CHAPTER IV

PROFILE OF SELECTED BANKS AND RESPECTIVE CRM
CHAPTER-IV: SELECTED BANKS PROFIL WITH THEIR RESPECTIVE CRM

Indian bankers understand that CRM will also accelerate their business, retain customer and managing customer is one of the main issues faced by the banks. The demands and expectation of the customers grow at a much faster rate than the banks can equip themselves to deal with them. As Kotler & Fox (1995) states, “the best organization in the world will be ineffective if the focus on ‘customer’ is lost”.

List of major Banks in Thane: Annexure – 1 is attached for reference. Further to this, researcher will study only four banks in Thane city the names and details are as given below:

4.1. State Bank of India (SBI)

Starting of the 19th century can be traced back to the SBI. Bank on 2 January 1809, three years later, was redesigned as the Bank of Bengal. Bengal Government of British India established under the sponsorship of first ever joint-stock bank said. Mumbai and Madras followed the Bank of Bengal. January 27, 1921 Imperial Bank of India, India was merged to form the modern banking that these three banks dominated the scene. In 1951, SBI launch of Independent India's first Five Year Plan. Planning and especially in the rural areas of the country aimed at serving the Indian economy in general. Confine their services to the urban area of Imperial Bank of India, including the country's plans commercial banks. The elephant has indeed started to dance.

4.1.1. Products and Services of SBI:

a) Create an account opening: For opening new account in State Bank of India online account opening facility is available. Your savings, current, fixed deposit and recurring deposit account can be opened.
b) **Activity inquiries:** Online SBI online transaction provides for the status of the investigation. Transaction details and transaction can view the current status and verify.

c) **SBI e-Tax:** via e-SBI online taxes can be paid. Taxes Like: TDS, income, corporate, property, estate duty and enables you to pay fringe benefits.

d) **E-ticketing:** Online SBI online via rail, air and can book bus tickets. If you do not have an irctc.co.in log on and create an identity card, just to book your train ticket. Plan your trip and book tickets to offer.

e) **Bill Payment:** To view and pay your bills online is a simple and convenient service.

f) **Eztrade @ SBI:** EZ. Trade @ SBI Online Trading introduction of platform you need to trade (currently available to Indian residents only) and online investment actually Provides Experience world-class - anywhere, anytime.

g) **RTGS / NEFT:** You RTGS / NEFT service to accounts in other banks.

h) **LIC premium:** To register and pay the premiums on www.licindia.com. SBI is the premium Payment options.

i) **SBI Mutual Fund:** SBI Mutual Fund schemes can invest online. If you want to invest in www.sbimf.com logon and State Bank of India, payment options, select a plan.

j) **Transfer of Funds:** The daily limit you to transfer money from accounts:
   - Between accounts in the same branch: 10 million.
   - 5 million in the accounts between branches.
k) **Third Party Transfer:** Adding as a trusted third party can transfer the money to the accounts of third parties. Beneficiary account should any branch of State Bank of India.

l) **Demand Draft:** To register online Internet banking enables application requests of a demand draft.

m) **Check-Book Request:** Request of Check book can be made online.

n) **Donation:** You are using religious and charitable organizations can make donations.

### 4.1.2. The CRM at SBI:

For the fast requirement of demanding and competitive market, system automation became critical need of SBI. Therefore, SBI adopted the technology based solution considering easiness of implementation, cost competitive and durable for expansion.

**Saving time and money:**

1. Data Quality Consulting and Audit
2. Data De-duplication Pilot
3. Data De-duplicating Pilot.
4.2. **ICICI BANK:**

In last 5 decades, ICICI Group has a part of economic growth and development in India, both from social and business approaches. ICICI Limited has promoted ICICI Bank in 1994. Bank on date towards Sustainable Development.

1. ICICI Foundation for Inclusive Growth
2. ICICI Group's financial inclusion initiatives
3. Disha Counseling
4. Technology Finance Group
5. Read to Lead campaign

**Vision:**

Our vision is a world free of poverty in which every individual has the freedom and power to create and sustain a just society in which to live.

**Mission:**

Our mission is to empower the poor to participate in and benefit from the Indian growth process through integrated action in the fields of primary health, elementary education, financial inclusion and sustainable livelihood. This will be achieved through active collaboration with the government and independent organization.

4.2.1. **ICICI and CRM:**

ICICI Bank holds its compelling story of growth with the CRM initiatives in India as a team. For full customer satisfaction, ICICI bank is successful in building a good customer relationship.
FIGURE 4.1: FINACLE CORE BANKING SOLUTION:

i. Call centers

ii. E-marketing

iii. Modus Operandi
The tools are as follow –

i. Application form  
ii. Centralized system  
iii. Huge number of offering  
iv. Cross – selling and  
v. Feedback forms  

4.2.2. Different channel for services

i. Branches  
ii. ATM networks  
iii. Online banking  
v. Mobile banking
4.3. DENA BANK:

With DENA bank, thirteen major banks were nationalized on July 1969 and is now constituted under the Banking Companies Act, 1970 as a Public Sector Bank. Bank can undertake other business in addition to their core business.

Vision:

DENA BANK will emerge as the most preferred Bank of customer choice in its area of operations, by its reputation and performance.

Mission:

Customers - Premier financial services of great value
Staff - Positive work environment and opportunity for growth and achievement
Shareholders - Superior financial returns
Community - Economic growth
4.3.1.  The CRM of DENA BANK

The bank is very responsive in dealing quickly and proactively with things that go wrong by providing Fast Correcting mistakes, Quick handling customer complaints, Assisting customers till the satisfaction and Reversing any bank charges, if not applicable and deducted with mistake.

Customer Privacy will also be protected through relevant disclosures that are required by local laws and regulations. This information is the cornerstone to provide superior service, to the most important asset i.e. customer trust. The bank also explains to its customers the procedural formalities required to manage his account by providing account statements at regular time. Customers are given a series of products, services and facilities to improve its CRM program and process, which are as below:

i.  Create an account opening
ii.  Account details
iii.  Activity inquiries
iv.  e-Tax
v.  E-ticketing
vi.  Bill Payment
vii. LIC premium
viii. Transfer of Funds
ix.  Check- Book
x.  Donation
4.4. BANK OF MAHARASHTRA

“For providing capital to the trade and industry in Maharashtra, it is essential to establish a Joint Stock commercial bank. The Maharashtra Chamber is, therefore, requested to make all the necessary enquiries in that behalf and take appropriate steps for floating such a bank. The business community in Maharashtra is urged to support such an effort.”

The Bank was formally registered under the Indian Companies Act, on the auspicious day of 16 September 1935 and 21 October 1935 for commitment stated as per prospectus.

“Steadily to spread its business operations all over Maharashtra and as opportunity allows, outside that area offering varied services to the general public while trying to be useful to trade, commerce and industry consistently with high standards of safety and efficiency”

Mission:

− To ensure quick and efficient response to customer expectations.
− To innovate products and services to cater to diverse sections of society.
− To adopt latest technology on a continuous basis.
− To build proactive, professional and involved workforce.
− To enhance the shareholders’ wealth through best practices and corporate governance.
− To enter international arena through branch network.

4.4.1. CRM of BANK OF Maharashtra:

The Bank has taken many steps to improve customer service and at the same time, also improved and concentrated in attending customer complaints.
Bank focus on providing excellent services to customer through all available channels and continuous efforts for the satisfaction. The changing customer interests and expectations are taken care by improving various procedures and processes.

A. News Room

B. Corporate Social Responsibility

C. On-line benefits:
   a) Fund Transfer
   b) Home Insurance
   c) Bill payments
   d) Motor insurance
   e) Mobile Recharge
   f) Money Manager
   g) Health insurance
   h) Ticket Booking
   i) Travel Insurance
   j) Receive Money
   k) Card Protection Plan
   l) Instant Payment

D. Dream Deposit

4.4.2. Special Priority Service

   i. Wealth Management branches and Lounge
   ii. Dedicated Customer Care Helpline
   iii. Priority Processing Center
4.4.3. Customized Investment Plan

i. Five-stage process
ii. Wide range of investment products
iii. Up-to-date research

4.4.4. Special privileges just for you

i. Personal Banking Privileges
ii. International Debit Cards
iii. Family Wealth Account
iv. Life Privilege
v. Business Banking Privileges

4.4.5. Products and Services

A) Personal Banking

i. Savings accounts
ii. Salaries account
iii. Current account
iv. Fixed Deposit
v. Demat Account
vi. Safe Deposit Lockers
vii. Loan
viii. Credit card
ix. Debit card
x. Prepaid Cards
xi. Investment and Insurance
xii. Foreign Exchange Services
xiii. Payment Services
xiv. Net banking
xv. Instra Alerts
xvi. Mobile Banking
xvii. Instra Questions
xviii. ATM
xix. Phone Banking

B) NRI Banking

i. Rupee Current Account
ii. Rupee Term Deposits
iii. Foreign currency deposits
iv. Returning accounting for Indians
v. Telegraphic / Wire Transfer
vi. Mutual Funds
vii. Private Banking
viii. Portfolio Investment Schemes
ix. Loans
x. Payment Services
xi. Net banking
xii. Mobile
xiii. Banking
xiv. ATM
xv. Phone Banking