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(Kavita)
PREFACE

Customers are the wheel behind which business revolve. All businesses need customers in order that they may exist. Customers also realize their importance and together with the environment they are putting more and more pressure on their suppliers to gear up with new methods and technologies to deal with them.

We are now on the threshold of the 21st century. Banks are now moving on from local to the global arena. Banking being a service-oriented industry, customer satisfaction is an integral part of the business. Banks are major operators in the service industry and like all other businesses are depicting their desire to woo new customers and try hard to retain the older ones in the dynamic hard pressured changes that are prevalent all around.

The present study discusses the Electronic Customer Relationship Management A Comparative Study of Banks in Haryana. The study has been divided into five chapters.

The First Chapter deals with the introduction of the eCRM, CRM, features etc. and eCRM in banks, various electronic services provided by the banks.

The Second Chapter discusses the review of existing literature and limitations of the study.

In the Third Chapter Research Methodology used for the present study, objectives of the study have been discussed.

In the Fourth Chapter Analysis and Interpretation of the collected data has been done.

In the Last Chapter Conclusion has been summarized and suggestions have been put forward to improve the electronic customer relationship management.


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