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Baumeister, H. (2002). "Customer Relationship Management for SMEs;" appeared in *proceedings Prague*


IDC India CRM Market Analysis and Forecast: 5.


## Table A1.1 Branch-Types Included in the Survey

<table>
<thead>
<tr>
<th>Branch Type According to Business Handled</th>
<th>Branch Type According to Area Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Large</td>
<td>Port Town</td>
</tr>
<tr>
<td>Very Large</td>
<td>Urban</td>
</tr>
<tr>
<td>Large</td>
<td>Semi-Urban</td>
</tr>
<tr>
<td>Medium</td>
<td>Rural</td>
</tr>
<tr>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>13</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Field Survey

## Table A1.2 Types of Accounts in Categories of Deposits

<table>
<thead>
<tr>
<th>Current Account</th>
<th>Savings Bank Account</th>
<th>Time Deposit Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Balance in OD A/c</td>
<td>Savings Bank Deposits</td>
<td>Time Deposits from Banks</td>
</tr>
<tr>
<td>Credit Balance in CC A/c</td>
<td>Resident Foreign Currency A/c</td>
<td>Fixed Deposits</td>
</tr>
<tr>
<td>Call Deposits</td>
<td>Corp Classic SB</td>
<td>Recurring Deposits</td>
</tr>
<tr>
<td>Sundry Deposits</td>
<td>NRE SB</td>
<td>Janatha Deposits</td>
</tr>
<tr>
<td>Overdue Deposits</td>
<td>NRO SB</td>
<td>Corp Classic Fixed Deposits</td>
</tr>
<tr>
<td>Interest Payable on Deposits</td>
<td>Corp Pragathi SB Accounts</td>
<td>Corp Recur</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kshemanidhi Cash Certificate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corp Classic - KCC</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continuous Deposit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Premium Deposits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Loan A/cs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moneyflex Deposit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Resident Foreign Currency A/c</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All other Deposits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corp Gold Deposits</td>
</tr>
</tbody>
</table>

Source: Field Survey