

The Role of Customer Relationship Management in Enhancing Banking Performance

Manasa A M¹ and Dr. Sanjeev Kumar Tiwari²

Research Scholar, Department of Commerce¹

Associate Professor, Department of Commerce²

NIILM University, Kaithal, Haryana, India

Abstract: *The study investigates how consumers in the Indian retail banking industry view personal/customer relationship management (CRM) procedures. Due to fierce competition, rapid technology innovation, and shifting consumer demands and preferences, CRM is now one of the most important components of a bank's strategy for success, growth, profitability, and competitiveness. CRM strategies are helpful for good product development and for better understanding client wants. Additionally, it facilitates efficient segmentation, targeting, positioning, handling of complaints, and preserving lucrative, long-lasting, and mutually beneficial relationships with clients. Users of both public and private banks were polled for this research using 27 distinct statements on the CRM strategies used by various banks. The Surat (Gujarat) area provided the survey data. In addition to aiding in comparison research, this poll gauges service users' true opinions of each bank's CRM procedures. The various firms may find this insightful input useful in gaining a balanced understanding of the significance of CRM activities*

Keywords: Customer Relationship Management, Relationship Marketing, Banking Sector, Customer Loyalty