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Customer relationship management in public sector bank

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ABSTRACT

Customer Relationship Management has been developed in business to improve the quality of service in handling organization, customer inputs, tracking their orders, complaints, customer satisfaction and one of the most important is loyalty. Customer Relationship Management is customer –focused and technology-oriented system. CRM involves technology to collect the intelligence you need for the improved services to your customer that has been provided by your firm. Customer relationship management plays a very important role in the business world because the growth of every company depends on it. Customer relationship management requires deep analysis. The author has examined in a research paper that study the profile of public sectors bank customers, their services provided by the bank, Customer satisfaction and the influence of demographic variable of customers.

Keywords— *Customer relationship management, Service quality, Customer satisfaction, CRM programs, CRM discipline*

1. INTRODUCTION

Customer Relationship management has attracted Customer and scholars. Now in recent years more and more companies adopting the process of customer relationship management. They also use a different type of programs, tools and technology for effective customer relationship management. The technology development bringing a great integration between sales, marketing and customer satisfaction and their services [1].

Customer Relationship management presents a system for developing full knowledge about the customer and their preferences. Marketing dealers are studying the nature and scope of CRM and they are developing a concept regarding the process and they maintain a proper relationship between the buyers and the sellers. CRM is about what you do with gather information that is better for you and your existing customer, and they will help you to identify new customers, then the result is higher profit to you and your firm. Frontline information systems are to be used for the effectively manage the proper relation with customer, which play important role in the growth of your business. Frontline information system provides more satisfaction to u as well as your customer.

Different types of software and technologies have been developing to take the customer aspects, these techniques are:

- Collaborative filtering
- Rule-Based expert systems
- Artificial intelligence
- Relational database
- Frontline information system

2. BUILDING BLOCKS IN CUSTOMER RELATIONSHIP MANAGEMENT

- Collect Information about customers for making the database
- Analyze the information
- A new strategy for a better meet
- Collecting data and sure about that the strategy you used is more effective
- Customer satisfaction
- The new and latest technology
- Marketing

3. CUSTOMER RELATIONSHIP MANAGEMENT COMPONENT

There are several customer relationship components that will understand the process of every point of customer relationship management. This component will always help the customer understand how the work and the process are to be done in different aspects and manner. A general model of the customer relationship management contains six key mutually criteria. These key of the model play an important role to understand the process and the component are explained as below. [2] [3]

- (i) Relationship platform[7]
- (ii) Tools for targeting [6]
- (iii) Analyzes database
- (iv) Privacy issues
- (v) Customer data base[4][5]
- (vi) Critical success factors

4. HOW CAN I USE CRM IN MY BUSINESS

The table below shows the type of data you can collect with customer relationship management and also show what type of information you required that can help you.

Information Type	Questions
About the customer profile	<ul style="list-style-type: none"> • Who they are? • Are they person or Business? • Location? • How big they are in business? • Do they have an account? • How do they communicate?
Customer buying profile	<ul style="list-style-type: none"> • How often do they buy? • When do they buy? • Their buying habits? • How much do they buy in one time?
Customer Buying preferences	<ul style="list-style-type: none"> • What do they buy • Always buying the same thing? • Why do they buy it?
Customer service profile	<ul style="list-style-type: none"> • Problems \issues do they encounter? • Current status of their issues? • How many open tickets are their • Resolved cases?

5. LEVEL OF SATISFACTION IN CUSTOMER RELATIONSHIP MANAGEMENT

Satisfaction of customer in public bank services has been obtained by scores of questions relating to satisfaction. Customer satisfaction is varying from at different aspects and these aspects are given below:

- Customer who is from the urban area have a high level of satisfaction, and the customer who is from the non-urban area have less satisfaction because of their lack of knowledge.
- Female customer have a high level of satisfaction as compared to the male candidate
- An educated person have always a high level of satisfaction as compared to the uneducated person
- Customer satisfaction also vary from their income, a customer whose family income is 50000 have a high level of satisfaction and a customer whose income is 30000 have a low level of satisfaction.
- Customer who manage the bank account more than 6 years have always a great level of satisfaction as compared to the person who manage the bank account only a few months
- Customers who are coming from the financial background is always more satisfied as compared to that person who is not from the financial background.

If the given target is achieved by the relationship management it will always result into the high level of satisfaction. Once if the customer is satisfied by your CRM it will always help to grow your firm. In short, we can say that the good quality of service offered by the bank directly influence the customer.

6. SUGGESTIONS ABOUT SATISFACTION

- (i) In semi-urban and urban area the working hours may be extended that will help to satisfy the customer
- (ii) Bank may work on Sundays in the Urban area will also help to satisfy the urban area customer.
- (iii) The cooperative staff helps to satisfy the customer.
- (iv) A number of ATM increase in rural area.
- (v) Level of charges may also be reduced in the cheque and demand draft to some extent.
- (vi) Reduced rate of interest will always help in customer relationship management and that will always give your firm a positive result.
- (vii) Customer Satisfaction always depends upon the service quality provided by the bank, so always give better quality to the customer.

7. INFLUENCE OF DEMOGRAPHIC VARIABLE OF CUSTOMER SERVICE QUALITY PERCEPTION

Now a day's banks are continuity provide a better quality of the services to achieve a goal. In order to improve the service quality of the banks, they should the factor that affect the customer perception. Marketing posits demographic play an important role to affect the service quality of the customer. Marketing strategy requires appropriate understanding factor that influence the customer about service. Banker's customer requirements according to the demography are still an unserved area

8. CONCLUSIONS

Customer relationship management extends up to many areas of marketing that will always help to grow your firm up to the desired level. Customer relationship management refers to the broad process of business. Building a good relation to the customer helps to you to grow in the market and one of the most important factors of the customer relationship management is to satisfy the customer need, once the customer is satisfied every goal of your firm is easily achieved. The main aim about the customer relationship management is always given first priority to your customer and always fulfil their need

9. FUTURE TRENDS

Customer relationship management developed over the many years and will continue to emerge with new systems and technology that will increase the business and interaction with the customer. There are several customer relationship management trend on the horizon that businesses can anticipate. These are like Mobility, Integration of CRM into the business process, and t7ghe customer relationship experience.

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