level of work stress on bank employees has been decreased because of eCRM services

4.66 Table Showing Multiple Comparisons Dependent Variable: Level of work stress on bank employees has been decreased because of eCRM services

4.67 Table Showing ANOVA: Bank provides 24/7 online customers services
## LIST OF GRAPHS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overall Source of eCRM Information</td>
<td>116</td>
</tr>
<tr>
<td>2</td>
<td>Inter Comparison of Individual Bank score</td>
<td>117</td>
</tr>
<tr>
<td>3</td>
<td>Overall eCRM Usage pattern</td>
<td>118</td>
</tr>
<tr>
<td>4</td>
<td>Inter comparison of individual bank usage pattern</td>
<td>118</td>
</tr>
<tr>
<td>5</td>
<td>Overall Purpose of using eCRM services</td>
<td>120</td>
</tr>
<tr>
<td>6</td>
<td>Inter Comparison of Individual bank Purposes of Using eCRM services</td>
<td>120</td>
</tr>
<tr>
<td>7</td>
<td>Overall Average Importance Weights of eCRM Service Dimensions</td>
<td>122</td>
</tr>
</tbody>
</table>