CHAPTER-6

CONCLUSIONS OF THE STUDY

The following were the conclusions of the study:

6.1 From the study it can be concluded that bank managers did agree that they customized their services with customers according to their needs, this shows that banks had their customers in mind.

6.2 The findings of the study also showed that banks did appreciate their customers, appreciating a customer enhances relationships.

6.3 From the findings it was found out that banks in both countries had relational programs. Having a relational program is the first step to reaching out to the customer and it makes the process easier.

6.4 From the study it was found out that both banks in Pune and Nairobi considered customer relations as an important issue and they went ahead to agree that they encouraged their employees to enhance their communication skills. Customers too agree that bank employees gave them individual attention and had the ability to answer their questions. To add on customer did agree that they were much satisfied with the banks communication channels.

6.5 From the study it was found out that banks did consider customer retention as an important issue and they continued to say that it did succeed in retaining their customers either always or most of the time. They also had a loyalty program.

6.6 From the study it can also be concluded that banks agreed that their employees got involved in relationship management and that they were rewarded for doing so.

6.7 From the study it was found out that as much as banks had a relational program many did not have CRM software installed in their banks. The conclusion is most banks relied on their employees for relationship building, but having a CRM software would make the process easier especially when profiling customers and analyzing several performance measures in this area. Few customers did agree
that they had heard about CRM. This might be because banks did not take much initiative in informing customer about it.

6.8 From the study it was found out that customers were satisfied with their banks but on the contrary most of them were not interested in developing a relationship with the bank.

6.9 It can also be concluded that relationship management was much effective and efficient, this is because banks agreed that customer relationship activities helped them in customer retention and that they were effective, this can be attributed to the customer attention, knowledge to answer customer questions and the convenient banking hours.

6.10 As regards to the ease in accessing a bank account the conclusion could be found out that customer preferred going to an ATM booth because it was easy and convenient, they also found the software installed the booth much friendly to operate.

6.11 Banks did agree too that technology had an impact on their efficiency and it had an impact in the last 10 years. This can be concluded that banks embraced technology as a means to achieving good customer relations, one bank manager said that there was need to constantly improve because of cut throat competition in the area of technology.

6.12 From this study it was found out that opening a bank account in both countries was much easier than the researcher had assumed before as regards to Kenyan banks.

6.13 From the study it was found out that the documentation process while opening a bank account was much easier in both cities.

6.14 From the study it was found out that it was easy for the customer to access their accounts hence improving customer service.