CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. INTRODUCTION

In today’s business environment, the commercial banks face increasing competition from new players, including global banks and alternative sources of funds. In response, they need to work harder to ensure that their clients feel valued and receive high-quality service that promotes client loyalty. Leading commercial banks are looking beyond the transaction to the full opportunity presented by their commercial clients. Accordingly, they are moving beyond managing clients as simple contacts to a whole new level of client relationship management, crafting a superior commercial client experience that gives the bank a competitive advantage and a more loyal, profitable client. Therefore, a strong relationship will create a bond between the banks and its customers. The banking concern should understand and satisfy the changing needs of the customers. The success of the banking industry depends on building a life-long relationship with its customers. In this context, the present study was conducted in Perambalur district with the sample size of 435 customers from 9 commercial banks. The perceptions of the customers with regard to
customer relationship management were focused in the present study. The major findings of the study are presented below.

5.2. FINDINGS

5.2.1 PERSONAL INFORMATION

❖ The percent analysis revealed that 59.08 per cent of the respondents are male in Perambalur district. Most of the respondents are under the age group of 41-50 years. Majority of 40.92 per cent of the respondents’ education is degree level. A maximum of 44.37 per cent of the respondents are businessmen by profession. 40.69 per cent of the respondents are in the income group of Rs 10,001-15,000.

❖ Majority of 91.49 per cent of the respondents are the customer of public sector banks. About 78.39 per cent of the respondents in Perambalur district have savings bank account.

5.2.2 PERCEPTION TOWARDS CRM

❖ Male customers are highly satisfied than female customers towards customer relationship management practices of the commercial banks. Most of the respondents belonging to the 50 years of age group are highly satisfied towards customer relationship management practices of the commercial banks.
Post graduate respondents are highly satisfied towards Customer Relationship Management practices of the commercial banks. Customers of the Lakshmi Vilas Bank customers are highly satisfied towards customer relationship management practices of the commercial banks. Most of the current account customers are highly satisfied towards customer relationship management practices of the commercial banks.

5.2.3 PERCEPTION TOWARDS SERVICE QUALITY

Male customers, customers in the age group up to 30 years, post graduate customers, customers who have monthly incomers 10,001 – 15,000 are highly satisfied towards service quality of the commercial banks in Perambalur District.

Analysis clearly indicated that, ICICI Bank customer, saving bank accountholders, and private sector bank customers are highly satisfied with the service quality of the commercial banks.

The analysis found that, a moderate correlation existed between the service quality of private sector banks and gender, age, education, monthly income, nature of account.

Most of the respondents are satisfied with following service quality factors, like, assurance of service, empathy, reliability services,
responsiveness, tangibility, staff members, communication, understanding of the customers, access of services and security of the services.

5.2.4 PERCEPTION TOWARDS CUSTOMER INTERACTION MANAGEMENT

- Female customers, customers in the age group above 50 years, and customers who have monthly income above Rs.15,000 are highly satisfied with customer interaction management.

- Customer of the ICICI Bank saving bank account customers, and customer of the private sector bank customer are highly satisfied with customer interaction management in the commercial banks.

- A moderate correlation exists between the customer interaction management of private sector banks and gender, age, education, monthly income.

- The per cent analysis revealed that 39.41 per cent are highly satisfied with skill to recognize individuals, 46.20 per cent are satisfied with skill to educate, and 34.47 per cent are satisfied with ability to acquire interpersonal traits.
5.2.5 PERCEPTION TOWARDS CUSTOMER RETENTION MANAGEMENT

- The male customers are highly satisfied than female customers towards customer retention management in the commercial banks. Respondents have H.SC qualification are highly satisfied on the customer retention management in the select commercial banks.

- Businessmen are highly satisfied towards customer retention management in the selected commercial banks. Respondents in the monthly income range Rs. 5,001-10,000 respondents are highly satisfied towards customer retention management in the selected commercial banks.

- Customers of the Bank of India are highly satisfied towards customer retention management. Savings bank account holders and customers in the public sector banks are highly satisfied towards customer retention management.

- The gender, age, education and monthly income have no significant effect on the customer retention management in the public and private sectors banks.

- The customer retention management variables shows that 29.65 per cent are highly satisfied with market leader strategies and practice,
45.97 per cent are satisfied with innovative service, 34.02 per cent are satisfied with compliant management system.

**5.2.6 PERCEPTION TOWARDS CUSTOMER SERVICE STRATEGIES**

- Male customers are highly satisfied than female customers towards customer service strategies in the commercial banks. Respondents with H.SC qualification and having up to 30 years are highly satisfied on the customer service strategies in the select commercial banks.

- Customers of the State Bank of India are highly satisfied towards customer service strategies in the selected commercial banks. Respondents in the monthly income up to Rs 5,000 respondents are highly satisfied towards customer service strategies in the select commercial banks.

- Current account holders and customers of the public sector banks respondents are highly satisfied towards customer service strategies in the selected commercial banks.

- The analysis found that there is no significant relationship between the gender, age, education, monthly income and nature of account and customer service strategies of the public and private sector banks.

- Customer service strategies to maintain the customers in the selected banks depend upon single window service, preferential pricing, up
selling of products, anywhere banking, 24 x 7 hours service, cross selling of products and internet banking.

5.2.7 PERCEPTION TOWARDS CUSTOMER CONTACT PROGRAMMES

- Female customers are highly satisfied than male customers towards customer contact programmes in the commercial banks. Respondents having H.Sc qualification and respondents in the age group 31-40 years are highly satisfied on the customer contact programmes service strategies in the selected commercial banks.

- Customers of the SBI are highly satisfied towards customer contact programmes, respondents in the monthly income up to Rs 5,000 are highly satisfied towards customer contact programmes in the select commercial banks.

- Savings bank account holders and customers of the private sector banks are highly satisfied towards customer contact programmes.

- About 39.31 per cent of the respondents are highly satisfied with customer awareness programme about new product service and majority of 48.96 percent respondents are satisfied with customer service meet to discuss their problems.
5.3. SUGGESTIONS

On the basis of detailed study of the perception of the customers towards customer relationship management practices of the commercial banks, it is clear that customer relationship management plays a vital role in the banking industry. The various suggestions for improving the customer relationship management of the commercial banks are as follows:

- Banks should be the pioneers in the commercial introduction of any new molecule, because the banks which introduce at first such services in the market have always outperformed the followers.

- Multiple services play a vital role for the customers in the present context, so service management is essential for the success of any banks.

- Most of the banks are not having updated website to inform their customers about their latest products and services. Therefore it is suggested that the select commercial banks shall update their weakness.

- Traditional method of meeting the customer’s needs and providing uniform material to them suits the banking sector than specific promotion in the form of CRM to select customers.
- Implementing adequate technologies in order to assist CRM initiative.

- Apart from the usual transactions involving the bank, some other services can also be availed by commercial bank customers. These include prepaid mobile recharge, mutual fund transactions, bill payments, making donations for tirupathi thirumala devasthanams.

- The bank should bring out new schemes at time-to-time so that more people can be attracted. Even some gifts and prizes may be offered to the customers for their retention.

- 24 hours banking should be introduced so as to facilitate the customers who may not have a free time in the daytime. It will help in facing the competition more effectively.

- More ATM coverage should be provided for the convenience of the customers. No limit on cash withdrawals on ATM cards should be imposed.

- ATMs are kept in vans parked at locations that have a high traffic of bank customers such as the commercial areas in city or up market residential areas.

- Database on various aspects of customer profile such as the type of account, the frequency of transaction, the period of association with the bank and the purpose of account holding should be created by the
customer care department which should function in every bank and it must develop an excellent total customer care programme to suit the specific requirements of its target customers. It will definitely strengthen customer relationship management of the banks.

- The banks should make the e-channels accessible, convenient and secure from information loss by increasing the number of ATMs. Mobile ATMs should be started as these are time saving and more popular in these days. ATMs, credit cards and internet banking are mostly preferred by the customers due to time, cost utility and efficient services. So the banks should make efforts by arranging demo-fares to the customers at counters to make the channels popular and easier to understand. Besides these channels, customers should also be made aware of the different types of services provided by the commercial banks.

- The select commercial banks should establish a separate ‘Customer Compliant Monitoring Cell’. The function of the cell must be receive, register and classify the customer complaints and forward them to the respective departments to initiate action, and follow up until the compliant is attended to the satisfaction of the customer concerned. Moreover, regular ‘customer satisfaction audit’ is to be carried out by
the select commercial banks to find areas of discrepancies and try to improve the customers’ perception level.

5.4. CONCLUSION

It is observed that banks lose their best clients to competitors due to a variety of reasons. The rationale behind losing their best clients to other service providers such as inefficient and improper service is one of the major reason. Hence, the bank should adopt customer relationship building approaches such as responding to complaints instantaneously, analyzing the attrition of the clients in a particular product, and rating of services across the network of branches, and the creation of a suggestion box to elicit the views and suggestion of their employees. Another dimension of the relationship building exercise is to obtain an electronic feedback from customers to understand the level of acceptance of existing products, which will facilitate in developing better products. Satisfied customers are the best guarantee for the stability and growth. Customers will be satisfied only when the banks provide the customized and innovative products and services at responsible cost.
5.5. SCOPE FOR FURTHER RESEARCH

The following studies have got the scope for the future researcher:

1. A comparative study on CRM practices in local and multinational banks.

2. A comparative study on CRM practices in selected banks in India.

3. To conduct some interviews from different banks employees such as bank Managers, Accountants, Cashiers, etc.